

SHARING CARS:

What works
What hinders
& How Technology Can Help

Robin Chase rchase@alum.mit.edu

Robin Chase, CEO, Meadow Networks

1

Welcomed in Delhi



2

Tolerated in New York



2

Unacceptable in New York



2

Loved in Delhi



2

Minivans loved in Kampala



2

Minivans accepted



2

Unacceptable



2

Low Cost & Pedal-powered in Delhi



Expensive & motorized in Coney Island



Expensive, motorized & shared Everywhere



2

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



2

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
Published: February 21, 2010

Share a cab, stranger?

[Enlarge This Image](#)

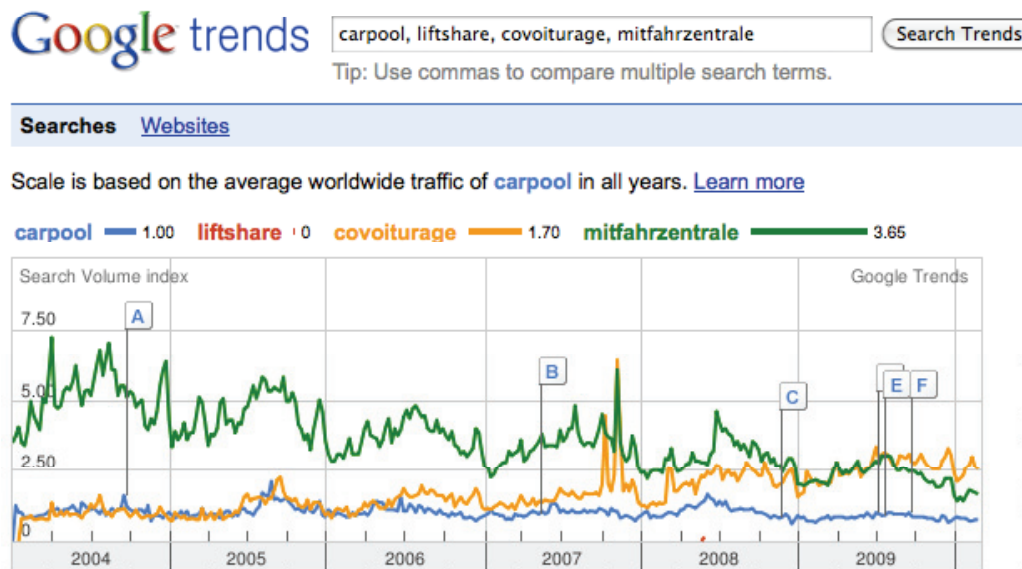


Jennifer S. Altman for The New York Times
Passengers pay \$6 for a ride to Wall Street from the Yorkville ride-sharing taxi stand. Fares will be \$3 and \$4 on the new routes.

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



2

The image shows the Allostop website interface. On the left, there is a green logo with a car icon and the text 'allostop' and 'DEPUIS 1983'. Below it is a diamond-shaped logo with the text 'allo STOP'. To the right of the logos, there are two green banners: 'Allo-Stop Montréal' and 'Allo-Stop Québec'. On the right side of the page, there is a search form with the title 'Allostop'. The form includes a text box for 'Je voyage de', a dropdown menu for 'à', and two radio buttons for 'Automobiliste' and 'Passager'. Below the form is a green button labeled '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.




2

Yet sharing cars made me famous



zipcar

rchase@alum.mit.edu

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

rchase@alum.mit.edu 4

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?

rchase@alum.mit.edu 7

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!

rchase@alum.mit.edu 7

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.

rchase@alum.mit.edu 7

rchase@alum.mit.edu



Not Very Smart

No platform
No apps



Smart

Connects to everyone
Can pay with it
Geo-location
Accelerometer

8

25 years to turn world fleet over

An open in-vehicle platform can
turn this



10

25 years to turn world fleet over

An open in-vehicle platform can
turn this

into THIS a connected car!



10

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



rchase@alum.mit.edu

Blog: www.networkmusings.blogspot.com

Twitter: [@rmchase](https://twitter.com/rmchase)

10