



PubliRide

peer-to-peer
ridesharing by PostBus

19.10.2017 / Mirco Mäder



PostBus 

The yellow class.

**PostBus:
More than 100 years of
experience in public
transport**





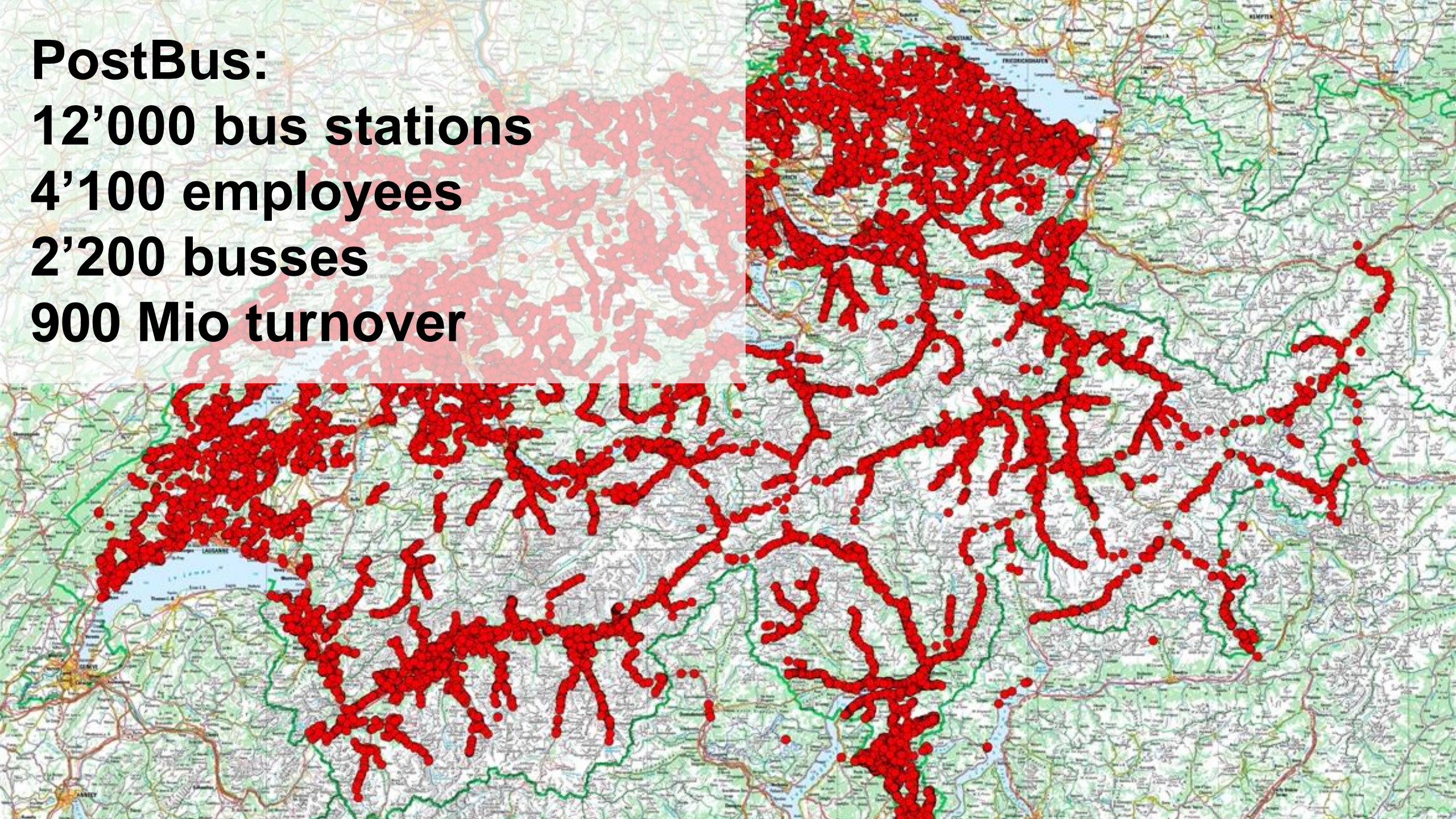




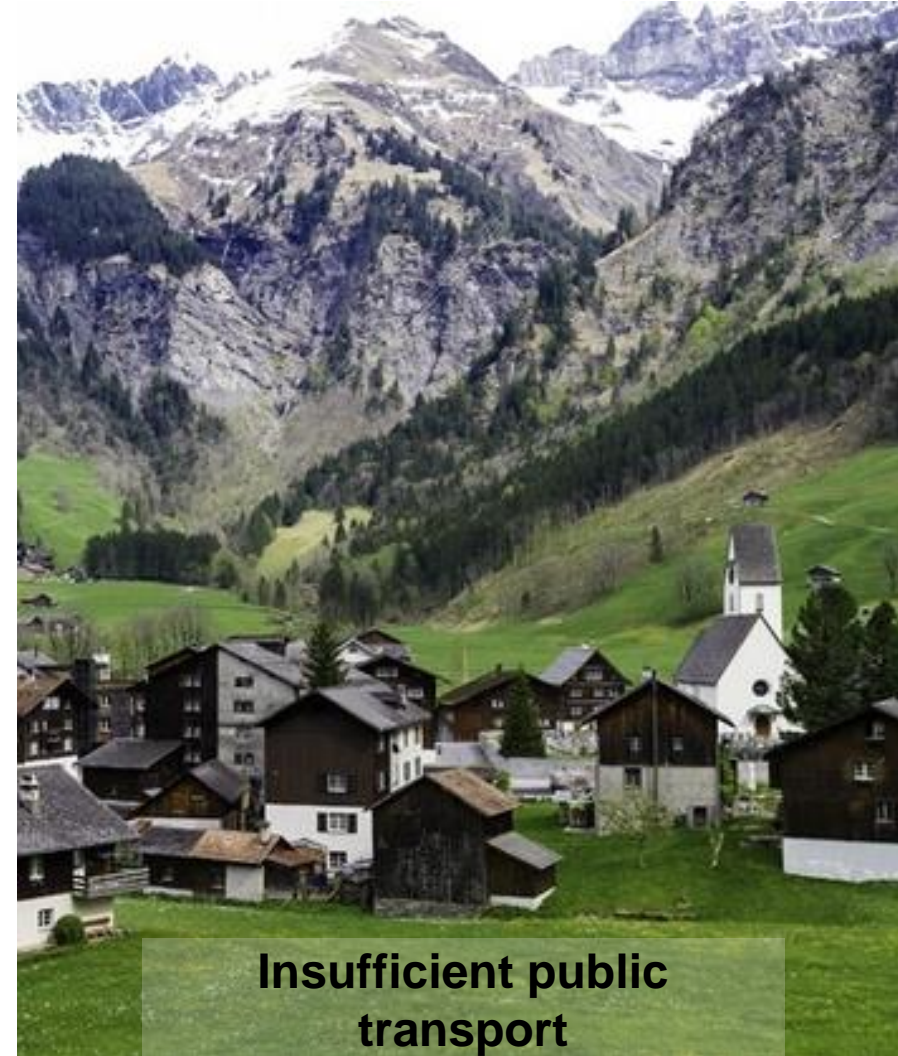
www.carpostal.ch
nouvo
CarPostal
La classe jaune



PostBus:
12'000 bus stations
4'100 employees
2'200 busses
900 Mio turnover



PUBLIRIDE: ADRESSED CHALLENGES



THE FOUR PARTS OF PUBLIRIDE (PEER-TO-PEER RIDESHARING)



Plattform flinc, focus ridesharing on **short distances**

Combination of public transport and ridesharing

- Integration of public transport in flinc
- Integration of ridesharing in the PostBus App

«**local community**»: creation of a group on the platform
→ Commune/Company

PostBus

Project lead and consulting for communication

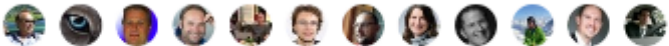
PEER-TO-PEER RIDESHARING AND PUBLIC TRANSPORT

PubliRide Baden

Mitglieder 800
Letzte 7 Tage: 0

Fahrten 5957
Letzte 7 Tage: 15

Zuletzt aktiv



[Mitgliederliste](#)

Fahrplan

[Fahrplan](#)

Fr., 13.10. 10:00 Uhr	Windisch - Waldshut-Tiengen	Mitfahrt von Patrick Mid
Fr., 13.10. 18:00 Uhr	Zürich - Walenstadt	Mitfahrt von manka

Baden - Lenzburg

Mitfahrtesuch für Donnerstag, 25.06.2015 um 17:00 Uhr

[Bearbeiten](#) [Löschen](#) [Duplizieren](#) [Rückfahrt anlegen](#)

Mögliche Fahrer

Relevanz ▾

	17:08	0,00 CHF	★	>
	18:10	2,00 €		>

[Weitere Ergebnisse anzeigen](#)

Alternativen

ÖV-Verbindungen 3 Ergebnisse >

Verbindungen

Ab	An	Gleis	Dauer	Linie
17:07	17:22		14min	flihc
17:08	17:57	1	49min	IR RE
17:22	17:59	3	37min	IR RE
17:33	18:01	3	28min	IR S23
18:09	18:24		14min	flihc
18:04	18:31	2	27min	S23

