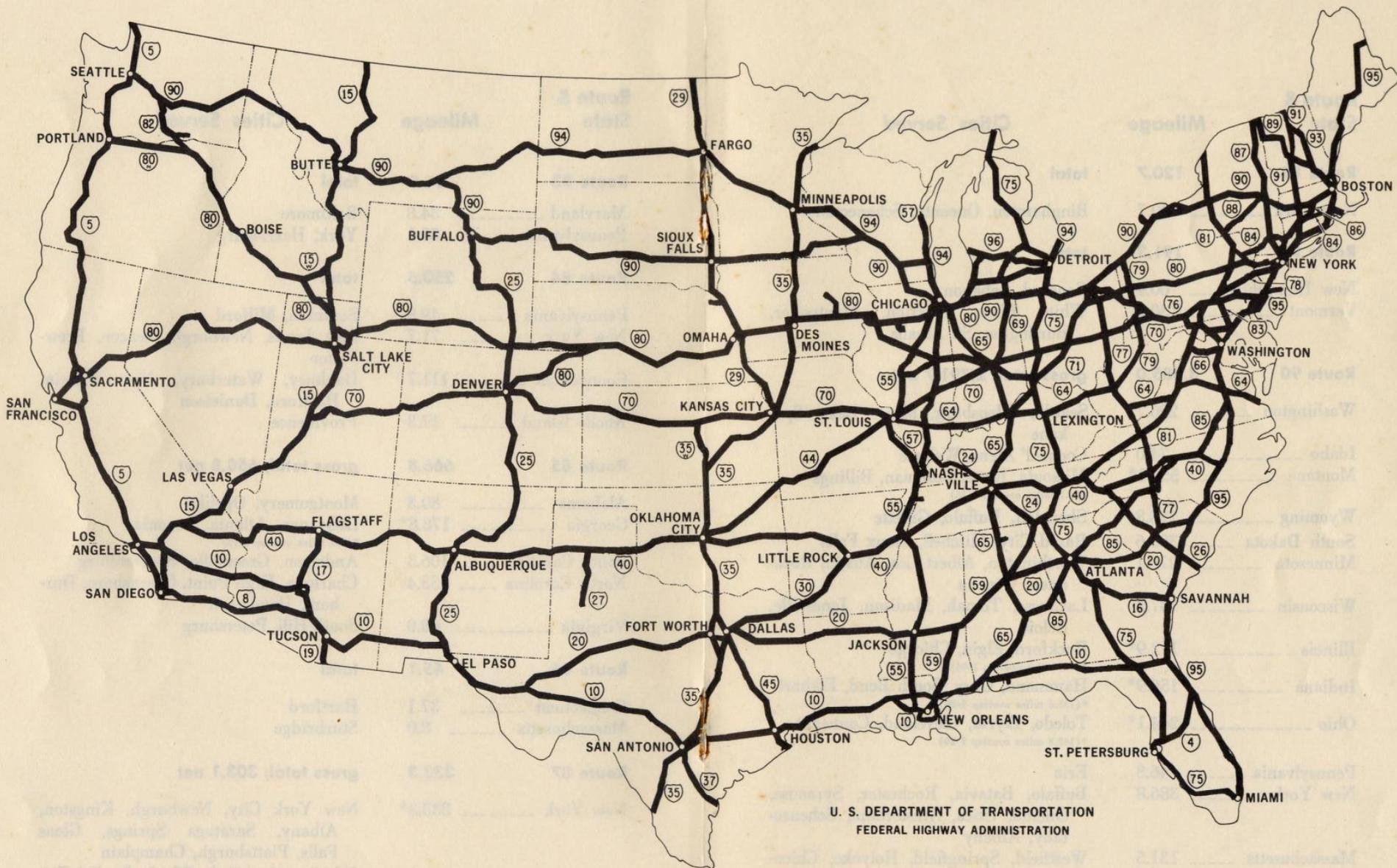


# Shared-Use Vehicle Mobility in North America

World Collaborative Mobility Congress  
May 7, 2014



# THE NATIONAL SYSTEM OF INTERSTATE AND DEFENSE HIGHWAYS



U. S. DEPARTMENT OF TRANSPORTATION  
FEDERAL HIGHWAY ADMINISTRATION

# American love affair with the Automobile



# Land use based on individual private car ownership







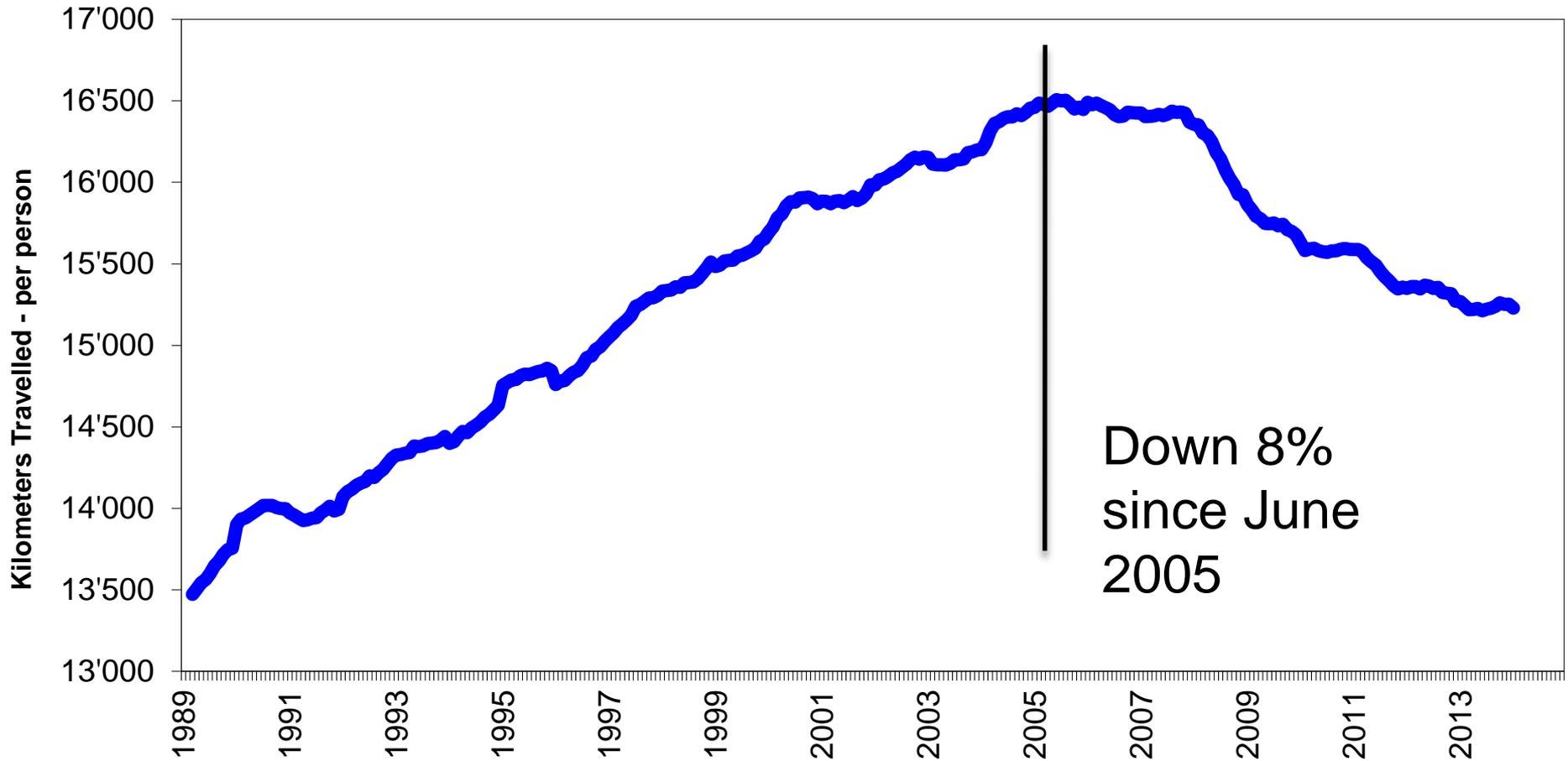




# Urban Renewal

- Affluent, high-density residential developments in downtown neighborhoods
- Improved public transportation and infrastructure in cities
- Desire to escape from “suburban sprawl” and live closer to arts, culture and entertainment districts
- Prepared to pay higher prices for housing, if costs for transportation are reduced

