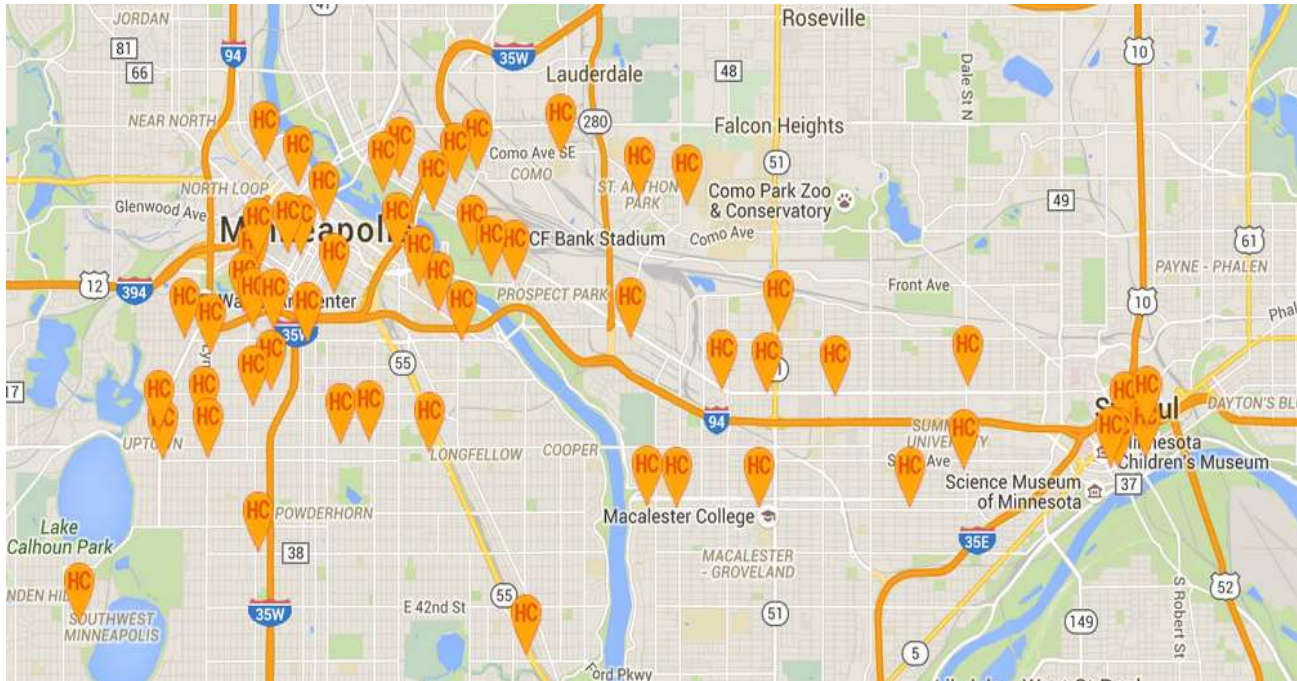




# Integrated Access to Carsharing & Public Transit

Car sharing Association Conference 2015

# Who we are



HOURCAR is the largest round-trip carsharing provider in the Minneapolis/Saint Paul area.

