

# Roadside Ridesharing

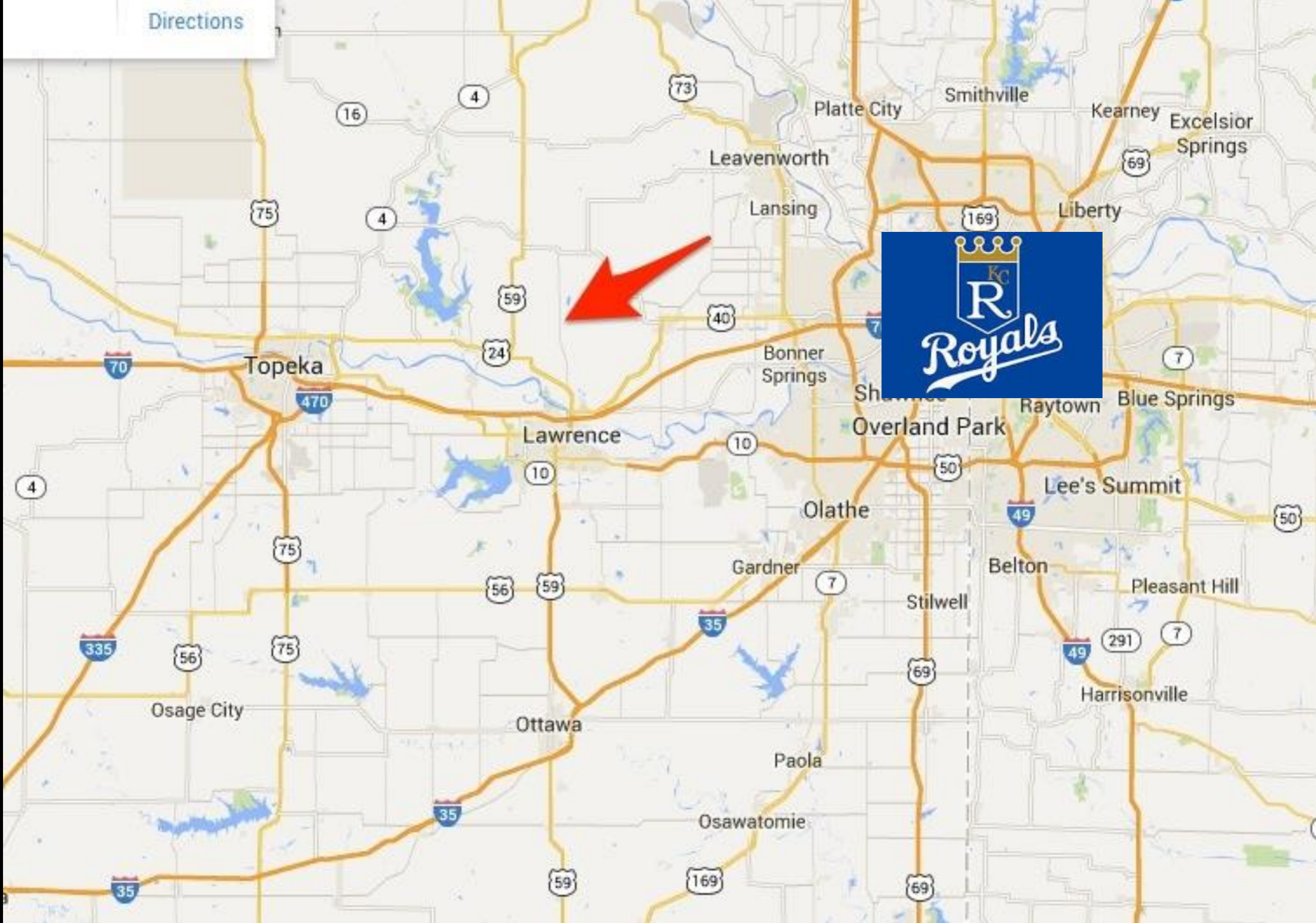
As a Rural and Small City Mobility Option

Jennifer O'Brien



**carma**  
**hop**

Directions



80% of US passenger capacity  
is empty

# Transportation Network Companies are not the same as Ridesharing

- Drivers are dispatched, not matched
- TNCs operate like a taxi. Personal insurance often does not cover the driver.
- The rider pays for labor of the driver
- TNCs are not a solution for regular commuting



