

## **Launch of Legitimate Not-For-Profit Ridesharing App - “JERSEY LIFTS”**

A team of developers and entrepreneurs, going by the name of Itineris, are announcing the forthcoming launch of “Jersey Lifts”, their mobile ride-sharing app for iOS, which will shortly be able to be downloaded for free by visiting [jerseylifts.uk/download](http://jerseylifts.uk/download) or by searching for ‘Jersey Lifts’ in the iOS App Store.

This mobile experience allows passengers and drivers to organise “Uber-style ridesharing” based on the popularity of the various “Jersey Lifts” Facebook Pages.

This means of organising ridesharing has proved extremely popular in recent years with both drivers and passengers. It is understood that there are over 16,000 members in Jersey who regularly plan their travel in this way. However, there have been concerns expressed about the way that such arrangements are organised and understandably with safety.

The free “Jersey Lifts” app is aimed at commuters who wish to rideshare as well as those who may wish to organise transport home after an evening out socialising. It will address concerns over the safety of such arrangements and so help to keep Islanders safe. Features of the app include user ratings, driver reports, identity and car verification, and optional SMS alerts to family or friends.

By using Facebook to sign into the app, users can request lifts from and to anywhere in Jersey. The app’s intelligent formula will suggest how much passengers might contribute towards the cost of a lift, based on fuel price and distance to be travelled. Drivers can see all lift requests, along with their distance, number of passengers and the passengers’ ratings. After every lift, both the driver and passenger can rate each other, ensuring users maintain good community standards and behaviour. Users who fail to behave appropriately may be barred from accessing the platform.

We have developed this app based on feedback from drivers, passengers and members of the public, and discussions with government officials and the States of Jersey Police, with the aim of improving the experience of Jersey’s ridesharing community.

Itineris has no financial involvement in the arrangement reached between the driver and the passenger. The app merely serves as a platform to introduce potential users. Itineris will receive no payment at all for providing this platform and has no commercial relationship with any of the users of the platform.

By encouraging ridesharing to be adopted more widely, we would hope to see a decrease in the amount of traffic on our roads, especially during rush hour, where it seems to us that a large majority of cars heading to and from St Helier, usually have only 1 or 2 occupants.

We see Jersey as a perfect location to encourage ride-sharing, due to a high number of cars and drivers, a compact geographic location, great mobile connectivity and a high number of smartphones.

We also believe that there is also a widely-held view amongst Islanders that we should be trying to improve our environment for the generations to come. Reducing the number of cars on the roads and in

town car parks is surely something to be encouraged. Why not use the technology that is now available to us to start to achieve that aim?

In the upcoming weeks, the Itineris team will be adding more features to the app, as well as an Android version, with the aim of turning Jersey Lifts into the Island transportation hub.

In future, we hope to work with multiple taxi companies and the States of Jersey Infrastructure Department to build a reliable, community-driven transport platform, reducing congestion during rush hour and improving parking at peak times whilst improving safety for users.

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The new Jersey Lifts app

**Jersey Lifts app features:**

- Free to download from the iOS App Store
- Automatically suggests a contribution based on fuel costs and distance to be travelled
- Push notifications for lift updates to drivers and passengers
- Rating system ensures users keep to community standards
- Reporting for unacceptable or anti-social behaviour
- Excluding anyone who abuses the platform
- Full lift history for record keeping
- Car type and plate number validation
- Optional SMS alerts to friends/family when users take lifts, helping keep them safe

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ENDS.

**Notes to Editors**

Jersey Lifts is a platform produced by Itineris, a team of developers and entrepreneurs, aimed at improving transportation in small communities. Based on the idea of real ridesharing, Itineris aims to reduce congestion during rush hour and minimise the need for parking whilst improving safety for their users. Jersey Lifts is the first version of our platform, with future plans to roll out to other Islands and jurisdictions with added features.

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