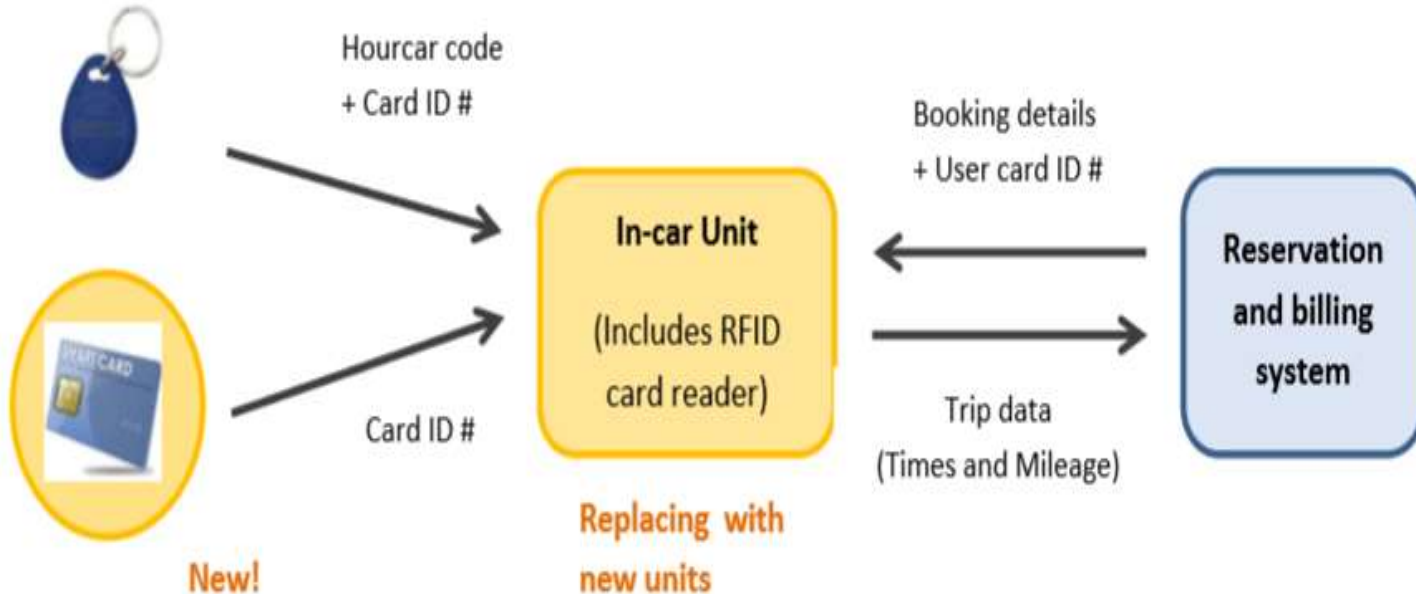


# Our Goal



Create a single access card for seamless transition between bus, rail and carshare.

# Our Process



We replaced our in-car technology and made significant changes to the software system

# Challenges

Vehicle Security

There are more than 100 million Mifare cards in circulation.

# The Results

“The Twin Cities is one of the pioneers,” he said. “We are now more geared to a quick card flash and cashless travel. Why have one flash pass for one mode of travel and another for another. Can’t you have one card that works for all of them? Many people are aspiring to this and there is a movement toward this. The rest of the country will be watching the Twin Cities.”

LOCAL

## Go-To cards can now be used for both transit and car sharing

Partnership between Hourcar and Metro Transit could lead to more fare payment integration.

By Tim Harlow Star Tribune | SEPTEMBER 7, 2015 — 8:54AM



ELIZABETH FLORES • EFLORES@STARTRIBUNE.COM



# The Results

How it works:

1. User opts in via new member application form.
2. Member enters one-time security pin at car.
3. Transit card UID is stored in HOURCAR database.



# Why Integration Matters



# Why Integration Matters

## Benefits to Users:

- Using a card they already carry.
- Fast sign-up for new members.
- Instantly switch members to a new card.

# Why Integration Matters

Benefits to transit providers:

- HOURCAR actively promotes transit use.
- Ability to adapt quickly to industry changes.
- Legitimacy in the conversation about integration.

# Why Integration Matters



Integrated trip  
planning,  
Booking and  
payment

# The role of small providers

During this project we discovered that being small has advantages:

- We are mission-driven.
- We are local and trusted.
- We can pivot quickly.

We can be catalysts for change.

---

# The role of transit providers

“It doesn’t make sense to promote one mode without the others. If you do people decide it doesn’t work for them and never consider transit again. Other modes allow us to answer the question of ‘how do I maintain the lifestyle I’m used to.’”

# Conclusion

Full integration of modes is still a long way off, but there is a lot we can do to lay the foundations.

It is not enough to talk about integration. We need to start making it reality – one step at a time.

