CAR SHARING IN ITALY

Role, Objects and Characteristics

Bremen, 6 December 2002
The origin of car sharing in Italy...

**Legambiente**

an Environmental Association in Milan, with few cars

**European Project**

ENTIRE in Venice

TOSCA in Bologna
The limits of all these systems were:

→ the limited market approach

→ the disomogeneous technical solutions adopted, which limits the possibility of territorial expansion and integration among different systems

To give an answer to these problems the Italian Ministry of Environment, in 2000, set up a National Project to promote car sharing and to start a service at a national level (ICS).
The origin of ICS ...

The legislation framework

Decree n.267 of 27th March 1998 by Italian Ministry of Environment regarding Sustainable Mobility

The target is to support the birth of a specific structure able to develop a policy of co-ordination and integration of different and heterogeneous service proposals at national level.

ICS

Public Transport and Car-Sharing: Together for the better
4 – 5 December 2002 in Bremen-Germany
What is ICS...

ICS is an agreement among Local Organizations, according to the item 30 of Law n. 267 (Convenzione)

IN SUBSTANCE

A national co-ordination structure promoted by the Ministry of Environment, collecting the main Italian cities to develop local CAR SHARING services managed by different local operators, but integrated in an unitary operational model.
ICS mission...

To support the start up of CAR SHARING service on national level

To incite sustainable mobility policy in urban areas (MULTIMODALITY)

To develop a new marketing policy regarding mobility service and especially car sharing

To integrate TPL to new transport offers

To ensure to the users an homogeneous minimal level of services
ICS Characteristics...

Fixed Standards
Homogeneous standards regarding emissions, safety, service
(very similar to ECS std but sometimes more strict)

Co-financing
ICS supports up to the 50% of the investments necessary to set up a car sharing service giving

Services
- Technology (management informatic system)
- Marketing and Communication
- Technical and Legal Consultancies
- National call centre/contact centre services

Promotion and Co-ordination
- To increase the number of Cities adherent to ICS
- CAR SHARING culture promotion
- Co-ordination of local experiences at national level
Car Sharing National Project:

Centrality/Autonomy

Standardization is necessary to warrant:

- interoperability of service (Milano, Roma, ecc…)
- minimum quality of service
- unitary imagine and integrated communication

ICS makes a Federative choose:

Standard Service and User Procedures

AUTONOMY ON THE OTHER ASPECTS

(ECONOMIC, ORGANIZATIONAL, MANAGEMENT)
Municipalities members of ICS:

*can choose own Local Operator for the Car Sharing service*

The Local Operators are responsible:

- to fix prices and market policy
- to take care of vehicles (maintenance and cleaning)
- to plan investments
- to get customers
- to make co-operation and integration with Local Municipality and other firms who provide mobility service
- to assist customers and manage personnel

But they have to respect all the ICS standards and to adopt the same technology and services.
The peculiarity of Italian Car Sharing system...

A strong support of the central and local political authorities

Real benefits from the cities to the c.s. cars: access to LTZ, use of bus lanes, free parking in “blue areas”

Integration between c.s. and public transport, with the involvement of the local PT operators in running c.s. systems

Coordination of all the operators of the ICS circuit within the “Comitato dei Gestori” of ICS to plan a common development strategy and all the common operational aspects.
Architecture of ICS Technological System:

CALL CENTER

Database

VPN

Local office

Use

Park Management

Registration, Invoicing

Booking

GSM Network

Service Management

Technological System:

Use

ARK

Local office

Registratio, Invoicing

Use

GSM Network

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The state of ICS...
The ICS circuit at the moment...

Turin 16 59 7
Venice 14 292 4
Bologna 13 118 3
Rimini 8 6

MODENA First 2003
GENOVA Spring 2003
PARMA

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System design...

The activity of system design is under development in the following cities:

- Firenze
- Palermo
- Brescia
- Reggio Emilia
- Provincia of Milano
The end