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AU BOUQUET ST PAUL

Maison Fondée en 1911

Shared Transport – experience from the UK

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# Shared Transport - context

Technology and social change has enabled significant changes in transport

- Smartphone penetration
  - In 2016 Colombia has 19 million smartphone users
  - By 2019 Colombia is forecast 24 million smartphone users
- Cultural change and the sharing economy
  - Airbnb, Crowdfunding, peer to peer lending

These have facilitated new transport innovation:

- Bike sharing
- Car sharing
- On demand minibuses
- On demand taxis
- *Electric Vehicles*
- *Autonomous vehicles*
- *Freight consolidation*

Combined with public transport these facilitate  
Mobility as a Service



# Bike Sharing London

- Introduced in 2010
- Managed by Transport for London
- Operated by one private operator



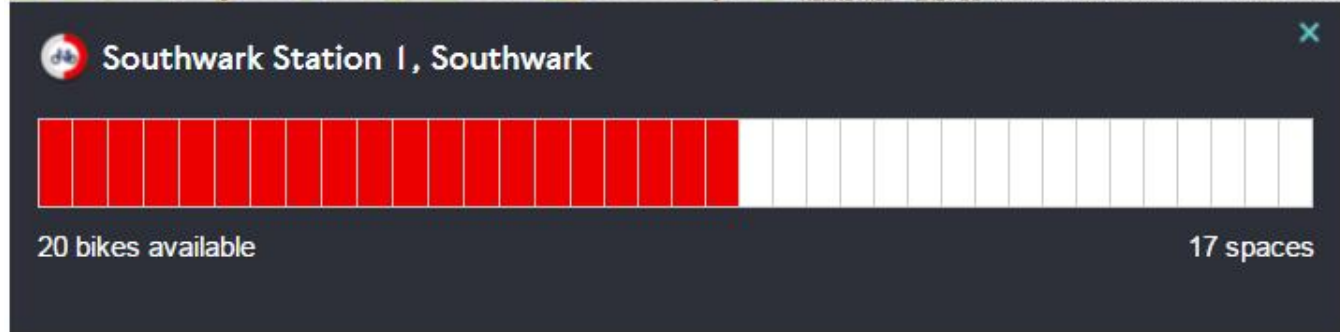
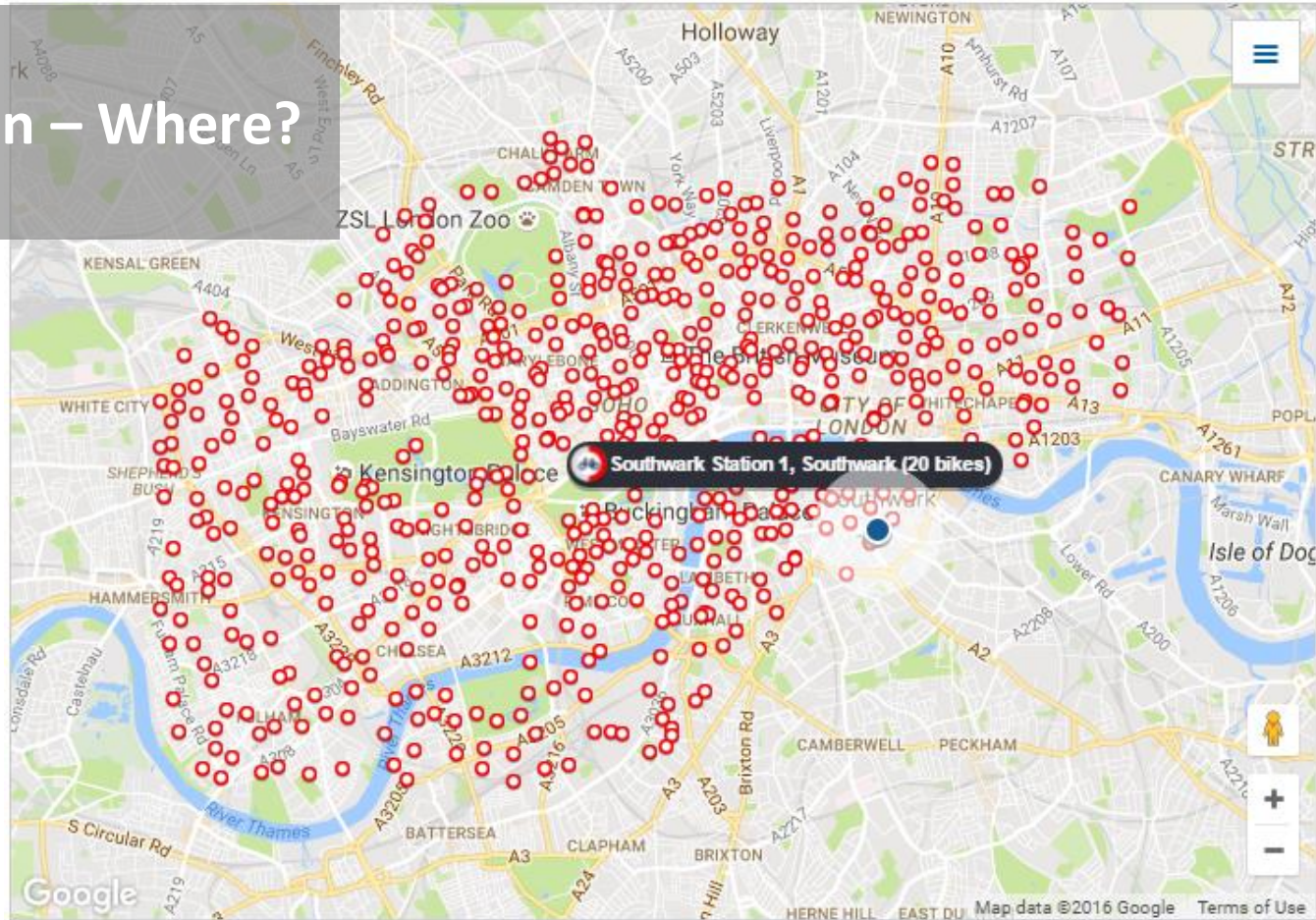
# Bike sharing London – Where?