*Three Flavors of*  
**CARPOOLING**



**DYNAMIC**

Find rides in real-time and  
share the cost of driving

Download the  
car.ma app



**TRADITIONAL**

Register at [rideshare.511.org](http://rideshare.511.org)

Get a matchlist

Contact everyone  
on your list



**CASUAL**

Drivers and passengers meet  
at the designated locations in  
the East Bay and travel to  
downtown San Francisco  
[rideshare.511.org/  
carpool/casual\\_carpool.aspx](http://rideshare.511.org/carpool/casual_carpool.aspx)

# Traditional Carpools

- Web based
- Sometimes use ride matching software, sometimes matched by program manager
- Participants commit to regular carpools
- Financial arrangements are up to participants

# Dynamic Ridesharing



- App based: Users make a profile with photo, verifications, ratings and reviews
- Matches drivers and riders with trip matching algorithm
- GPS records start and end points
- Electronic wallet collects 20 cents/mile from rider, pays 17 cents/mile to driver
- Flexible scheduling. Users arrange rides as needed





A heatmap overlay on a map of the San Francisco Bay Area. The map shows major cities and highways. The color scale ranges from blue (low density) to red (high density). The highest density is in San Francisco, followed by Oakland and Alameda. Other areas with moderate density include Mill Valley, Berkeley Hills, and Emeryville. The map also shows the Richmond-San Rafael Bridge, Golden Gate National Recreation Area, and various regional parks.

# True Ridesharing Requires a Critical Mass

A large pool of participants is required for successful matches


# Why is ridesharing difficult in rural areas?

- Marketing and outreach is expensive, participation is low
- Carpooling requires a behavior change, so users need an incentive—toll rebate, HOV3 lane
- Or...