# Driving is decreasing



**Privately-Owned Vehicles**



**Public Transit, Rail, Bus, Ferry**



**Regional & Intercity Services: Rail, High-Speed Rail, Air**



**Shared Mobility Services**



**Employer Shuttles, Jitneys, Commercial Deliveries**



**Taxi, Limousine & Transportation Network Companies**



# Peer-to-Peer Carsharing



- Availability
- Commitment
- On-board technology
- On-demand Rental
- Per hour
  
- Key Exchange
- Minimum 1 day rental





Has raised more than \$330 million in investments

Expanded from 36 cities to 60 cities in the USA and looking at European markets

Challenging established regulations governing car-hire and taxi services

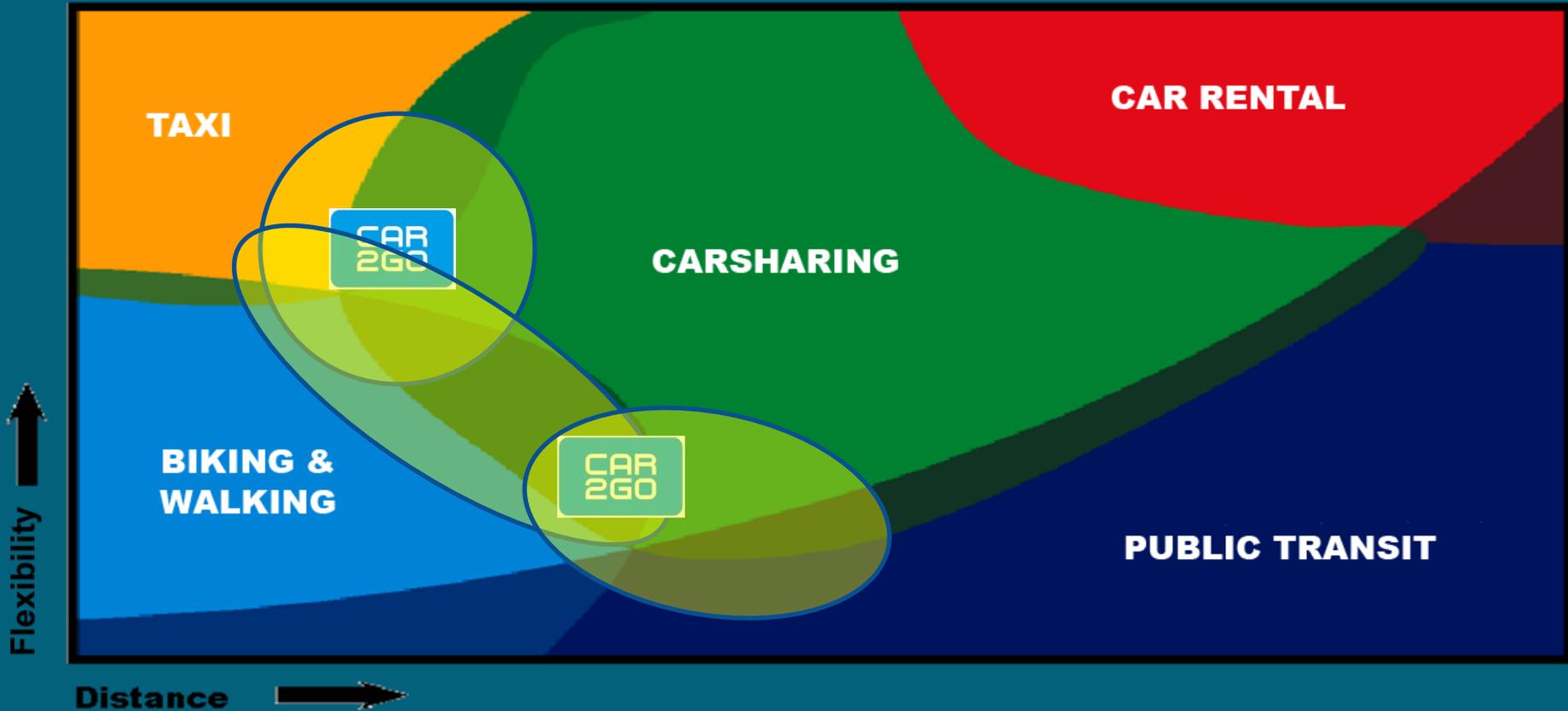
Resisted orders from quasi-judicial bodies to 'cease and desist' resulting in law-enforcement activities



CarSharing in the USA is dominated by large corporate entities



# Understanding Modal Shift



If....

- The Public Sector is to protect the public good (e.g. equity, safety, use of public resource)

and....

- The Private Sector is concerned with the interests of customers, employees and shareholders

then...

How should the Private Sector support the Public Sector agenda?

- Financial resources to maintain infrastructure
- Providing services to the underserved, seniors, the disabled, the unbanked



# Recommendations

- **Open Data**
- **Deregulate Private Transit Providers**
- **Integrated Fare Payment Systems**
- **Focus On Public Benefits**





The CarSharing Association works to maximize the environmental and social impact of the carsharing industry. Member-organizations are committed to providing sustainable, transit-oriented urban mobility for the benefit of the communities that they serve.

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The CSA is the authority in carsharing

Thank you for your attention!

Alan Woodland
Executive Director
CarSharing Association

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carsharing13 Conference Presentations»

Join the association »

Who are the members of The CarSharing Association (CSA)?

The CSA represents carsharing organizations (CSOs) interested in improving the credibility, quality of service and public knowledge of the carsharing industry.

All member organizations encourage growth and expansion of carsharing and related sustainable transportation services. Members focus on creating

Recent News

Seattle reports out after one year with Car2Go on the city streets

Job Posting: Regional Services Coordinator, Community CarShare Co-op

US Public Policy Update

“He who rejects change is the architect of decay. The only human institution which rejects progress is the cemetery.”

Harold Wilson, Prime Minister of UK, 1967

