

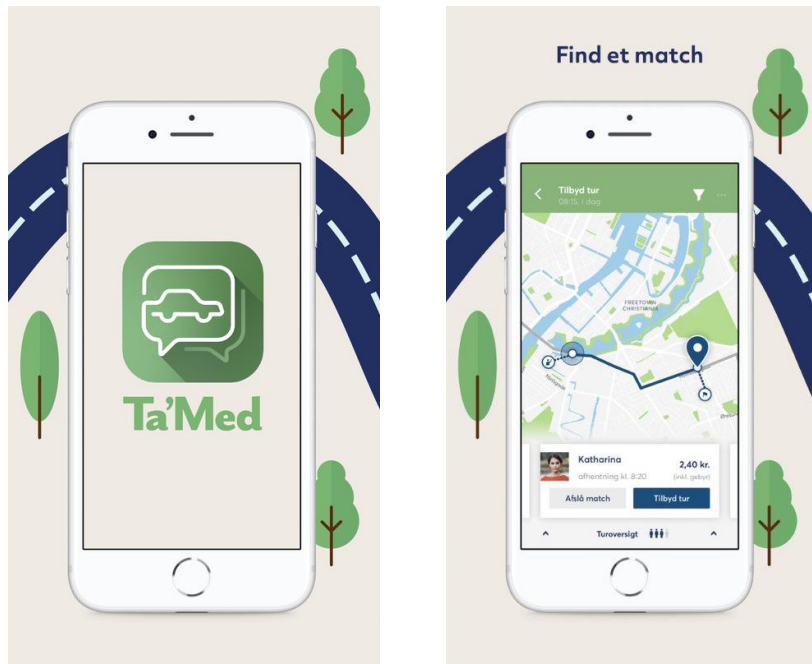


Carpooling app for citizens and companies

Subject to change

Ta'Med carpooling*

Smart og easy solution for every day



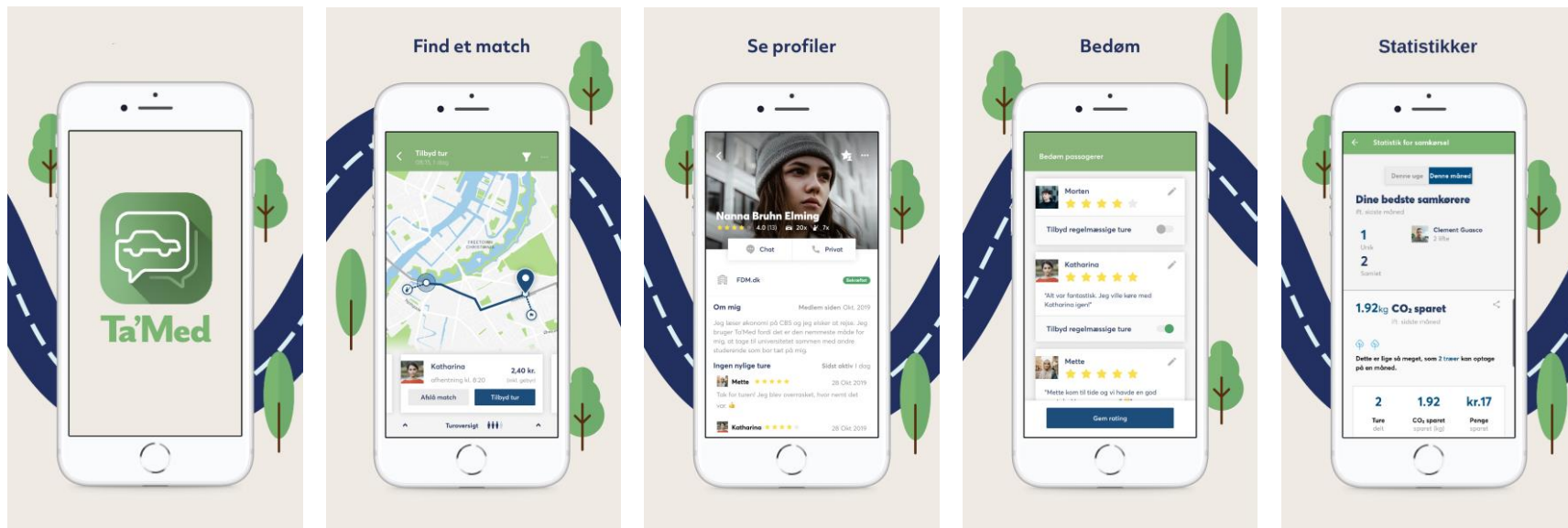
* Download "Ta'Med" on Danish Appstore and Play store

Carpooling can mitigate congestion and mobility problems by ensuring a better utilisation of passenger cars

