Ridesharing:

NOW is the time to solve the problem

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Freight Car Utilization Research at MIT

- MIT developed computer-based models and decision support tools for industry
- All major N.A. and many foreign railroads have embraced planning tools
- Started with a demonstration project on The Boston and Maine Railroad
- Got me through MIT, and prepared me for a variety of vocations
- Has had an immediate and continuous impact on the railroad industry
Rail freight car utilization has improved substantially!!
Railroad Savings

- 140% improvement in freight car productivity
- 1.2 million cars “saved”
- $60 billion of capital investment avoided, more money for track and locomotives
Airlines

• Since deregulation in 1980, airlines have used computer tools to reduce cost and manage yield

• Extraordinarily tough business, yet major airlines still operate in private sector and provide incredible transportation value

• 55 revenue passenger miles/gallon

• $100 fare to Atlanta = price of gas for 20 mpg car
Airlines have also improved transportation asset utilization significantly!!
Airline Savings

- 45% improvement in airplane productivity
- 1500 jets saved
- $95 billion of capital investment avoided
- Fuel consumption improved – 8 billion gallons in fuel saved - $16 billion in annual savings
- Result – Fares stay low!
Airline Fares are staying LOW!!
Automobiles are Underutilized

Drivers/vehicle

1.2 vehicles per driver
Technology is Here to improve Automobile Utilization!!

- GPS
- Internet
- Smart Phones
- Facebook-like services
- Digital maps
- Text messaging
- Very good technology already developed
Ridesharing Potential Savings

- the average vehicle costs $8,003 per year to own and operate.
- over $0.50 per mile to operate
- 240 million vehicles
- Approximately 2500 TRILLION vehicle miles per year
- 10% reduction from ridesharing=
- $125 billion in operating cost savings, 12.5 billion gallons of gasoline
Demonstration Project

• Coordinate best technologies, technology providers

• Identify best city: Raleigh/Durham, Denver, Atlanta?

• Find financial support (federal government, foundations, oil companies)

• Market appropriately, give it time