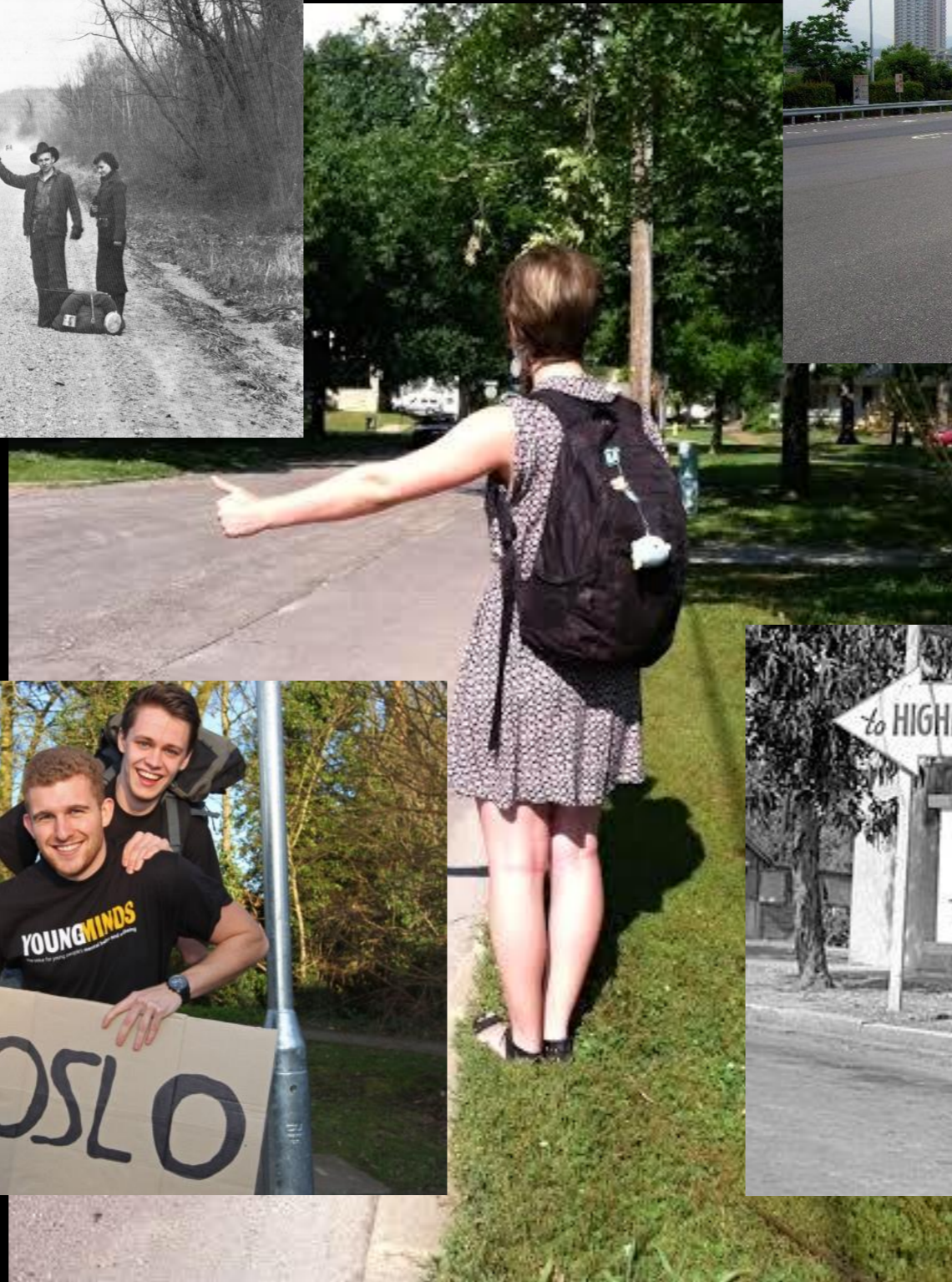


Make carpooling easier

# Casual Carpooling: San Francisco and Washington DC

A photograph of a blue car parked on a city street. The driver-side door is open, and a long line of people is waiting to get in. The scene is set in an urban environment with a sidewalk and a building in the background.

- Location based
- Drivers pick up random riders to use HOV3 lanes
- Grassroots, but supported by local government
- 33 years, 10,000 daily participants
- 0 crime

