



MaaS and the Effect of AVs on People, Place and Policy

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Autonomous Vehicles



Mobility as a Service



Mobility as a Service



Audi



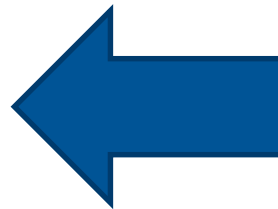
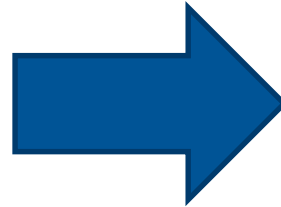
Cars, Trucks & Buses in the US

- US Passenger Car fleet: 240 million
- Average Age of PC fleet: 11.5 years
- Single Unit Trucks: 8.3 million
- Combination (Tractor Trailers): 2.58 million
- Transit Buses: 62,450
- Rental Car fleet: 5 million

Mobility as a Service



People: Right Sized for Task



People: Save Money

- \$8,700/year – average cost to own a car
- Does nothing 95% of the day



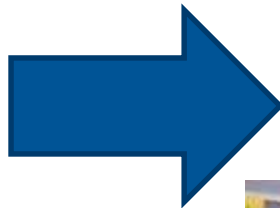
People: Save Money

- Family Car Subscription ~ Phone Bill (\$200/mo.)
- \$6,300 a year back into your pocket



People: Access to Mobility

- 20% of U.S. population can't drive
- Many can't afford a car; and rural transit is time consuming, inefficient & dehumanizing



People: Better Service

- First/last mile, now first/last 10 miles



Stuff



Transit

People: Carpooling is cool & fun!



Key Research

THE EARTH INSTITUTE COLUMBIA UNIVERSITY

TRANSFORMING PERSONAL MOBILITY

Lawrence D. Burns, Director, Program on Sustainable Mobility

William C. Jordan, President, Jordan Analytics LLC

Bonnie A. Scarborough, Program Manager, Program on Sustainable Mobility

The Earth Institute, Columbia University

<http://sustainablemobility.ei.columbia.edu/files/2012/12/Transforming-Personal-Mobility-Jan-27-2013.pdf>

Place: Repurpose parking



Policy: You can keep on driving!



Policy: Safer and efficient roads



Policy: Reducing mayhem

- Killed in vehicle collisions: 1.3 million/year
- Including injuries:
 - 40 million disability adjusted life years annually
- Cost? \$170 billion/year

Policy: Displaced workers





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