

This document is to introduce changes to Lawrence OnBoard, now known as CarmaHop, and its relationship to the City of Lawrence.

Backstory

When I started researching for Lawrence OnBoard, I discovered one company that was at the leading edge of ridesharing innovation. They had already developed a Smartphone app for carpooling and were establishing markets around the US and internationally. My intention was to approach them once Lawrence OnBoard was up and running so I could offer their app for arranging carpools to Kansas City and Topeka. I met their founder, Sean O'Sullivan (inventor of street mapping on the home computer btw.) at a conference and told him about my work with Lawrence OnBoard. Three months later, he called me up offered to bring me and my project onto the Carma team. The last week in May, I flew to Ireland, met with the team and hammered out a new plan of action.

Name

CarmaHop (formerly Lawrence OnBoard) We changed the name to make a more seamless branding and in anticipation of scaling it up to other locations.

Organizational structure

Carma is a multi-national ridesharing company, based in Cork, Ireland and with offices in the US, China and Norway. (Lawrence OnBoard was organized as a Kansas non-profit under the sole direction of Jenny O'Brien)

Goal

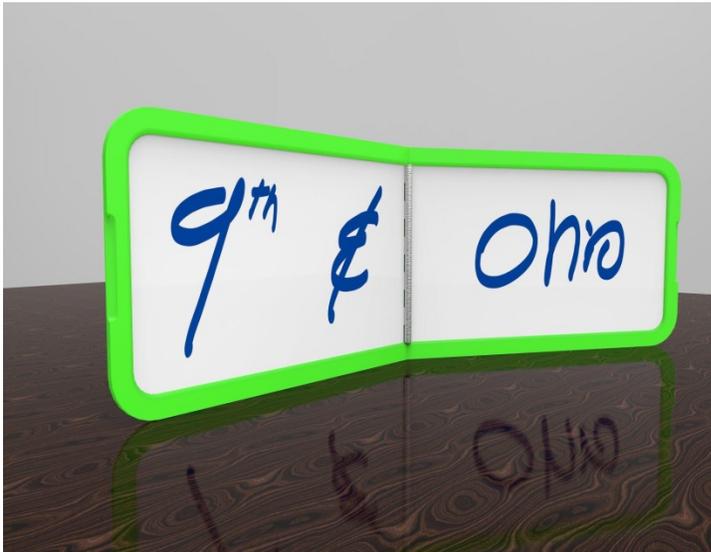
To facilitate carpooling between users through the Carma Carpool app system (pre-arranged rides) and to introduce a complementary roadside ridesharing option.

(Lawrence OnBoard's primary focus was on roadside ridesharing)

Approach:

All users download the Carma app for Smartphone or desktop. They create a profile with a picture, email address and phone number, and additional information about themselves. All profiles are visible to all members. Users who want to plan trips ahead of time input their trip information: start and end location, time of day and whether they want to drive or ride. Users can ask the app to find them a match using the algorithm, or they can message each other to organize a carpool.

For CarmaHop, the roadside ridesharing option, users download the Hop app and set up an account just like for Carma. The two systems are linked, so Hoppers can see Carma users and vice-versa. CarmaHop users must give a home address. We send them a distinctive folding dry erase board with their photo ID permanently attached. They write their destination on the board, go to a safe roadside location, hold it up and wait for a passing driver to stop. (The board is the same as for Lawrence Onboard, but much cooler)



Recording trips:

When Carma or CarmaHop users start a carpool, either planned or roadside, the rider initiates the record of the ride by hitting the “start trip” button on the app. A list of likely drivers pops up, and the rider selects who they are riding with. If their driver is not on the list, they input the driver’s phone number. Geolocation detects where the trip stops and ends.

(Lawrence OnBoard planned to text in the license plate number or member number of the driver for a person-to-person record of the ride with no ability to show start and end locations. There was no way to view a driver’s profile in the car)

Payment:

Carma and CarmaHop arrange payment to the driver of a small per-mile amount. This is less than or equal to than the legal amount permitted by law as the rider's share of the cost of the ride. This amount has no effect of a driver's insurance liability, and does not violate taxi ordinances. This payment structure is why Carma is considered a true ridesharing program and not a "Transportation Network Company" like Lyft or Uber.