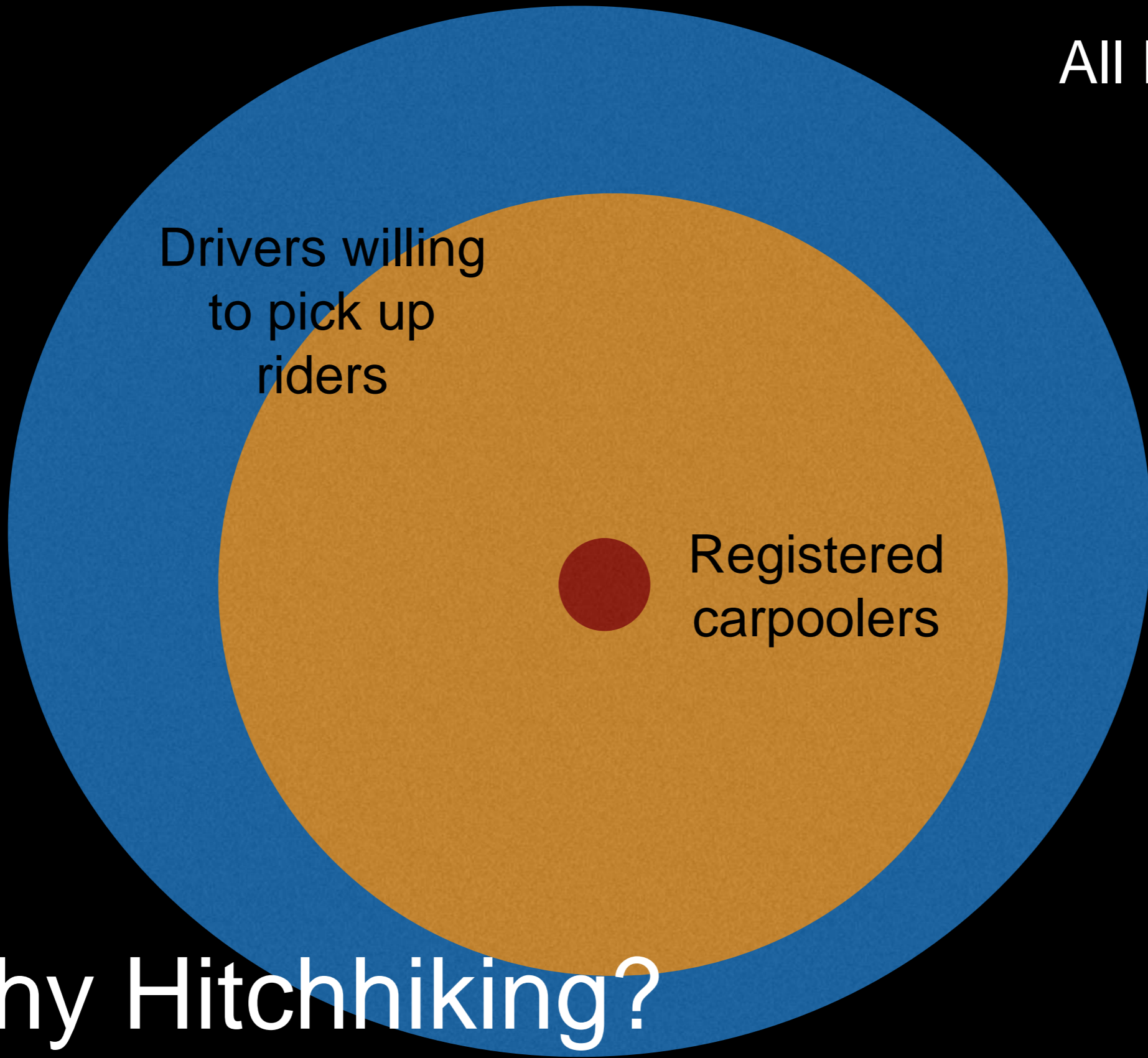


All Drivers

Drivers willing  
to pick up  
riders

Registered  
carpoolers

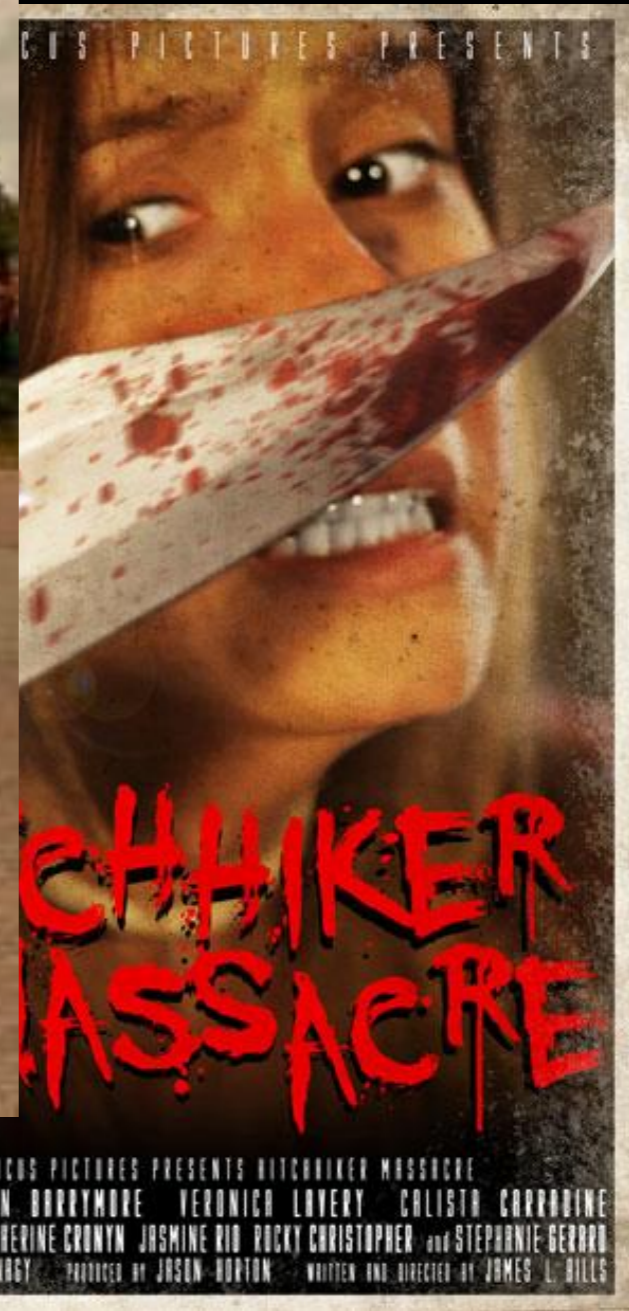
Why Hitchhiking?



