



Five Foundational Carsharing Policies for Any City

Lessons from the 2020 Carsharing City Awards

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BACKGROUND ON THE 2020 CARSHARE CITY AWARDS

We are at the center of a transformational shift in transportation: with Shared Mobility offerings leading the way in the transition to CASE (Connected, Autonomous, Shared, Electric). Carsharing is one of the Shared Mobility offerings that has been confirmed to have a positive impact on communities with less vehicles owned and vehicle miles travelled.

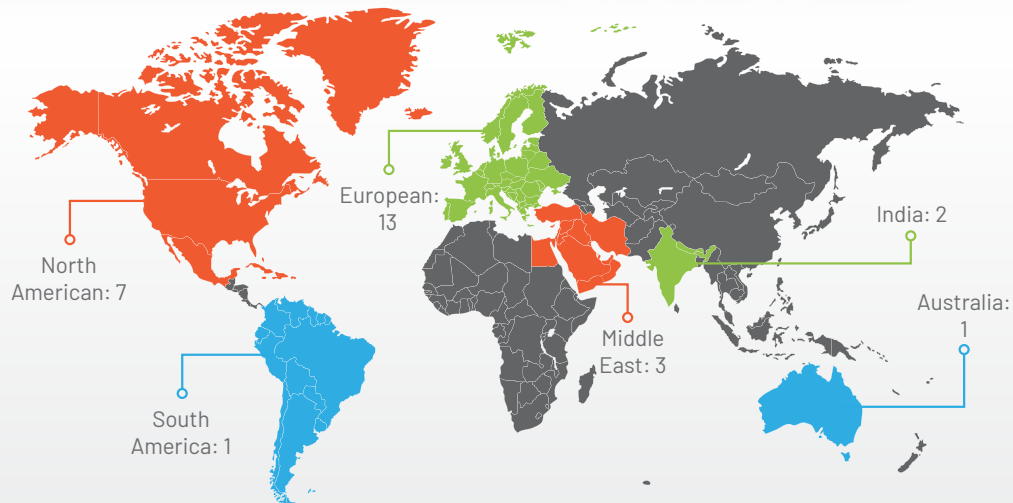
The 2020 Carsharing City Awards is a unique celebration of the cities and their people who are leading the way in introducing, maintaining, supporting and recognizing the value of having a sustainable carsharing eco-system within their city.

“The 2020 CSA Carsharing Awards are important especially as we prioritize sustainable mobility in our new reality. Cities who are making carsharing a priority and creating the environment in which to do so are meeting their mobility goals. The Awards are a way for us all to learn what is best practise, what is working and what innovations can be spread across the globe!”

- Pam Cooley, Executive Director, Carsharing Association.

There are two categories: Metropolitan and Regional. The Metropolitan Award recognizes a city with over 750,000 inhabitants whereas the Regional Award shines the spotlight on a city with less than 750,000 inhabitants. The 2020 Carshare City Awards received 27 nominations from across the globe, 20 applied for the Metropolitan Award category and 7 for the Regional one.

BACKGROUND ON THE 2020 CARSHARE CITY AWARDS



Top 5 Regional Cities:

1. Ghent, Belgium
2. Ljubljana, Slovenia
3. Bergen, Norway
4. Bremen, Germany
5. Lisbon, Portugal

Top 5 Metropolitan Cities:

1. Milan, Italy
2. Munich, Germany
3. Vancouver, Canada
4. Madrid, Spain & Paris, France
5. Calgary, Canada

An expert panel of 6 international jury members evaluated the nominations focusing on three main categories:



Vision and Leadership:

Is there a clear transportation vision from city officials and staff that includes carshare? How active is the city in promoting carsharing and how innovative are they in approaching it?



Policy Framework:

What policies are in place and are they across different departments (eg parking, land use, infrastructure, congestion control etc)?



Operational Ease & Resilience:

Are the transportation plans and policy framework focused on treating carshare operators as a partner and with a long-term vision?

