

Car-sharing and the Future of Urban Mobility: a view from Britain

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Car sharing

.....is called car
clubs in UK

Car sharing in UK
refers to
carpooling,
ridesharing, trip
sharing or lift
sharing



Car-sharing in Britain – the facts

- 3,100 cars
- 4 national operators
- 160,000+ members
- Over 80% in London



Carplus

- Environmental NGO
- Advocacy and lobbying
- Accreditation system – standards location mapping, emissions data and annual survey
- Consult and collaborate with car-sharing operators
- Support – devolved governments and cities – not UK government



Carplus services

- Partner in delivery of London strategy with regional transport authority
- Funding manager for Transport Scotland's development programme on car-sharing
- Advice and networking of know how to local government (e.g. on tenders, partnership, parking)
- Consultancy – scheme evaluation, advising developer
- Team of 4.5 (posts)



Drivers of change

- Parking pressure
- Rising cost of running a car – insurance, servicing, fuel prices
- Switch to service from ownership
- Public policies – carbon reduction, air quality, land use



Impact on car use

- Transparent costs deter avoidable trips
- 25% more likely to use public transport after joining
- Car club members also use car rental, taxis, bikes and walk



Impact on car ownership

Annual Member Survey 2010

- Over 30% members gave up car on joining
- About 30% indicated purchase deferred
- 85% of members drive less than 5,000 miles



A public private partnership

- Main players – mid-range cities (Edinburgh, Bristol, Brighton, Leeds)
- Regions (London, Scotland)
- National operators – Streetcar (now Zipcar); City Car Club (Smart Moves, WhizzGo)
- Also Commonwheels merged with Option C (not for profit); and in London, Hertz on Demand and Greenwheels.



Developing car-sharing in London

- Key partnership with regional government, local authorities and commercial operators
- Supporting expansion of parking network, increasing awareness and networking know how
- Medium term funding until sector is established – committed 2008 to 2013



Car-sharing – potential market

Proximity - walk time

- 30% - 5 minutes
- 50% – 10 minutes
- 40% - interested in joining

Research into

- participation, member profiles and behavioural impacts
- market saturation



TfL Funding Priorities

TfL funding now supports

- on-street parking strategy
- good practice tools, continued accreditation, monitoring and evaluation

Early support also included

- innovation - multiple vehicle bays, social inclusion strategy, using transport interchanges and retail sites
- borough marketing (concept) – now left to operators and TfL to include with public transport information/publicity



TfL Funding – Parking Strategy

Funding supports one-third of 33 boroughs:

- Pre-consultation with residents
- Reducing available parking for residents with street space returned to amenity use if car-sharing introduced
- On-street information/signing
- Understanding/reporting on car club expansion and good practice
- Selected trials of electric/hybrid plug-in vehicles



London: strengths and weaknesses

- London - car-sharing strategy adopted 2008
- Over 2,500 cars and growing
- Infrastructure funding through committed boroughs
- Some central boroughs en route to high densities
- London – car-sharing becoming accepted as part of public transport portfolio
- Interest in technology (EVs) separate plan through Source London
- Consultations now on point to point (car2go, DriveNow)

Mayoral Election 2012

- Future of London's Congestion Charge important
- Car-sharing needs recognition – using LCVs
- Will suffer if main exemption is 'pure EVs'



Car-sharing in the rest of Britain

- Strategic programme limited to London and Scotland
- Both recognize car-sharing's contribution to carbon reduction and improving air quality
- Programme bids for regional (Wales) and local funding



Progress to date - Britain (not London)

- Strong partnership cities – established 2000-06
- 20 other cities with a basic programme
- Over 500 cars outside London
- Only 3 cities with competing operators
- City Car Club serves 14 cities
- Edinburgh – 100 cars
- Go ahead in new cities Birmingham, Aberdeen



Car sharing programme: Scotland

- Funded by Scottish Government through Carplus in 10/11, 11/12
- Invest in expanding or kick starting car-sharing in 4 big cities
- Funding, advice for small town demonstration projects



Key elements to reach market

- Takes time for market to develop – operators need initial kick start – scale, viability
- Partnership helps to get convenient parking in high stress areas – city centres, high density housing, transport hubs
- Residential parking permits key factor



Market - short-term

- Growth slowing due to recession
- Member spend dropping
- Profitability will require improved utilisation and less expansion of fleet
- Relative cheapness of private car
- Costs of public transport rising faster

Distractions

- Other demands from public sector partners – use of EVs
- Possible dilution of market by entry of point-to point car-sharing (car2go; Drive Now)
- Lack of effective integration with rail and bus



Overview : lessons

- Some successes – but market growth slow until 2008
- Awareness of concept, acceptance of new service approach by IT savvy
- Lack of UK government support limited progress – opportunities missed for measures on a) integrated transport b) carbon reduction c) improving air quality

Marshall McLuhan

We look at the present
through a rear view mirror.
We march backwards into
the future.

Politics offers yesterday's
answers to today's questions

Future targets

- Government - needs clear evidence of real contributions of car-sharing to
 - making the 'end to end' journey easier
 - reducing carbon
 - 'economic growth'
- Car owners - need an attractive offer to downsize



Future prospects

- Public transport – accept business benefits of joint marketing
- Local authority use for business travel - encourages other employers
- Shared use of EVs - the future to wider use - but costs too high for operators now



Different model of car ownership: our case

- ① encourages the use of alternative travel options
- ② ensures that voluntary shifts in behaviour are maintained long term
- ③ reduces CO₂ and improves air quality through behaviour and technological change
- ④ sends a signal that car use can still be an appropriate and acceptable choice



Carplus – future role

- Defend existing model of car-sharing
- Establish ‘industry forum’ to promote dialogue with P2P, point to point and Office of Low Emission Vehicles
- Monitor progress of car2go/DriveNow
- Improve the public profile of car-sharing’s benefits - reducing carbon, improving air quality, land use benefits

Future uncertainty

- Existing UK operators slow expansion
- Some new entrants expected
- Closer links to public transport but limited by fragmentation, franchising and deregulation
- Pressure to adopt EV fleet – closer working with employers – competing with rental

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