(Lawrence OnBoard originally planned to record rides and enter drivers in a drawing for a prize-- more or less a gift economy)

Ratings:

After a trip, all Carma and CarmaHop riders and drivers are sent a push notification to rate each other. This is a standard sharing economy model that keeps people on their best behavior and weeds out the bad apples. Users who give another user 1 star are never matched in the future, and users who get enough bad ratings are excluded from the service.

(Ratings were a part of the Lawrence OnBoard vision as well)

Verifications:

Carma and CarmaHop follow the standard sharing economy model for verifications. Phone numbers are verified through an SMS message and code, email is verified through an email link and users are also verified through Facebook. The profile pictures of CarmaHop users will go on the photo IDs.

Other elements for CarmaHop:

- Map of good locations to get a ride- these must have a safe, easy and obvious place to pull over, good visibility for rider and driver, and an adequate flow of traffic. The map will be developed with advice from the transportation planning department
- User tips for safe riding
- These will be part of the app
- Training video- available online

(Same elements planned for Lawrence OnBoard)

Safety and personal responsibility

Carma emphasizes in the terms of service that their platform facilitates carpools and that the participants are responsible for their own safety. Carma does not require background checks to participate, and has found that the verifications, ratings and good judgement are adequate. Carma has an excellent track record for security. With regards to the roadside ridesharing elements, Carma has conducted extensive research into Casual Carpooling systems (the closest thing to roadside ridesharing) and has concluded that this mode of travel is not any more dangerous than any other travel mode, and is significantly safer than single occupant vehicle travel.

(The original Lawrence OnBoard vision included background checks. However, background checks are prohibitively expensive, are often inaccurate, and users are extremely reluctant to submit to such a level of scrutiny. Furthermore, by requiring background checks, municipalities assume liability.)

Indemnification

Carma includes in its Terms of Service indemnification for Trusted Partners. This will be amended to include the City of Lawrence and other local government entities. Carma includes this clause for all its partner cities, whether or not they provide financial support for Carma projects.

Resources

Carma is devoting significant resources to this project, including a development crew, a marketing team, legal and public policy expertise and financial resources. Carma has years of experience in the field and a proven track record for safety. Without Carma, Lawrence OnBoard would be years away from implementation. Thanks to this new arrangement, we are planning to launch CarmaHop at the end of September.

Please see the Carma website for more details, including the full Terms of Service.

www.carmacarpool.com

What follows are the most pertinent parts of the Terms of Service.

Service Summary

The Carma Service enables Users to arrange to use Shared Transport, provides a communications platform and other services related to those shared rides, and facilitates payments between Users.

Personal Responsibility

Use of the Carma Service will introduce you to people registered with the Carma Service for the purposes of Shared Transport or any other service offered by the Carma Service. We cannot and do not assess the suitability of Users. We have little or no control over the truth or accuracy of the data Users may provide, the ability of Users to drive legally and safely, the condition of their vehicles, their criminal background etc. We do not verify that a User has met all the eligibility requirements for the Carma Service or that any other part of a User's profile information is true and accurate, or even that a User is who they claim to be. Background or other checks are not normally performed;

even where background, MVR or other checks have been performed, we cannot guarantee that the results of those checks are accurate or up to date. You are solely responsible for selecting the individuals and/or entities with whom you travel. If you do not feel comfortable sharing a ride for any reason, you should use another means of transportation. You acknowledge and agree that under no circumstances will Carma Entities or Carma Partners have any responsibility, liability or obligation with respect to any of the trips that you may take as a result of using the Carma Services.

Requirements to Access the Service

Eligibility

you are at least 18 years of age;
you have not have committed any felony or serious criminal offense (including but not limited to a sexual offense and/or a violence-related offense) ever or any misdemeanor within the past three (3) years.

For Drivers:

you are at least 18 years of age;
you have a current and valid driver's license;
you carry all insurance required by law in order to operate a motor vehicle in the state/county/country where your vehicle is registered;
you carry liability insurance that covers bodily injury to all occupants of your vehicle;
you have no record of convictions for serious driving offenses;
you are medically fit to act as a Driver;
you have volunteered to be a driver and have not been designated by a group or company as a driver and receive no compensation from a group or company for driving;
you are an independent party participating, with others, in a voluntary, not for profit, ridesharing arrangement.
you follow prescribed manufacturer preventative and maintenance standards for the vehicle(s) you use.