The evaluation categories were devised after a round of expert interviews with eight carshare organizations that operate collectively in more than 131 cities.

TOP 5 POLICIES

01

Increase Hurdles around Personal Vehicle Ownership

Use policies to make it more difficult and expensive to own a personal vehicle in your city and combine that with ease and reduction of costs for carsharing, biking and public transit. This will increase the motivation for people to switch to a multi modal mobility lifestyle.



Madrid has created a Restricted Access Zone for vehicles in 2018. While private vehicles have to pay to enter this zone, parking for carshare vehicles is free.

Bergen has increased the cost and ability to purchase on-street parking for residents.

02

Develop an Equitable and Comprehensive Parking Framework

Parking privileges are not only essential for successful carshare operations, they create a powerful incentive for people to change behaviour. If parking your own personal vehicles is more burdensome than a carshare vehicle, then people will more likely shed their vehicles.

And remember your parking framework has to make carsharing easy and convenient: finding parking or vehicles should not be a treasure hunt.



Vancouver - the North American Carshare Capital - has the most comprehensive parking policy framework:

- Carshare organizations can obtain parking spaces on-street. They will then be exclusively reserved for their carshare vehicles.
- There are special residential carshare permits that allow members to park vehicles in residential neighbourhoods, in time restricted zones and even at meters.
- There is a financial incentive for developers to add carshare parking in new developments at a ratio of 1:5. This translates into cost savings of about CAD 160,000 if they install just one carshare parking space.

TOP 5 POLICIES

03 Ensure That Carshare Parking Privileges are Affordable

Margins for carshare operators are generally razor thin and high parking costs are one of the most cited reasons why carshare organizations leave a city. Your parking pricing strategy has to be focused on creating a long-term relationship with the carshare provider.

All finalist cities of the 2020 Carshare City Award offer parking privileges at a discount, some like the City of Ghent even offer carshare permits for free.



Calgary has introduced tiered discounts for carshare vehicles based on the neighbourhood they are parked in. This supports areas that are transit deserts and increases alternative transportation options for residents living there.

Madrid allows EV carshare vehicles to enter the Restricted Access Zone for free which has resulted in more carsharing providers to offer zero emission vehicles.

04 Make Carshare Part of a Larger Mobility Ecosystem

movmi conducts surveys of shared mobility users on a regular basis and the #1 reason people switch to a new form of mobility is because of convenience. Providing easy access to a variety of options for different use cases increases ease of use and behaviour change and supports the success of your carshare organizations.



The City of Bremen has been a leader in developing a concept called Mobil.Punkt where carshare vehicles are collocated next to bus stops. Mobil.Punkt are easily accessible by bike and on foot as well.

Lisbon has a plethora of mobility options: carshare, bikeshare, kick scooter share, moped share as well as public transit. The City promotes all these alternatives on their website.

TOP 5 POLICIES

05

Introduce a Mobility Management Program for Employers

Extensive employer marketing and education campaigns have been instrumental in several cities to reduce single vehicle occupancy commutes and are an excellent way in motivating people to use carsharing.



In 2011, Paris introduced a Mobility Management Plan to decrease the carbon footprint of its own staff commuting to work. Employees can use alternative modes such as carsharing, bikesharing or public transit instead of their own personal vehicles. As of 2018, France has implemented Mobility Management Plans for all employers over 100 employees. In 2019 these plans became mandatory for all French administrations as well.

The City of Seattle has been a leader in Transportation Demand Management (TDM) measures for years. “Commute Seattle” is an organization working with the City and all major employers in the region to reduce commuting in single occupancy vehicles. Programs are varied and include a large educational component.

