A TRAVEL DEMAND MANAGEMENT
DIGITAL SAFARI: 2016

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Mackinac Bridge, Michigan, USA

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INTRODUCTION
Introduction

• Who am I?
• Where’s New Zealand? A snippet on NZ, transportation & tech
• A safari of TDM-related apps
• Opportunities and challenges
• So what? What the future might look like
• A call to action!
Who am I?
Where’s New Zealand?

Auckland, New Zealand
Wellington, New Zealand
Key Statistics

- 350,000 population
- 220,000 workers
- 60,000 public transport commuters
- Balance by car
- Windiest city in the world!
How 220,000 people are getting around

- Buses
- Trolley buses
- Trains
- Freeways / Cars
- Ferries
- Walking and Cycling
Auckland

A world of activities

From the mild to the wild, Auckland has activities to suit every taste
• Sustainable Business Network project to “Accelerate Smart Transport” in NZ

• Our Minister for Transportation was in the USA in July “promoting New Zealand internationally as a test bed for new technologies”

• NZ Transport Agency is writing guidelines for people who want to test new products in NZ

• The Economist, 2015: “Kiwis as Guinea Pigs”- A small technophile country is a great place to test digital products
The TDM Safari
Walking
www.mapmywalk.com

Source: These Apps Are Made for Walking, New York Times, 2014
www.fixmystreet.org.nz
Cycling
NYC Bike Buddy

Find where to go and see how to get there. Track where you've been.

The ultimate companion app for bike riders in New York City.

Download on the App Store
This Brilliant Cycling App Is Helping A City Plan New Bike Paths

By capturing and processing data from cyclists in the German city of Wiesbaden, the city is putting paths where they're actually needed.

When the German city of Wiesbaden was voted the worst city for cycling in the country by a bike organization, a local creative agency decided to help change that with a new app called Radwende. As cyclists ride down city streets, the app traces each route and adds it to a giant crowdsourced map of suggested bike paths in the city.

Designers at Scholz and Volkmer saw it as a way to bring new digital approach to a problem that was a struggle for government and advocacy organizations.
Let's get more people riding

Love to Ride is all about showing more people how easy and enjoyable cycling is.

If you love to ride, then let's spread the love! Show your support for cycling and together we can get more people cycling.

Find your local Love to Ride site below...

Go to your local Love to Ride page...

Enter a location

Want to see more people on bikes?  Love to Ride gives you:

ANNOUNCEMENTS

Win a Trip to New Zealand
Log your rides and you could win the trip of a lifetime to New Zealand!
Learn more about our prizes

1. REGISTER, IT'S FREE
2. RIDE FOR 10 MINUTES OR MORE
3. RECRUIT FRIENDS & COLLEAGUES
4. WIN GREAT PRIZES
Transit (buses, trains, ferries)
onebusaway.org
What You Can Learn Watching the Movements of an Entire Public Transportation System

An open-source, animated map features 249 global mass transit networks.

SAM STURGIS | @sampsturgis | May 15, 2015 | 1 Comment

1.2k Shares | Share on Facebook | Tweet | LinkedIn | Email}

Map of Boston's public transit system via Storymap.js.
Animated Map of Auckland’s Transit System
Source: https://vimeo.com/18966477
Demand Responsive Transit
- pop up transit (dynamic)
- shared shuttles
www.bridj.com

CONNECTING THE CITY

Bridj is your everyday transportation system that adapts in real time to where you live, work, and play.

https://vimeo.com/115853529
Ride-hailing, Taxi-hailing
Pop-up transit
Dynamic ‘ridesharing’...?
www.split.us/

where to ride

We have a plan. Start in the heart of DC, and then expand to cover all of the DC area. For now, we pickup and dropoff anywhere within the green area.

We'll be in your neighborhood soon — tweet at us if you're ready to Split!

Tweet to @RideSplit
https://get.uber.com/cl/uberpool/

uberPOOL matches you with another rider heading in the same direction. It adds only a few minutes, and you both save big. Trips are up to 50% less than uberX. From home to work to play, uberPOOL gets you there for way, way less.
Lyft Line & Lyft Hotspots

Source: http://blog.lyft.com/posts/hotspots

Consider the game changed. Today, we’re releasing more than 100 new Lyft HotSpots. No matter where you are in the Drive Happy District, you’ve got a $5 Lyft Line nearby.

A month ago, we launched our first Lyft HotSpots. When the first wave of HotSpots went well, we added a few more. Then more. Your response has been amazing, so we decided it was time to go big. Now, you can get a $5 Lyft Line within the Drive Happy District from more than 100 HotSpots.
Every day millions of people travel, at the same time, in the same direction, but in separate vehicles.

Bandwagon makes it easy to share taxis, saving time, money and CO2.

We match passengers in long taxi lines at airports, conferences and other crowded venues, providing a more affordable mobility alternative to waiting in long taxi lines and black car services.

