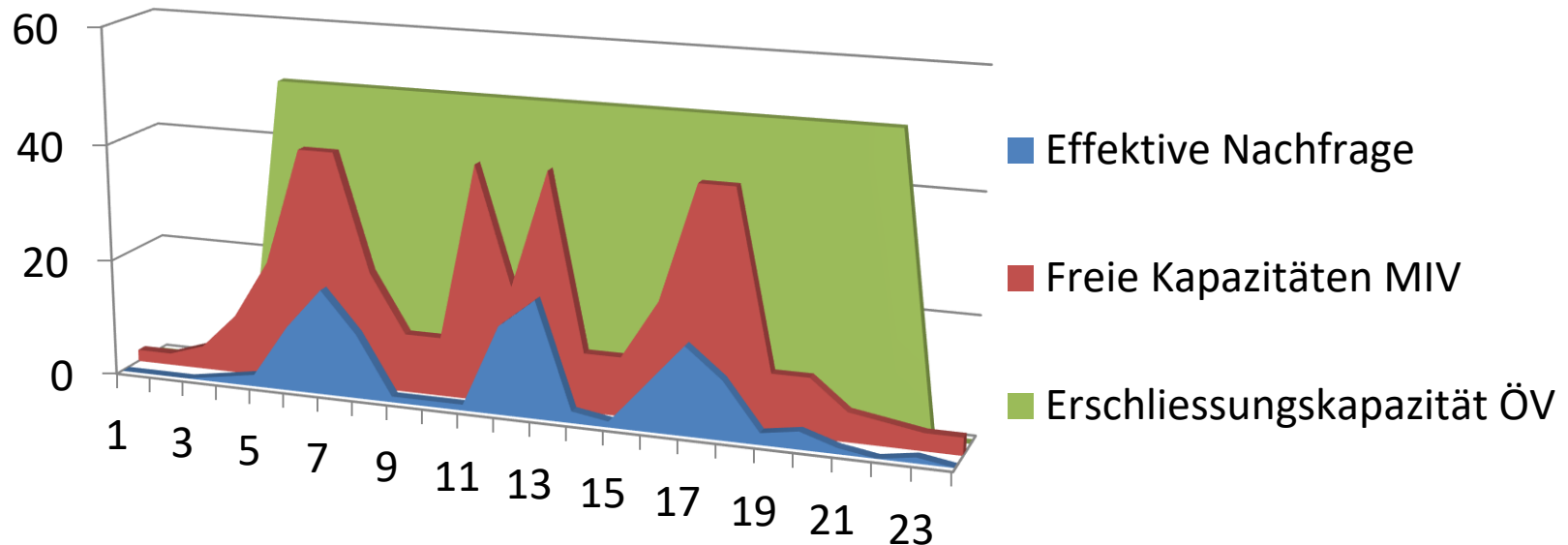




Using private cars for public transports?



App-based solutions

- Complementary to public transports.
- Using existing resources.

But :

- Need a registration.
- Need a preannouncement.
- Successful in times and places with a high density of users.(ex: Paris on Thursday, Friday, Saturday nights).
- Successful on long distances.
- Not spontaneous.



Taxito: you'll never drive alone

All advantages of ridesharing systems:

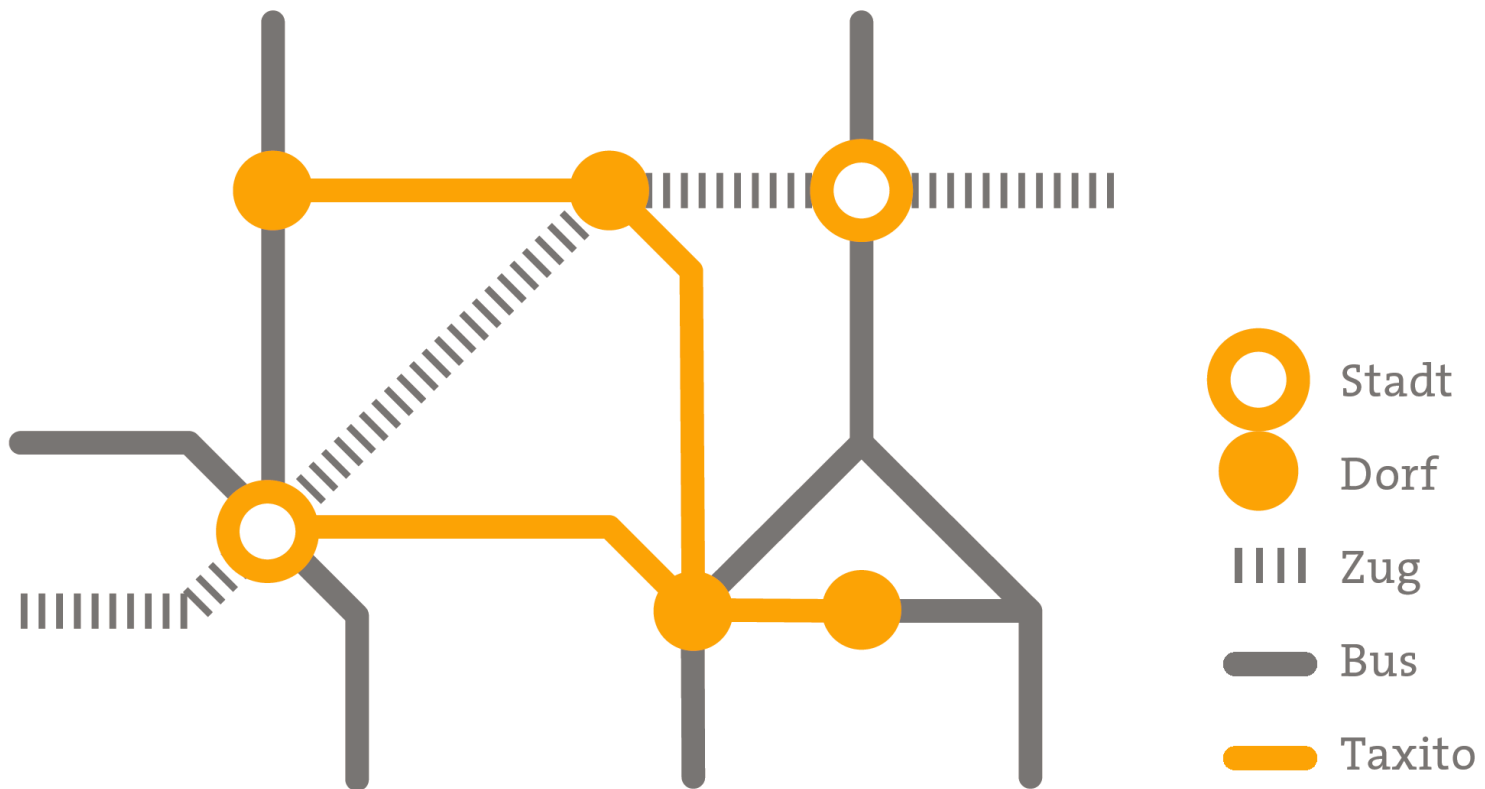
- Complementary to public transports.
- Strengthening existing structures.
- Using existing resources.

And on top:

- No registration is needed.
 - No preannouncement is needed.
 - Real-time.
 - Physically presence.
 - Taxis can be integrated.
 - Small fee → no professional drivers.
- **Ideal for suburban and rural zones!**



Taxito's principals of implementation



Taxito combines:

Hitchhiking:

- Spontaneous.
- Strategically positionned Taxito points.

Public Transports:

- Identified stops.
- Security.

Ridesharing Systems:

- Reducing traffic / emissions.
- Community philosophy / social cohesion.



Implementations

Since June 2015.

- First implementation!
- 2000 Inhabitants in the whole area.
- Target: Accessibility of Luthern (700 inhabitants).
- 2'100 shared rides.
- 17'000 km.
- 450 registered Users.

