

SHARING CARS:

What works
What hinders
& How Technology Can Help

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Welcomed in Delhi



Tolerated in New York



Unacceptable in New York



Loved in Delhi



Minivans loved in Kampala



Minivans accepted



Unacceptable



Low Cost & Pedal-powered in Delhi



Expensive & motorized in Coney Island



Expensive, motorized & shared Everywhere



Ad hoc Inexpensive, Motorized & Shared,
acceptable in Yemen but not in US



Sharing a taxi considered normal here too (Haifa)



Sharing a taxi makes the news here (New York City)

Limited Share-a-Cab Test to Begin Soon

By MICHAEL M. GRYNBAUM

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Share a cab, stranger?

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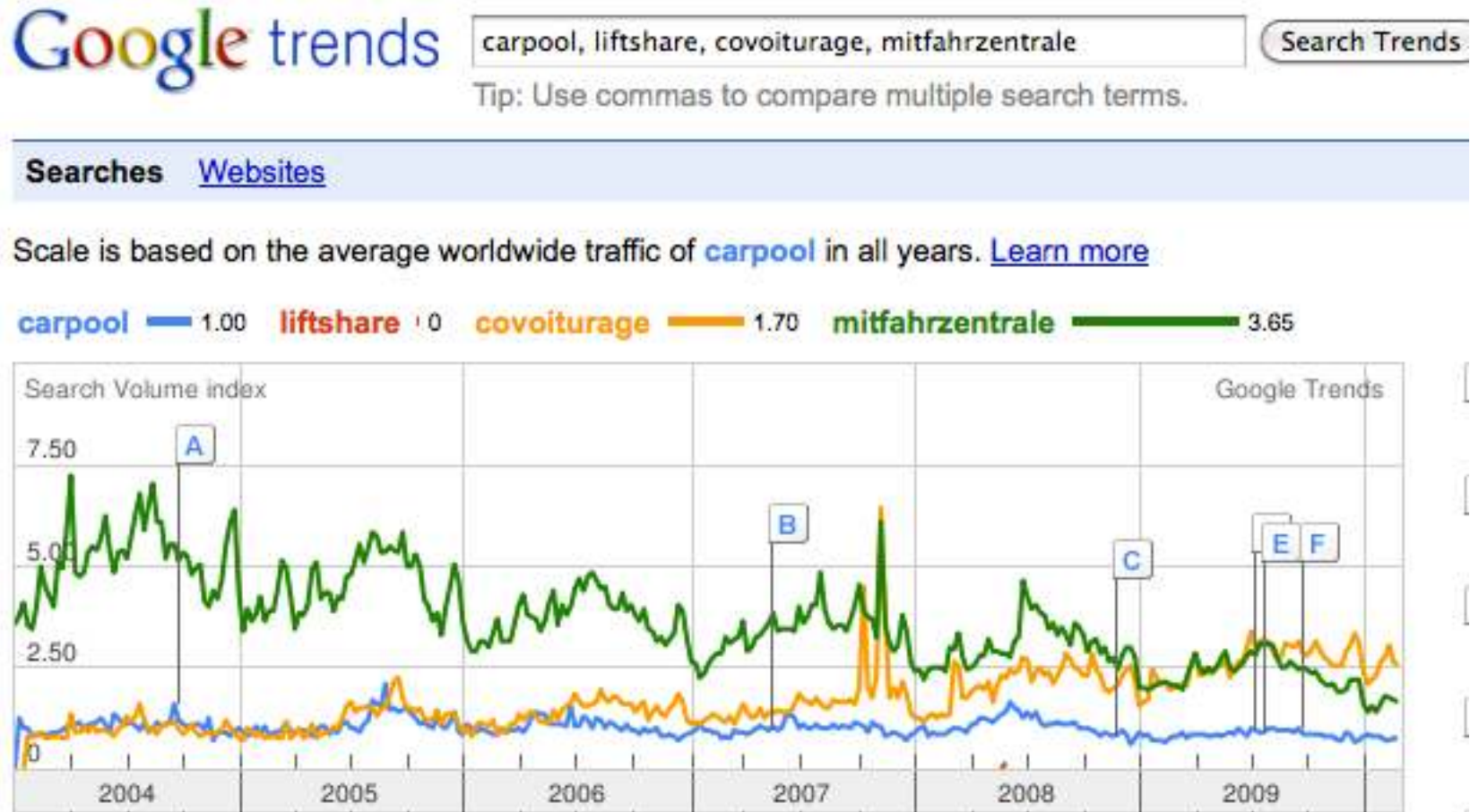
Jennifer S. Allman for The New York Times

Passengers pay \$6 for a ride to Wall Street from the Yorkville ride-sharing taxi stand. Fares will be \$3 and \$4 on the new routes.

Starting on Friday, the New York City taxi ride — one of the city's few remaining redoubts of solitude — will go communal. Up to four passengers will be able to share a yellow taxi ride, car-pool style, along three preset routes in Manhattan.

The flat fare will be \$3 or \$4 a head, significantly less than the regular metered rates, and riders can ask to be dropped off at most points along the routes, which will pick up passengers at designated stands, will be allowed only on weekdays

Sharing a ride is: **unnoted**
in UK, **small & unchanged** in Holland, Singapore, **US**, **large but declining** in Germany, and **taking off in France**





Allostop

Pionnier dans le domaine du covoiturage au Canada, Allo Stop regroupe bureaux au Québec. Voyager en voiture avec nous, c'est choisir un mode de transport économique et sécuritaire, tout en faisant sa part pour l'environnement.

Je voyage de

à

Automobiliste

Passager

Recherchez votre voyage

and illegal in Ontario, Canada



After 18 years of offering carpooling, Allostop.ca was forced to shut down its Ontario offices after complaints by three major bus companies.

Yet sharing cars made me famous



zipcar

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+350,000 
+6500  **100,000**
+6500  **350,000 (\$5.4 b)**
500,000 tons CO2

Sharing cars is natural!

Maximizes use of vehicles & parking

Encourages right-sized vehicle choice and full cars.

What have we done to make it hard?

Here are things to NOT do if your country hasn't done them yet, and to UNDO if your country has already imposed them.

- **Eliminate subsidies** that make driving/parking cheaper than it really is. Protect space for pedestrians & bicyclists.
- Regulatory definitions. **Define carsharing and carpooling** in the law. They are different than taxis, car rental, buses, or mass transit.
- Make sure you **allow small business or sole proprietorships** to continue without safety standards/regulations imposed on larger providers. This will allow for different qualities of service, accommodating different income levels of users.
- **Relax safety/crash regulations for vehicles restricted to low speed roads (<30 kph)** If bikes are OK, so are auto rickshaws!

MORE:

- **Insurance** -- government should provide insurance for small innovative transportation efforts that are as yet unproven.
- **Zoning** (carsharing parking spaces should be allowed even in residential areas -- why we need definitions)
- **Minimize government parking/marketing lock-in** with one provider when there is competition.



Not Very Smart

No platform
No apps



Smart

Connects to everyone
Can pay with it
Geo-location
Accelerometer

25 years to turn world fleet over

An open in-vehicle platform can
turn this



25 years to turn world fleet over

An open in-vehicle platform can
turn this

into THIS a connected car!



Let diversity of vehicles & owners & uses & prices flourish, esp the vehicle- space- and CO2-efficient ones



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