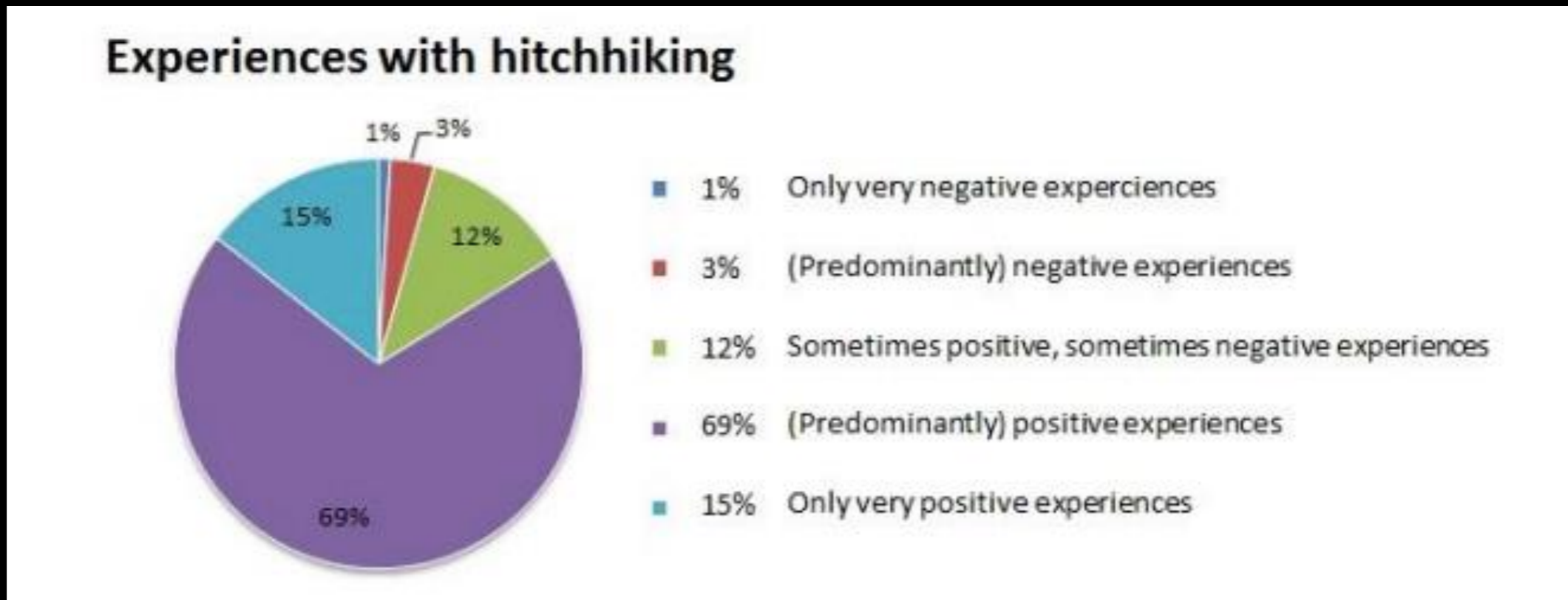


Who will be his next victim...  
You?

