

SHARED MOBILITY UPDATE: WINTER 2017

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CARSHARING HIGHLIGHTS: Q4-Q1 2016-17

- ▶ GM launches Book by Cadillac
 - ▶ GM partners with Uber and Lyft to provide rentals for drivers
- ▶ car2go adding Mercedes vehicles to North American fleet
- ▶ BMW's ReachNow (carsharing) planning expansion into ridesourcing/TNCs
- ▶ Zipcar launches one-way service between Baltimore and Washington DC



BIKESHARING HIGHLIGHTS: Q4-Q1 2016-17

- ▶ New free-floating startups planned in San Francisco (Bluegogo and Spin)
- ▶ System Expansion in Atlanta metro
 - ▶ City of Atlanta: Launched Relay in June with 100 bikes and 10 stations, adding 400 bikes and 40 stations
 - ▶ Suburbs: Roswell & Suwanee
- ▶ New system launches in Baltimore, Las Vegas & more
 - ▶ Baltimore: 200 bikes and 20 stations
 - ▶ Las Vegas: 200 bikes and 20 stations
 - ▶ Evansville, IN: 70 bikes
- ▶ Planned Program Announcements:
 - ▶ Pasadena (400 bikes – July 2017)



RIDESOURCING HIGHLIGHTS: Q4-Q1 2016-17

- ▶ New York's TLC orders Uber and Lyft to turn over more data
- ▶ Pennsylvania Assembly passes legislation authorizing service in Philadelphia
 - ▶ Imposes 1.4% tax split between parking authority and schools
 - ▶ State approves permanent license for Uber
- ▶ Services available at more than 400 airports worldwide (majority in Europe and North America)
 - ▶ Recent expansion to Long Beach and Boston
- ▶ Equity study by MIT, University of Washington, and Stanford found that black and female Uber & Lyft riders face longer wait times and increased cancellations



RIDESHARING HIGHLIGHTS: Q4-Q1 2016-17

- ▶ Lyft experimenting with Lyft Line monthly passes for up to 20 rides (cost \$20-29)
- ▶ Uber experimenting with a \$79 monthly pass offering unlimited UberPOOL rides in New York City
- ▶ San Mateo and Foster City subsidizing Scoop rides (\$2 each way)
- ▶ Xerox deploys “Vehicle Passenger Detection” to detect HOV violators
- ▶ Uber using drones to advertise UberPOOL in Mexico City
- ▶ McDonalds offering delivery via UberEats in Orlando





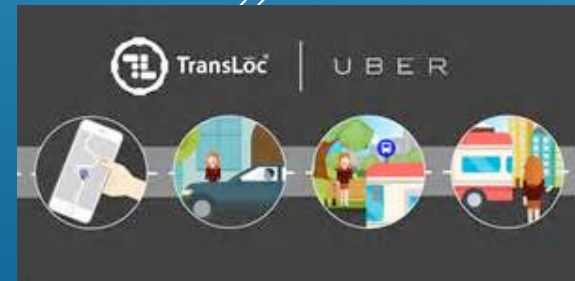
MICROTRANSIT HIGHLIGHTS: Q4-Q1 2016-17

- ▶ Boston's MBTA and Bridj in exploratory talks to offer late-night microtransit service
 - ▶ Proposal would lower MBTA costs by 35% per operational hour
 - ▶ Bridj offering urban goods delivery with BridjBOX
- ▶ Chariot expands to 8 cities; featured in Super Bowl ad
- ▶ Kango launching service for children in San Francisco

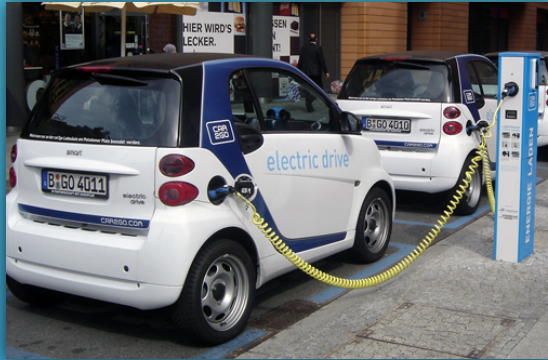


SMARTPHONE APPS HIGHLIGHTS: 2016

- ▶ ARRO approved as the universal app for all ridesourcing/e-Hail services in Houston
- ▶ NCDOT launches multi-modal app pilot with TransLoc
- ▶ Google Maps adds fare estimates and pick up times for e-Hail services
- ▶ Miami-Dade County launches multi-modal & fare payment app
- ▶ BMW partners with Moovit to integrate carsharing services into app
- ▶ Lyft partners with Xerox and Los Angeles for mobile app development
- ▶ Facebook patents ridesharing feature for its events page
- ▶ Uber and TransLoc partner to provide trip planning



FUTURE TRENDS



Electrifica-
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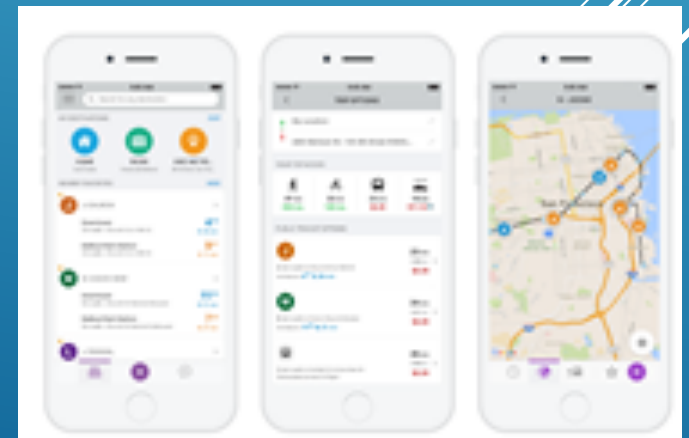
Shared
Mobility

SAVs

Automation



Mobile
Technolo-
gies



AUTOMATION HIGHLIGHTS: Q4-Q1 2016-17

- ▶ Iowa DOT mapping I-380 to allow for automated traffic
- ▶ California, Germany restricting the use of the term “autopilot”
- ▶ Military continues testing AV technologies
- ▶ Tesla bans owners from using its “full self-driving capability” to make money on Uber/Lyft platforms
- ▶ BlackBerry (QNX) working with Ford on automated technologies
- ▶ Uber launches AV pilot in Pittsburgh with self-driving Volvos
- ▶ BMW's ReachNow announces plans to test AVs



RECENTLY RELEASED AND FORTHCOMING RESEARCH: 2017

- ▶ Shared Mobility
 - ▶ FHWA – Primer (Summer 2016)
 - ▶ American Planning Association (Summer 2016)
- FHWA Primer on Smartphone Apps (Summer 2016)
- ▶ One-Way Carsharing (Fall 2016)
- ▶ NRDC/TSRC conducting a study of impacts of Lyft and Uber (Spring 2017)



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