The future of the car (in cities) is

**SHARED**

& **Electric**
Here are 200 people in 177 cars
Impact of **SHARED** cars

-- Shared trips (reduces congestion)
-- Shared cars (reduces need for parking -- both onstreet and garages)
  -- transforms cityscape & land use

-- changes vehicle choice (electric is no longer challenging)
-- changes affordability & access (seat & access)
-- changes how you spend your time while traveling (drive or be online?)
-- ability to be multi-modal, take the mode that best fits, no sunk costs
-- changes taxation (fewer cars & fewer tickets)
Will People actually share cars?

Shared Cars reduces # of Cars needed (less parking)

From an economic perspective, highly likely that AVs will be introduced as shared cars to maximize ROA by increasing hours of utilization (Revenue)
Will People actually share rides?
Doing so now

30% of all Lyft rides in the US are now shared trips.
50% of all Uber & Lyft rides in the San Francisco are now shared trips.
In China: Uber does 20m real shared trips per month.
Excess Capacity
Already exists, paid for, more value there
How to harness Excess Capacity?

SLICE
consume only what you need

zipcar
upwork

Visualization @heathermccgowan
How to harness Excess Capacity?

AGGREGATE
transform via a common interface

Visualization @heathermcgowan
BlaBlaCar

4m transported each month
=10k high speed trains
= 10k 747s

20 million members in April 2015
Ship Anything, Anytime, Anywhere
Over $3 billion of goods shipped by 326,554 carriers worldwide!

What are you shipping?

Get Free Quotes

Earn up to a $100 rebate on your first shipment!

Brokers
Bid on shipper freight & post your brokered loads on uShip.

Carriers
Find shipper and broker loads. Get paid online, no subscription fees.

uShip PRO
Manage all of your shipping needs and optimize your carrier network.

Trust & Safety
Cargo Insurance
Fraud Protection
Secure Online Payments
How to harness Excess Capacity?

SLICE
consume only what you need

AGGREGATE
transform via a common interface

OPEN
discover new value

Visualization @heathermcgowan
2013 McKinsey report on OPEN DATA
2013 McKinsey report on OPEN DATA

40+
Number of countries with government open data platforms*

90,000+
Data sets on data.gov (US site)*

1.4 million
Page views for the UK open data site in the summer of 2013

102
Cities that participated in 2013 International Open Data Hackathon Day

1 million+
Data sets made open by governments worldwide

$3 trillion
Approximate potential annual value enabled by open data in seven “domains”

3 billion
Metric tons of carbon dioxide equivalent emission reductions from buildings that could be identified through the use of open data

35
Hours per year could be saved by commuters from schedule changes based on open data

100,000+
Medical, health, and fitness apps for smartphones

50%+
Consumer share of potential value of open data

* As of 2013
Thinking about **Platforms**

-- Land Use (Roads, Parking, ROW)
-- Regulatory (Can we share? Who is allowed? Protecting status quo)

-- All are partnerships/collaborations
15 000 rickshaws in 4 cities
4.5m passengers/month
AV Heaven

**Transformed access**
A seat in a shared car → need only 10% of cars*
Point to point car transport at transit price

**Transformed city life**
No on-street parking (trees, bike lanes, wider sidewalks)
Parking garages & lots redeveloped (parks; housing)

**Clean air, if electric**
Dramatic reductions in CO2 emissions
& other pollutants

**Reduced traffic deaths**
35,000 in 2015 (90% crashes due to human error)

*Source: http://www.internationaltransportforum.org/Pub/pdf/15CPB_Self-drivingcars.pdf
Need to get in front of this from a policy perspective:

Infrastructure **taxation** is transformed:
-- create right incentives & disincentives

Significant impact on **labor** (no drivers! 10-20% of vehicles)
-- plan for how to address rapid unemployment

New **land use** opportunities (no on-street parking & little parking)
-- create prioritized land use planning & laws to maximize new ROW and correct city problems (lack of green space, affordable housing)
If we DON’T GET AHEAD OF THIS AV Transition,

Worst of all possible outcomes

• Increased congestion (Zombie cars)
• High unemployment
• Deeply reduced transportation infrastructure revenue
• New corporate interest lobby
More on Excess capacity
People Platforms

• How to build them
• How private sector can play
• How governments can leverage, regulate, participate

How People and Platforms are Inventing the Collaborative Economy and Reinventing Capitalism

ROBIN CHASE
cofounder of ZIPCAR