



Combined mobility and Car-Sharing

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After carpooling, the time has now come for car-sharing (or carclub): the car "à la carte", where and when you need it. The objective: a flexible, reliable and practical transport service to ensure rational car use and encourage greater patronage of public transport systems, in a view to achieving sustainable mobility.

How does it work?

In substance, car-sharing is a specially-devised hiring system whereby the customer has a choice of vehicles 7 days a week, 24 hours a day. When joining the car-sharing club, the user receives an identification number (PIN code) and a chip card for use with the vehicle reserved for a given time, day or

week. To make a booking, the user simply makes a phone call or sends an e-mail or SMS message at least a half-hour before the car is required.

A number of vehicles are constantly available at the different stations located throughout the city, in specially-designated parking areas. The user is invited to return the vehicle by the time indicated when

the booking is made (a fine is applicable for any late vehicle returns), or to notify the call center if the hiring time is to be extended. In the case of some companies, users can call the center directly from an on-board computer; car-sharing in fact goes hand-in-hand with technology, designed to ensure easy, friendly service.

The hiring costs, proportional to the use of the vehicle (rate per hour – rate per kilometre), are then invoiced. These types of rates (high variables costs, virtually no fixed costs) are devised to rationalise automobile use (indeed the German company label of car-sharing excludes any promotion involving free mileage).

A typical user profile emerges from the various countries where the service is offered. On average, the user is a man with a university education, aged between 30 and 40, living in the city. Administrations and private companies constitute an interesting reserve for car-sharing clubs, especially since their typical times of use (week days during the day) correspond to low-peak traffic times of residential users.

The younger generations are also a potentially attractive market, even though some companies reproach them for their high accident rate. In this regard, the initiative launched by Mobility (Switzerland) – that of subsidising driving lessons for its younger drivers – is of particular interest. The objective is to achieve the loyalty of this potential clientele to car-sharing before they purchase their first car. Marketing campaigns must therefore address parents, who usually buy their children's first car.

The advantages of combined mobility

For the user, the main interest lies in practicality and financial benefits: the flexibility of a car without all the bother of ownership and substantial savings for uses less than 12,000-15,000 km/year.

For the community, the advantages are many and varied. The main ones concern environmental considerations, including:

- a reduction in the number of cars on the roads, therefore less public space occupied by them. According to calculations, a shared car substitutes between five and ten normal cars, and is used more than an individual vehicle, which is usually still for 22 hours out of 24;
- a reduction (on average 50%) in car traveller-kilometres, with consequent reduction in pollutant exhausts (CO₂ and others);
- the use of newer, lower-polluting vehicles (some schemes have even opted for "clean" cars, usually electrically-powered, e.g. in Palermo, Italy);
- the use of vehicles most suited to a particular itinerary. Given that smaller vehicles are less expensive, excessive use of large vehicles is avoided, though larger vehicles are available when necessary.

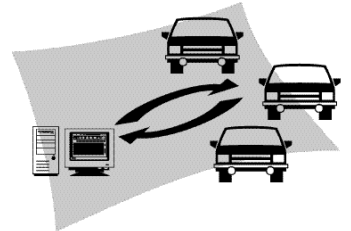
The main benefit of car-sharing is however its complementary nature to public transport. It effectively broadens the range of transport options available within a logic of combined mobility. Transport is no longer reduced to the dilemma of choosing between the private car and public transport. It integrates other modes of individual travel, thereby answering the increasingly-variable mobility needs of each user.

In the Ile-de-France Region, average daily travel increased by 11% between 1991 and 1998. Since 1997, weekend traffic on the Paris metro system has exceeded week-day traffic. In essence, the city is the place where people meet, a trend that is confirmed more and more every day. Mobility and accessibility are therefore inextricable components of the cities of the future, as will be flexibility, a key concept of the 21st century. Every individual pursues a maximum degree of flexibility in combining trips to and from home, school, work, leisure venues, shops and so on.

