

*Workshop on Energy Efficiency
Improvement Potential in APEC
Economies*



The Need For A (Road) Space Program For This Decade

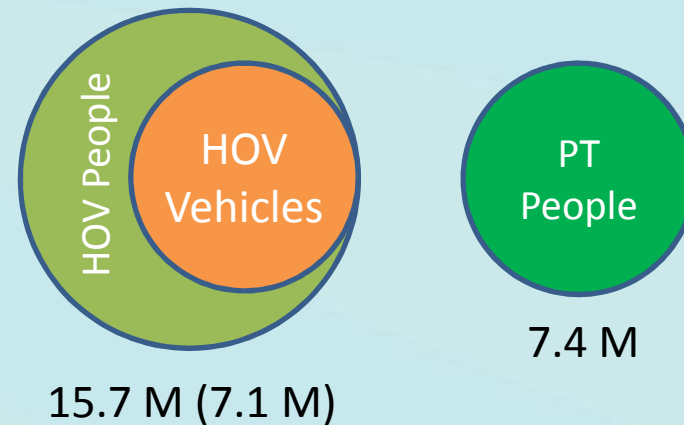
Paul Minett
Co-Founder, President and CEO
Trip Convergence Ltd





Areas of circles are proportional to numbers of people and vehicles.

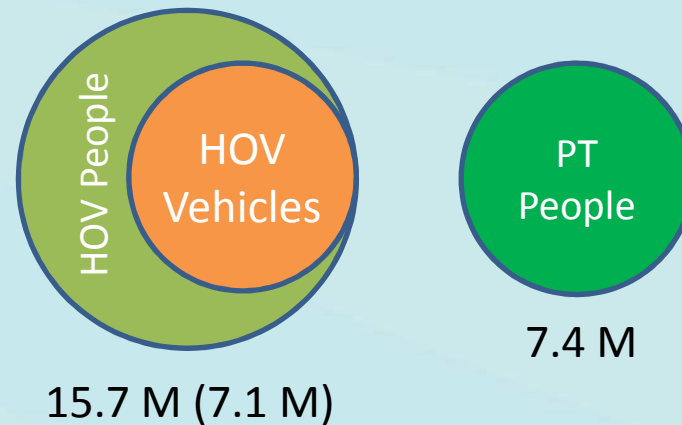
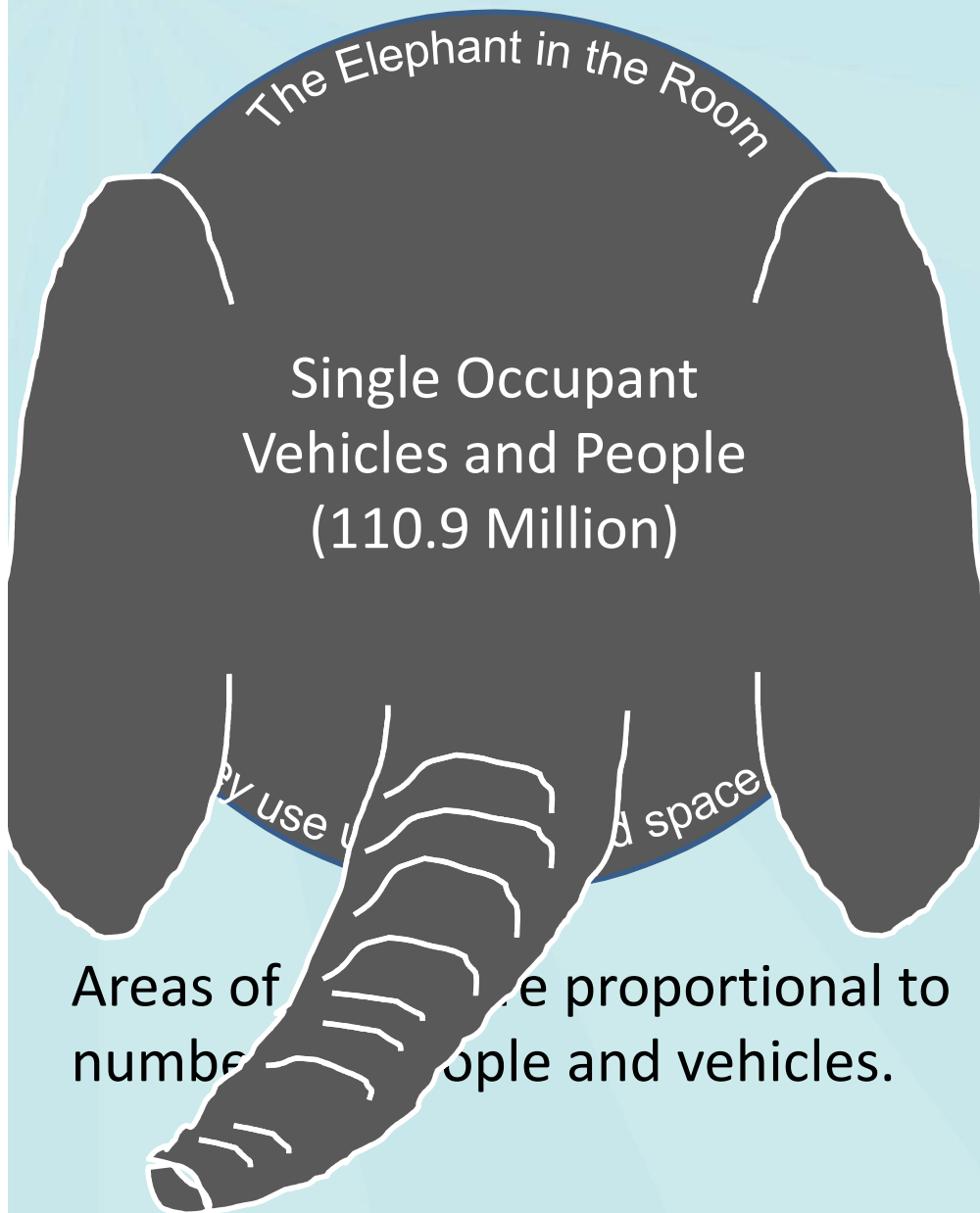
USA 2010 Mode to Work



