



UNIVERSITY OF CALIFORNIA *Berkeley*
Transportation Sustainability
RESEARCH CENTER

Transforming Transportation: The Mission Before Us

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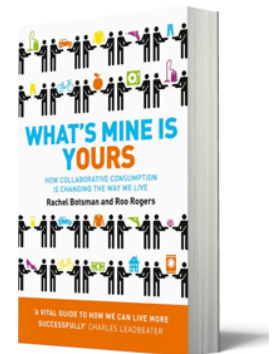
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Inspiring Change

- Field testing, piloting, and research documentation
- Tech transfer
- Technological advancement
- Social networking and collaborative consumption
- Reduced VMT and ownership among youth (www.earth-policy.org/plan_b_updates/2010/update87)
- Climate change, oil independence
- Entrepreneurship



Exciting Developments in Mobility Innovation



- Carsharing (neighborhood, business, college, P2P, one way, retirement, resort, etc.)
- Bikesharing
- Ridesharing
- Smart parking for cities, trucks, and public transit
- Eco-driving
- Hybrids, plug-in hybrids, electrics (bikes and autos) and hydrogen fueled vehicles



N. American Carsharing Stats: Jan 2011

- 27 U.S. carsharing programs claimed 518,520 members sharing 7,776 vehicles
- 85,439 members shared 2,342 vehicles among 17 carsharing organizations in Canada
- 44 carsharing programs
- 603,959 members
- 10,118 vehicles



Worldwide Carsharing Stats: Jan 2011

- Operates in approximately 1,100 cities across the globe, in 26 nations and on 5 continents
- Approximately 1,247,000 individuals share nearly 32,000 vehicles as part of organized carsharing services

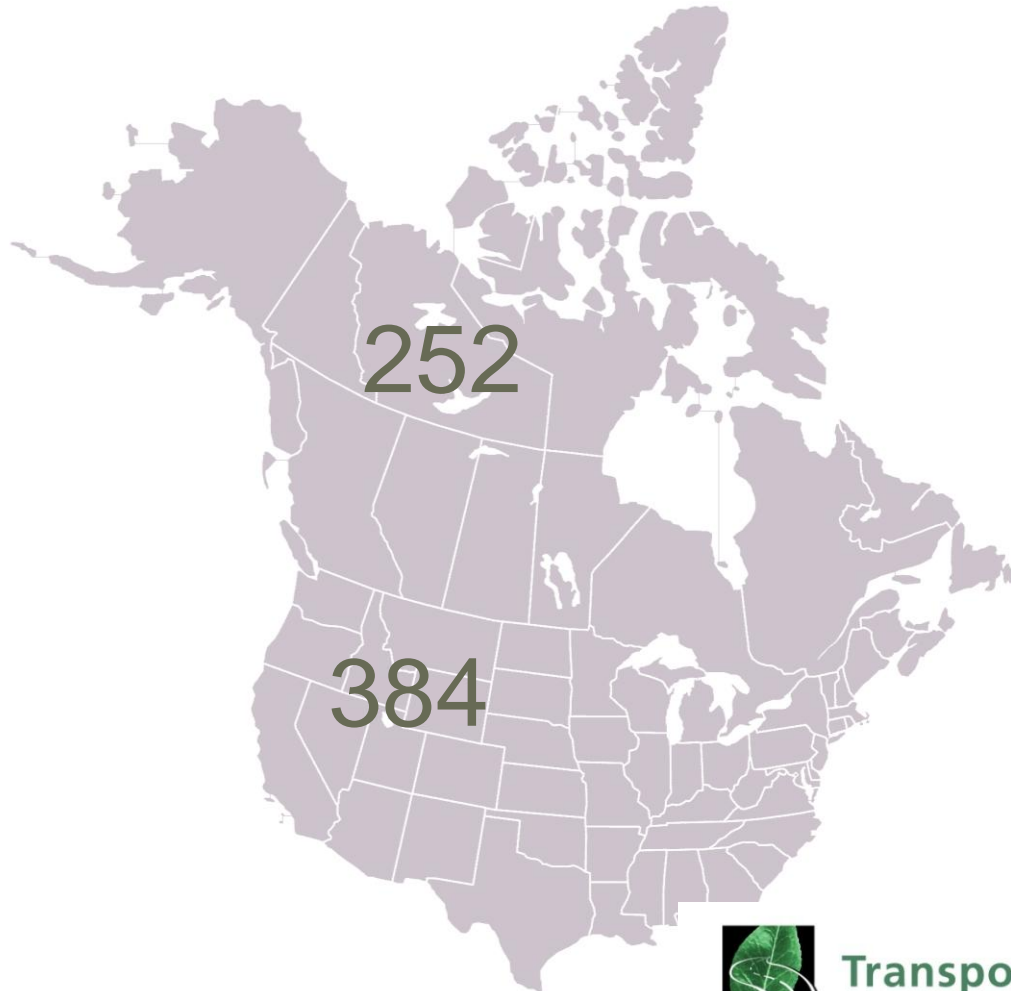


Worldwide Bikesharing Stats: March 2011

- Europe, Asia, N. America, and S. America
- 135 bikesharing programs operate in 160 cities around the world, with over 235,000 shared bikes
- Hangzhou Public Bicycle, 60,600 bikes with 2,416 fixed stations in 8 core districts (largest system in world)



613 North American Ridematching Services (23 Span Both Nations)



587 carpooling

153 vanpooling



Smart Parking Management

- Public transit
- Cities
- Trucks



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Driving Transformation

- Research demonstrations
- Policy support and champions
- Partnerships
- Entrepreneurship and innovation
- Listening to users
- Tech transfer: operationalizing and commercializing understanding
- Creating alliances among those with common interests



THANK YOU

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