In the light of the growth and diversification of mobility, any new scheme that does not take the role of the automobile into account is unrealistic. Nonetheless, ownership often leads to superfluous, even excessive use



How does Car-Sharing work?



© Cambio



In Switzerland, the RailLinkfleetis made of 120 vehicles in more than 50 stations



**Wenn Sie Lust
auf ein Glas
Milch
haben, ...**



**... kaufen
Sie dann
eine Kuh?**



**Warum kaufen
Sie dann ein Auto?**

Wenn Sie es nur
ab und zu brauchen.



DENZELDRIVE
Carsharing

The slogan used by Denzeldrive (Austria): "When you want a glass of milk, do you buy a cow? So why buy a car when you feel like driving?"

of the vehicle, the consequences of which to our environment (air pollution, noise pollution, congested streets, safety hazards, excessive occupation of public areas, etc.) are before everybody's eyes.

The advantage of car-sharing therefore lies in the selective use of cars that it entails. A study conducted by the University of Cologne demonstrated that in Germany, car-sharers travel an average distance of 4,000 km/year by car, as against 7,000 km/year previously.

The slogan used by Denzeldrive (Austria) illustrates this concept well: "When you want a glass of milk, do you buy a cow? So why buy a car when you feel like driving?"

One practical example is Zürimobil (now changed in ZVV-Kombiabo), a name that groups operators from the city of Zurich, Mobility CarSharing and Europcar. Zürimobil provides a wide range of products and services, accessed by a chip card. Users can thus choose from all forms of combined mobility, i.e. a car-sharing scheme (with a pool of more than 500 vehicles

distributed over 250 stations throughout the city), car hire, taxis or public transport; the card is in fact used as a personal season's ticket for both the holder and an accompanying person. At the same time, an urban mobility information system called "Mobil in Zürich" has been created. The service is available in the form of a city map displayed at all public transport stops and on the Internet. A single document provides all the information necessary not only on each public transport line but also on all car-sharing parking stations, pedestrian areas, city promenade paths, car parks and cycling routes in the city.

Car-sharing: for public transport, benefits only

Car-sharing is designed to be a complementary service to public transport (and even cycling), without which it would be unable to operate at an optimum standard – in fact public transport will also benefit from car-sharing, as it will bring more passengers. While car-sharers use car transport less, they are not necessarily less mobile than before. Given that each trip is paid on a pro-rata basis of its use, they rapidly opt for the solution offering the best value for money. In cities, it is often the case of public transport.

In June 1998 in Bremen, the operators of public transport and car-sharing (BSAG – cambio) introduced a combined public transport – car-sharing card called "Bremer Karte plus AutoCard" (see article on page 16). One year later, a survey showed that 26% of card holders used public transport more frequently. On average, the

number of kilometres travelled per person in a year by public transport increased from 3,534 to 3,704. Some 8.5% of new card holders had given up their personal vehicles (a separation that they declared painless), while 26% had joined a car-sharing scheme in instead of buying a car (as originally planned). As many as 78% have a yearly season ticket, against 55% before the introduction of the combined card.

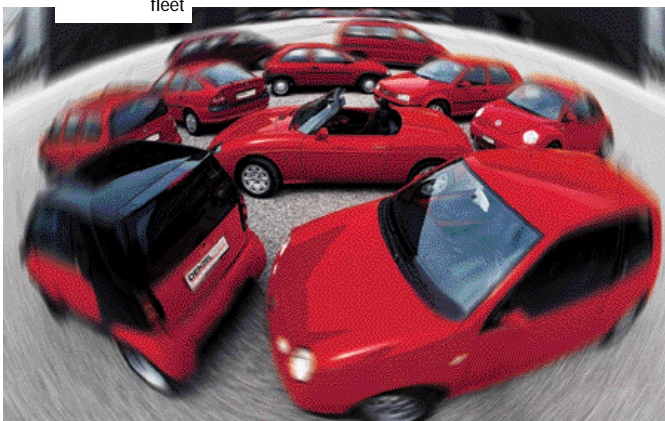
In the light of the clear complementary relationship between public transport and car-sharing, some public transport operators have even decided to launch their own car-sharing scheme. On a local scale, the examples include the cities of Bologna, Munich, Wuppertal and Dresden (see article on page 18). Nationally, RailLink, the branch of Swiss railways (SBB CFF FFS), Mobility CarSharing and DaimlerChrysler, offers 120 cars ("Smart" type) at 55 of the largest train stations in Switzerland. German railways have recently launched a similar scheme called DBCarsharing.