Users are advised to check with their insurance provider to ensure that their coverage extends to carpooling and ridesharing. If at any time you do not meet or continue to

meet the eligibility requirements listed in this section, you must notify us immediately and you will have no right to use or continue to use the Carma Service. Carma reserves the right, in its sole discretion, to refuse or deny access to the Carma Service to any individual for any reason or no reason. Particular Shared Transport programs may require additional or separate certifications to be made by Riders and Drivers and may require Carma to conduct background, Motor Vehicle Registration (or similar) or credit checks. Access to such programs is conditional on (i) those certifications being completed and kept up to date, (ii) Rider and Drivers permitting Carma to perform all relevant checks, including on an ongoing basis and (iii) Rider and Driver informing Carma of any incidents, accidents or changes of circumstances that may or do affect the results or status of these certifications.

Technical Requirements

A valid email address and email account is required for using the Carma Service. It is your responsibility to maintain validity of this email address and email account. Should your email address change, please record your updated email address in the Carma Service. Drivers must download the Carma mobile phone application to use the Carma Service and must carry their mobile/cell phone with them during Trips in order for the Trips to be registered with the Carma Service. Drivers are advised to adhere to regulations and legislation relating to the use of mobile and cell phones while driving. For using mobile phone applications to access the Carma Service, a mobile device with services from a service provider supported by the Carma Software and a plan which allows you access to Carma's mobile phone application and SMS capabilities is required. You are responsible for paying all fees that your service provider may charge you for using the Carma Service through your mobile/cell phone. Should your mobile/cell number or service provider change, please record your updated mobile/cell phone information in the Carma Service.

Trusted Partner Terms & Conditions

Carma users that reside or work in the following areas will automatically be enrolled in the associated pilot programs listed below, and agree to be bound by these additional Terms and Conditions.

Carma SF - Bay San Francisco Bay Area, CA www.car.ma/sfbay

Offered by Contra Costa Transportation Authority (“CCTA”), the Transportation Authority of Marin (“TAM”), the Sonoma County Transportation Authority (“SCTA”) and Caltrans. These pilots (“Carma SF Bay”) are funded by the Metropolitan Transportation Commission’s (“MTC”) Climate Initiative competitive grant program, and the Federal Highway Administration Value Pricing Pilot program.

Carma Austin - Austin, TX www.car.ma/austin

Offered by Central Texas Regional Mobility (“CTRMA”), the Texas Department of Transportation (“TxDOT”) with independent oversight by the Texas A&M Transportation Institute. The pilot (“Carma Austin”) is funded by the Federal Highway Administration Value Pricing Pilot program.

SmartRide - Santa Barbara, CA smartride.org/

Offered by Santa Barbara Council Area Governments (“SBCAG”), Caltrans and the Community Environmental Council (“CEC”). This pilot (“SmartRide”) is funded by the Federal Highway Administration Value Pricing Pilot program.

WeGoMil - Washington DC wegomil.com/

WARNING AND NOTICE

Carma is an open platform with unrestricted access. Neither Carma nor our Trusted Partners (including without limitation public and private employers, educational and other local public agencies, authorized contractors and private business entities who facilitate or promote Carma services) have conducted background investigation or review of any kind or type, including without limitation driver's license checks, insurance checks, criminal records checks, sex offender status, or otherwise. If you decide to participate, you assume all risks for using this platform and/or participating in the Carma program.

HOLD HARMLESS

As a voluntary user of the Carma Software, you agree that neither Carma nor Carma's Trusted Partners (including without limitation public and private employers, educational and other local public agencies, authorized contractors and private business entities who facilitate or promote Carma services), nor any of their respective employees, contractors, members, agents and officers shall be liable or responsible in any way for any personal injury, loss or other harm to you or your property resulting from my participation in the Carma program and you further agree to release, discharge, hold harmless, and forever acquit this website's and application's sponsors, Carma or Trusted Partners (including without limitation public and private employers, educational and other local public agencies, authorized contractors and private business entities who facilitate or promote Carma services) from any and all actions, causes of action, claims or any liabilities whatsoever, known or unknown, now existing or which may arise in the future, on account of or in any way related to or arising out of my participation in the programs.