Key functions

- ✓ Automatic commute generation
- ✓ Dynamic match along the route
- ✓ Choose between free og paid trips
- ✓ Driver-to-driver matching
- ✓ GPS positioning during drive
- ✓ See your carpooling statistics
- ✓ Rate your carpoolers
- ✓ Phone and company verification
- ✓ FDMs cancellation insurance

A simple app



Ta'Med's target group

- ▶ **Who can use Ta'Med:** Anyone, for any trip, in all Denmark
- ▶ **Who uses Ta'Med today:**
 - Partner communities: companies, universities, municipalities
 - Regular commuting and leisure trips (daily/weekly basis).
 - Users: 60% as driver, 40% as passenger. 1/3 are from partner communities, 2/3 are independent users.
- ▶ **Avg. Length of trips** on Ta'Med: 21 km.
- ▶ **Geography:**
 - Home to office/university/leisure
 - Both rural and urban, but most often in suburban/rural areas.



Partnering with private and public organizations



Together we make a difference for the climate!

Why do public authorities partner with us

Better mobility

Ta'Med provides **additional mobility offer** in areas where public transport is less present.

=

Better retention of **happy citizens and companies.**

No operational costs

Ta'Med is a partnership between FDM and public authorities with no set-up and operational costs.

Eventual Financial participation goes to **trip generation** and **incentives.**

Future proofed

Strong platform **> 5 years old** and **over 2 millions users** worldwide, which can **easily scale up**

The system includes **APIs** for trip planners, departure boards, communities and parking management

Matching algorithm

Ta'Med matches routes rather than points, offering a more dynamic and complete dataset for integration to trip planners.

Automatically locks on existing **transport hubs** and offers a larger range of matches in rural areas

Open system with communities

Ta'Med is **open for all**, 24/7, FDM member or not.

Local communities can be easily established to ensure local anchoring and the use of local incentives. F.eks. company parking, local campaigns...

Transport data

Ta'Med offers **raw data**, **heatmaps** and **dashboards** to follow f.eks. demand, offer, actual trips or occupancy.

Users can follow their personal CO₂ and occupancy score.

No operational costs

Ta'Med offers a partnership to public authorities where both parts cooperate on getting people to carpool in their area.

FDM can offer

- ▶ A carpooling partnership with **no up-front fee**.
- ▶ **Marketing material** targeting citizens and companies.
- ▶ **FDM national carpooling campaigns** and support to local campaigns.
- ▶ **Support** for the establishment of **local carpooling communities** in workplace and on campuses for a long lasting effect.
- ▶ **Support** for **local ambassadors** and **coordinators** in companies and public authorities.

Public authorities can

- ▶ Use Ta'Med as an **offer to local companies** to tackle mobility, congestion and parking problems.
- ▶ Support FDM with **communicating Ta'Med to citizens**
- ▶ **Support physical anchoring** of carpooling in transport hubs, stations...
- ▶ **Subsidize campaigns, trip offering** and/or **confirmed trips** in their area to improve mobility offer



RELATIONSHIP WITH PTA_s

INFORMED BY THE FRENCH MODEL

The French model

*The French government wants to reduce CO2 emissions in the transport sector with 85% in 2050 and increase the share of carpooling in daily commuting from 3% today up to 9% in 2024. For that purpose it has passed the new **Law of Orientation of the Mobilities** in order to promote the integration of sustainable mobility solutions in every day life of French citizens. This law sets up a framework for how public transport authorities can work with carpooling.*

- ▶ **Public transport companies** become **public mobility companies** and shall integrate carpooling, car-sharing and on-demand transport in their offer.
- ▶ Public Authorities may **subsidize drivers and passengers** (limited to 2 trips/day and 30 km today)
- ▶ Municipalities may establish **parking spots** for carpoolers and give carpoolers access to **bus lanes**.
- ▶ Privat companies may set-up **tax-free mobility accounts** for their employees up to 400€/year
- ▶ **Tax-free threshold** for incomes from private carpooling is increased to **0,5 €/km**
- ▶ **Companies >50 employees** shall establish a mobility plan for the employees in their collective agreements.



➡ Over 20 commuter-carpooling companies operate in France with 5-10 million trips per day.

