**CHAPTER 2**

**Review of Related Literature and Studies**

**Related Literature**

Ridesharing programs in public transit agencies are not far-reaching. Despite the fact that administration supported ridesharing ventures have been around since the 1970s, ridesharing isn't very much coordinated in to public transit agencies. Maybe along these lines, there is restricted research concentrating on the reconciliation of ridesharing and travel. The current research basically incorporates contextual investigations of particular projects keep running by transit agencies. These incorporates vanpool programs where a key reason for existing is to build infiltration into zones where van or other transportation vehicles are ineffecient.

These data is a huge help to the researchers for ridesharing programs like vanpools, it has the same procedure for the researchers’ project.

Carpool and rideshare programs help commuters share transportation. Carpools and rideshares can be informal arrangements between individuals, sometimes called casual carpooling, or be formally arranged through dynamic ridesharing programs or other ride-matching services. Employers, along with state and local governments, often support the creation of carpools and vanpools, coordinate ridership, and provide incentives such as preferential parking for participants (UC Davis-Yura 2006).

Information stated above helps the researchers in achieving goals to increase mobility and improve quality of life of the people.

Carpool and rideshare programs are suggested strategies to reduce traffic congestion, decrease emissions, and reduce vehicle miles traveled (VMT) (UC Davis-Yura 2006, ICF Consulting 2006, RAND-Sorenson 2008). Studies suggest that these programs can be cost effective (ICF Consulting 2006, RAND-Sorenson 2008, Gallivan 2011), especially for longer commutes (Silva-Send 2013); programs may also improve mobility and quality of life for seniors (Silvis 2009) and reduce stress for commuters (Robbins 2015). Overall, transit incentives can increase use of alternative transportation; however, additional evidence is needed to confirm effects and costs of carpool and rideshare programs specifically (Graham-Rowe 2011).

The data above is a huge commitment to the researchers mainly to help commuters to arrive to their destinations more efficient and less hassle than the traditional van commuting. The literature review reveals that existing research rarely focuses on the integration of ridesharing which helps the researchers an understanding of the project.

**Related Studies**

The following data below were gathered from different related studies made by other researchers that provide guidance in the conduction of the researchers study.

Uber has emerged to be the leader of the “Sharing Economy”. The sharing economy uses unmobilized assets and turns them into services (Lieberman et al., 2015). This sharing economy can mobilize the productivity of a million individuals. In the case of Uber, ‘willing’ drivers are matched with paying customers looking for rides, hence Uber is being labeled as a “ride-sharing” service by many. (Chen, Mislove, & Wilson, 2015).

Uber is a well-known app for people who book for rides who wants to avoid traffic congestion, efficient commuting. Basically this gives the researchers hint into their project since the processes are similar to what in Uber.

Uber is well known to be the taxi industry’s “disruptor”. Whether people like it or not, Uber is starting to win the taxi passenger market. But once a taxicab company or group had a lock-in off all taxicabs in a given jurisdiction, it had little incentive to modernize or innovate its services. Jurisdictions also have rules preventing drivers to switch companies. By controlling the number of taxicabs in an area, the systems guarantees work and promises drivers with a living wage. The trade-off with a small wage is job security. These limitations ensured drivers that they have enough work to make a living (Liss, 2015). Uber Philippines officially launched on February 11, 2014 and right away, the Land Transportation Franchising and Regulatory Board or LTFRB did not want it to operate without proper franchising. “We will contact them to stop them and they will be called to a public hearing and be issued a show-cause order,” LTFRB chair Winston Ginez told InterAksyon.com. Not long has passed before the taxicab operators filed complaints against Uber for its ‘colorum’ operations around Metro Manila. By this time, Uber’s service is limited to the Makati and Ortigas areas only (Nieves, 2014).

May 2015 marks as a historical month for Uber and app based transportation services in general after the Philippines became the first country to develop nationwide ride-hailing regulations, making it legal for companies such as Uber to operate anywhere in the country. According to Department of Transportation and Communications secretary Jun Abaya, “Technological innovation is a driver for progress in transportation where safer and more convenient communing options are offered to the public” (Alba, 2015).

Grab (formerly known as GrabTaxi) is a tech-company that offers extensive variety of ride-hailing and logistics services through its application in Singapore and neighbouring Southeast Asian countries such as Malaysia, Indonesia, Philippines, Vietnam, Thailand and Myanmar. As of June 2017, the quantity of drivers registered in the network was over 1,000,000, and the Grab application was downloaded onto more than 45 million mobile devices cross wise Southeast Asia.

Lyft is a transportation network company based in San Francisco, California. It creates, advertises and works the Lyft car transportation mobile application. Propelled in June 2012, Lyft operates in approximately 300 U.S. cities, including New York, San Francisco and Los Angeles and provides 18.7 million rides a month. The company was valued at US$7.5 billion as of April 2017 and has raised a total of US$2.61 billion in funding. Lyft will be expanding into Canada in December 2017 to rival with Uber.

Overall, Uber, Lyft, Grab, an app who provides transportation services which is a great contribution to the researchers’ project which mainly aims to improve mobility and quality of life for seniors (Silvis 2009), reduce stress for commuters (Robbins 2015), and makes use of the advantages of technology to alleviate human problems from their day to day lives. However, additional evidence is needed to confirm effects and costs of carpool, vanpool and other rideshare programs. The researchers would want to solve the existing problems encountered by the passengers.