I acknowledge that participation in Carma, a carpool, vanpool, or any Emergency Ride Home Program is an individual decision and that I am responsible for my operation of, or participation in Carma. I understand that this website's and smartphone application's

sponsoring agencies and private businesses shall have no responsibility or liability for any claims, expenses or damages resulting from any individual's participation in Carma, a carpool, vanpool, or Emergency Ride Home Program.

SECURITY

Carma, program sponsors and Trusted Partners cannot, and do not, assess the suitability of Participants or other Carma users to engage in ride sharing. Carma has little or no control over and does not take any measures to independently verify the truth or accuracy of the data provided by Participants, their ability to drive legally and safely, the condition of their vehicles, or their criminal background. Background or other checks are not normally performed; even where background, MVR or other checks have been performed, we cannot guarantee that the results of those checks are accurate or up to date. As a Participant, you are solely responsible for selecting the individuals and/or entities with whom you travel and you do so entirely at your own risk. If you do not feel comfortable sharing a ride for any reason, you should and are responsible for using another means of transportation. The disclaimer set forth above also applies to your use of GRH.

You acknowledge and agree that under no circumstances will Carma, program sponsors and Trusted Partners have no responsibility, liability or obligation with respect to your use of the Carma Service or GRH, including but not limited to: a) operating Carma's software products and interfaces, b) communicating and coordinating with other Participants or Carma Service users, c) sharing vehicle trips with other Participants or Carma Service users, and d) ordering and taking a taxi cab ride.

Addendum to CarmaHop Documents

Payment between riders and drivers

Carma has decided that, for the CarmaHop pilot project, there will be no payment between riders and drivers. We are returning to the original vision of CarmaHop as a gift economy with drivers entered in a prize drawing as an added incentive.

CarmaHop participants who chose to use the regular Carma carpool app, ie. for a regular commute, can do so using their same account. With the regular Carma app, riders pay approximately 20 cents per mile, of which 17 cents goes to the driver. Payment is handled through an electronic wallet. Drivers will be able to earn more for multiple carpoolers, but at no time will drivers earn more than the standard federal mileage allowance, currently at 56 cents per mile.

Goal of roadside ridesharing: catalyzing carpooling micro-communities

One of the major goals for the CarmaHop pilot project is to see if a rider on the roadside can create a community of carpoolers who all live in the general neighborhood and are travelling to a similar destination at more or less the same time. The rider will do this by recording the trip using the driver's cell phone number. The driver then gets an SMS message inviting him/her to join the Carma community by downloading the app, making a profile and verifying their email address.

By establishing such a community, the rider will have the option of to arrange rides ahead of time using the regular Carma carpool app, and no longer needs to use CarmaHop. Furthermore, the other members of the community can carpool with each other.

We call this concept "CarmaHop as catalyst" and will be doing extensive field tests in September.

The CarmaHop app is now available in iTunes and on Google play. The app is free.



City of Lawrence

SUSTAINABILITY
ADVISORY BOARD

September 18, 2014

Mayor Mike Amyx and the City of Lawrence Commission
6 East 6th St
Lawrence, KS 66044

RE: Standard Traffic Ordinance exemption for rideshare organizations

Dear Mayor Amyx and City Commissioners:

I am writing on behalf of the City of Lawrence Sustainability Advisory Board to encourage you and your fellow commissioners to amend or create an exemption to Standard Traffic Ordinance 69 Subsection A that will allow CarmaHop and other similar ridesharing organizations to operate within the Lawrence city limits.

We believe CarmaHop and other rideshare organizations will enable people to reduce single-occupant driving, which in turn will reduce traffic congestion, energy use, and pollution and greenhouse gas emissions. It can provide another mode of travel to those with fiscal constraints in a manner that makes use of vehicles already on the road. We believe that CarmaHop has the potential to be an efficient way to share rides and can be done in a manner that will not have a negative impact on traffic safety.

Please consider adding this issue to the agenda as soon as possible to allow this valuable program to move forward.

Sincerely,

A handwritten signature in black ink that reads "Scott W. White".

Scott W. White, Chair

Sustainability Advisory Board, City of Lawrence