

Shared Transport: *Turning Cars into Buses*

Using mobiles to re-invent carpooling

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"Thinking Outside the Bus"
24 May 2010



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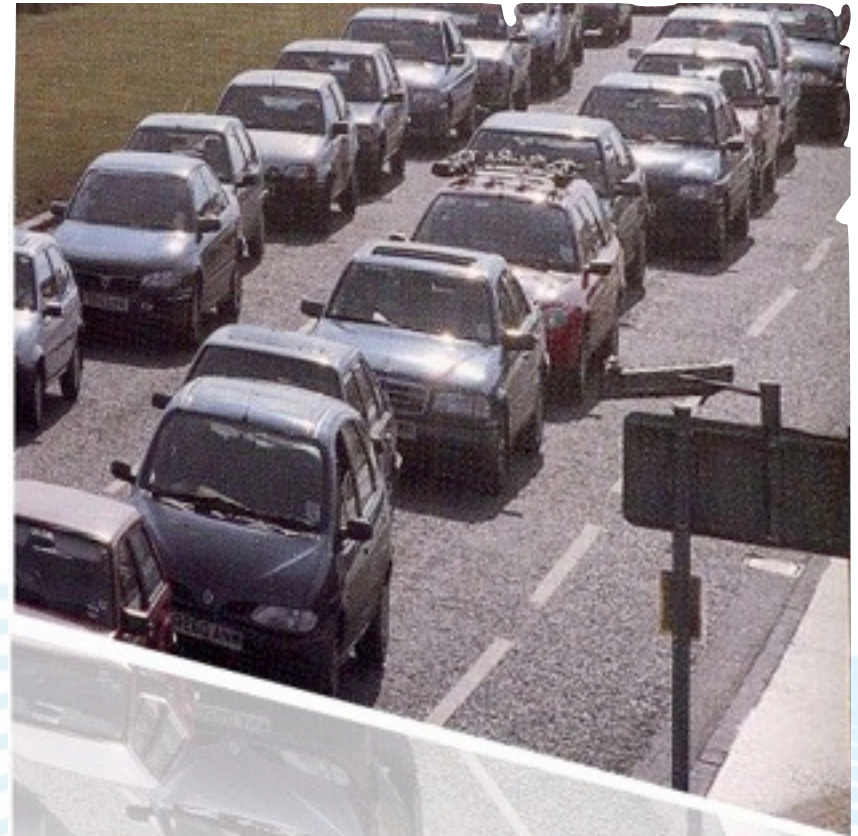


The Transport Network

A Problem with Cars & Congestion



- 400,000 people added to the globe every day
- Congestion growing at rate of 15% per year
- Infrastructure cannot keep pace
- Oil supply is depleting
- Transportation is 1/3rd of all global warming
- SOVs represent 75% of transportation emissions
- 85% of all seats on the road are empty



[shaird trans(-pawrt, -pohrt)] *noun* -
Private vehicles offering wasted excess
capacity to the public.

(Generally facilitated through real-time location information
and communications, with incentives for behavioral change).

—*Synonyms 1. dynamic carpooling, 2. dynamic ridesharing,
3. ad-hoc carpooling, 4. digital hitchhiking, 5. shared-cost
transport, 6. shared private transport, 7. casual carpooling,
8. slugging.*





