



ECCENTRIC

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## Challenge Session

# How to develop ride sharing schemes with real impact?

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Miriam Lindenau, City of Munich



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# Occupancy of private vehicles

1,5

average occupancy rate  
per vehicle

1,2

average occupancy rate per vehicle  
in commuter traffic

Source: Survey "Mobility in Germany" (2008), Federal Ministry of Transport, Building and Urban Development

Ride sharing has so many obvious positive effects...



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## ... but remains a challenge

- The large-scale and long-term implementation of local and regional ride-sharing schemes proves to be difficult in many cases
- Many schemes struggle with problems of acceptance as well as reaching a critical mass of users and ride matches

*Image: Statens Vegvesen (Norwegian Public Roads Administration)*

... but remains a challenge



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## ... but remains a challenge

- The large-scale and long-term implementation of local and regional ride-sharing schemes proves to be difficult in many cases
- Many schemes struggle with problems of acceptance as well as reaching a critical mass of users and ride matches
- As a consequence, ride sharing is often underestimated by potential users, expert planners and decision-makers



**How can we make ride sharing a serious measure to counteract congestion?**

*Image: Statens Vegvesen (Norwegian Public Roads Administration)*



Landeshauptstadt  
München

# JobRide

FAHRGEMEINSCHAFTEN IN  
DER PARKSTADT SCHWABING



**OSRAM**

**ZUBLIN STRABAG**  
TEAMS WORK.



# Psychological barriers that prevent people from sharing rides

| Barrier   | For driver | For passenger |
|---|------------|---------------|
| Fear to lose flexibility and independence                 | X          | X             |
| Reduced predictability of daily commute                   |            | X             |
| Fear of delay of own schedule for the day                 | X          | X             |
| Fear of cancelled trips                                   |            | X             |
| Lack of trust in other people and their driving behaviour | X          | X             |
| Sharing of car disturbs privacy                           | X          |               |
| Extra effort to pick up passengers                        | X          |               |
| Believe that there are no others with similar routes      | X          | X             |
| Not seeing an explicit gain of ride sharing               | X          | X             |
| No interest in improving mobility situation               | X          | X             |
| ...   |            |               |



# Thank you!

## Miriam Lindenau

City of Munich, Department of Public Order  
Road Traffic Division, Team Urban Development and Mobility

miriam.lindenau@muenchen.de

0049 (0) 89 233-39711

<http://www.muenchen.de/eccentric>



Landeshauptstadt  
München  
Kreisverwaltungsreferat



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