



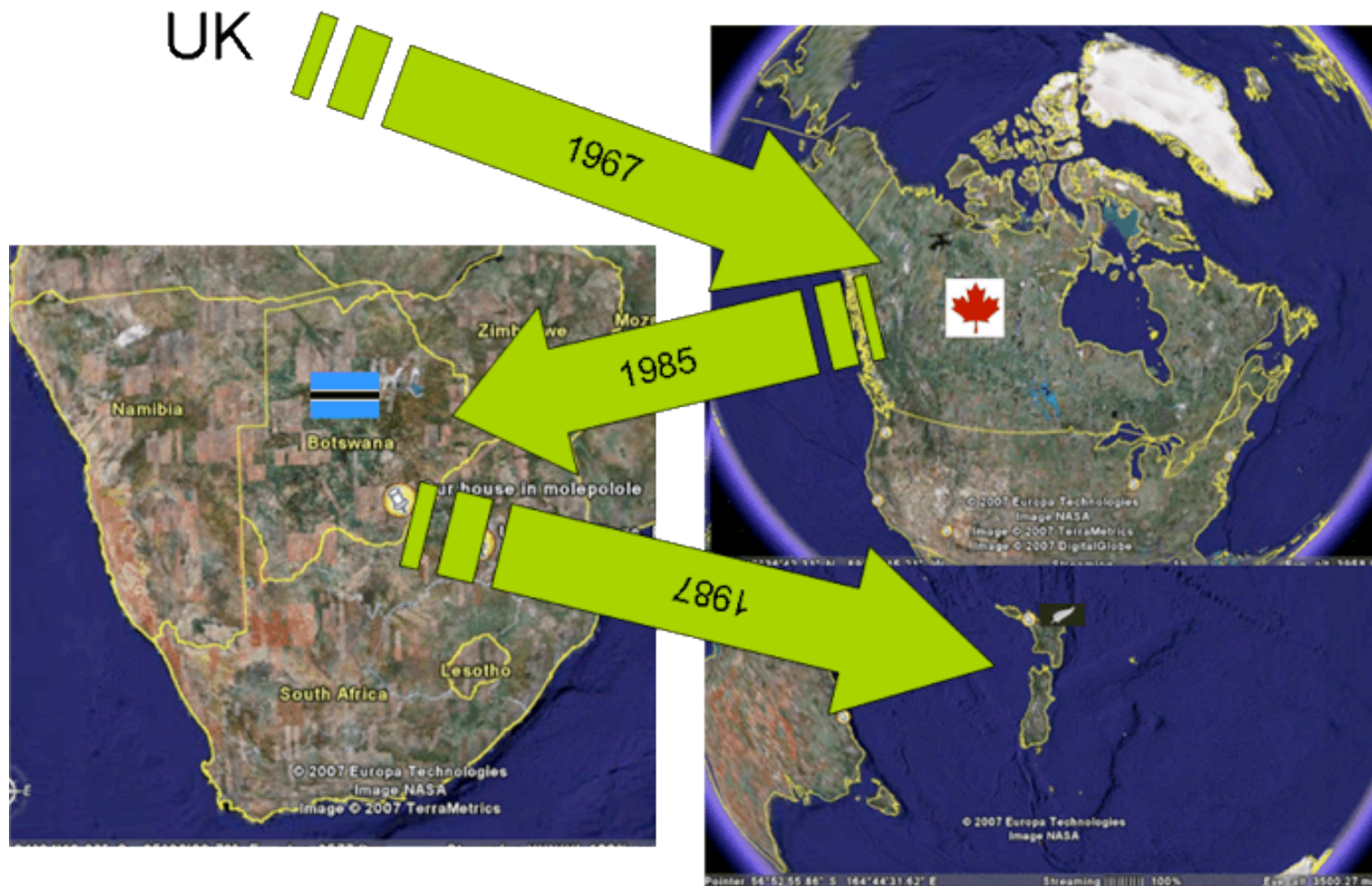
Presentation to University of Michigan

Paul Minett

'The Flexible Carpooling Guy'

November 12, 2007

An International Perspective



Who we are, what we do

- 🚗 We're a global company domiciled in New Zealand. Small nimble team.
- 🚗 We develop and introduce technologies and systems that make it **easier and more rewarding for people to share rides.**
- 🚗 We're a young business. Until this week I would have said we are 'pre-revenue'. A week ago last Friday we were offered a contract in Seattle.

