

Urban: Mobility as a Service (MaaS)

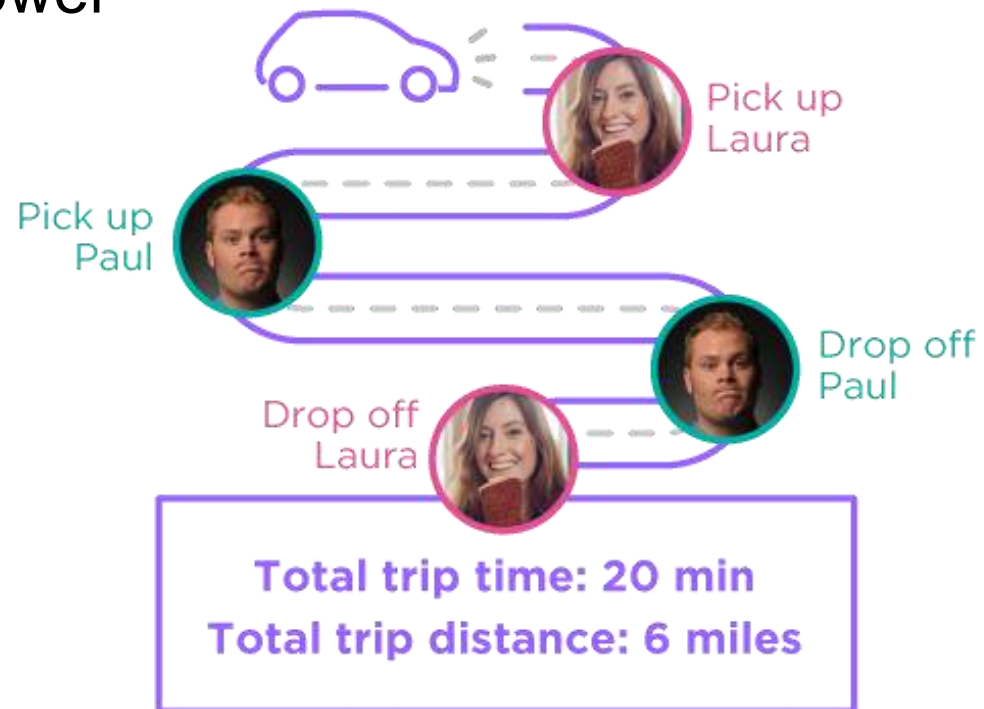
Suburban: Commute Reduction

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Lyft / Uber?

- Waiting under conditions of uncertainty
- Lyft Line / UberPool
 - ~Half the cost, a little slower
 - Urban success.



European MaaS

Hannovermobil

BMW: Moovit, MyCityWay, ParkNow, DriveNow

Daimler: Moovel, RideScout, GlobeSherpa, Park2gether, Car2Go, MyTaxi

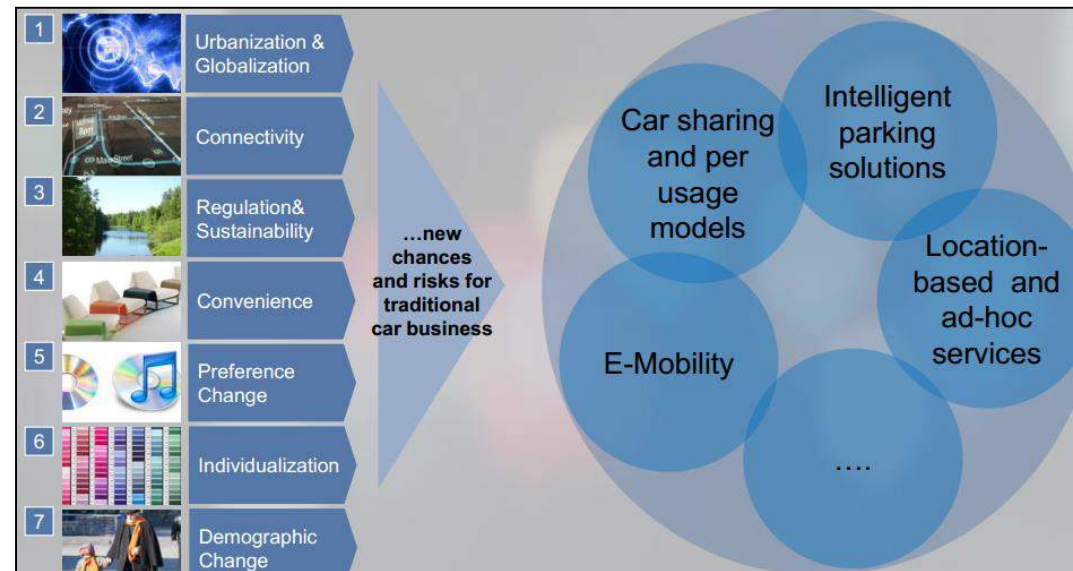
- “Google of Mobility”

Siemens Berlin MaaS pilot

Feb 1: GoLA app

Urban: \$20/day + Lyft Line.

