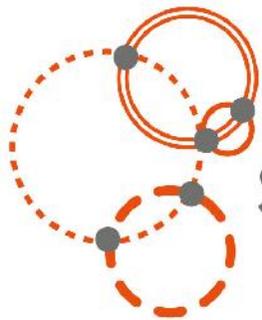


Ridesharing – what's the big deal

Gustav Friis – City of Aarhus

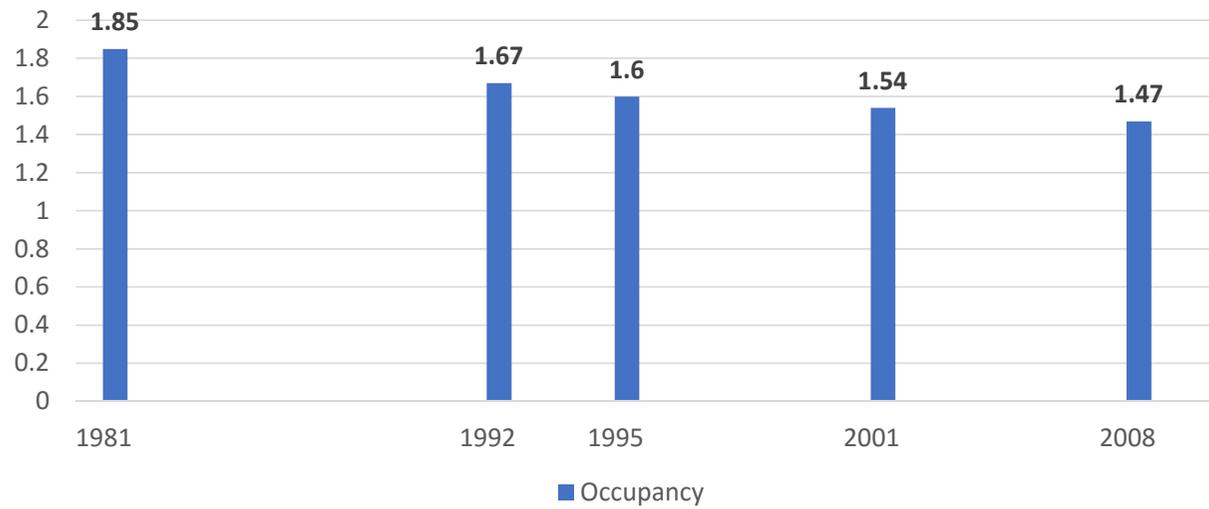


Smart mobilitet
DIN TRANSPORT. DINE VALG.