## Scheme

- 11,000 bikes
- 725 docking stations
- 100 km<sup>2</sup> area
- Central London

## Trips

- 47 million trips since launch
- 73,000 trips on busiest day
- Hot weather increases number of trips



# Bike sharing London – Why?

## Why?

- To relieve pressure on the public transport network
  - At peak times the Underground and buses are overcrowded
  - Overcrowding is worst in central London
- To ‘normalise cycling’
  - In 2010 cycling levels were low

## Did it work?

- Population has grown from 7.4m to 8.5m from 2004 to 2014
  - At peak times the Underground and buses are overcrowded
  - Overcrowding is worst in central London
- Cycling trips in London are increasing:
  - 380,000 cycle trips per day in 2004
  - 650,000 cycle trips per day in 2014

# Bike sharing London – How does it work?

## Hire



Select 'Hire a cycle'



Insert bank card



Take printed release code

## Ride



Adjust saddle and check tyres, brakes and bell



Type in release code

## Return



Push bike into docking point and wait for green light



Follow screen instructions to get 15 minutes free if docking station full



## Bike sharing innovation – docking stations and smart bikes



Docking stations are not always required

Smart bikes can know where they are and include locking systems

## Bike sharing innovation – eBikes

eBike only or mixed schemes

Extends the possible range

Wider range of users





# Bike sharing innovation – Peer to Peer

The screenshot displays the Spinlister app interface. At the top, the logo "Spinlister" is on the left, followed by a search bar containing "Searching around Bogotá". On the right, there are links for "How it Works", "Sign Up", "Log In", and a green "List a Ride" button. The main area is split into two columns. The left column shows a map of Bogotá with several red bicycle icons indicating bike locations. A large, detailed view of a "Urban road bike" is shown, priced at \$10, with a description: "Bike - Hybrid - 5' 4" To 5' 8"". The right column features three circular icons representing different bike types. Below these are "Pickup" and "Dropoff" date fields, both set to "08/09/2016" and "08/10/2016" respectively. A "Filters Active" button is also present. The bottom right section displays a grid of four bike listings: "Urban road bike" (\$10, Hybrid, 5' 4" To 5' 8"), "Road bike" (\$35, Road, 5' 7" To 5' 11"), "Black fixie bike" (\$10, Hybrid, 5' 7" To 5' 11"), and "Electric Bike 36V" (\$35, Hybrid (Bikes), 5' 4" ...).