Using Market Forces to harness consumer self-interest



Driver



85% of fare



Passenger



\$1 + 25c per mi

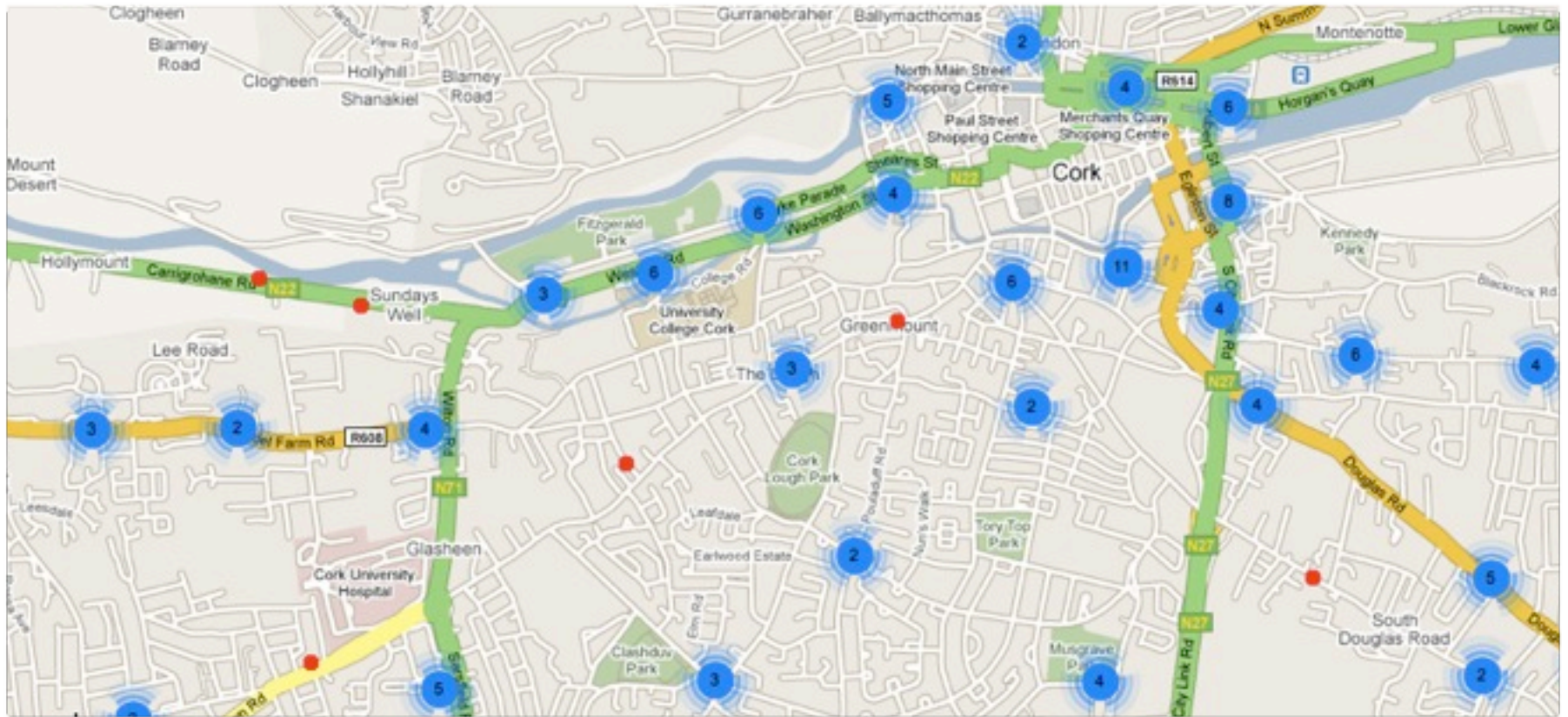




Emerging ST Network



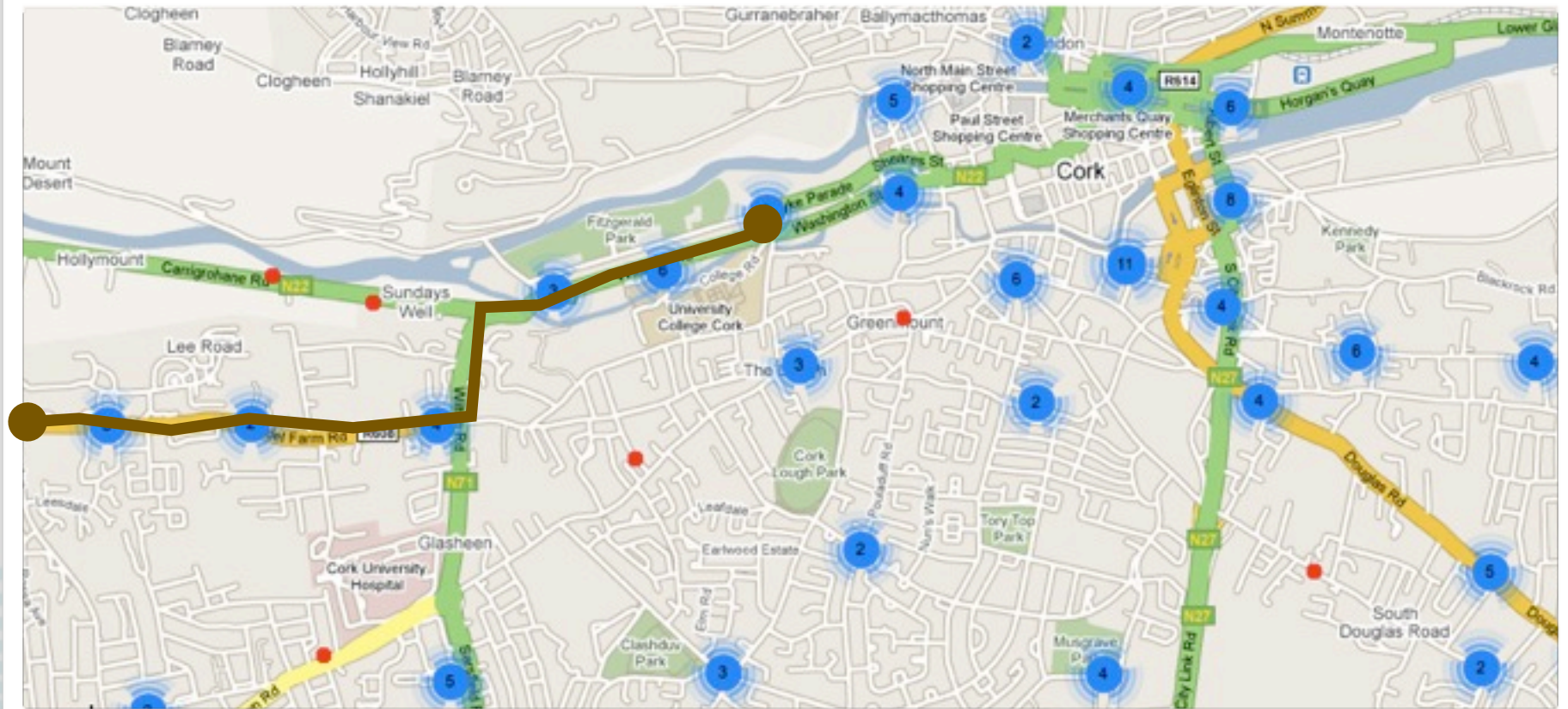
- User-created stops and routes
- User-created content