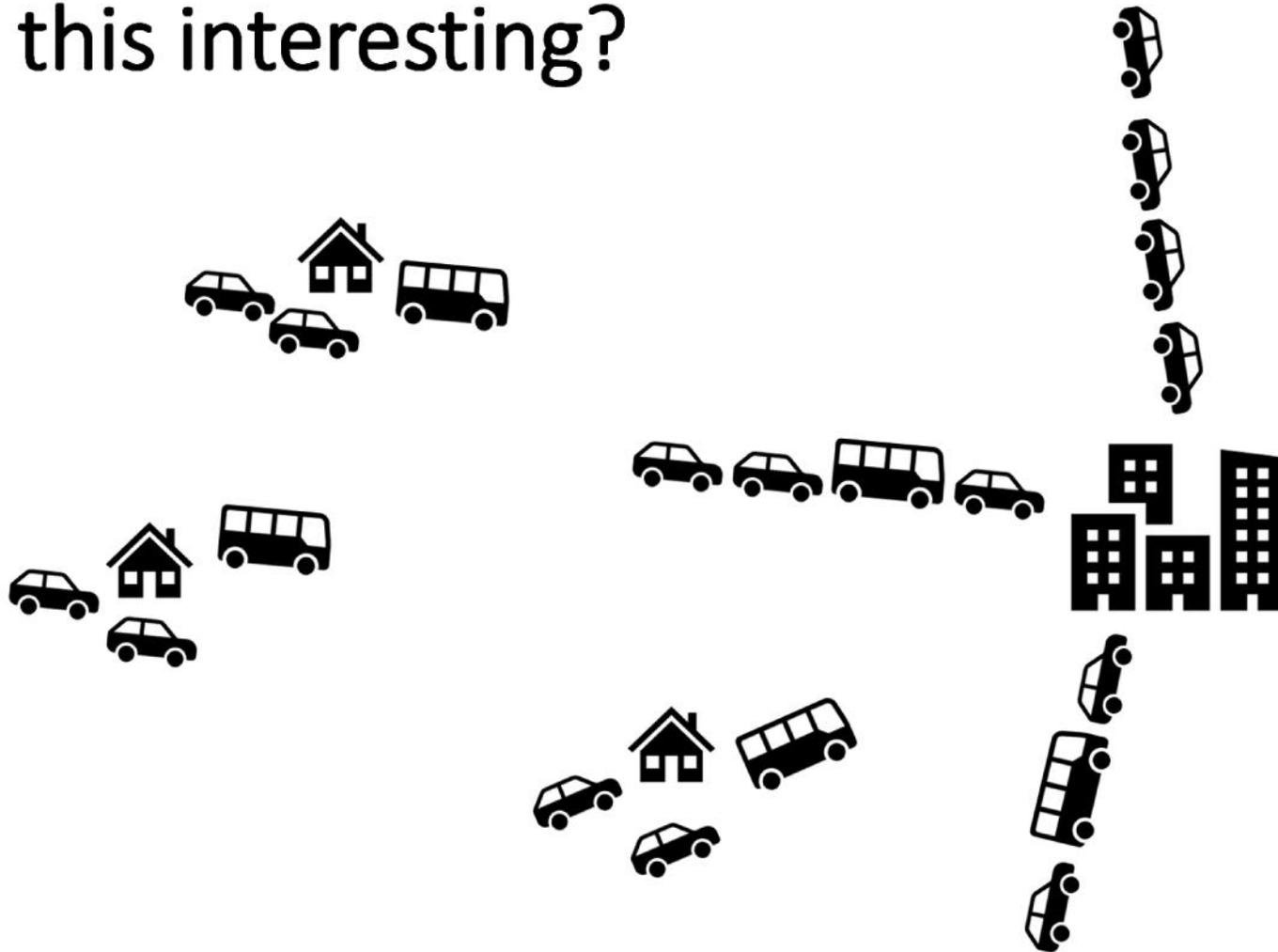
Car occupancy in Denmark through time