Why we do it

- 🚗 In our vision for the future people have
 - more family time,
 - more money to spend,
 - cleaner air to breathe,
 - and when they travel to work, a more enjoyable trip.
 - traffic flows more freely and
 - Departments of Transport don't feel so much pressure to expand their infrastructure.

Our guiding concept

🚗 If everyone shared a ride one day a week, there would be 20% less traffic.

Technology

- 🚗 We've developed technology that allows us to verify the number of people in a car.
- 🚗 This information can be used to:
 - transfer ride credits from riders to drivers in a flexible carpooling system,
 - give a toll credit for carpoolers on a High Occupancy or Toll (HOT) lane, and
 - monitor dedicated carpool parking
- 🚗 The technology can also enable a 'universal transportation account'

Traditional Carpooling

- 🚗 Traditionally, carpooling has been an inflexible mode of transport, (because:)
- 🚗 You need to be in a particular seat at a particular time, and if you are late you inconvenience not only yourself but one or two other people
- 🚗 (We should really respect those who do it!)


Casual Carpooling

- 🚗 An estimated 9,000 people use this 'informal flexible carpooling system' each day (6,000 riders, 3,000 drivers (1998))
- 🚗 Our analysis of use of HOV lanes in San Francisco showed that those lanes where casual carpooling was operating were used twice as much as the others.

Casual carpooling

- 🚗 In casual carpooling it is as if there is a taxi-stand for carpoolers:
 - Cars line up till people get there, or
 - People line up till cars get there
 - Riders get into the first car in the line.
 - The benefit is a free ride, and a faster trip as the car goes down the carpool lane
 - There is no safety system, no money is paid
 - Half the users are female

Results of inflexibility

 *“Lack of flexibility is frequently cited as a deterrent by solo drivers to joining carpools. Formal carpools are more of a commitment than one-day, one-way casual arrangements. Changing the image of formal carpools to one of greater flexibility and less commitment might encourage more participation”*

1998 Update on Casual Carpooling
in the Bay Area of San Francisco

Flexible Carpooling

 In flexible carpooling we use:

- Suburban parking facilities (with parking by destination) instead of the 'taxi stand' for the morning commute
- The equivalent of the taxi-stand for the evening journey
- Membership prescreening and technology to provide safety for participants
- Technology to enable tracking of participation
- Ride credits transferred from riders to drivers to make it rewarding

