

Gaining the support of local councils

Local councils and community groups are important allies for Car-Sharing providers in developing their services, and they should be courted early as partners. Collaboration with local authorities can extend across various areas:

- They are often an important employer in cities and communities. In many cases, work journeys by their employees are made in council fleet vehicles, which are often not used to full capacity. Car-Sharing providers can approach local councils as future Car-Sharing business customers and make them aware of the potential cost savings. We cite the example of the city of Münster in Germany.
- As a measure with potential to support various aspects of local planning, Car-Sharing can expect a positive reception and political support. This has happened for example in many Italian cities, and the city of Bremen is in the process of preparing its own Car-Sharing development plan.
- An infrastructure measure important for the development of Car-Sharing is the provision of vehicle parking spaces at appropriate locations. When it comes to parking spaces in public street space, local authorities play an important support function. This topic is addressed in another fact sheet (fact sheet No. 6).
- Last but not least, the political support of a local council raises the profile of Car-Sharing and opens doors for the provider to other potential Car-Sharing participants.

While city administrations first feel the advantages of the collaboration in their own budgets – and possibly in reduced parking pressures in front of their own buildings – the aim of gaining political support for Car-Sharing is the common good of the community and its inhabitants.

Mobility management for local councils includes Car-Sharing – example: the city of Münster in Germany

Since 1999, the local council of Münster has had its own mobility management programme in order to make work travel as cost effective and environmentally friendly as possible. Since 2002, the city has worked with the local Car-Sharing provider, Stadtteilauto CarSharing Münster GmbH. At that time, a large Car-Sharing station was established at City House 3, where many of the council's technical offices are concentrated. The 13 Car-Sharing vehicles stationed there are available for the exclusive use of council workers on workdays from 8 am to 4 pm, after which they become part of the publicly available Car-Sharing fleet. Since 2004, a similar arrangement has existed at City House 2. In a parallel process, rationing of parking for council workers on council property was established and permission to use personal vehicles for business purposes was drastically reduced.

As a result of these measures, the council of Münster has saved approximately € 370,000 per

year in transport costs. This amount is the sum of the cost reduction for its own fleet and the drastic reduction in reimbursements to council employees for the use of private vehicles for work purposes. To a limited extent, income



Fig. 1: At the Car-Sharing station Pool in Münster near City House 3 on workdays eleven Car-Sharing vehicles are reserved exclusively for the council's staff (Source: Stadtteilauto CarSharing Münster GmbH)

from parking management is realised at the expense of the employees. The cost of participation in Car-Sharing is then accounted for as an additional expense. These measures brought about sizeable savings in work-related vehicle travel: as high as 750,000 km per year. This resulted in a reduction of 135 tonnes of CO₂ emissions.

The example of Münster's inclusion of the local Car-Sharing provider in its mobility management programme is a striking example of the advantages to be gained by all involved. Through the collaboration, the local council realised substantial cost savings while the Car-Sharing provider and its private customers gained access to extra vehicles on evenings and weekends, significantly increasing the attractiveness of Car-Sharing for the entire population.

Support of local councils in Italian cities

In Italy, many communities and regions participated in the founding of their regional Car-Sharing providers. This was pushed forward by the national coordination point for the development of Car-Sharing, the Iniziativa Car Sharing, and its support through the Italian Environment Ministry. In several cities, communities are directly involved in the regional Car-Sharing organisation.

Political support can be seen in the preferential treatment given to Car-Sharing vehicles in many Italian cities:

- They have unrestricted access to the low emission zones in city centres – established because of poor air quality levels. Regular car traffic may enter only within given time limitations.
- Car-Sharing vehicles may use reserved bus lanes, bringing them through the worst congestion areas of the city easier.
- They can park free of charge in the "blue zones" of the city centre.

Examples of such political support through local transport policy are found in Turin, Venice, Bologna, Rimini and Modena.

In addition, the councils in many Italian cities use Car-Sharing for their employees' business travel.