The Hitch-



- California Highway patrol: “Hitchhikers are no more likely to be involved in crime than the general population.”
- Netherlands hitchhiking survey 2014





*“Stopping the practice of hitchhiking did nothing to reduce the incidents of violent crime, and had no social value whatsoever”*

*Bill James—Freakonomics Radio interview 2012*

# Context



*Hitchhikers  
need a better  
story*

# Branding

- Folding dry erase board with CarmaHop logo
- Distinctive, hard to counterfeit
- ID badge with QR code





# Destination Signal

- Easy for driver to read
- Flexible, intuitive
- Drivers select riders with similar destination
- Tells drivers limit of commitment

# Location is Crucial

- Good visibility
- Safe, easy and obvious place to pull over
- Enough traffic, but not too busy
- Easy place for cars to turn around down the road



Good



Bad

# Research Findings 2012-2013

Men generally wait longer than women

Drivers most likely to be men over 40

1 in 16 cars will stop depending on location

1 in 5 drivers has some connection to the rider


**Average wait time 6.8 minutes**



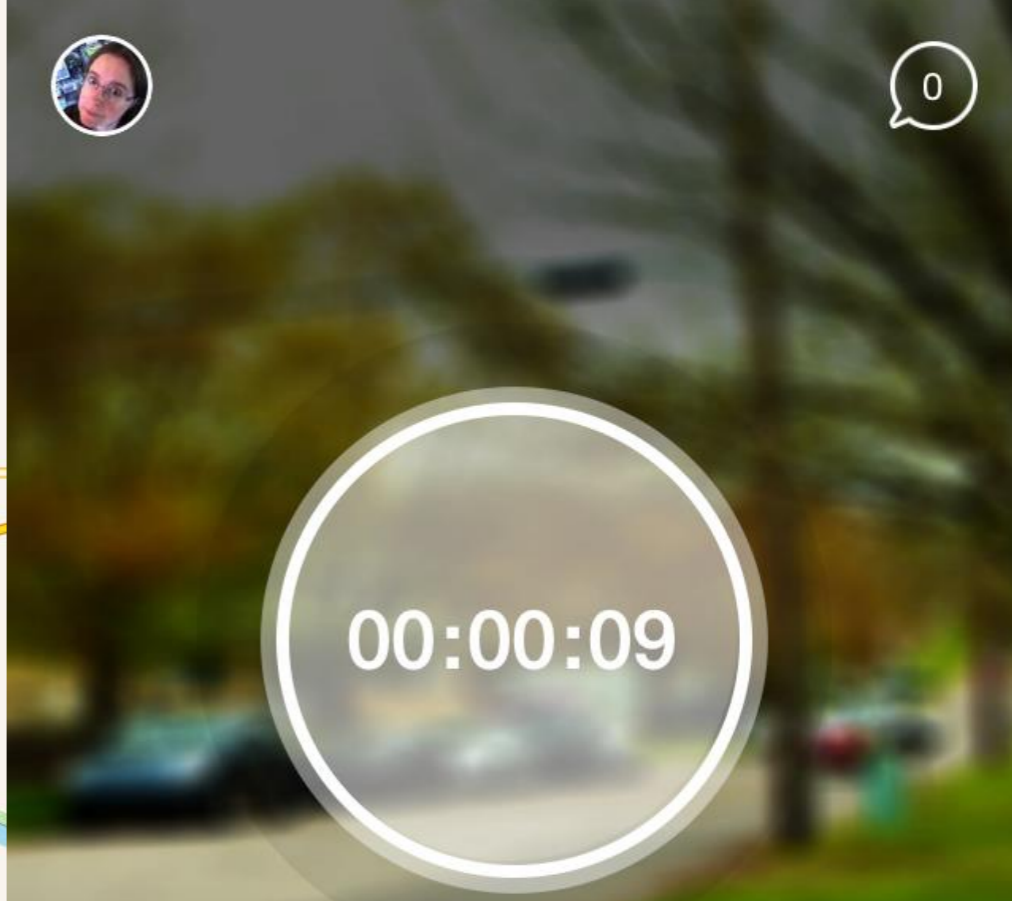
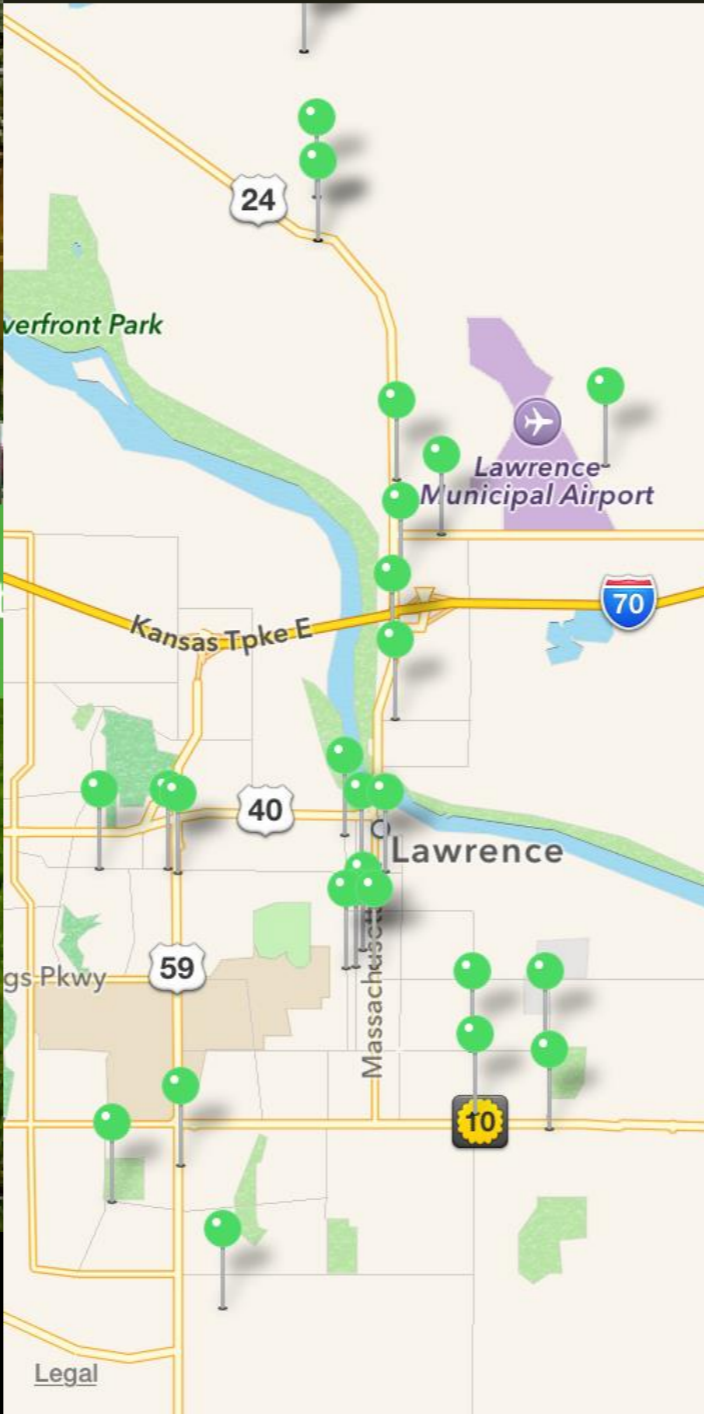