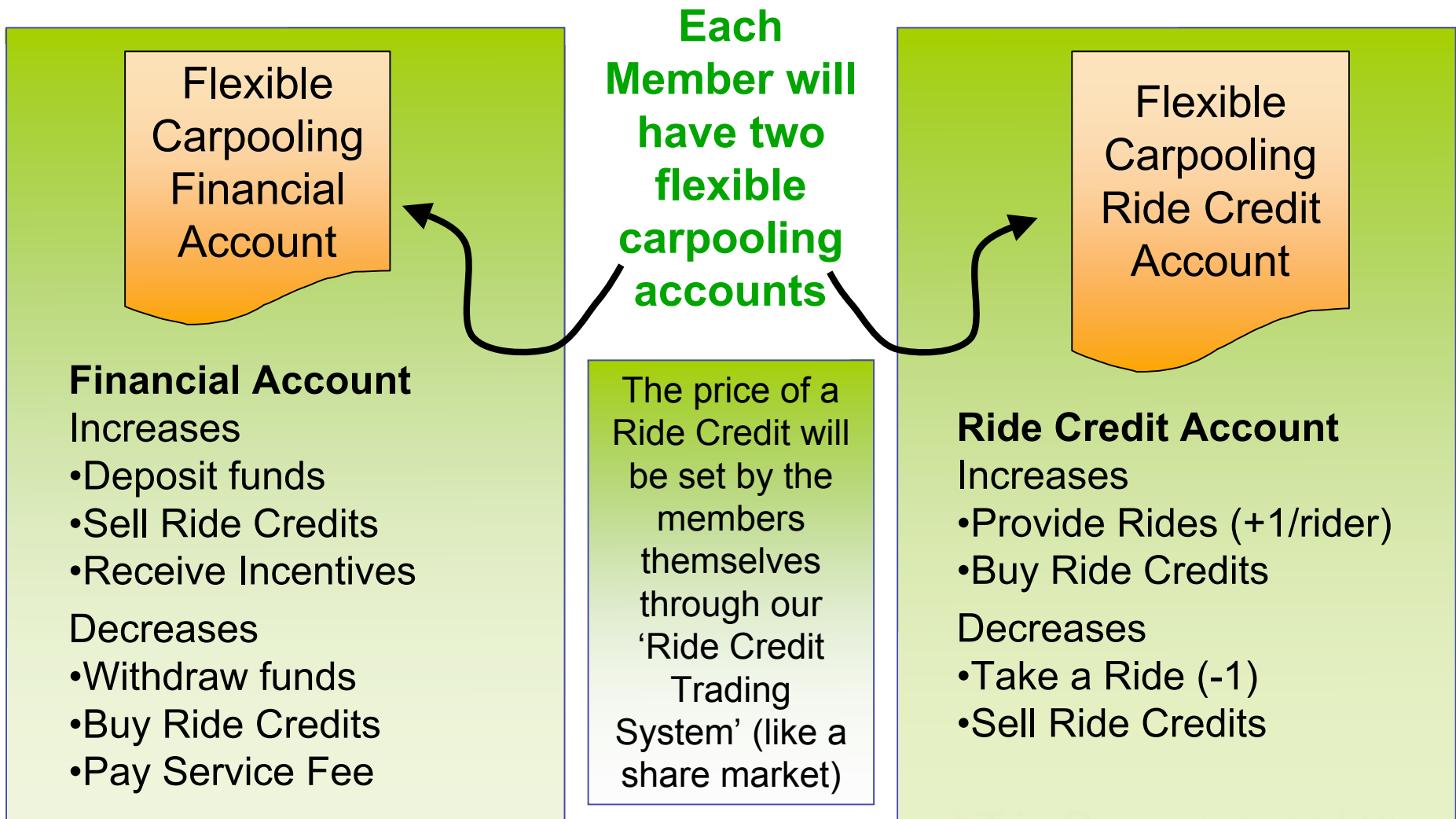
Flexible Carpooling

- 🚗 We create a commuting community among people who would otherwise drive single occupant vehicles along the route.
- 🚗 Note that the destination of the system could be a 'park and ride' where you would get three passengers per parking space instead of one....