LUCERN INCLUDES TAXITO INTO THE PUBLIC TRANSPORT PORTFOLIO



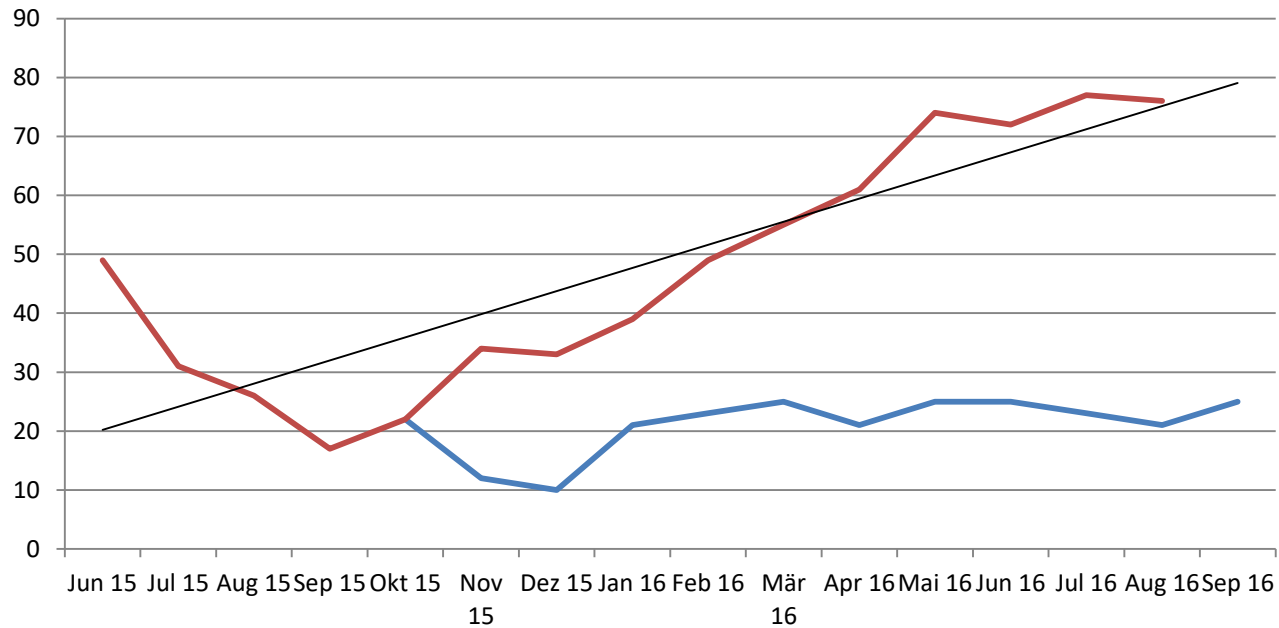
Implementations

Grossdietwil

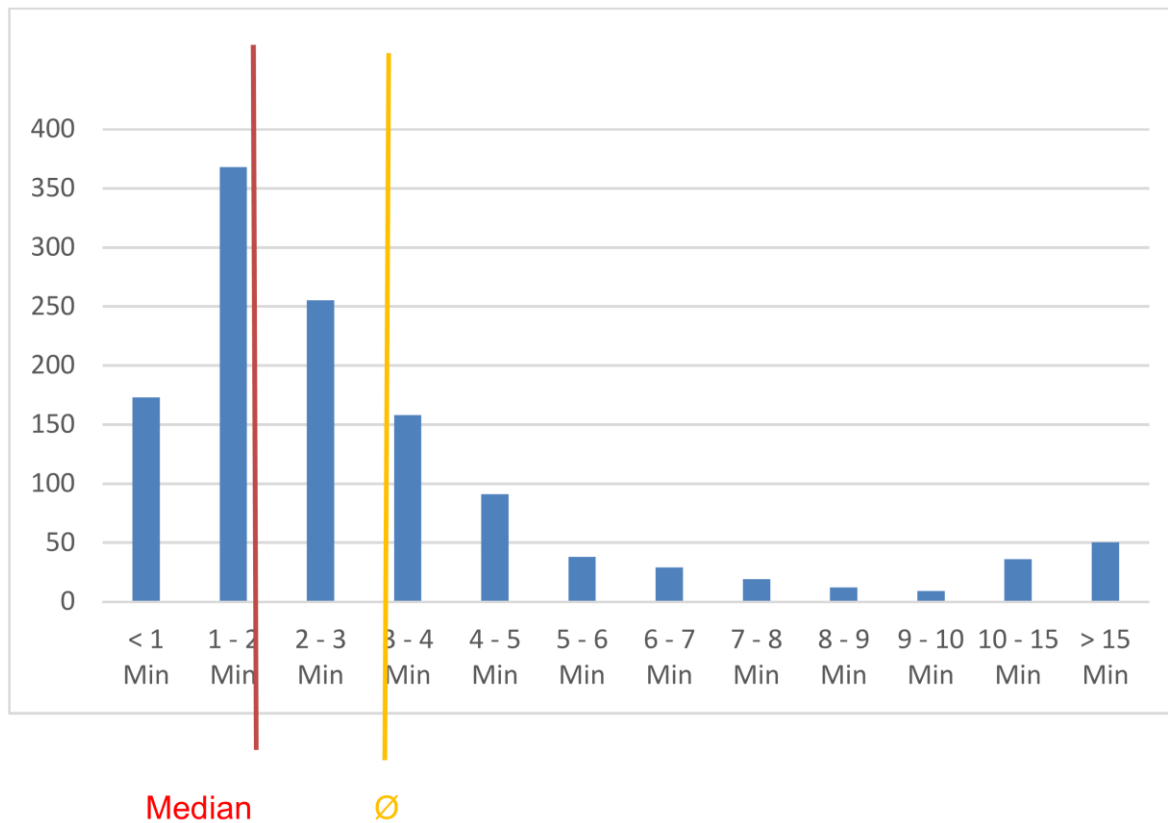
- **Target** : Kompensation for busses.
- Accessibility for a village of 500 people.
- 420 shared rides.