 Locations

 Start

 Tips



00:00:09

You are in 7857607050's car



 End trip

carma

Home Blog Prize Trip search Login **Download**

# Get there together

Shared car seats means a faster, greener and more affordable commute for you and your neighbors.

57 Carmapoolers close to you

Get the app

# How to Participate

Home About FAQ Contact **Download**

# Welcome to CarmaHop

Available on the App Store

Get it on Google play

to CAMPUS

# Two Options

# Drivers

- Go to [www.carmacarpool.com](http://www.carmacarpool.com)
- Download the app from the App store or Google Play
- Make a user profile
- Input your regular trips and check for ride matches
- Pick up CarmaHoppers when you see them

# Riders

- Download the CarmaHop app
- Make a user profile
- Select “order a board” from tips screen
- Read the user guide
- Find location nearby
- Start Hopping!

# Use Cases

- Emergency back-up
- Replace one car household
- Together with traditional car
- Short trips—2-5 miles



# Limitations

- Difficult and less safe to get rides after dark
- Not appropriate for riders with small children requiring child car seats
- Riders must be 18 or older

# The CarmaHop Pilot

- On October 21, the Lawrence City Commission passed an exemption to a local anti-hitchhiking ordinance.
- As of October 26, we have 24 riders with boards and the app, testing on the roadsides of Lawrence.



# Get there together!

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