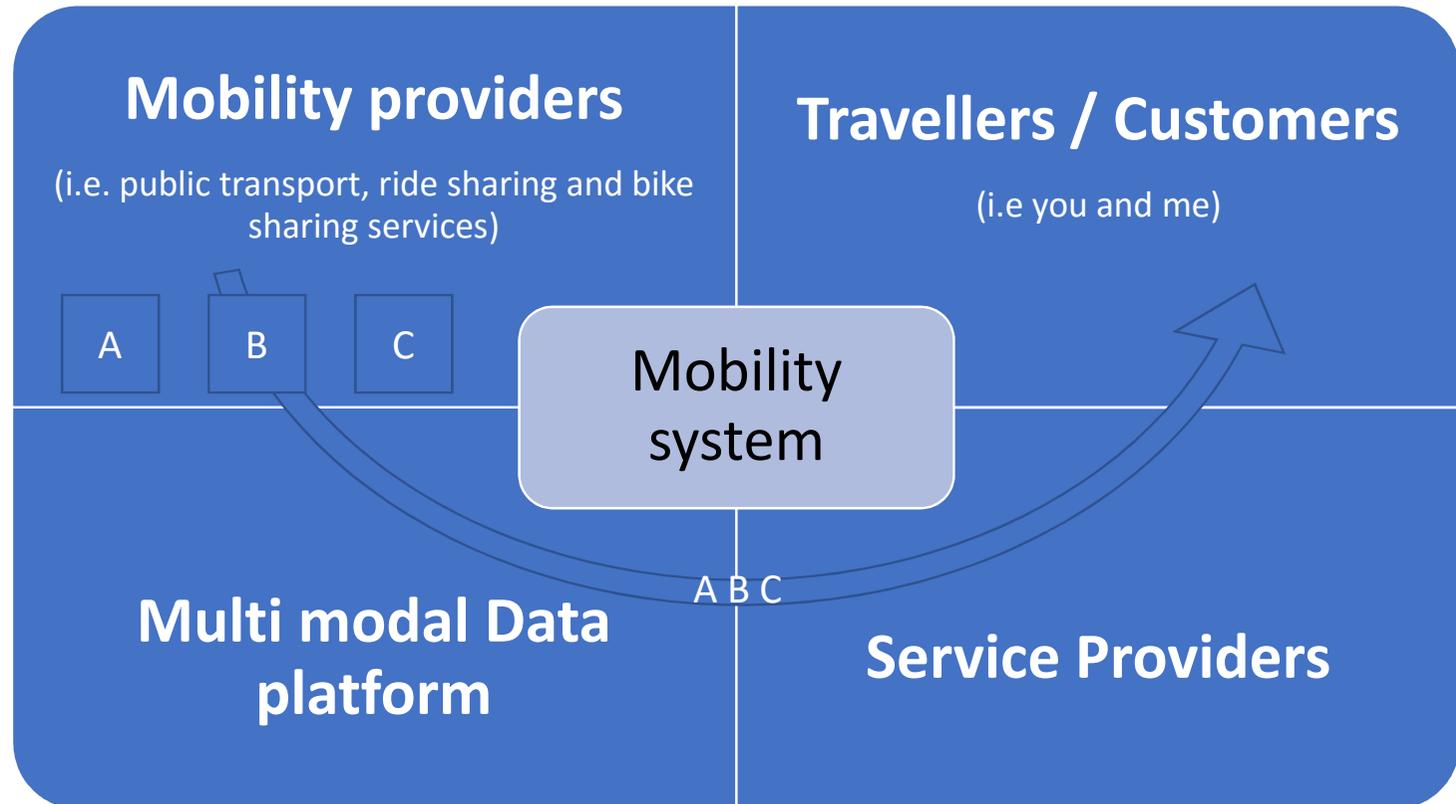
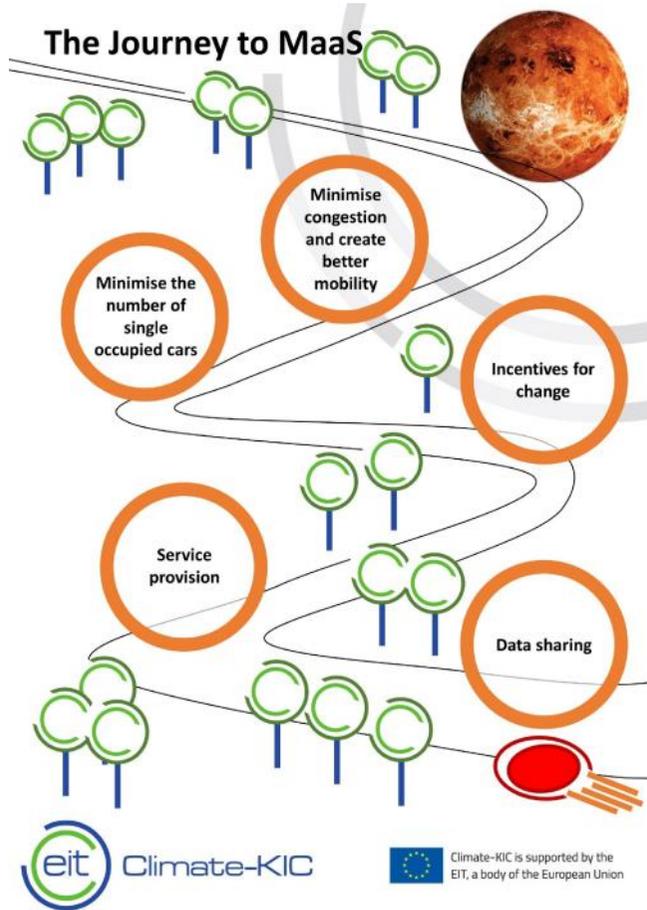
And in 2014

