

Car Sharing for urban mobility

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Car Sharing in Europe

An interconnected network joins around 300 towns and cities with:

- a vehicle fleet of 2,000 cars
- 1,000 private car parks
- 40,000 members

The development of this service, in a business sense, has resulted in the following advantages for users:

- very high percentage of requests satisfied
- reasonable charges
- wider choice of cars

Action taken by the Department of the Environment

Legislative Decree of 27th March 1998 on sustainable mobility

The government has chosen to support the creation of an entity to coordinate the various service offers at national level with the aim of:

- guaranteeing the same standards of quality and usage of the service throughout the country
- optimising resources by setting up a single car reservation centre and using unique management systems

ICS - Iniziativa Car Sharing

Agreement promoted by the Department of the Environment between major Italian cities interested in setting up Car Sharing services

The service will be activated very soon in 11 areas:
the cities of Brescia, Bologna, Florence, Genoa,
Modena, Parma,
Reggio Emilia, Rome, Turin, Venice and the Province
of Milan

A further 6 cities have signed the protocol of intent:
Bari, Catania, Milan, Palermo, Perugia and Trieste

A new direction for mobility

Integration between private and public transport systems that guarantees the user:

- full freedom of movement
- savings in terms of time and resources

and the community:

- better traffic and parking management in urban centres
- reduction in the polluting impact of transport on our cities
- achievement of a system of "evolved mobility"

The role of ICS

- Country-wide coordination of local Car Sharing experience
- Communication of the launch of Car Sharing services in Italy and promotional campaigns directed at actual users
- Definition and verification of quality, procedural and technological standards
- Joint financing in the form of grants for schemes to activate services in ICS member Municipalities, of up to 50% of costs (service supply in terms of management information systems, marketing and communication, call centres and contact centres)
- Provision of technical and legal assistance

The role of member Municipalities and service managers

ICS member municipalities may independently choose their local managers for the Car Sharing service

Individual managers must:

- define rates and market policies
- provide for vehicle maintenance and cleaning
- plan investments
- acquire customers
- set up procedures for cooperating and integrating with local authorities and with other companies that provide mobility services
- provide customer assistance and manage human resources

Car Sharing: advantages for the environment

- Reduces the polluting impact of transport (less average kilometres travelled)
- Diminishes the pressure of traffic on our cities (each Car Sharing vehicle replaces between 5 and 10 private cars)
- Encourages technological compliance of vehicles with the most advanced European anti-pollution standards

Car Sharing: advantages for the user

- Savings of up to 1550,00 euro if the person using the service travels less than 10 thousand kilometres a year
 - Savings in terms of the “time” linked to car ownership (registration and renewal of car tax and insurance, periodic maintenance, renting of garage or car space, washing etc,)
 - Time savings in terms of city centre driving, thanks to the provision of preferential lanes
- Easier and cheaper intermodal travel thanks to discounted rates on public transport and the provision of private car parks

Car Sharing: advantages for mobility management

Better traffic and parking management in the urban area

The appeal of the service is linked to the provision of several benefits exclusive to Car Sharing, such as:

- access to Restricted Traffic Zones (ZTL)
- parking in central car parks that have discounted rates or are free-of-charge
- “discounts” on access to other city services (museums, theatres, etc.)

The Car Sharing user /1

The target of potential service users can be split into two main categories:

- "large" users
- the individual Car Sharing users' universe

"Large users" are:

- local authorities
- companies
- entities, organizations

The Car Sharing user /2

The individual Car Sharing users' universe includes:

- families, who would like to use a second or third car without having to purchase it (number of driving licences > number of cars)
- young people, who aspire to the independence of "moving" around a city but cannot afford to purchase a car
- professional people, interested in using an efficient, safe vehicle that is always available in any location country-wide
- people who make very little use of a car