Thoughts on carsharing
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Carsharing
It is the future of car mobility, without question

Dense cities, no space for parking/driving
Aging population in some countries
Car ownership is too expensive, and getting more expensive

14-18% of household income

And it will increase because:

Parking
Infrastructure taxes
Congestion
Oil
Carbon tax
Environmental Benefits

1 well-used shared car = 30-50 people
1 well-used shared car = 15-20 cars
1 well-used shared car = 40-60 parking spaces

Drivers drive 80% less → CO2
Car sharing! Beware broad names and wrong conclusions.

One-way car rental, by the minute (AutoLib, Car2Go, DriveNow)
• There are self-drive taxis.
• They will not reduce the number of vehicles owned by city residents (you still need a car to go to a mall, excursion outside the city; or for a weekend trip)
• These do not compete with “traditional” carsharing much because of the above.
• Can encourage driving (they often come with dedicated parking spaces in parts of town where you would never drive)
• If pricing is not high enough can compete with transit, especially for 2+ people.
Sharing cars is natural!

Maximizes use of vehicles & parking

Encourages right-sized vehicle choice and full cars.

And it is not new!
Don’t ruin the sharing of vehicles you do have right now

There is a new business model, that can give you the best of all worlds
Peers Incorporated
The partnership driving the collaborative economy
LOCATION DE VOITURE ENTRE PARTICULIERS
à l'heure ou à la journée

Où voulez-vous louer ?

GO

LES VOITURES AUTOUR DE MOI

Week-end à Genève, depuis Lyon avec la Ka de christine

DÉJÀ 63788 UTILISATEURS PARTAGENT 7276 VOITURES SUR BUZZCAR
Leverage excess capacity of TAXIS & BLACK CARS

Everyone's Private Driver™

SIGN UP NOW or Learn More
Leverage excess capacity of PERSONAL CARS

Use your own car, become a taxi driver
Leverage excess capacity of INDIVIDUAL RICKSHAWS
Use your own, become part of a brand

10 000 rickshaws in 4 cities
INDUSTRIAL STRENGTH
(companies, institutions, governments)

Large investments
Multi-year efforts
Integration & Aggregation of many parts
Deep Sector knowledge
Diverse technical expertise(s)
Standard Contracts & standardization
Consistency
Brand Promise (trusted company)
Global
INDIVIDUAL STRENGTH
(people, small NGOs & companies)

Small investments
Short-term sporadic efforts
Delivery of small services
Local knowledge
Specific unique expertise/offering
Customization, specialization
Creativity
Personal social networks (trusted individual)
Local
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**DIVERSITY**

- of offering

**PLATFORM**

- for participation
PEERS

INCORPORATED
Platform for Participation
Scale Economies
High Growth

Excess Capacity
PASSENGERS TRANSPORTED

2007      2008      2009    2010    2011      2012

ONLINE RATINGS

ONLINE RATINGS + PAYMENTS

NO TRUSTED PROFILES

3 MILLION PASSENGERS A YEAR
PEERS
Diversity
Innovation
Resilience
Redundancy

INCORPORATED
Platform for Participation
Scale Economies
High Growth

Excess Capacity
Resource & Cost Efficient
Good general principles for governments.

- **Eliminate subsidies** that make driving/parking cheaper than it really is. Protect space for pedestrians & bicyclists.

- Regulatory definitions. **Define carsharing and carpooling** in the law. They are different than taxis, car rental, buses, or mass transit.

**Encourage Peers Inc collaborations.** Make rational laws, don’t support protecting the status quo, just because [Uber, Lyft, Sidecar].

- **Embrace varying levels of service, suitable to different income levels.** Make sure you allow small business or sole proprietorships to continue without safety standards/regulations imposed on larger providers. This will allow for different qualities of service, accommodating different income levels of users.

- **Relax safety/crash regulations for vehicles restricted to low speed roads (<30 kph)** If bikes are OK, so are auto rickshaws!
MORE:

- **Insurance** -- government should provide insurance for small innovative transportation efforts that are as yet unproven.

- **Zoning** (carsharing parking spaces should be allowed even in residential areas -- why we need definitions)

- **Minimize government parking/marketing lock-in** with one provider when there is competition.