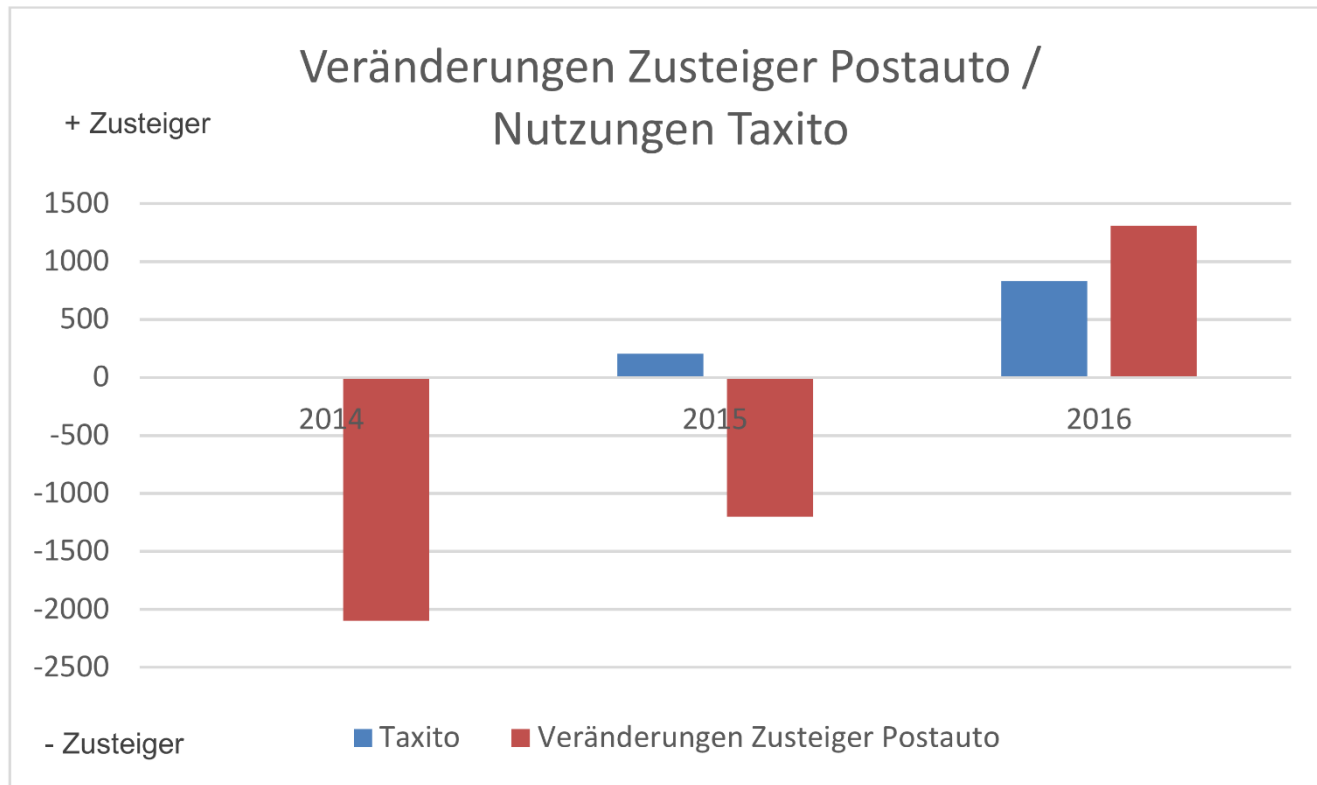
Users: comparison Luthern / Arc Jurassien



Waiting time



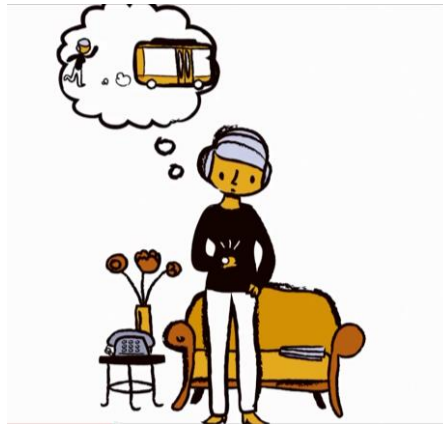
Concurrence: Taxito / Public Transports



Usergroups



Youngsters



Traditional users of Public
Transports



Leisure and Tourism

After 24 Months

- Taxito is not a concurrence to public transports.
- Security-guarantee is important!
- The Possibility to use Taxito without registration is an important key for success 98% !
- The municipality supports the Project:
important key for success.



Survey in:



Umfrage

Würden Sie einen SMS-Autostopper mitnehmen?

Ja. Das ist eine super Ergänzung zum ÖV in dünn besiedelten Gebieten.

52 %

Nein, ich will beim Autofahren meine Ruhe haben.

18 %

Einen SMS-Autostopper würde ich mitnehmen; jemanden, der einfach nur seinen Daumen in die Höhe streckt hingegen nicht.

21 %

Ich würde das nur machen, wenn die Entschädigung dafür höher wäre.

9 %

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Taxito

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