1.093

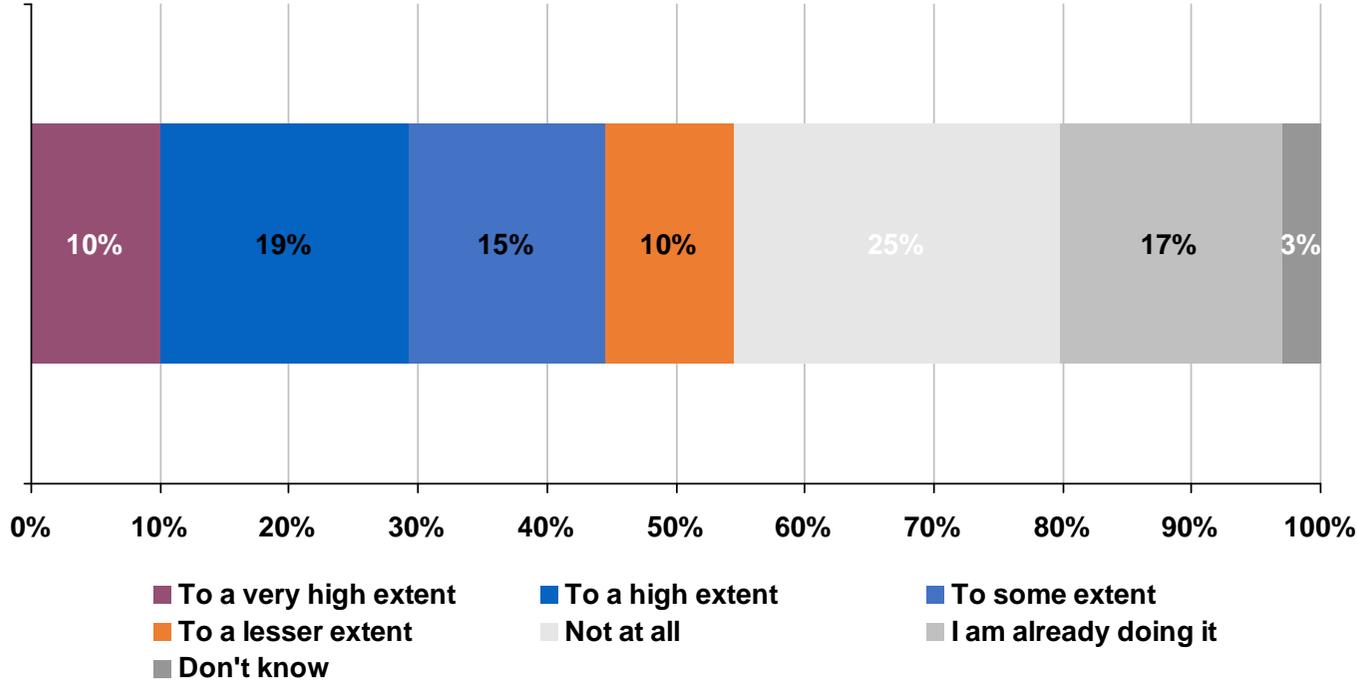
Why is this interesting?