Initiatives

The idea of car-sharing is therefore gaining ground and spreading throughout Europe. Pioneer countries in this direction include Germany, which boasts 55,000 customers and 2,100 vehicles, and Switzerland, where car-sharing was originally launched in 1987 by a few idealists and two cars. The largest Swiss company, Mobility CarSharing, today has approximately 48,000 members and 2,000 vehicles.

The Netherlands, Austria, Norway, Denmark and Sweden have all followed suit. In France, the leading town in sustainable

The Denzeldrive fleet



mobility initiatives is Strasbourg, which was the first to introduce the car-sharing scheme. Paris finally introduced the scheme in 1999, and has a fleet of 53 vehicles available to its 750 members. At a national level, the France AutoPartage cooperative was created in April 2002.

The most recent 21st-century initiatives include those witnessed in Great Britain, where car-sharing schemes have been directly introduced by local car hire companies (e.g. AVIS - Urbigo in London); in Italy, which has opted for a nationwide programme (even though some towns, such as Bologna and Palermo, already have their own schemes); and Belgium, where the country's first car-sharing station was opened in Namur on May 13th 2002. The partnership between the Belgian operator Taxistop and the German service supplier cambio is preparing the first trans-border car-sharing network. The European Car-Sharing association (ecs) is currently working on the harmonisation of the various European systems so that the users of tomorrow will be able to select and drive any vehicle from the European car-sharing pool.

Europe is not however the only continent where car-sharing has taken off. A number of schemes are in fact being studied in Asia, while there are at least ten car-sharing programmes under way in the United States, in cities such as New York, Washington, Boston and Portland, with a total of 5,000 members and 280 cars. The two main companies involved are Flexcar and Zipcar. Canada currently has 4,000 members with access to just over 200 vehicles.

The common objective of these different initiatives is intermodality and the rationalisation of car use. In the short term, it is a matter of convincing citizens that a car is not the automatic option for each trip, and that the most appropriate form of transport should instead be chosen: train, bus, ferry, car, underground, bicycle, by foot, ... The European project **moses** – mobility services for urban sus-



Advertisement for Car-Sharing on a tram, Bremen, Germany

tainability – also involving the participation of UITP, estimates that by 2010, 10% of individual vehicles will have been replaced in cities by alternative transport solutions, such as car-sharing. Such a result is expected to lead to a reduction of 6 million tons in CO₂ emissions. A breakthrough of this type can only be brought about by the cooperation of all parties involved: authorities, public transport and car-sharing operators, potential users and motorists.

¹ Jean-Paul Bailly, Edith Heurgon, Nouveaux rythmes urbains: quels transports?, éd. de l'aube, 2001.

² Herbert Baum u.a., Car-Sharing als Lösungskonzept städtis-

cher Verkehrsprobleme, Institut für Verkehrswissenschaft, Köln, 1995.

³ Henning Koch, Hiltrud Burwitz, Survey on the Bremer Karte plus Autocard, University of Bremen, 1999.

For more information, consult the UITP "Mobi+" electronic library at www.uitp.com, or any of the following Internet sites:
www.moses-europe.org
www.carsharing-europe.org
www.carsharing.org
www.mobility.ch
www.atc.bo.it/tosca

Translated from original French text

Want to find out more about car-sharing?

Thinking of launching a car-sharing scheme in your town?

UITP is organising a Workshop:

Public transport and Car-Sharing: Together for the better

Bremen, 4-5 December 2002

Programme and registration: www.moses-europe.org



Freie Hansestadt Bremen
Der Senator für Bau und Umwelt