Public mobility authorities

▶ **Public mobility authorities include shared mobility offers.**

- Nantes and Paris include 2 carpooling trips/day in their monthly card
- Paris integrates 5 carpooling platforms in their trip planner

▶ **Public Authorities can subsidize sustainable mobility offers .**

- Paris PTA covers 2-4 € per trip for trips happening on partner platforms
- SMTC subsidizes all passenger trips in their area down to 1 €/trips

▶ **Result**

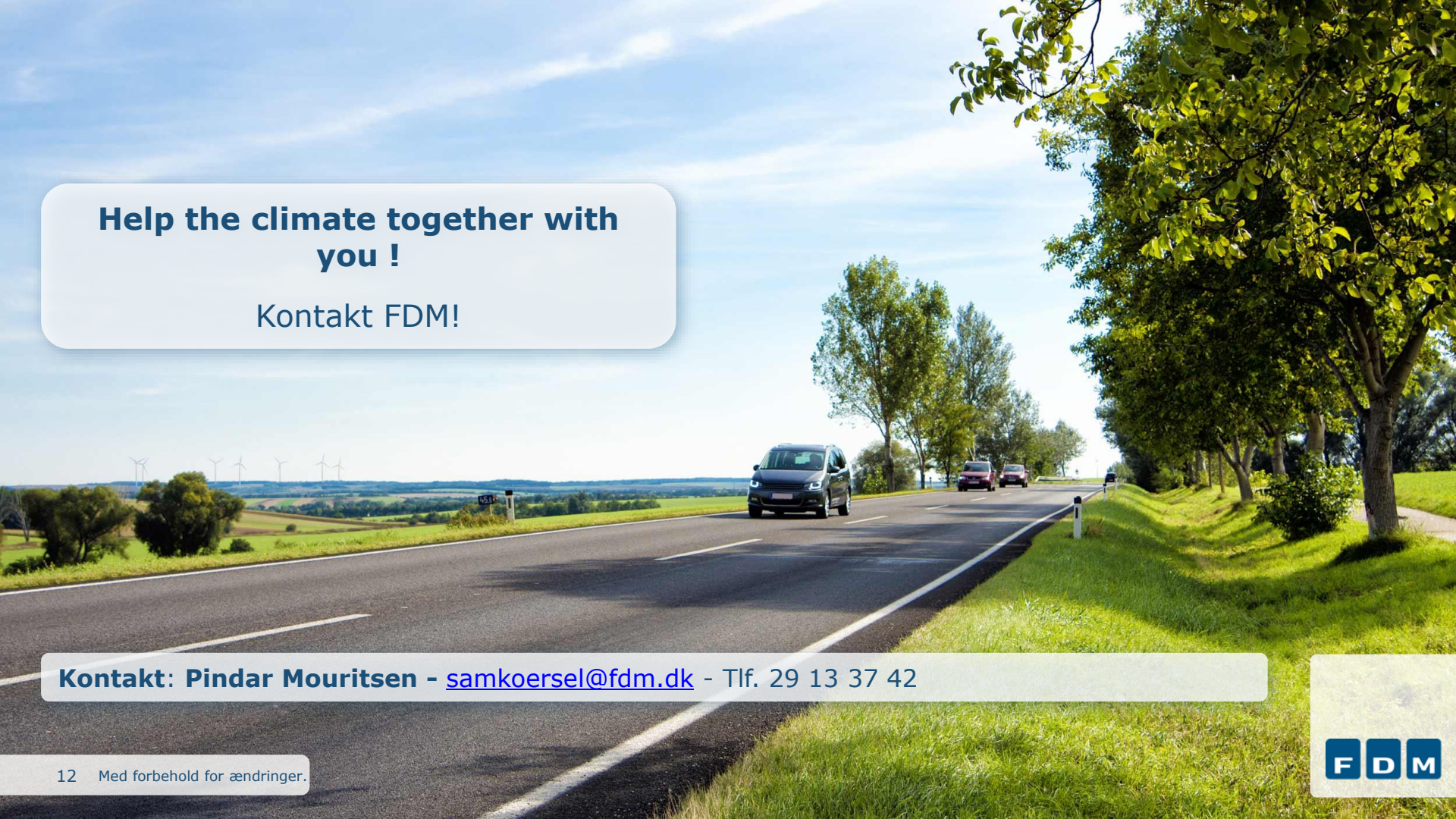
- **Public authorities subsidize** offer and/or actual trips and thus **actual mobility** offer in their area. No up-front fee.
- Passengers do not pay drivers.
- Drivers get a higher compensation for their service.
- PMAs make sure to **integrate carpooling into daily mobility**.



Cooperation with PTAs

Potential cooperation with Ta'Med:

- ▶ Promote the practice of carpooling with **physical interventions** in transport hub, stations and bus stops.
- ▶ **Support municipalities** in coordinating incentivization across wider areas
- ▶ **Incentivize trip generation** where it actually has added value for PTAs. Ex. trip offering in rural areas, confirmed trips in congested areas, pay-per-click on Rejseplanen, etc...
- ▶ Integrate carpooling into their offer to increase the catchment area of their **monthly plans**.
- ▶ FDM is working with **Rejseplanen** on integrating Ta'Med's trips into the Danish Trip Planner for the SIMS project. This integration is nationwide.



**Help the climate together with
you !**

Kontakt FDM!

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