



COMMUNITY RIDESHARE

CLARE ST PIERRE BBS (1ST CLASS HONS) MANAGEMENT

CHARTERED MEMBER INSTITUTE OF DIRECTORS NZ

WAIKATO, NEW ZEALAND

UNLOCKING EMPTY SEATS : A COMMUNITY RIDESHARE OPPORTUNITY

A practical response to transport, cost and climate challenges in Hamilton and the Waikato Region



WHY?

- Private vehicle use is a major cost for households. Small vehicle annual running costs are approx. \$8,500
- 10% of NZ's total greenhouse gas emissions due to private vehicles
- Only 28% of Waikato residents live within 45 minute commute
- Congestion in urban areas like Hamilton increases roading maintenance, journey times and air pollution.
- Government direction is to reduce public transport funding

POSSIBLE SOLUTIONS - COMPLEMENTARY

- More public transport, especially on-demand options for lower volume routes
- Micro-mobility – Lime Scooters
- Ride-hailing - Uber
- Car sharing services
- Ride sharing

PUBLIC TRANSPORT IS ESSENTIAL ... BUT HAS LIMITATIONS

- Waikato: 1.2% use public transport and 76.6% commute by car.
- Fixed routes and timetables
- Requires high density demand to be viable
- Limited flexibility for dispersed trips – 27% population live rurally
- Bus operating cost: ~\$200k - \$300 K per annum
- On-demand service (Timaru) ~\$12 subsidy per ride
- System funded by tax payers + ratepayers with co-funding reducing

BUSES VS RIDESHARE

Public Transport	Community Ride-Share
High Fixed Cost	Low marginal cost
Fixed routes	Flexible
Requires scale	Works at small scale
Slow to expand	Scales digitally and immediately – peak demand means more rides available
No personal effort once schedule known	Needs personal co-ordination

In a funding constrained environment, rideshare is a low cost way to increase transport options

HOW THE RIDE-SHARING SCHEME WORKS

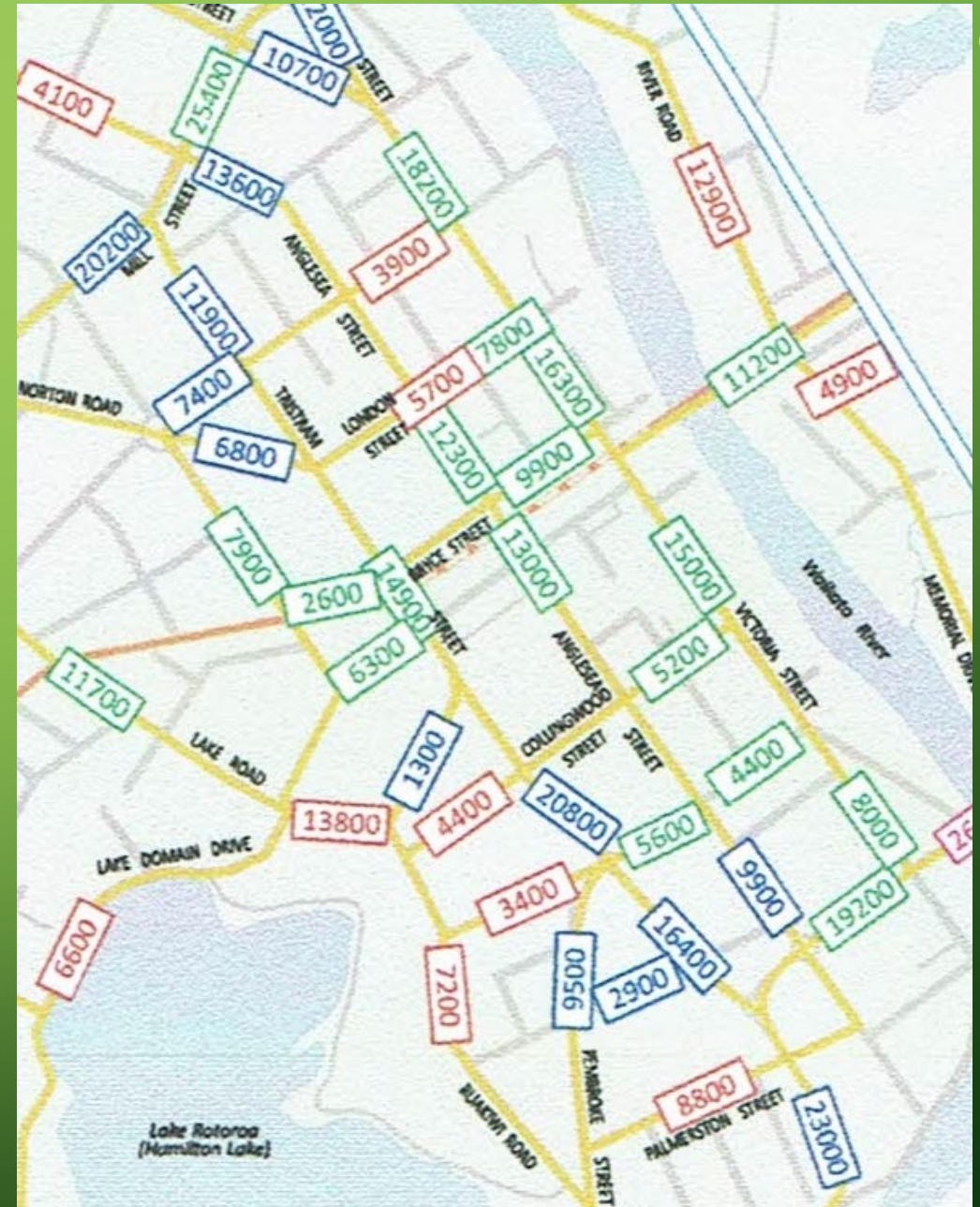
- Technology isn't new or untested – used since 2009
- Can be a website, mobile app – AI can enhance ease of use
- Sharing costs of a trip creates savings for households while reducing congestion and emissions.
- Ride-matching with flexible re-scheduling - Not car-pooling
- Ability to scale based on volume of vehicles
- Incentivising drivers to participate is a key success factor
- A commission is charged on each ride to cover operational costs