The journey to MaaS in Aarhus



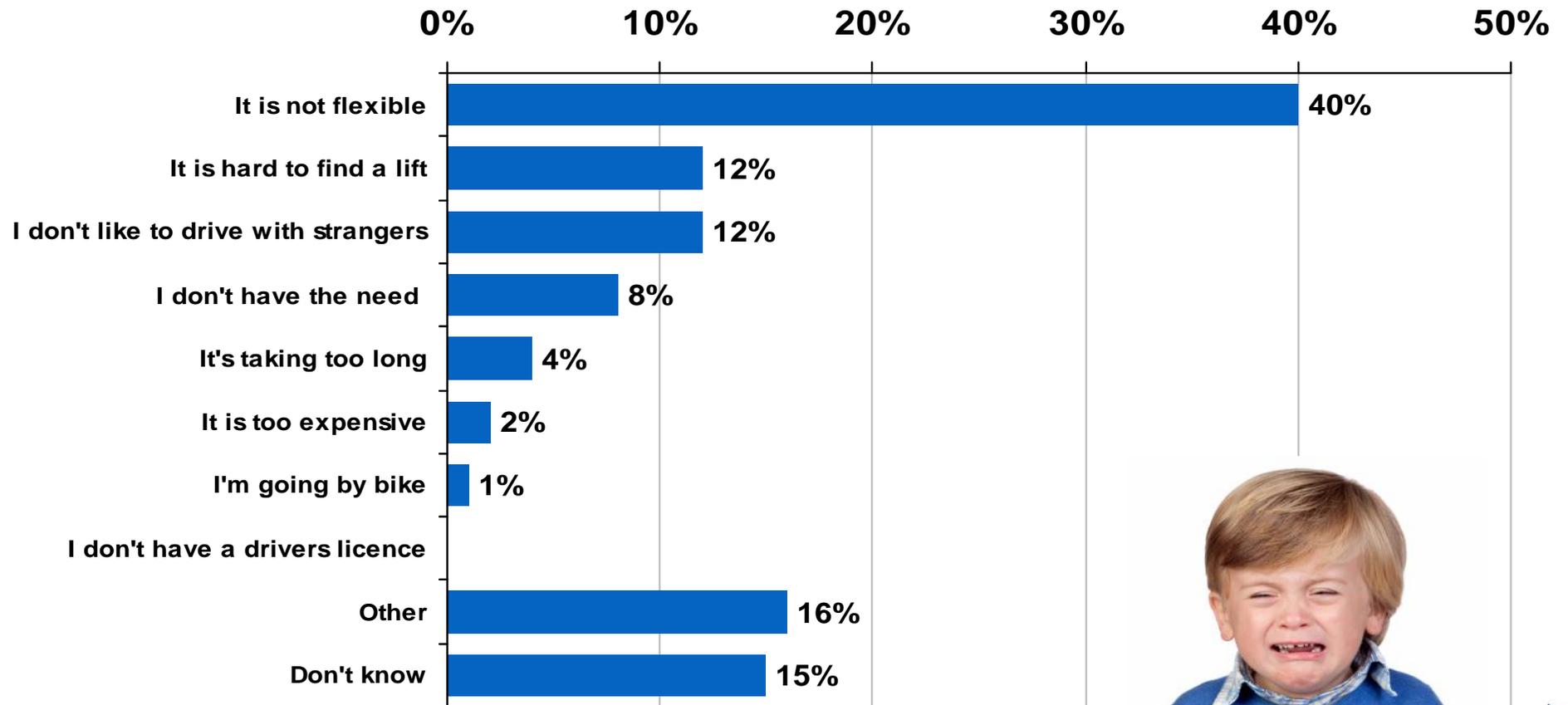
To what extent would you be interested in sharing rides?



Who's interested?

- Young people (18-29) are **much more** interested in ridesharing than older people (49+).
- In Aarhus city centre the interest is higher than the average.
- Significantly more house owners are not interested at all, compared to tenants.