Bikes owned by individuals, available for daily rental

*Airbnb for bikes*



# Car sharing London

- Introduced in 2000
- Facilitated by London Boroughs
- Operated by eight + private operators

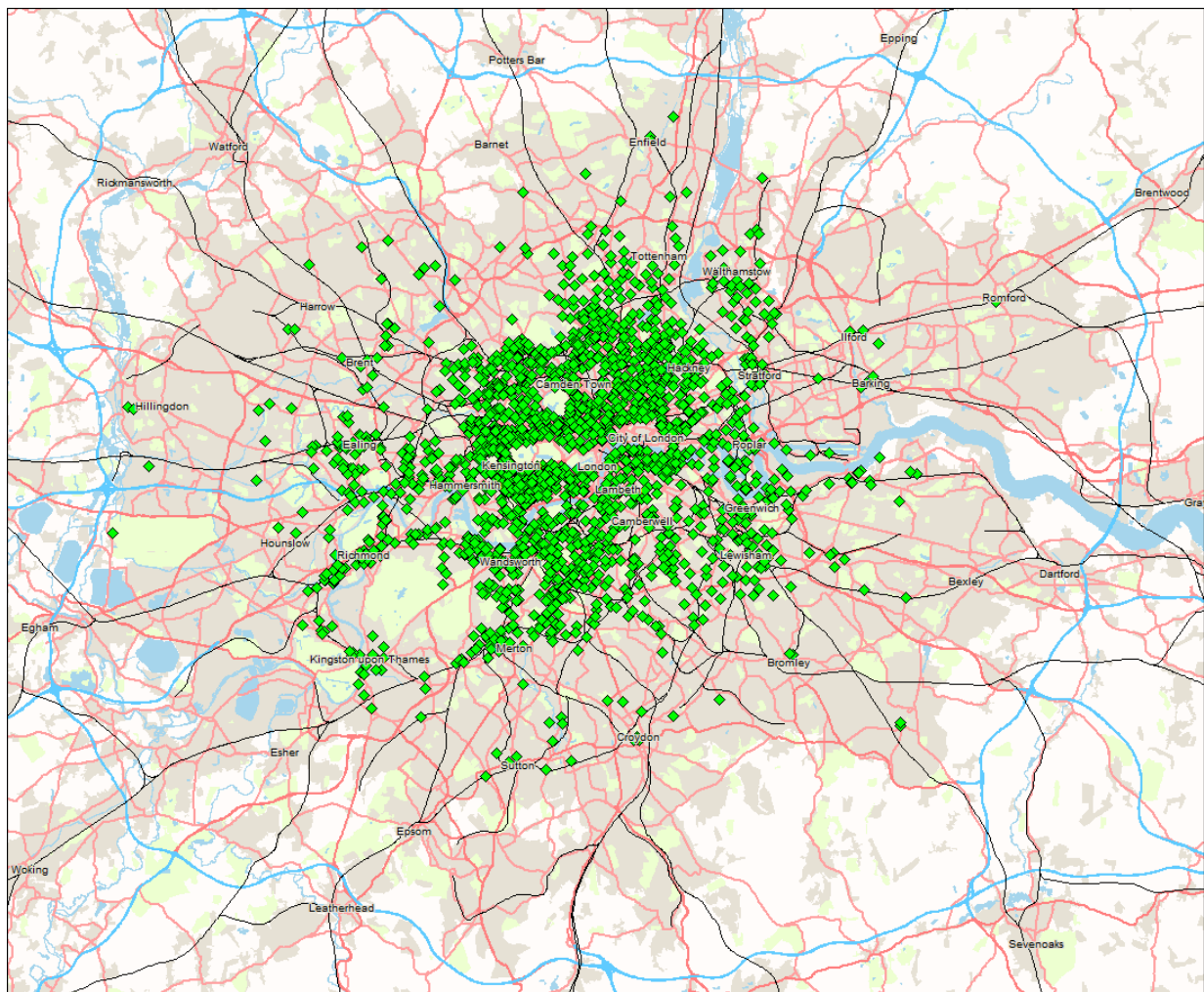




# Car sharing London – Where?

## Scheme

- 2,500 cars
- 190,000 members



# Car sharing London – Why?

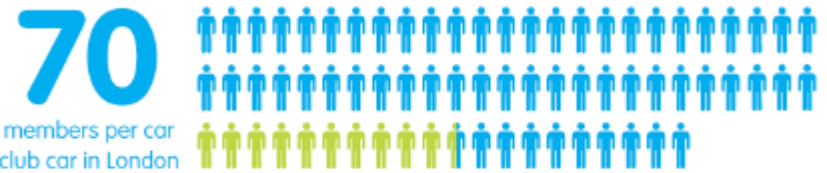
## Why?

- To reduce car ownership
  - Many Londoners own a car but only use it at weekends
- To reduce car trips
  - Many car trips are short and could be walked or cycled
- Increase use of public transport, walking and cycling

## Did it work?

- Analysis from car sharing member surveys shows:

## Cars removed from the road



**×15%** proportion of respondents who sold/disposed of their car in the last 12 months

**= 10.5**

private cars removed from road by each car club car



**170,000**

round-trip car club members in London

**×15%**

proportion of respondents who sold/disposed of a car in the last 12 months

**= 25,500**

private cars removed from London's roads



# Car sharing London – How does it work?

1

**join**

...apply online in 2 minutes and we'll organise approval.



2

**reserve**

...your Zipcar using the website or our app.



3

**unlock**

...it with the app or your Zipcard.



4

**drive**

...and simply return the car to the same reserved parking spot.



Source: zipcar.com

My Location: London

Street



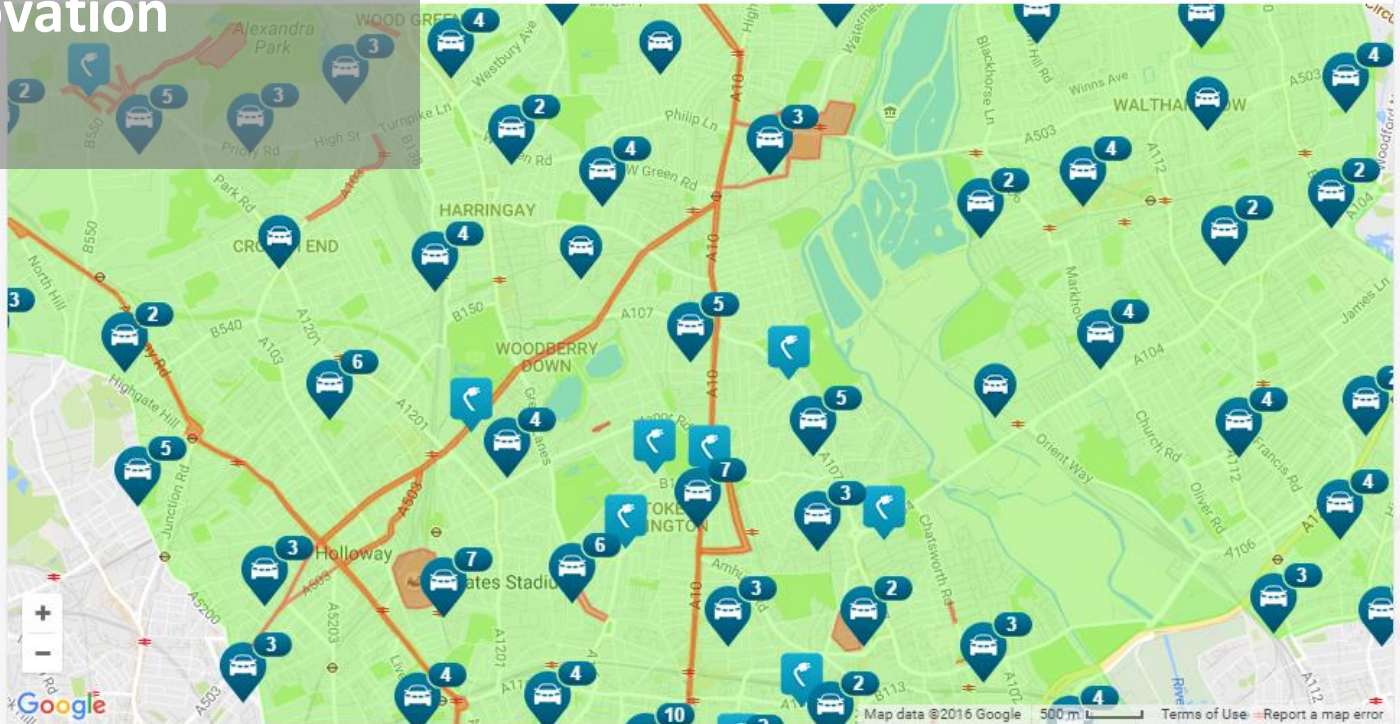
Show on map:

Business Area

Charging Stations

Petrol Stations

# Car sharing innovation One-way



MINI



MINI 3-Door



MINI 5-Door



MINI Convertible



BMW



BMW i3



BMW 1 Series

Cars can be returned to any parking space within a zone

Increase appeal of car sharing, allowing more people to live without owning a car



# Car sharing innovation

## Peer to peer



HOW IT WORKS LIST YOUR CAR LOG IN SIGN UP

Marigold Alley, London SE1 9LP, UK    09/08/2016 09:00    10/08/2016 09:00    FIND NOW

PRICE ▾ DELIVERY ▾ TRANSMISSION ▾ MILEAGE LIMIT ▾ FEATURES ▾ AGE & EXPERIENCE REQUIREMENTS ▾ VEHICLE MAKES ▾

<p>£70/day ⚡ Instant Booking</p> <p>ridelink</p> <p>Renault Megane (2010) 2mi away from you</p> <p>Primož J.</p>	<p>£59/day</p> <p>Volkswagen Jetta (2007) 1mi away from you</p> <p>Murad A.</p>
<p>£65/day</p>	<p>£49/day</p>

Cars owned by individuals, available for daily rental  
*Airbnb for cars*



Introduced in 2015

Trial services

Private operators

- Bus companies
- Car manufacturers

No fixed routes

## On-demand minibuses



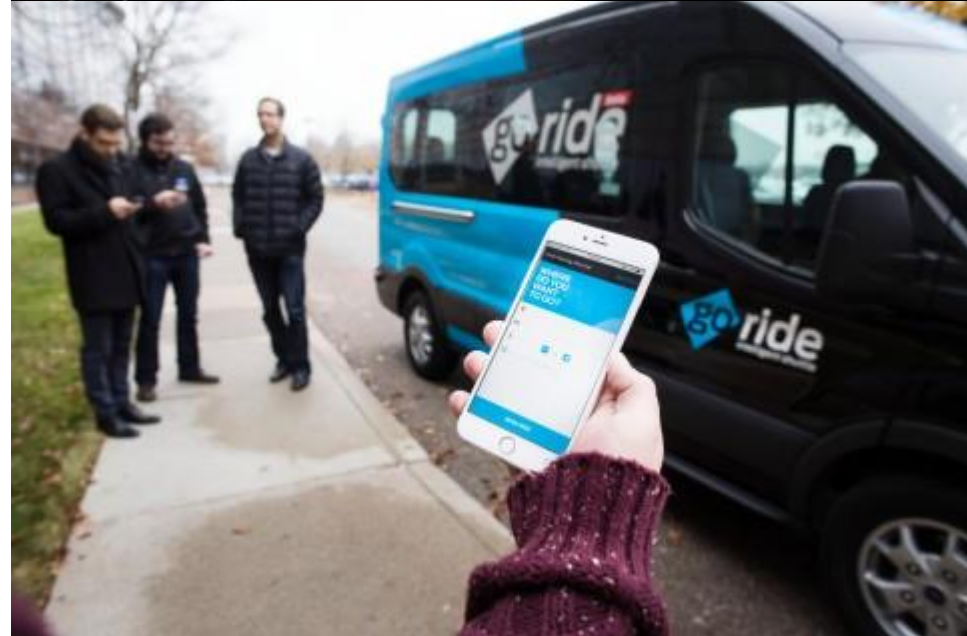
## On demand minibuses – Why?

