

Car Sharing for urban mobility



Bologna, 6 february 2002



*Ministero dell' Ambiente
e della Tutela del Territorio*



What is Car Sharing?

Car Sharing

**is a service involving the sharing of a vehicle.
It originated in Switzerland at the end of the 80s,
and its application has since spread throughout Europe**

The car sharing user:

- **accesses the service by registering**
- **at any time, may choose the vehicle most suited to his requirements from those offered by the service manager**
- **books the vehicle by telephone**
- **collects, uses and returns the car to the nearest private car park**
- **pays on a use basis (cost per hour and/or kilometre)**

**You use the car when you need it,
you only pay when you use it**

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

Technological development and the creation of interconnected networks generate interesting scenarios for managers and users

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**

**Financial resources employed by the Department of the Environment and the Land Protection Agency:
9.300.000 euro**

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**

Car Sharing in Italy is being set up as a joint unified programme, coordinated by ICS

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”**

For cities and people free to have cars



- **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**

**Promotion of the fundamental “values”
and the culture of Car Sharing**

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**

Cooperation between managers and local entities to ensure the success of the service

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**

Making the places around us more liveable

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**

Improving the quality of life

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.)

Effective and innovative services

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**

A pool of potential users estimated to represent between 4 and 7 percent of the market

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**

From ownership to access

ICS

**The freedom to
use a car, not to
own it**



*Ministero dell' Ambiente
e della Tutela del Territorio*

