“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

– Buckminster Fuller
Look familiar?

People rarely waste space in their suitcase.
Look familiar?

Millions of Americans waste most of the unused seats in their cars every day.
collaborative consumption
When most people say “carpool,” what do they mean?

The New Oxford American Dictionary defines “carpool” as:

An arrangement between people to make a regular journey in a single vehicle, typically with each person taking turns to drive the others.
Traditional Carpooling is:

- **Efficient & Frequently Used**: More common than public transit & good cost benefits

- **Not Flexible**: Commuters must stick to a rigid routine

- **Not Convenient**: Must be pre-arranged. Can’t decide to carpool and go

- **Hard to organize**: You have to seek out people on your same route and schedule

- **Hard to maintain**: As people drop out, you have to constantly recruit new members
Internet Ride-Sharing Services

- Easier to find carpoolers
- Good for one-time rides of long distances
- OK for fixed match for daily commute
- Must be pre-arranged
- No built-in security
- Data often out of date
- No interoperability, users must search multiple places

*Online Ride Boards:* Drivers post a future trip, looking for riders; riders browse posted trips, and contact drivers to request a ride.

![Image of Online Ride Boards](image-url)
Slugging

Slugging or “casual carpooling”: Impromptu carpools formed among strangers to meet the occupancy requirements of HOV lanes.

- Easy to find carpoolers
- Good for one-time rides
- Save time and money
- Proven system, efficient & safe
- No built-in payment system
- Geographically limited to parts of San Francisco & Washington DC & Houston
- Limited Corridors only
What if carpooling was easier and more convenient?
Avego RTR: How It Works
Avego Real-Time Ridesharing

- Rideshare whenever you want, from wherever you are
- Get matched with riders and drivers in real-time
- Similar to the proven “slugging system”
- Built-in cashless payments
- Built-in security features
- Pre-populated and user-generated stops
Difficulties in Real-Time Ridesharing

Awareness & Critical Mass hard to establish - transportation corridor analysis required, technology still cutting edge

Richest user experience with smartphones... but only >50% penetration first time Christmas 2011

Variety of smartphones means only larger software developers can support all necessary platforms (iPhone, Android, WP7, various browser types, etc)

Bottom-up transport network more difficult to understand
Critical Mass Is Key

• Research conducted by the University of California, Berkeley Transportation Center suggests that successful “casual carpooling” can only occur when riders are able to find rides for at least 3 out of 5 attempts to carpool on the fly.

• Avego RTR pilots seek to build critical mass on busy transport corridors
go520: Seattle, Washington

• In September 2010 WSDOT awarded Avego a $400K grant to pilot a real-time ridesharing system on the SR-520 corridor in Seattle.

• External factors
  • One of the most congested roadways, 115,000 vehicles per day
  • Many commute alternatives
  • Coincided with the planned introduction of tolling on the 520 bridge
  • Tech friendly commuters (UW, MS)
go520: Media Reaction

Ridesharing In The Palm Of Your Hand
January 8, 2011

Need a Ride? There Are Apps for That
January 20, 2011

Avego Debuts go520 Mobile App In Seattle To Encourage Carpooling, Ease Traffic
January 27, 2011
go520: Establishing Corridors
go520: Guaranteed Service

• Operating 10 times a day between Capitol Hill and the Overlake Transit Center

• Runs up to every 15 minutes during peak hours
go520 Phase Two Outcomes

1100+ participants

50% repeat ridership

13% monthly growth in users since Phase II began (primarily viral)

up to 100 trips per day on the MSFT-Cap Hill corridor alone

out of 168 participants on the MSFT-Cap Hill corridor

46 drivers successfully used RTR so far

49% per month growth in RTR journeys (since Phase II)
2012 Avego Pilots

San Francisco
Sonoma
Contra Costa
Marin
Bay Area
3 different pilots; ~10,000 users

Bergen, Norway
phase II: 8,000 users to participate

Santa Barbara
college campuses
6,000 students
in target corridor

Northern Virginia/DC
50,000 military
Real-time Ridesharing

Lessons Learned & Moving Forward

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Urban Sustainability
Berkeley, California
23 February 2012
FEAR

A darkroom where negatives are developed
“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.” – Charles Darwin
Change is our Friend
“信心是迈出第一步，即使你没有看到整个楼梯” - 马丁卢瑟王

“Faith is taking the first step, even when you don’t see the whole staircase.”

Martin Luther King Jr.
2012:
Real-time Ridesharing in Daily Usage by year-end in California

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