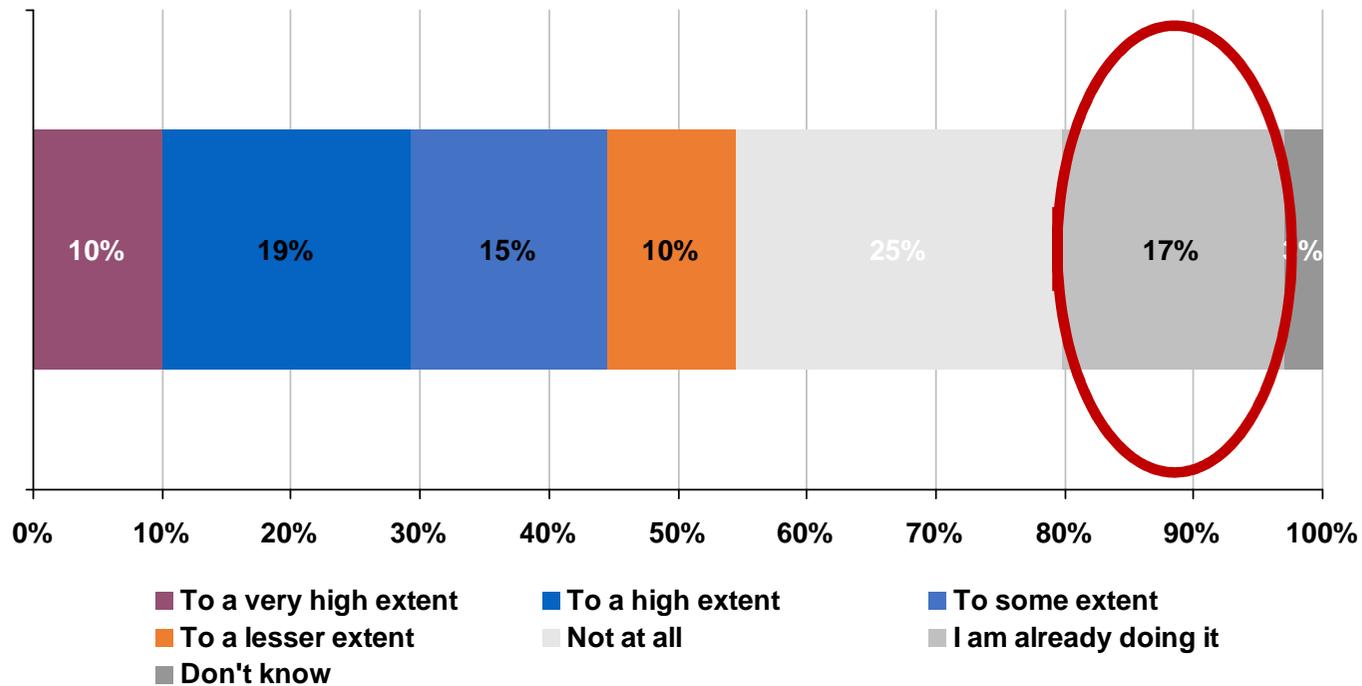
What are the barriers?



797 respondents,
884 answers



Let's have a closer look on these people



What's already working?



The Commuter Group



The Double Team



The Lift Supplier



The Kids Express



The Passenger

Practical and social drivers



The Commuter Group

Practical drivers

Saves money

No real alternatives

Only need for one car in the family

Social drivers

Great to have someone to talk to when I drive

It is good to know people you drive with

Common understanding that the drive should be good for everyone

Organisation

If anything occurs, you just write

Too much coordination makes it complicated

Practical and social drivers



The Double Team

Practical drivers

Passenger saves money and time compared to PT
Doesn't matter to take a small deroute

Social drivers

Company and "cabin-talk" is the main driver for the driver
It is boring to drive alone

Organisation

Day-to-day planning
Oral or text messaging
Text message when driver leaves home

Practical and social drivers



The Passenger

Practical drivers

The best way to make the day work

It is the cheapest

Could work in the train, but saves money by ridesharing

Social drivers

At first it was a bit awkward, but now it is often the same driver and more relaxing.

The world becomes more interesting when you're a passenger, but you need to play along.

Organisation

Coordination is harder when you don't travel each day

It can be stressful to coordinate transport. Coordinating a week at the time is better.

Practical and social drivers



The Lift Supplier

Practical drivers

Primarily the money

I take 5 € for a trip. I don't do to earn money

Social drivers

It's a shame if the conversation doesn't work. It takes two to tango

I see a lot of new faces. That can be exhausting at the end of the day

I like to bring people that I have a relation to on to the car again

Organisation

When I use GoMore, everything is fixed in advance. Ratings, payment etc.

I don't want to loose time. Be there, or be left behind

I pick up people at my workplace. How they get there is not my problem

Practical and social drivers



The Kids Express

Practical drivers

It is so simple. It saves me a lot of trips

It is the cheapest

Could work in the train, but saves money by ridesharing

Social drivers

Social interactions between the children is important

Organisation

We try to coordinate 3 months in advance.