Informationen PubliRide

Früher Gegenrichtung Später

Fahrplan Haltestellen Tickets Favoriten Einstellungen

SUCCESS OF PUBLIRIDE

Interest of communities



Interest of companies



Interest of users



(0.5%-10% of inhabitants)

Success depends on the target of the customer

(provide an option for citizens vs. well working network)



Dank PubliRide Baden finden sich Personen, die fahren, und solche, die mitfahren möchten, leichter. Das entlastet den Schulhausplatz, denn 100 Fahrgemeinschaften mit je zwei Personen im Auto vermeiden 400 Meter Stau.



POTENTIAL I

- local community \neq social community. How to build a strong community for peer-to-peer ridesharing? Incentives?



- Target customers \neq «normal» public transport customers. How to best reach the target customers?



POTENTIAL II

- Peer-to-peer ridesharing and the «**Parship-effect**»: the best customers leave. How to keep them on the platform? Gamification?



- Are «soft» incentives strong enough to change behaviour?

SOME INSIGHTS PUBLIRIDE

- There is **not ONE peer-to-peer ridesharing solution** that fits for every customer (analog, digital, analog & digital etc.)
- Basic platform functionalities are needed, but these are **not the key factor** for successful ridesharing.
- There are «**fans**» needed in the community, who push the community to a functioning network.
- Short distance peer-to-peer ridesharing: a **hard field to earn money**

POSSIBLE SOLUTION

Ridesharing is more than PubliRide. One single option probably isn't enough for the customer.





Petit Merailp

Have a good ride! PubliRide



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