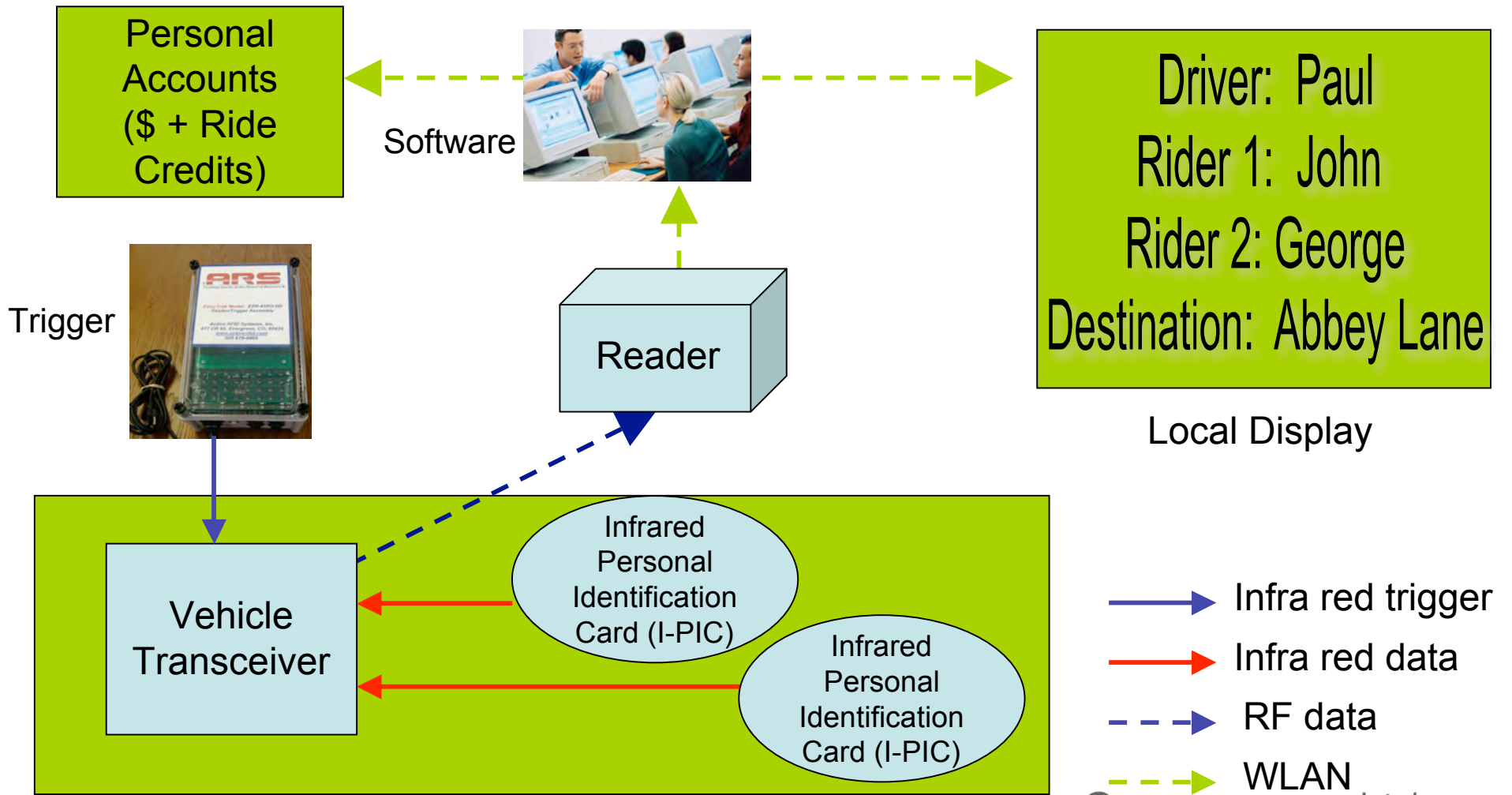
Flexible Carpooling

- 🚗 We've developed a complete system that makes it possible to introduce flexible carpooling onto a congested route and reduce the traffic at a fraction of the cost of (and much more quickly than) other approaches.
- 🚗 The system is patented in NZ, patent pending in USA.

Ride Credit System









Technology for Flexible Carpooling



Promotional Video

- 🚗 Please go to www.hoverport.org and click on the YouTube video at that site, to see a short animation of how our system works.
- 🚗 HOVER and HOVERPORT.org is our 'working title' for the system
- 🚗 Apologies for the driver being on the wrong side of the car