BMW

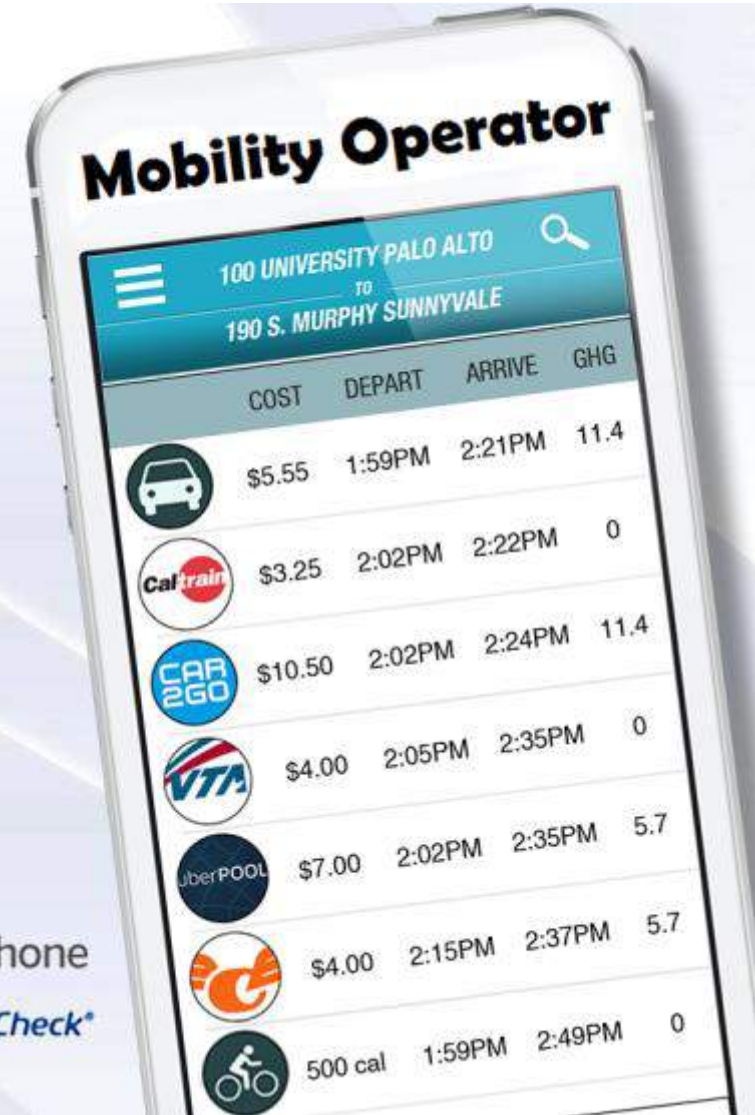


Urban MaaS: SF, Oakland, Berkeley

RideScout Mobile, Moovit, Transit App, Urban Engines, GoLA (Xerox), etc

One Seamless App

Multimodal trip planning. Discounted monthly bill.
Customer-centered. Pay like Clipper.



“2 to 1, Millennials None”

Drive ~45% less

Great mobility for low income?

- Need subsidy

Great mobility for seniors, teens.



Silicon Valley: auto-centric

	Auto-centered Silicon Valley	Transit-centered Helsinki	Difference
SOV rate	76%	38%	1/2
Transit rate	3.3%	40%	12X
Bike/Walk	3.8%	18%	4X
Cars/capita	0.84	0.55	2/3
Parking cost/hr	Free	\$2.25	∞
Gas price/gal	\$3.50	\$8.00	2X
New car fees	10%	85%	8X
Pop per sq mi	5,000	45,000	9X
Avg Commute	13 mi	8 mi	1/2



“Silicon Valley is insane. We charged for parking in New York, so we should charge here.”

