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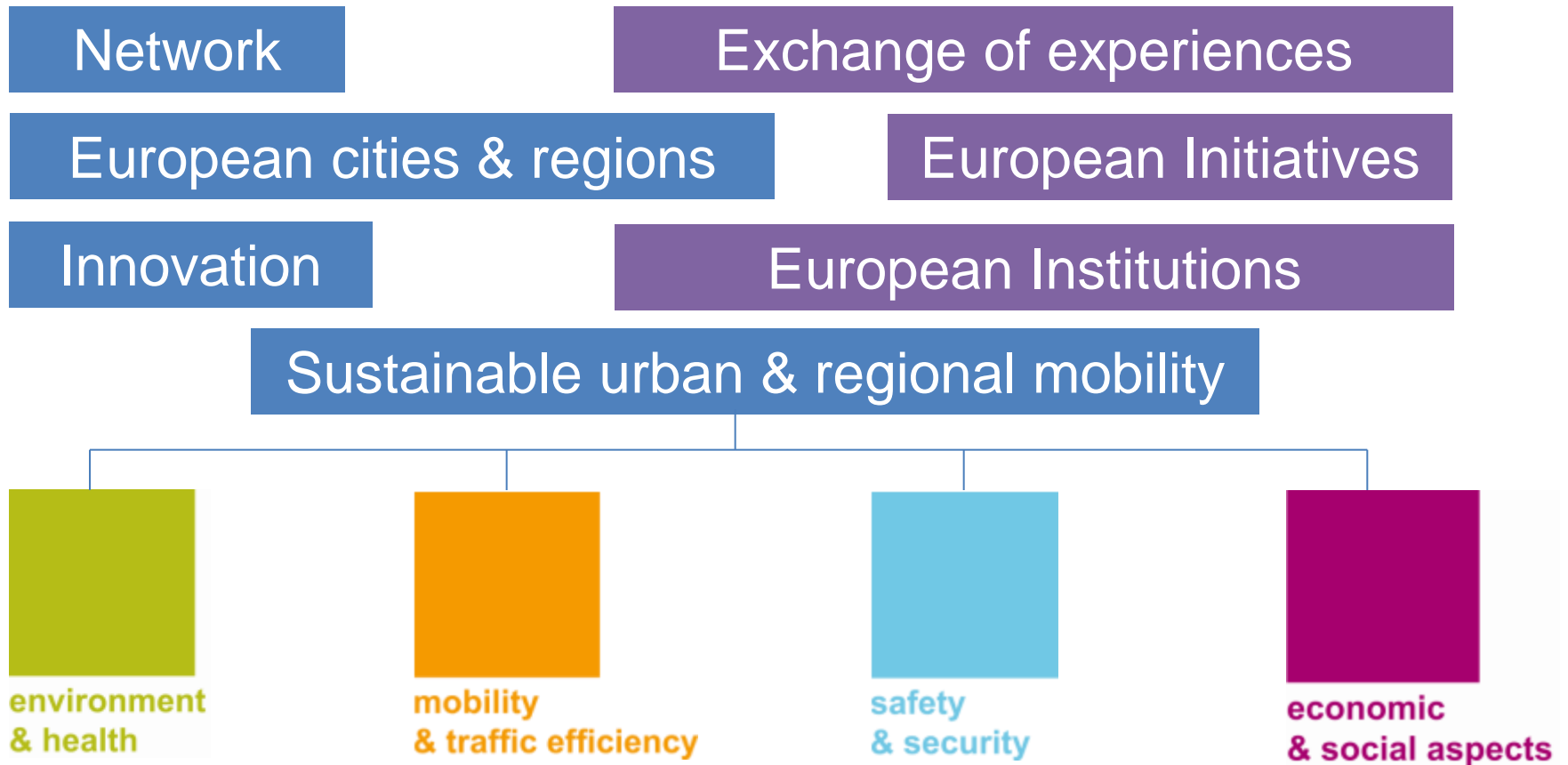
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# Local collaborative mobility and sharing cities