Hop On!
Ridesharing
Honk less on your way to work.

Let us take care of your ride to work. Ride is the hassle-free ridesharing app that simplifies your commute, connects you with neighbors and coworkers, frees up your time and can save you up to $5,000 a year. So do something good for yourself. Take back the commute. Take Ride.

GET RIDE NOW  WATCH DEMO

Getting to work shouldn’t feel like work. Here’s how we make it happen.

GET CONNECTED

We’ve got a smart algorithm that pairs you with your coworkers and creates an easy, efficient route. It’s as easy as signing up.

I ENJOY THE RIDE

Seriously. Sit back and get used to showing up for work with a new kind of freedom: your door, your schedule, and with the people you want to Ride with.

WANT TO KNOW MORE?

Take a look at our FAQs here and see what Ride can do for you!

WAYMEN IS MADE EASY

We’ll manage all your transactions in the app with total transparency. No more awkward money exchanges. Get in, get out, and have a great day.

Learn More
carmacarpool.com

Get there together
Shared car pools means a faster, greener and more affordable commute.

What is Carma?

Carma Communities

In San Francisco Bay Area?
We're launching a new service in the San Francisco Bay Area to help supercharge your commute. Want to find out more? Check out our service.
Car sharing & Parking
yourdrive.com

Rent a vehicle from real people nearby.
By the hour, day or week. Full Insurance included. Free membership.

Rent out your car when you're not using it.
Earn extra cash. All drivers are fully screened and insured.
You set the price & availability. You approve who you rent to.
Roam drives hard for success

JAYNE ATHERTON
Last updated 05:00, July 5 2015

Car ownership is a lot cheaper if shared between friends.

New peer-to-peer car sharing company, Roam, begins an equity crowd funding drive to accelerate the launch of its service.
http://www.parkable.co.nz/
FALL IN LOVE WITH PARKING

Download on the App Store
Get it on Google play
Order is Emerging!
RideScout is a mobile app that helps you get from point A to point B faster and smarter. Available for iOS and Android, RideScout shows you real-time information about transportation options that are available right now. Download RideScout and get all transit, bus, bike, taxi, car share, rideshare, parking and walking directions in one view.
www.citygoround.org
MOBILITY AS A SERVICE (MAAS)
Dear Las Vegas,

You don’t have to go home, but you can’t stay here.
Our ride comes to an end.
Please exit curbside.

Thanks for your support!
Maybe you’ve heard the news or maybe you’re hearing it here first – SHIFT is shutting down.

Over the past few weeks the leadership team and I made the difficult decision to wind down the company in late-March 2015. After two years of hard work building our company a number of variables led us to make this decision now. We think it is the right one for our team and our shareholders. We’re committed to winding down our large and complex operations responsibly and taking care of our amazing team while we still have a healthy amount of capital.

I’m very proud of what we accomplished, what we didn’t and what we learned. And I will share many more details in the coming weeks about our experiences, successes, failures, and lessons. The SHIFT team and I are working on closing up shop now and taking the time to celebrate our shared experiences. We can’t thank you enough for your support of SHIFT and our mission throughout this process and we hope other smart entrepreneurs and companies use the lessons we learned as they build the next generation of transportation with all of you.

If you have any questions please don’t hesitate to email ceo@shiftconnects.com.

Keep Moving Forward,
Zach Ware, Founder and CEO
Hitch is joining Lyft

We built Hitch with the goal of bringing a new mode of transportation to the forefront. We observed too many empty cab seats and noticed that public transit could be improved with the addition of dynamic routing. We built an app, a sophisticated engine optimized for pairings, and started to grow our platform—with new users and drivers alike.

With your help, patience (even through heightened ETAs at times), continued dedication, and support, we’ve been growing ever since our public launch. We’ve talked to many of you through our support line, at our crazy promotional events, and even in Hitch cars. Together, we have helped form new connections and moved thousands of people throughout San Francisco in a more affordable, social, and environmentally friendly way.

Today, we’re thrilled to announce that Hitch has been acquired by Lyft. The Lyft team deeply shares our vision for collaborative transportation. They also value the impact and significance of community in making this dream a reality. Lyft is a perfect complement and together, we look forward to continuing to innovate in the transportation field. We’re only at the cusp of this movement with ridesharing, and we can’t wait to keep pushing the frontier.

We want to personally thank all of you—our community—for contributing to Hitch, for believing in Hitch, and for trusting us. It’s been incredible developing this product for you, and we couldn’t be more excited about continuing to build for you at Lyft.

Excited for the next chapter of the journey, and hope we see you soon!

Snir & Noam
A Call to Action!

- Reach out and connect with the digital world!
- Drive needs-based innovation for TDM
- Help good apps and innovation to survive and thrive
- Make the commuter’s online experience better

“The best way to predict your future is to create it” Abraham Lincoln
THANKS FOR LISTENING

QUESTIONS?

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