2.8 billion gallons of gasoline are wasted, in US, each year, by congested traffic! (TTI)



USA 2010 Mode to Work

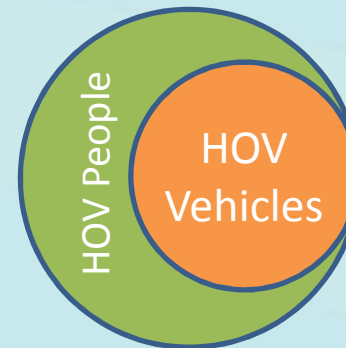


2.8 billion gallons of gasoline are wasted, in US, each year, by congested traffic! (TTI)



USA 2010 Mode to Work

Single Occupant
Vehicles and People
(110.9 Million)



15.7 M (7.1 M)



7.4 M



12.2 M



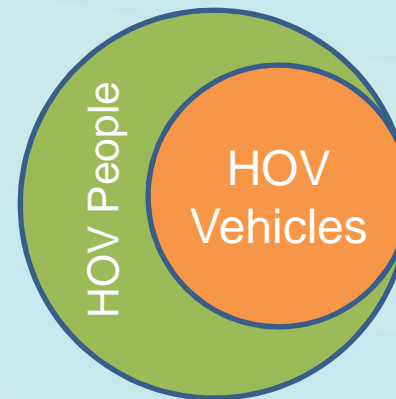
25.2 M

Areas of circles are proportional to numbers of people and vehicles.



New Zealand 2011 Mode to Work

Single Occupant
Vehicles and People
(1.1 Million)



0.2 M (0.09 M)



.08 M



0.12 M



0.23 M

Areas of circles are proportional to numbers of people and vehicles.