### Why?

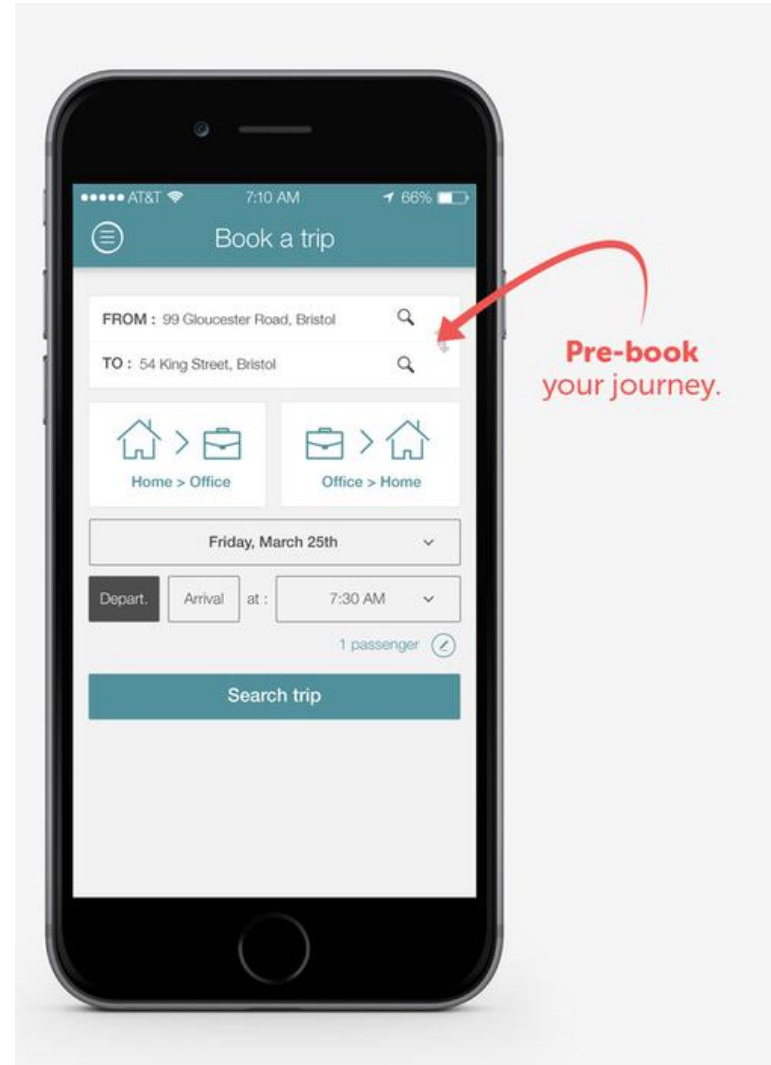
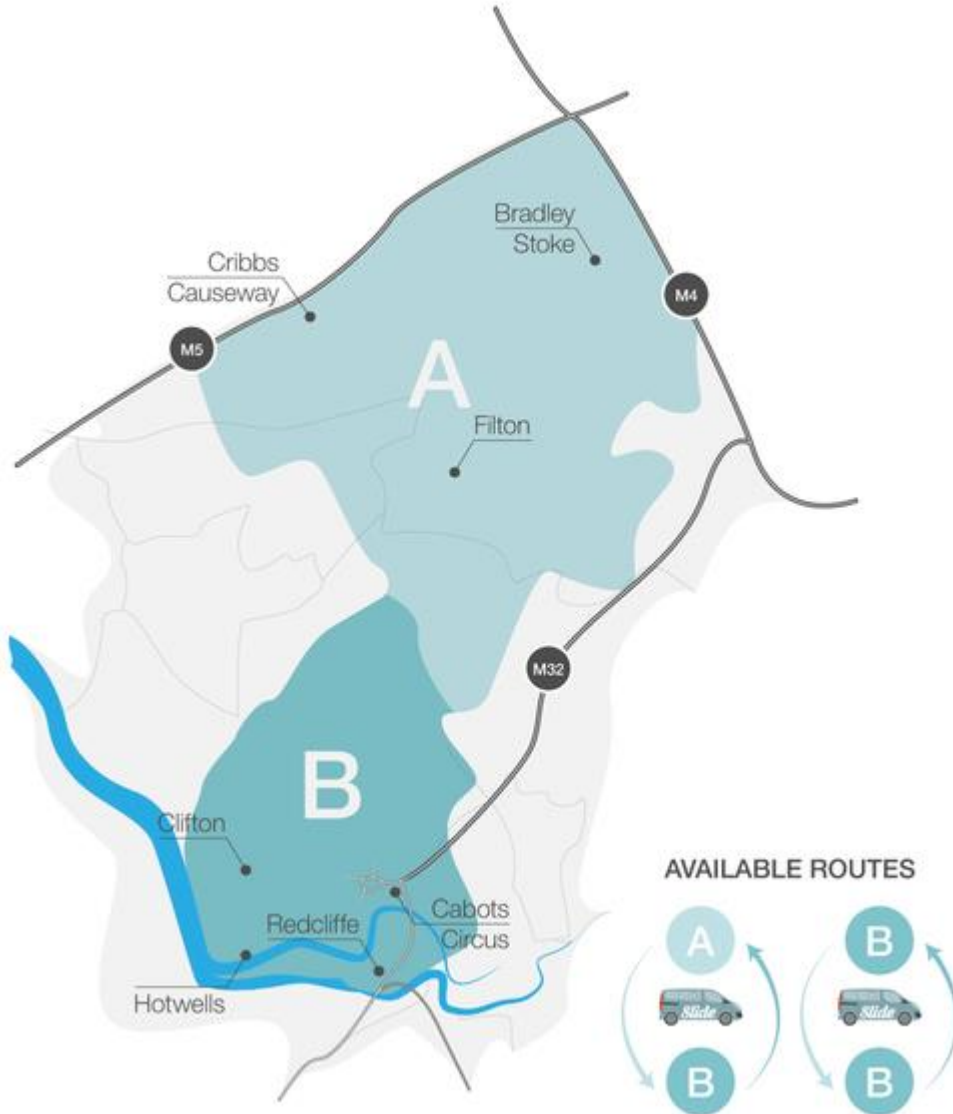
- An alternative to car trips where demand for a bus is too low
- More convenient than a bus
- Cheaper than a taxi
- Can reduce single occupancy car trips

