How Can States Partner with the Private Sector to Leverage New Technology?

• Moderator:
  • Sue Gander, Division Director, National Governors Association

• Speaker:
  • Dani Simons, Head of Public Partnerships, Waze
  • Andrei Greenawalt, Head of Public Policy, Via
  • Sabrina Sussman, Senior Manager, Public Partnerships & Policy, Zipcar
We face major transportation challenges in the United States.

In U.S. metropolitan areas, only 25% of low- and middle-skill jobs are accessible by public transit within 90 mins (Brookings).
The dominance of the private, single passenger car

85% of Americans commute by car

90% of those drive alone

Subways are prohibitively expensive

Buses are inefficient and underutilized
On-demand, dynamic shuttle networks: efficient, affordable, accessible transit

Traditional bus systems
- Long walks to and from bus stops
- Expensive, slow-moving vehicles
- Unpredictable and often long wait times
- Fixed routes that can’t adjust to traffic

Via: on-demand public transit
- Corner-to-corner trips with same quality of service throughout whole zone
- Dynamic routes adapt to real-time traffic + demand
- Lower operating cost and higher ridership
- Includes WAVs, solutions for unbanked, call dispatch
The world’s first on-demand transit system operating at scale on a global basis

Rides completed
50mm

Global deployments
60+

Funding
$450mm

*Launching soon
Via’s partnerships with cities, transit agencies, and operators cover a wide variety of use cases

**Los Angeles + Seattle**
First/last mile service to transit hubs with focus on low-income neighborhoods

**Arlington, TX**
The only public transit service in a city that for decades was largest in U.S. with no transit

**Sittingbourne, UK**
Connecting people to jobs and a rail station in a suburban/rural area

**Berlin**
A mainly electric fleet of 150 vehicles (growing to 300) - largest on-demand public transit deployment in world
More sharing through smarter regulatory and tax policies at the state + local level

The GOOD: New York City
- comprehensive congestion pricing
- $2.75 on single passenger ridehailing; $0.75 for pooled

The BAD: Washington, DC
- 6% tax on every booking

The UGLY: Chicago/Illinois
- 72 cents on every booking in Chicago
- $1 tax on every booking statewide???
- regressive + penalizes pooled rides
"THE ANSWER IS POOLING. If the question is how to ameliorate traffic congestion, the answer is pooling. If it’s how to reduce climate change, still pooling. Social equity? Also pooling. Soaring transportation infrastructure costs? Pooling! What to do about the potential negative effects of automated vehicles (AVs)? Pooling. Going forward, pooling must be the principal focus of our thinking and actions related to transportation.

- Prof. Daniel Sperling – head of the Institute of Transportation Studies at UC Davis

“When it comes to cars, what we learned early in life still holds true — sharing makes everything better.” – Lewis Fulton (UC Davis)
Waze for Governments

Your partner in mobility

Dani Simons
National Governors Association
Transportation Technology Workshop
June 2019
The Waze You Know...

The world's largest, crowdsourced navigation app

116M Monthly Active Users

500K Map Editor Volunteers

25B KM Driven/Month

60M Incidents/Month
The Waze You Will Know...

A mobility platform that helps people move more freely in the communities they live & work in.
What Makes Waze Unique

We bring together users, public sector organizations, private sector companies and community members to solve mobility challenges globally.
Waze’s Tools for Governments

We’re all in this together. That’s why we partner with public sector partners to help meet our shared goals. We have four programs that take some of the best of Waze and give it to the public sector—and are made stronger by your participation.

Data Sharing  Carpooling  Beacons  Crisis
Carpooling

Experience hasn’t changed much over time

- Matching and payment is still essentially manual
- Difficult to quantify use of carpooling and impacts on transportation goals
Waze Carpool

- Regular commuters, not professional drivers
- Get to know your co-pilot first
- Drives happening anyway
- Sharing travel costs, not earning
Not your parents’ carpool

Algorithmic matching
● Waze matches drivers & riders on or near your route

Get to know other Carpoolers
● Learn about people on your route by viewing their profile before you ride

Complete control
● Riders choose who pools—no blind matching. Filter by same gender or coworkers only.

Coordinated pickup and drop-off
● Drive and rider apps are connected so you know when your car is here—no honking required.

Measure the results
● Track # of trips taken, VMT and CO2 saved
Partnering with public agencies

- King County
- SANDAG
- Metropolitan Transportation Commission

An alternative during the “Seattle Squeeze” traffic closures
Expanding the reach of traditional government-run ride-matching databases
The metrics to measure impacts towards TDM & environmental goals
Thank you!
Worth The Trip: Zipcar Partnerships

National Governors Association - Transportation Technology Workshop
June 5, 2019
MISSION-DRIVEN

Our mission: to enable simple and responsible urban living
Fast facts about Zipcar

EVERY 6 SECONDS
someone, somewhere in the world reserves a Zipcar

Founded by MIT’s ROBIN CHASE and Harvard’s ANTJE DANIELSON in Cambridge, MA in 2000

A ZIPCAR SNAPSHOT

Over ONE MILLION Members

Over 500 cities and towns

Over 600 colleges and universities

More than 12,000 vehicles in our global fleet

OVER 60 VEHICLE MAKES AND MODELS:
everything from compacts, sedans, SUVs, EVs, mini-vans, convertibles, pickup trucks, moving vans and luxury vehicles.
How it works

4 SIMPLE STEPS to Zipcar freedom

JOIN  RESERVE  UNLOCK  DRIVE
Environmental benefits are at the core of Zipcar’s business

15MM gallons of gas saved per year

1,600 lbs CO₂ reduced per year

156,000 cars off the road

60% less driving

Fewer cars = fewer parking spots = more green space

www.zipcar.com/impact
Continued fractionalization of the privately-owned vehicle trip

**Short**
- 0-5 mi
- Bikes & Scooters
  - 60% of trips

**Medium**
- 5-15 mi
- Ride Hailing
  - 25% of trips

**Long**
- 15+ mi
- Roundtrip Car Sharing
  - 15% of trips

Adapted from CB Insights; Source: United States, NHTS
Park Passes included in 500 vehicles across US & Ontario
What is Zipcar for Government?

We help you supplement your fleet by providing government employees access to Zipcar vehicles, allowing fleet to scale flexibly and saving time, money and maintenance hassle.
Thank you

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