

REAL-TIME RIDESHARING

Description

Real-time ridesharing is a system to match drivers and riders for carpooling using technology. The method works similarly to more traditional carpool databases, but allows many different types of trips.

Real-time ridesharing has been practiced without technology, also known as slugging, for HOV lane use. New techniques offer the prospect to improve the practice with safety, efficient payment, and service on managed and un-managed roadways. Smartphone apps help locate likely drivers, provide information on others to help users determine whether they would like to share a ride, and often include an automatic payment system to reimburse the driver without exchanging cash.

Target Market

Real-time ridesharing can be helpful anywhere carpooling is desired, and internet access is available, but the following markets have been shown to be particularly attractive through research.

- Suburban or exurban districts not well served by transit.
- Urban activity centers.
- HOV lane users seeking passengers or drivers.
- People comfortable with computer and cell phone messaging.

How Will This Help?

- Reduce congestion by eliminating cars from the road and maximizing HOV lane use.
- Lower costs of commutes for users (by cost sharing or eliminating the need for a car).
- Decrease auto emissions by removing cars from the road and allowing more efficient speeds.

Success Story

- Real-time ridesharing app developer Carma reported its San Francisco Bay community topped 10,000 carpool trips by the end of March 2014.

Implementation Issues

Some confusion exists between transportation network companies that charge a taxi-like fee for trips, and others that follow a federal definition of real-time ridesharing that limits the cost recovered to not exceed the cost of the trip provided. Different levels of government will need to consider the impacts of legislation on implementation. Colorado's passage of Senate Bill

125 allows services such as Uber and Lyft to operate under certain restrictions, and other jurisdictions will continue to work through local issues.



Cost:	●○○○○○
Time:	Short
Impact:	Region
Who:	City/Private
Hurdles:	Local Regulation