HOW MUCH DIFFERENCE?

Map shows Hamilton City average traffic flow counts over 24 hour period 2018. Highest count: 25,400

2023 Census:

- 87,000 people travel to Hamilton workplaces daily.
- 75,000 drive themselves. (150,000 daily vehicle trips!)



MY PROPOSAL: ZEE-ZEE *Because it's easy*

- Size: 25 Million trips per annum
- Market Share: 3% growing to 20% long term
- Structure: For Purpose, Non-commercial
- Cost: Self Funding
- Surplus funds are reinvested in the community for projects or go to community organisations.
- Promotion of community grants to encourage more ridesharing

WOMEN AT THE HEART OF ITS SUCCESS

Research findings:

- Women are 3x as likely to use rideshare as men
- Safety and security is paramount
- Most women want to choose a woman driver

OVERCOMING BARRIERS

- Safety features like share ride details, instant call button to close contact, tracked ride, designated pick up and drop off points
- Security features: choose female driver, driver trust score based on validated evidence and ratings,
- Match rides within social networks and choose personal preferences like how much talking
- Real time re-scheduling if trip home falls through
- Reward use through community giveback – virtuous cycle



TARGET MARKET – REPEATABLE TRIPS

- Commuters
- School and After-school
- Tertiary education

Also

- Aging population – total mobility
- Shopping and appointment transport

MORE BENEFITS FOR USERS

- Earnings for drivers \$0.30 per km: say \$2,100 per annum
- Savings for ride-sharers in car running costs, reduce number of vehicles they need to own, parking expenses
- Passengers can do other things during the trip
- Reduced chauffeuring burdens for parents/caregivers
- Improved mobility options for car-less, license-less
- Less congestion on roads – safer, less stress for drivers
- Lower emissions – better air quality, less pollution

HOW CAN YOU HELP?

- Collaborators and co-designers?
- Join the Facebook group Community Rideshare NZ:
<https://www.facebook.com/groups/5102436706649411>
- Endorse a small scale pilot to validate concept
- Consider other ways to support the scheme if the pilot is successful

The background is a solid green color with a gradient. In the four corners, there are decorative white line-art patterns resembling circuit traces or neural network connections, with small circles at the end of the lines.

ANY QUESTIONS ?

Thank you