## Contents

.

1	Intr	oductior	1	1		
2	Mobility					
_	2.1		cial Dimension of Personal Mobility	5		
	2.2		al Mobility, Transport and Transport Choices	6		
	2.3	Potentia	als for Sustainable Mobility	9		
	2.4	The Co	ntribution of Carpooling to Sustainable Mobility	10		
3	Car	pooling		13		
	3.1	Definiti	ion of Carpooling	13		
	3.2	Matchi	ng Mobility Patterns as a Precondition			
		for Car	pooling Partners	16		
		3.2.1	Route Convergence.	16		
		3.2.2	Time Convergence	17		
		3.2.3	Integrating Flexibility in Carpooling Service Concepts	19		
	3.3		ew on Carpooling Practices Across the World	20		
		3.3.1	"M21 FahrPLUS" Pilot Project at Daimler-Chrysler	21		
		3.3.2	(Germany) Frauenfahrgemeinschaft.de: Ridesharing for Women	21		
		0.0.2	(Germany)	22		
		3.3.3	Mitfahrgelegenheit.de: Ridesharing on Long-Distance			
		0.0.0	Trips (Germany)	23		
		3.3.4	Saarland-Mitfahren.de: Carpooling on Parking Lots			
		51511	(Deutschland)	23		
		3.3.5	The MOVE Project in Bremen (Germany).	24		
		3.3.6	Commuters' Network Saxony (Germany)	26		
		3.3.7	Citynetz: Rideshare Portal for Long-Distance Trips			
		5.5.7	(Germany)	26		
		3.3.8	The CARLOS Carpooling Call Box (Switzerland)	26		
		3.3.9	Easy Rider at the Amsterdam Airport Schiphol	20		
		5.5.7	(The Netherlands)	28		
		3.3.10	Liftshare.com: Carpooling Service for Private	20		
			and Corporate Members (Great Britain)	29		
			L Y Y			





		3.3.11	Covoiturage-Aeroports: Carpooling at Paris Airports	20
		2212	(France)	29
		3.3.12 3.3.13	DriJo: Selling Rides by Internet Auction (Germany)	30
		3.3.13	Carpool.ca: Carpooling for Commuters in Calgary	20
		2214	(Canada)	30
		3.3.14	Ottawa Carpool Parking Lots (Canada)	30
		3.3.15	CommuteSmart in Southern California (USA)	31
		3.3.16	CommuteChoice Ride Sharing Program at Harvard	21
		2217	University (USA)	31
		3.3.17	GoLoco: Social Network for Carpoolers (USA)	32
		3.3.18	Jayride.co.nz: Single and Repeating Ridesharing (New Zealand)	32
		3.3.19	Zimride.com: Ridesharing with Facebook (USA)	33
		3.3.20	Slug-Lines in Washington D.C. (USA)	33
		3.3.21	Concept on "Less Cars in New York" (USA)	34
		3.3.22	Nuride.com: Rewards for "Greener Trips" (USA)	35
		3.3.23	"HOV-Jockeys" in Jakarta (Indonesia)	36
		3.3.24	Megacarpool (Indien)	36
	3.4	Conclu	sion on the Conception of Carpooling Offers	37
	<b>T</b> 1	CADDI	VA Distant asian Chat	41
4	4.1		VA Ridesharing Club	41
	4.1			41
		4.1.1	nkfurt Airport	41
		4.1.1	Transport Structure within the Area Covered by CARRIVA	42
		4.1.2	Commuting Times of Potential CARRIVA Users	44
		4.1.3	Potentials for a Dynamic Ridesharing Service	
			at the Frankfurt Airport.	46
	4.2	The Co	ncept of the CARRIVA Ridesharing Club	47
		4.2.1	Registration Procedure of CARRIVA	48
		4.2.2	Internet-Based Ridematching by CARRIVA	49
		4.2.3	Ridematching by Mobile Phone	51
		4.2.4	Strengths and Weaknesses of the CARRIVA Concept	53
	4.3	Evaluat	tion Concept for the CARRIVA Launching Phase	54
		4.3.1	Launching Phase.	56
		4.3.2	Test Phase	57
		4.3.3	Expansion Phase	57
5	Lor	nchina 4	he Service: Reaching a Critical Mass	
5			ing an Internet-Based Service	59
	5.1		acceptance to the Actual Use of Internet-Based	59
	5.1		ling Services	60
		5.1.1	User Acceptance	60
		5.1.1	Motivation	61
		5.1.2	Ozanne's and Mollenkopf's Carpooling Behavior Model .	63
		5.1.5	Ozamie s and Monenkopi s Carpooning behavior Model	03

٠

		5.1.4	Conclusions for the Launching Phase	65	
	5.2	Activit	ies During the Launching Phase	66	
		5.2.1	Marketing Activities for Encouraging Memberships	66	
		5.2.2	Results on Promotion Activities During		
			the Development Phase	71	
	5.3	Survey	Results on User Acceptance of Ridesharing	72	
		5.3.1	Results on the Acceptance by Attitude of CARRIVA	73	
		5.3.2	Results on Acceptance by Behavior	77	
	5.4	Conclu	sion from the Test Phase	87	
6	Test	Phase:	Start of the Phone-Based Ridematching Service	89	
	6.1	Activit	ies During the Test Phase	90	
	6.2	Evalua	tion of the Test Phase	92	
	6.3	Evalua	tion Results	92	
		6.3.1	Results of the Phone-Based Survey: Willingness		
			for a Detour	92	
		6.3.2	Results of the Lead User Workshop	94	
		6.3.3	Results of the Ex-post Survey	99	
	6.4	Ridesh	aring User Types	101	
		6.4.1	The Regular Driver	101	
		6.4.2	The Regular Passenger	101	
		6.4.3	The Spontaneous Driver	101	
		6.4.4	The Spontaneous Passenger	102	
		6.4.5	The Flexible Ridesharer	102	
7	Rec	ommen	dations for the Dissemination Phase	103	
	7.1	Step 1:	Optimising the Technical System.	103	
	7.2	Step 2:	Continually Optimising the Service Concept.	104	
	7.3	Step 3:	Promotion Activities for Acquiring Lead Users	104	
	7.4	Step 4:	Integrating Motivations and Needs of the Target Group	105	
	7.5	Step 5:	Testing the Service with Lead Users	105	
	7.6	Step 6:	Expanding the Service Offer	106	
	7.7	Step 7:	Establishing the Billing System	107	
	7.8		Constant Monitoring and Quality Control	107	
8	Ass	essment	of Sustainability Impacts.	109	
9	Out	look		113	
References					