– VTA Genl Mgr Nuria Fernandez (ex NY MTA COO)

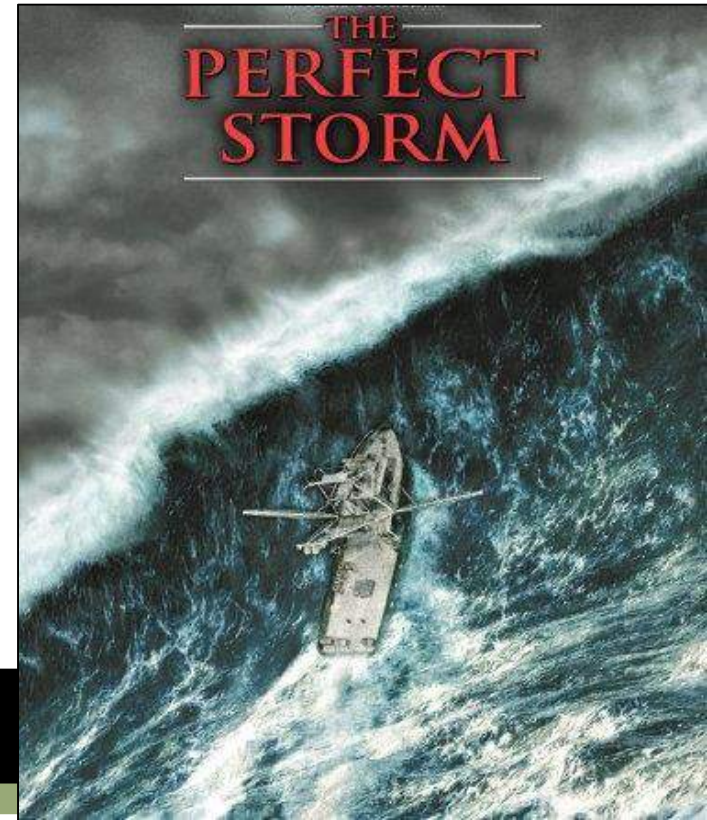
Suburban Commute Reduction

Auto-centric 75% SOV to 70% - never accomplished

Bay Area 75% SOV to 50%

– Traffic, climate, policy, software, etc

Joint Venture → accelerate.



US outlier. Not business as usual
Climate & congestion focus

- 20% of 1990 transport emissions by 2040
 - Largest GHG reduction via EVs, but also ...
- 17% per capita driving/GHG

Carpool freeway lanes: HOV2 → HOV4

- HOV4 = 3 general purpose lanes

Transit & biking double

“Road capacity expansions rejected”

MTC: - 15% per capita driving by 2030.



Rank 6 Congestion Reduction Policies

Expert ranking (MTC, Bay Area Council, FHWA, WSDOT)

viability > 2.5 is promising	Political Viability
Pay-As-You-Drive auto insurance	3.3
Revenue-neutral workplace parking feebate	3.0
\$5/day workplace parking charge	1.3
\$5/gal gas tax increase (10yr phase in)	1.0
\$0.20/mi Road User Charge (10yr phase in)	1.0
Widespread job center \$5 cordon entry charge	1.0



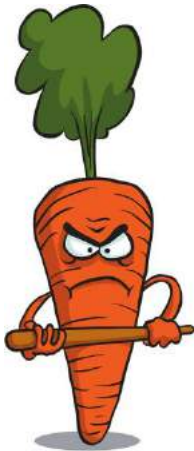
Expensive vs. scalable commute reduction

Often \$6,000 per year per worker

- Majority of Bay Area companies want zero-cost TDM

Scalable: Stanford (& UCB) carrots / sticks

- \$3 per day to park → 49% SOV
- Parking revenue funds carrots
- Saved \$107M in new parking structures.



Company	SOV
Google	52%
LinkedIn	56% → 45%
Genentech	58%
Facebook	59% → 56%
MS Redmond	60%
Apple	72% → 66%



Trip Cap US Public Policy Leadership

Perfect Storm

Mtn View, Cupertino, Sunnyvale, Menlo (1989 Stanford)

- Max SOV commute mode share: 30% to 66%
- facebook: \$50/day/trip over 2,600

New Enterprise Commute Software for Trip Caps!

- **Real-time dashboard with commute mode & parking use**
 - Employer can provide dashboard to city & region
- Flexible carrots & sticks
- Lum, RideAmigos, RideScout.



Enterprise commute: employee calendar

Today < > February 2015

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
1	2	3	4	5	6	7
8	9	10	11	12	13	14

Wednesday, March 18, 2015

No trips for this day.

Pay Period Summary: Mar 16 - Mar 29

CHARGE	BONUS
(\$3.00)	\$8.00

[Donate a percentage of your commute bonus](#)

Automate calendar-filling.

Modes Distance (one-way): 1.4 mi

Parking



Lyft Driver Destination
Chariot, Bridj, VTA Flex

THANK YOU

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