

Car-Sharing is also possible in smaller cities

Organised Car-Sharing is generally accepted as a mobility option for large cities. This fact sheet will demonstrate through several European examples that it is also possible to organise Car-Sharing in smaller cities and communities and to provide an acceptable level of service.

In Switzerland, 410 localities are served by the Car-Sharing provider Mobility. Only the cities of Zurich, Geneva, Basel, Bern and Lausanne have more than 100,000 inhabitants. Four others (Winterthur, St. Gallen, Lucerne and Lugano) have between 50,000 and 100,000 inhabitants, and a further 24 have between 20,000 and 50,000. Thus the majority of Swiss localities in which an outstanding level of Car-Sharing service is provided have fewer than 20,000 inhabitants.

In Germany, 166 cities and communities served by Car-Sharing providers have fewer than 50,000 inhabitants and 78 communities have fewer than 20,000 (as of the middle of 2008).

Car-Sharing in smaller cities and communities can generally only be organised by volunteers

We cannot overlook the fact that conditions in smaller cities are indeed more challenging. There, the concentration of people who are ready to arrange their mobility without private car and share cars with others is lower. Therefore the density of potential Car-Sharing users is lower than in bigger cities. And fewer Car-Sharing vehicles means a lower probability of bookings since various booking requests cannot so easily be shifted among the available cars in times of greatest demand. Fewer cars also means it is not economically feasible to employ full-time paid staff.

In smaller cities that cannot be looked after by professional providers in nearby cities (as is done in the regions of Hanover, Karlsruhe, and Rhine-Neckar by the different Stadtmobil organisations) it must be set up and looked after by a volunteer-run organisation. Thus it depends on individual people or a group of like-minded individuals taking on this task. As is so often the case, success of such voluntary undertakings depends on the resourcefulness and activity of individual "doers". Nonetheless, successful examples show that Car-Sharing participation in smaller cities and communities can match or even surpass the participation levels in large cities when population size is taken into consideration.

The administrations of smaller cities and communities can support the development of local

Car-Sharing services through the following measures:

- They can become business customers of the Car-Sharing service and use it for their own work-related travel.
- They can reduce the economic risk in the start-up phase by guaranteeing (possibly for a pre-established period of time) a minimum level of use.



Fig. 1: Partial map of Car-Sharing services in Germany. The Car-Sharing offered around Mannheim, Karlsruhe and Frankfurt is organised in conjunction with providers in those cities (Source: www.carsharing.de)

- They can use their communication channels within the community to promote the service.

Example: Vaterstetten near Munich (Germany)

In the community of Vaterstetten east of Munich (population 21,000), a Car-Sharing service was established in 1992 that has continued to grow ever since. As of the beginning of 2009, 90 private and four commercial members (with

organisation) has provided countless groups with initial consultation free of charge and has helped to bring many Car-Sharing societies into being. Technically-accomplished society members have developed system components such as electronic data processing-based booking systems or a vehicle access system that is inexpensive and specially tailored to the needs of smaller organisations. These systems have been made available to other small organisations at cost price.

Example: Albertslund in Denmark

Albertslund Delebil, the Car-Sharing provider in the community of Albertslund, approximately 28,000 inhabitants 14 km west of Copenhagen, set up operations in July 2000 with one car and seven members. Since then, the society has become a not-for-profit provider of 19 vehicles that are shared by 111 members. The work is carried out entirely on a voluntary basis. Together with other Danish Car-Sharing societies, Albertslund Delebil has built up its own booking system.

Example: Moorcar in Great Britain

In 2002, six members established the Car-Sharing provider Moorcar in Ashburn, England. Today, the organisation operates seven vehicles in four small towns in the southern corner of Dartmoor; the area covered is approximately 300 square miles and is a decidedly rural part of England. Seven years after its founding, approximately 55 individuals and one commercial customer share the vehicles. By their own account, all 55 members have given up a private car in their household because of Car-Sharing .