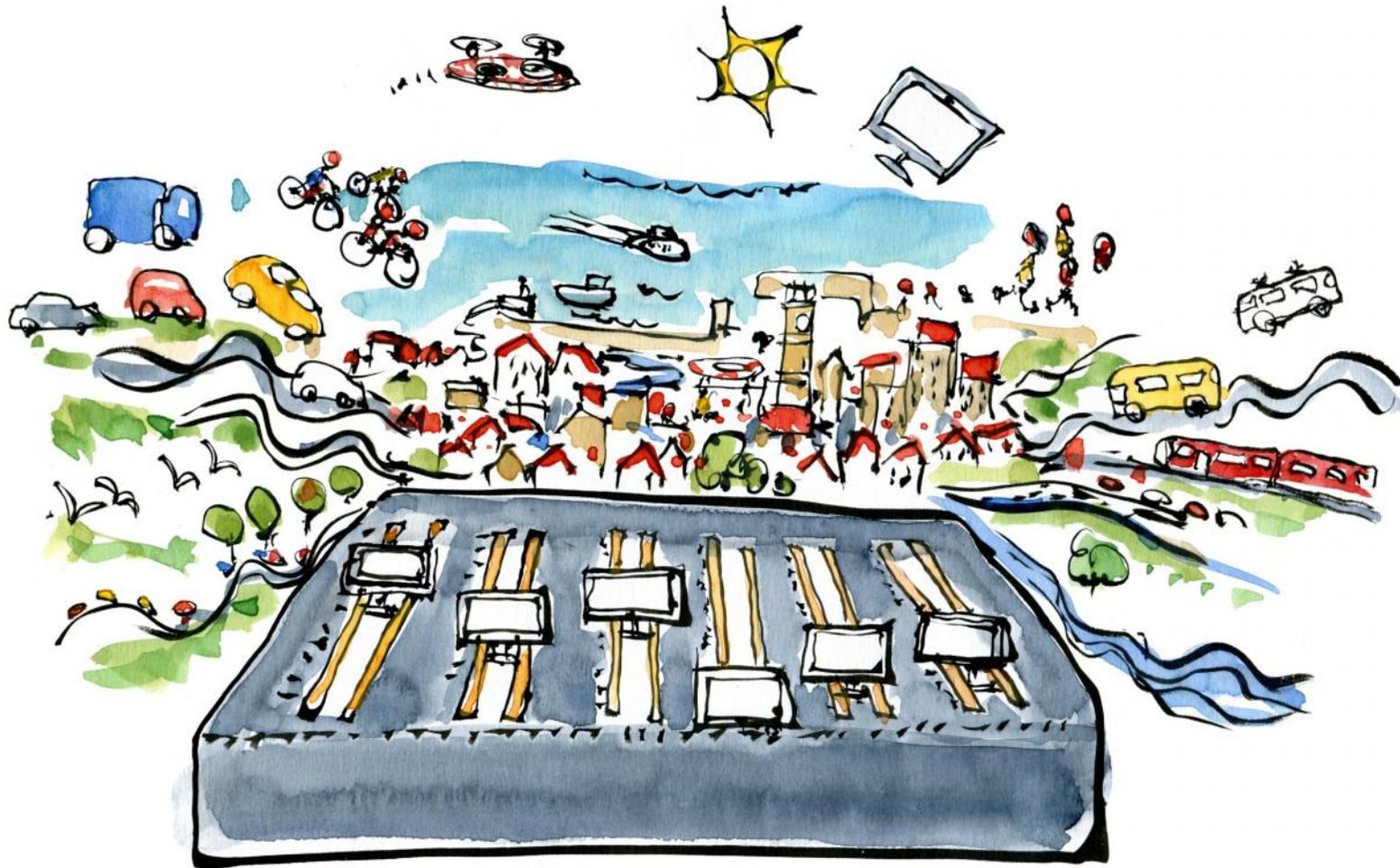
Appointments are made in a closed Facebook group and we use Messenger

We have a pick-up spot in the village that all the children know

Whats next – how do we get more people into the cars?

- Find the middleman
- Use practical benefits
- Support good ridesharing behaviour
- Efficient communication





Thank You!