Emerging ST Network



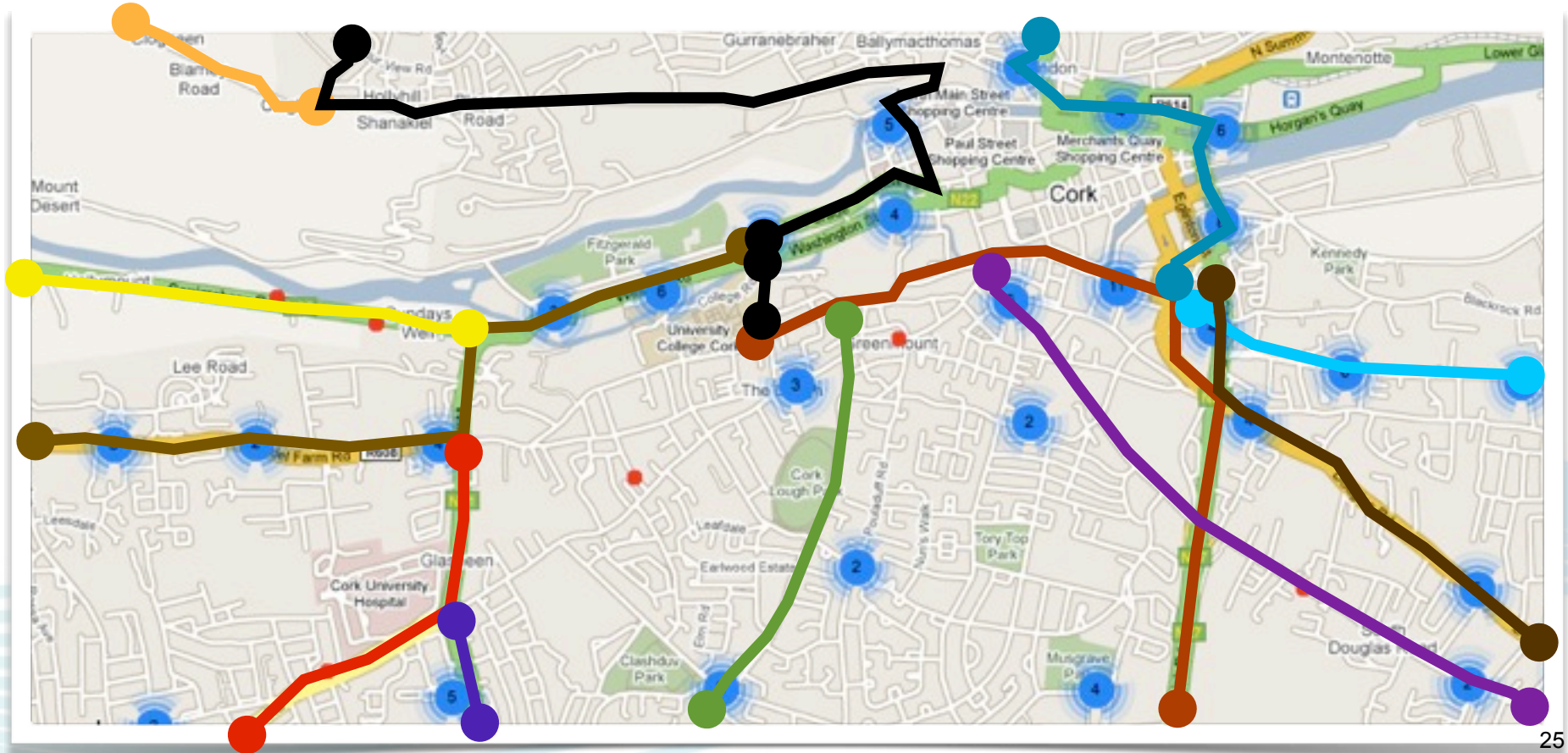
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Emerging ST Network



- User-created stops and routes
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The Solution Comes in Many Forms





Reality