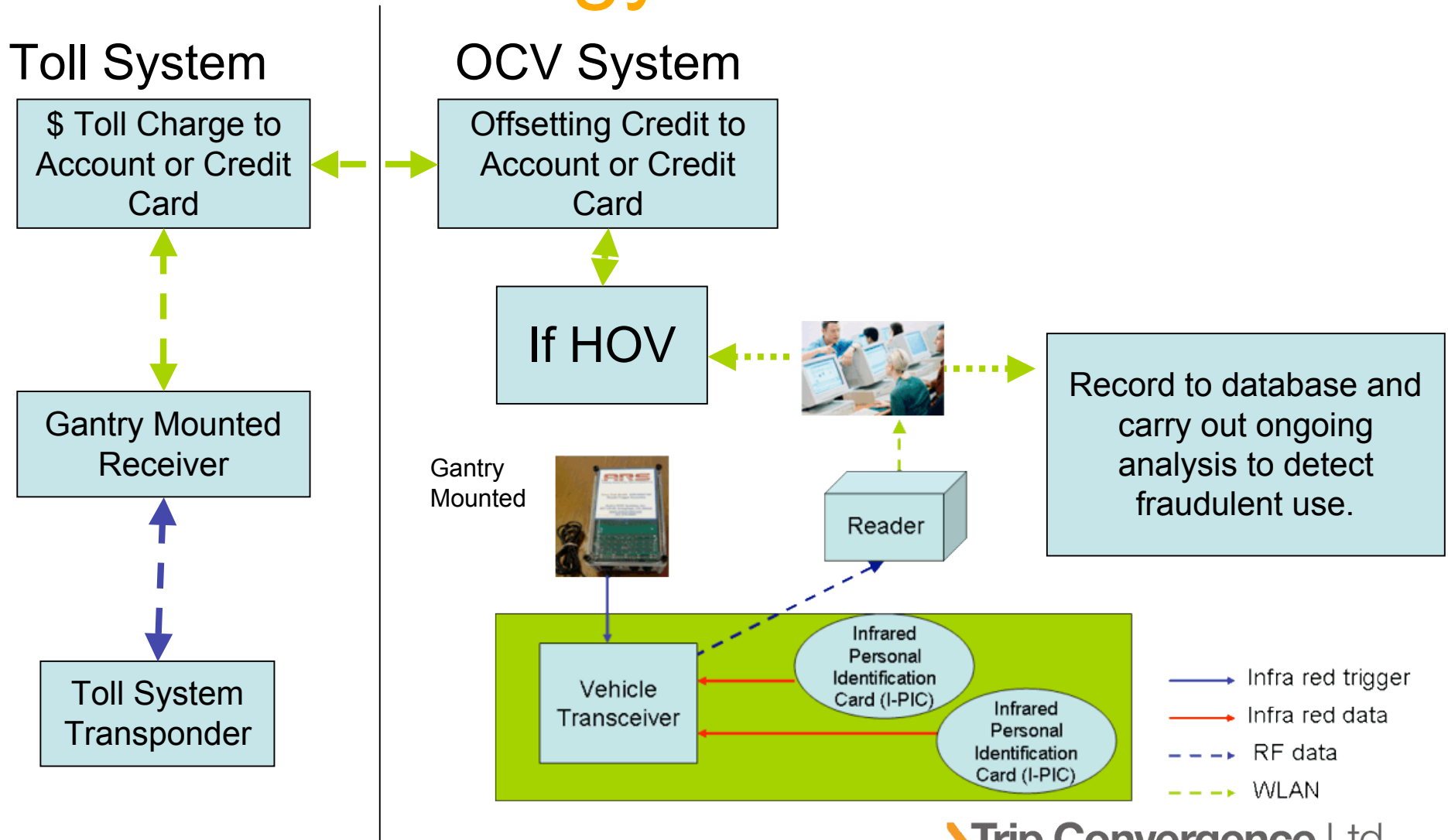
Flexible Carpooling 'Extras'

-  Coffee
-  Lost and Found
-  Daily Quiz
-  Prize Draws
-  Moderated feedback system
-  Other potential commercial ventures

HOT Lane Management

- 🚗 Using our technology, all vehicles can be charged a toll, and a credit can be generated for HOVs depending on the number of people in the vehicle.
- 🚗 We call this the 'Occupant Count Verification System' (OCVS)
- 🚗 The technology would be issued to all people who want to carpool on the HOT lane

Technology for HOT lanes



Seattle:

Flexible Carpooling to SeaTac

- 🚗 Flexible carpooling committee
- 🚗 100 parking spaces in Federal Way
- 🚗 WSDOT Trip Reduction Performance Program (TRPP) funds \$430 per annual trip reduced
- 🚗 Route destination is SeaTac
- 🚗 Members will be staff of airport employers, 17-20,000 staff on the airport
- 🚗 Project cost \$150K, \$107K funding gap
- 🚗 We start in March 2008!

Discussion

For more information

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