Municipal Car-Sharing planning – example: Bremen, Germany

Support for Car-Sharing as a measure that both improves the environment and reduces traffic congestion can be implemented through its integration into a variety of local planning processes. Car-Sharing can, for example, be integrated into climate protection or air quality planning, serve as a support strategy in transport planning, or be included in city development plans. Local councils can also establish and implement Car-Sharing development plans as such. The city council of Bremen is in the process of developing such a plan. It contains, among other things, the following components:

- Parking planning should support Car-Sharing station planning and appropriate locations for new stations in public street space should be predefined.
- An anticipated federal law will provide the secure legal framework needed to empower local councils. The city-state of Bremen is playing an active role in initiating and accelerating the legislative process.
- Improvement in the collaboration between public transport and Car-Sharing.
- Target group-oriented awareness and information campaigns employing focussed measures raise the level of information and



Fig. 2: Opening of the third Bremen Mobil.punkt (mobility point) by (from left to right) Peter Noltenius, General Manager of Brepark (parking authority), Kerstin Homrighausen, General Manager of cambio Bremen, Dr. Reinhard Loske, Bremen's Senator for Environment, Construction, Transport and European Affairs, Waltraut Osterloh, leader of Bremen's local transport authority and Rainer Counen, Marketing Manager of the Bremen Straßenbahn AG (tram company). Mobility points are intermodal Car-Sharing stations in public street space (Source: Bremen Senate Office for Environment, Construction, Transport, and European Affairs)

address (among others) the following target groups: workers, school children, children in kindergarten.

- Car-Sharing for the local council's own work journeys should be established in more government departments (local councils as business Car-Sharing customers). In cooperation with the chamber of commerce, other businesses should also be made aware of the possibilities of Car-Sharing to optimise their own fleet management.

Small Car-Sharing providers that are well connected in the city – example: Esslingen, Germany

VCD-Gemeinschaftsauto Esslingen e.V. is a small independent Car-Sharing provider near the city of Stuttgart. Nearly 200 Car-Sharing society members share 16 vehicles. The provider is a local division of Germany's alternative transport society Verkehrsclub Deutschland (VCD), which advocates environmentally friendly modes of transport. Because of its multi-faceted transport policy activities, this (somewhat atypical) Car-Sharing provider is very well connected to community networks in the city of Esslingen.

Since 1999, the VCD-Gemeinschaftsauto Esslingen e.V. has nurtured a close collaboration with the local council of Esslingen. The council uses Car-Sharing vehicles for its own business journeys and the Car-Sharing provider also rents parking spaces on council land. In another small city within its area of coverage, the collaboration goes yet one step farther. Since 2008 the local council of Ostfildern has made a council vehicle available to the Car-Sharing society. The car is used half days by the council's messenger service and is put in service alongside the society's own three vehicles for public Car-Sharing outside of business hours. Through the active support of both city councils, the Car-Sharing provider has developed a good reputation in the community – which was apparently from the very positive growth numbers for 2008.

The Car-Sharing provider works closely with others as well. City Initiative, the association of small business owners in Esslingen's city centre, is also a member. The individual businesses in the city centre – for the most part a pedestrian zone – use the nearby Car-Sharing car for their business journeys. In collaboration with the

city's youth circle, the coalition of youth groups and organisations in the town, a minibus was also acquired. Members of the youth coalition have priority for their group journeys but otherwise, the minibus is available for general Car-Sharing use.



Fig. 3: This city vehicle in Ostfildern is used for public Car-Sharing at the end of the messenger's work day (Source: VCD-Gemeinschaftsauto Esslingen e.V.)



Fig. 4: Symbolic hand-over of the key to the chair of City Initiative Esslingen for the business owners' participation in Car-Sharing (Source: VCD-Gemeinschaftsauto Esslingen e.V.)

Further information:

City of Münster, Urban Planning Office (Eds.) (2005): Betriebliches Mobilitätsmanagement der Stadtverwaltung Münster. Projektauswertung und Handlungsempfehlungen. Reihe Beiträge zur Stadtforschung, Stadtentwicklung, Stadtplanung, issue 1/2005. Münster (in German)

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