Fig. 2: Reserved Car-Sharing parking spot in Vaterstetten in a central car park of the municipality (Source: Willi Loose, bcs)

a total of 175 drivers) share the society’s seven cars. The provider, the Vaterstettener Auto-Teiler e. V., is organised as a non-profit society, and is well organised and well connected in the local community and with the local authority. The workload created by seven vehicles doesn’t justify the hiring of an employee to take on the organisation of the Car-Sharing full-time. All the necessary work is done on a voluntary basis, divided among the society’s members, a third of whom have taken on at least one task for the society.

The Vaterstetten car sharers take on more than simply the work of their own Car-Sharing organisation. They also see themselves as “development support workers” for those interested in starting Car-Sharing in other small localities. Klaus Breindl, chair of the Vaterstettener Auto-Teiler e. V. as well as member of executive board of the Bundesverband CarSharing (bcs – the German national Car-Sharing umbrella



Fig. 3: The Car-Sharing fleet of Moorcar has grown to seven cars in seven years (Source: Moorcar)

The Dartmoor National Park Authority has a standing reservation during business hours. The organisers are proud to have established Moorcar as the first Car-Sharing service in a rural area, and it continues to grow. When asked, they willingly help in the establishment of other Car-Sharing societies in the area.

The Swiss example – near-professional car care in rural regions

As noted above, Car-Sharing is offered in many locations in Switzerland with populations below 20,000. Among them are a number of communities that are not within easy reach of a larger city. Nonetheless, the Swiss Car-Sharing provider Mobility offers a quality of car care equal to that in larger cities. How does Mobility do it? It would be too inefficient and expensive in these areas to have Car-Sharing vehicles maintained and serviced by Mobility’s professional

service technicians, as is done in the larger cities. They would cover countless kilometres travelling to the widely scattered vehicles. Instead, part-time local maintenance technicians are contracted – for a small fee to cover expenses – to look after the cars on an ongoing basis, to clean them, and to perform small maintenance tasks.

The remainder of the services provided by Mobility can be taken care of over the Internet or by its 24-hour call centre so that customer service to rural customers is not different than that provided to urban customers. Through a collaboration established with the Swiss Postal Service, anyone interested in Mobility Car-Sharing can sign up at bigger postal outlets across the country – providing nearly nationwide coverage.



1,000 stations

- 1 Fahrzeug / véhicules
- 2 - 4 Fahrzeuge / véhicules
- 5 - 10 Fahrzeuge / véhicules
- > 11 Fahrzeuge / véhicules