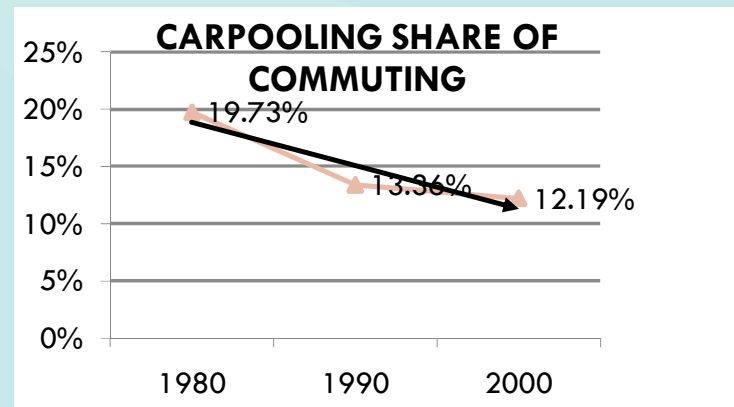
15.7 M Ridesharers Today (USA)

- Vanpools
- Carpools – workplace based
- Fam-pools
- New migrants
- Casual Carpooling/Slug-lines
- Online matching databases
- Smart phone/mobile internet devices



Barriers to More Ridesharing

- Inconvenience finding rideshare partners.
- Time wasted collecting riders.
- Our collective inability to imagine a ridesharing solution that solves the first two issues.
- We believe the trend.





Introducing: A Space Program

Road Space, That Is



Cue: Bonanza-Style Music

Ridesharing to the Rescue



Road Space Program



- Casual carpooling shows the way
- Flexible carpooling builds on casual carpooling
- Dynamic ridesharing plays its part
- Create the Ridesharing Institute to drive an applied research program
- \$50 million over three years



Research Question:

What Combination of Systems,
Technologies, Cultures, and
Rewards Does it Take

To Bring About A Quantum
Increase In Ridesharing?



Introducing: Casual Carpooling. The Most Successful Carpooling System in the World



Casual Carpooling North Berkeley BART January 2009

Egalitarian, gender neutral,
lines, 3 people, sufficiently
safe, since 1970's, informal,
3+ HOV lane, bypass toll,
more cars, less energy

Casual Car Pooling in San Francisco, 3,000 3-person carpools daily.

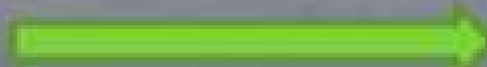
Meeting place



Destination



Slug Lines in Washington DC
3,250 3-person carpools daily





Why Casual Carpooling Works

- Simple to find rideshare partner
- Minimal time collecting riders
- Money and time saved by carpoolers
- Given that there is a desire to carpool, and assuming ‘sufficient safety’:

Assembling at a meeting place has a lower ‘cost’ for both riders and drivers than any system with trip-by-trip pre-arrangement



Research Sub-Question:
What Combination of Systems,
Technologies, Cultures, and
Rewards Does it Take
To Introduce Casual
Carpooling to a New
Location?



The Digital Future

- Flexible Carpooling (Formalized Casual Carpooling)
 - Pre-screened membership
 - Technology for ID and to share rewards
 - Integrated with transit and well marketed
 - No trip-by-trip pre-arrangement
- Dynamic Ridesharing
 - Technology that makes it easier (than before) to pre-arrange rides
 - i-Phone apps such as Avego



This Decade's Space Program

An applied research program
to find the cultural, system, and incentive
structures required
to increase ridesharing by 20 million people
(to 35 million) by the end of the decade



Summary

SOV is the Elephant in the Room

Suspend Disbelief: a ridesharing solution is possible

Casual Carpooling Shows the Way

Applied Research Program is Needed

◇ Road Space Program ◇

- Casual carpooling shows the way
- Flexible carpooling builds on casual carpooling
- Dynamic ridesharing plays its part
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- www.flexiblecarpooling.org (to see what flexible carpooling is all about)
- Ridesharing Institute
(<http://ridesharinginstitute.wikispaces.com>)