REGIONAL WINNER: GHENT, BELGIUM



Carshare Analysis					
	Emerging	Aspiring	Contender	Top Performer	Global Leader
<p>Vision & Leadership</p>	★	★	★	★	★
<p>Policy Framework</p>	★	★	★	★	★
<p>Operational Ease & Resilience</p>	★	★	★	★	★

CARSHARE CAPACITY



Vision & Leadership

1. Signatory of the Flemish Green Deal Shared Mobility which outlines clear measures and commitments to grow all forms of shared mobility.
2. The city is part of a large scale communication campaign with a carsharing festival, "tupper parties" for residents, video competitions etc.
3. City staff is using carshare vehicles for work related travel.

Policy Framework

1. Dedicated Carshare Action Plan with clear metrics, one of them is a target of 10% of population becoming carshare members.
2. Comprehensive Parking Policy Framework, including special permits for their restricted access zone.

Operational Ease & Resilience

1. Co-location of carshare vehicles at mobility hubs.
2. City of Ghent does not charge for carsharing parking permits.
3. City has not implemented vehicle caps for any of the three carshare operators.

METROPOLITAN WINNER: MILAN, ITALY



Carshare Analysis					
	Emerging	Aspiring	Contender	Top Performer	Global Leader
Vision & Leadership	★	★	★	★	★
Policy Framework	★	★	★	★	★
Operational Ease & Resilience	★	★	★	★	★

CARSHARE CAPACITY



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|---|---|
| <p>Vision & Leadership</p> | <ol style="list-style-type: none"> 1. Carsharing is one of the key actions spelled out in the Sustainable Urban Mobility Plan of 2018. 2. In 2008 the City of Milan got rid of their own fleet. Since then staff can use public transit, carshare or any micromobility services. 3. The City of Milan has a clear objective of moving all Shared Mobility services towards zero emission. |
| <p>Policy Framework</p> | <ol style="list-style-type: none"> 1. Comprehensive Parking Policy Framework supporting all types of carshare. 2. Clear policy framework and metrics towards zero emission carshare (starting in 2024 only EVs are allowed for carshare). |
| <p>Operational Ease & Resilience</p> | <ol style="list-style-type: none"> 1. Mobility-as-a-service program as well as mobility hubs where all forms of shared mobility are co-located. 2. The City of Milan provides a discount for carshare parking permits and a flat fee for parking privileges in the congestion zone. If carshare provider uses EVs, the flat fee is waived (until 2023). 3. City has not implemented vehicle caps for any of the five carshare operators. |

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Operational Interview Partners:

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Others:

- **Luisiana Paganelli** | Architect and Urban Planner | RMIT University
- **Mary Lou Landry** | Designer | Halifax, NS

movmi.net: movmi is a global boutique agency specialized in Shared Mobility Design: the planning, implementation and launch of new mobility services. We have directly been involved in launching or supporting shared mobility services in more than 20 projects worldwide. We work at the intersection of technological innovation and driving change towards smarter cities, sustainable economies, and more equal societies.

Carsharing.org: The CSA Carsharing Association (CSA) is a member-based organization that focuses on raising the profile of the positive impacts of carsharing that supports the growth and advancement of the global carsharing industry. By providing an active forum, educational and networking opportunities we support carsharing organizations and the mobility eco-system to promote the shift from personal and fleet-owned cars towards a shared modality creating a more positive social, financial and environmental impact.

DON'T RE-CREATE THE WHEEL

Here are five easy ways of increasing your city's carshare capacity:




01 Create a mobility plan with goals that will reduce personal use vehicles, increase transit and use of shared modes, address ride hailing approaches and micro mobility bylaws.

02 Seek out policies from and conversations with other cities to see what works and what doesn't. You can then innovate or modify to suit your city.

03 Talk to your local carsharing providers about your mobility plan and build a relationship. They might have ideas of how they can support your goals. You don't know until you ask them.

04 Need more resources? Consider joining the CSA and have access to the member's library for more information and networking.

05 Reach out to info@movmi.net and we'll connect you with some of the 2020 Carshare City Awards Alumni Cities.

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