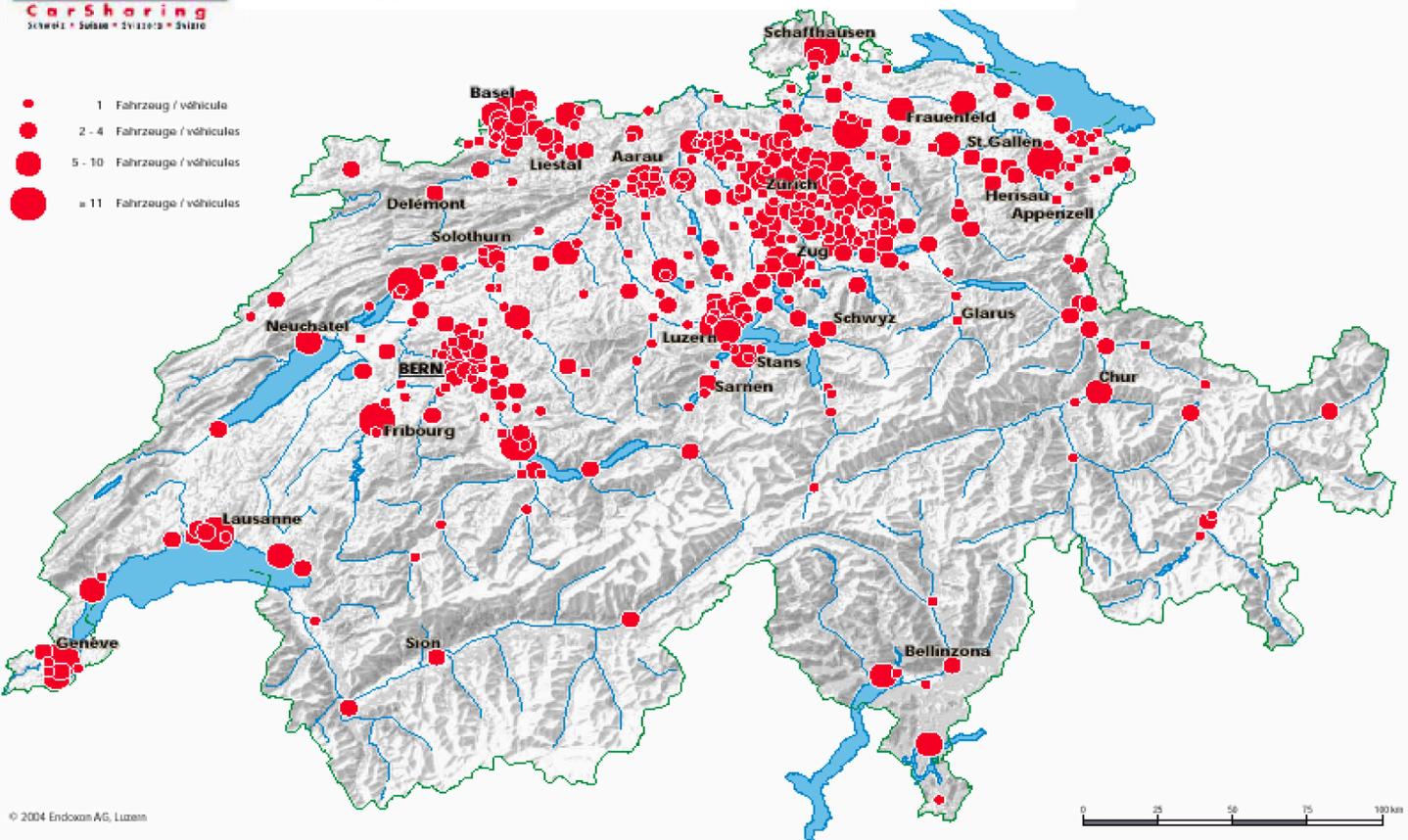


Fig. 4: map of Mobility Car-Sharing stations in Switzerland (as of the end of 2007; as of spring 2009, there are more than 1,100 stations) (Source: Mobility Cooperative)

Further information:

Vaterstettener Auto-Teiler e.V.: <http://www.carsharing-vaterstetten.de/> (in German)

Moorcar, England: <http://www.moorcar.co.uk/> (in English)

Albertslund Delebil: <http://www.albertslund-delebil.dk/> (in Danish)

Mobility Cooperative, Switzerland: <http://www.mobility.ch/> (in German, French and English)

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www.bondbeterleefmilieu.be

Taxistop
www.taxistop.be

**International Association
for Public Transport**
www.uitp.org

Greece

Center for Renewable Energy Sources
www.cres.gr

Czech Republic

Institute for Environmental Policy
<http://ekopolitika.cz>

Ireland

Mendes GoCar Ltd. & GoCar CarSharing
www.mendes.ie, www.gocar.ie

Finland

Motiva
www.motiva.fi

Italy

**Italian Ministry of Environment,
Land and Sea (IME)**
www.minambiente.it

**Italian Board for New Technologies
Energy and Environment (ENEA)**
www.enea.it

Germany

Der Senator für Umwelt,
Bau, Verkehr und Europa Freie
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Bremen **The Senator for Environ-
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port and European Affairs**
<http://bauumwelt.bremen.de>

**Cambio Mobilitäts-
service GmbH**
www.cambio-carsharing.de

Bundesverband CarSharing e.V.
www.carsharing.de

Spain

**Foundation Sustainable
and Safety Mobility**
www.fundacionmobilitatsostenible.org

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Supported by

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ver. 2.0, 09/2009