### Did it work?

- Current projects are trials, monitoring and evaluation have not yet been published



# On demand minibuses – How do they work?



**Pre-book**  
your journey.



## On-demand taxis - London

- Introduced in 2013
- Uber dominates
- 6+ private operators
- 100,000+ drivers
- Drivers work for apps and other companies



# Taxi and Private Hire London

All cars and drivers licensed by Transport for London

## Private Hire

- Includes minicab and Uber
- 60,000 licensed drivers in 2009
- 100,000 licenced drivers in 2016
- New regulations being developed
- Growth in App based trips

## Black Cabs

- 25,000 licensed drivers in 2009
- 25,000 licensed drivers in 2016
- Trip numbers decreasing





# Taxi and Private Hire Study London

Commissioned by Transport for London:

- What is size of market?
- How has market changed?
- What is the impact of app based technology?
- What changes to regulation are required?
- Should driver numbers be limited?

Analysis included:

- On street surveys
- Driver diaries
- Wait time surveys
- Mystery traveller surveys

# Mobility as a Service

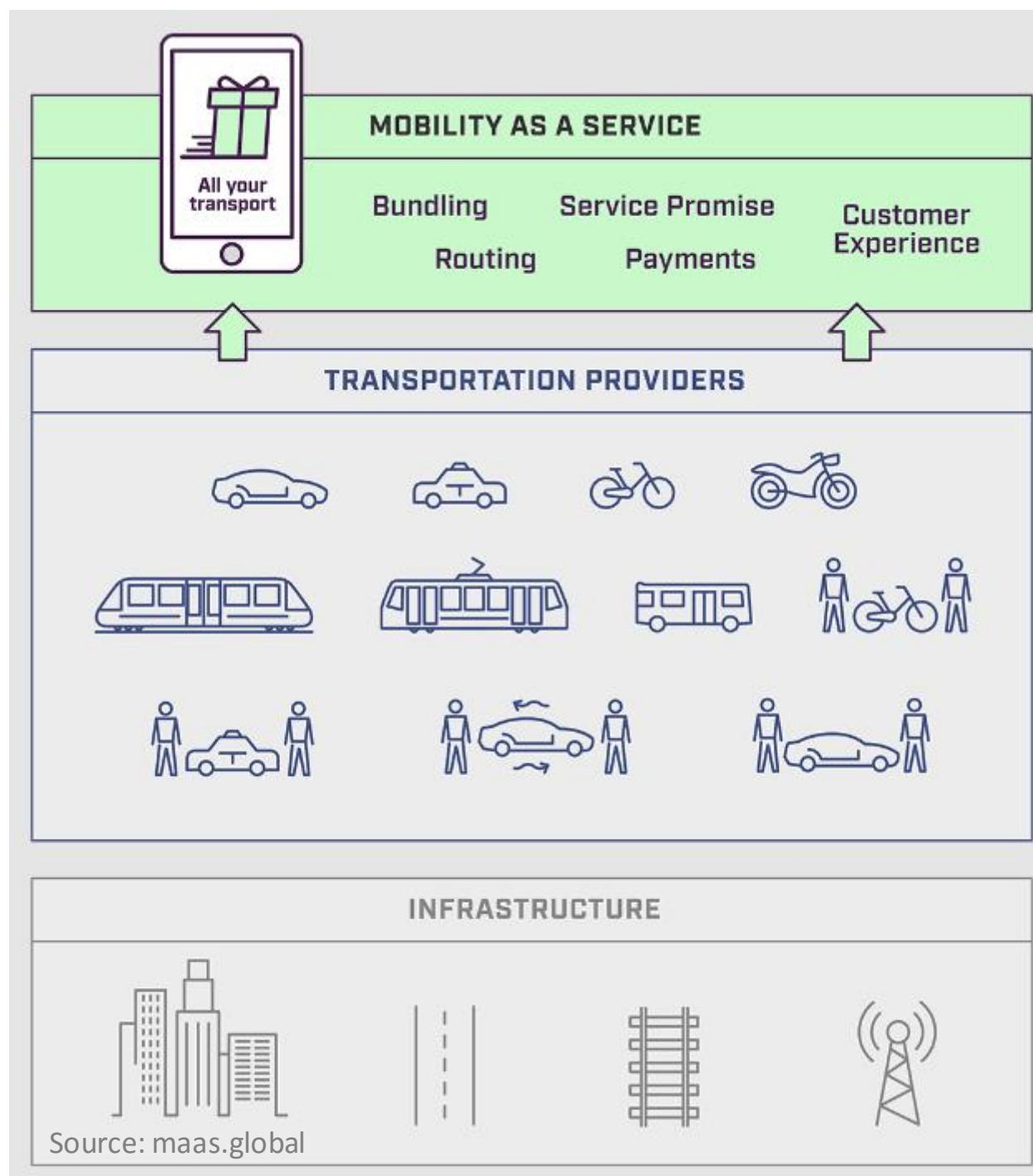
## What is it?

- Monthly transport package
- All your transport needs
- Select level of service

## Benefits?

- No need to own a car
- Reduced traffic congestion
- Improved efficiency

Shared Transport





# Conclusions

## What does this mean for government?

- Fast changing environment
- New regulatory challenges
- Opportunities to improve cities:
  - Urban realm
  - Quality of Life
- Governments face a choice:
  - Engage and help shape the future
  - Don't engage and deal with problems

## What does this mean for users?

- Greater choice
- Integration of transport modes
- Less need to own a car
- Danger of social exclusion

Questions?

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