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WOCOMOCO 7-8 September 2016

# About Polis

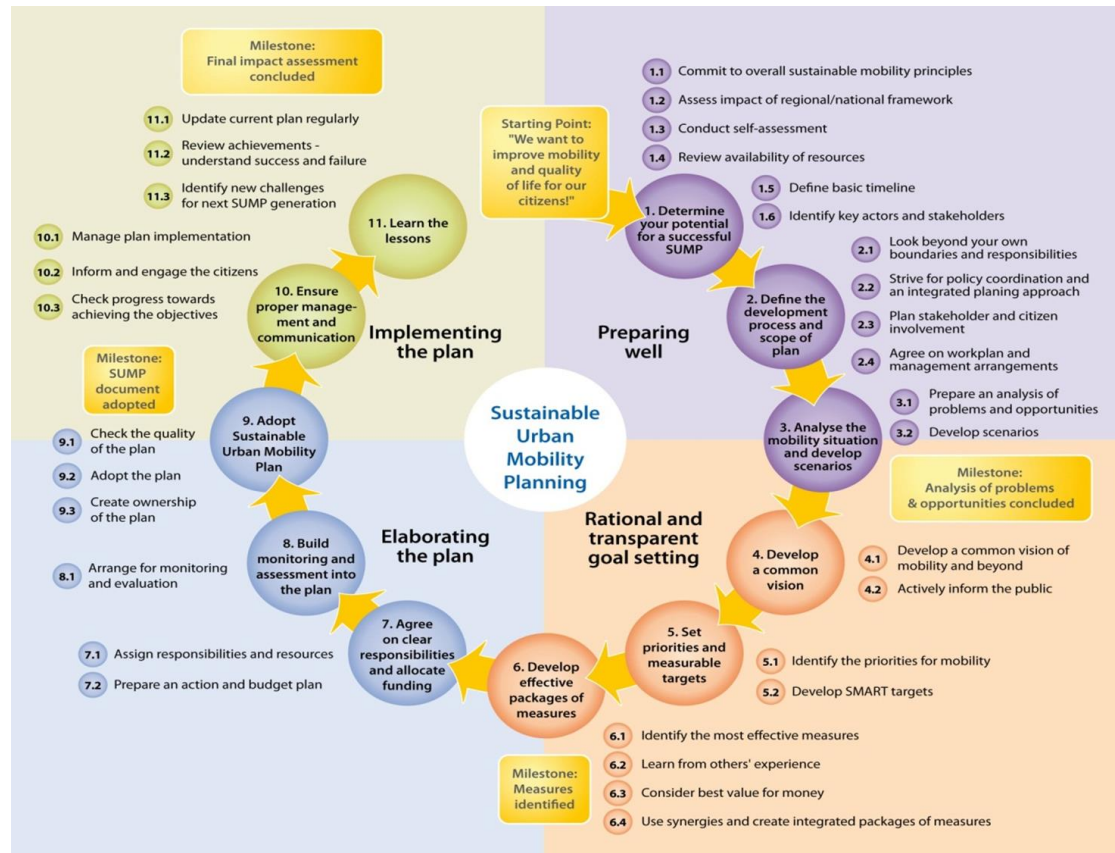
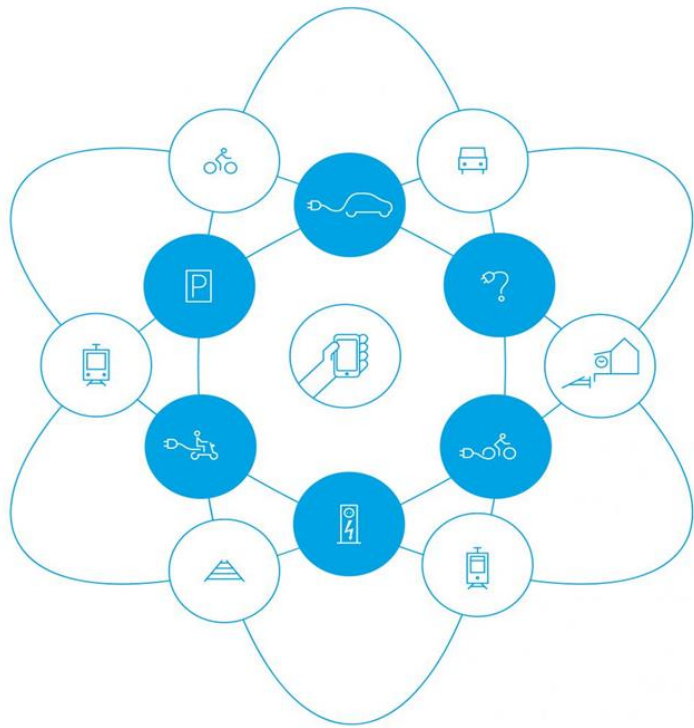


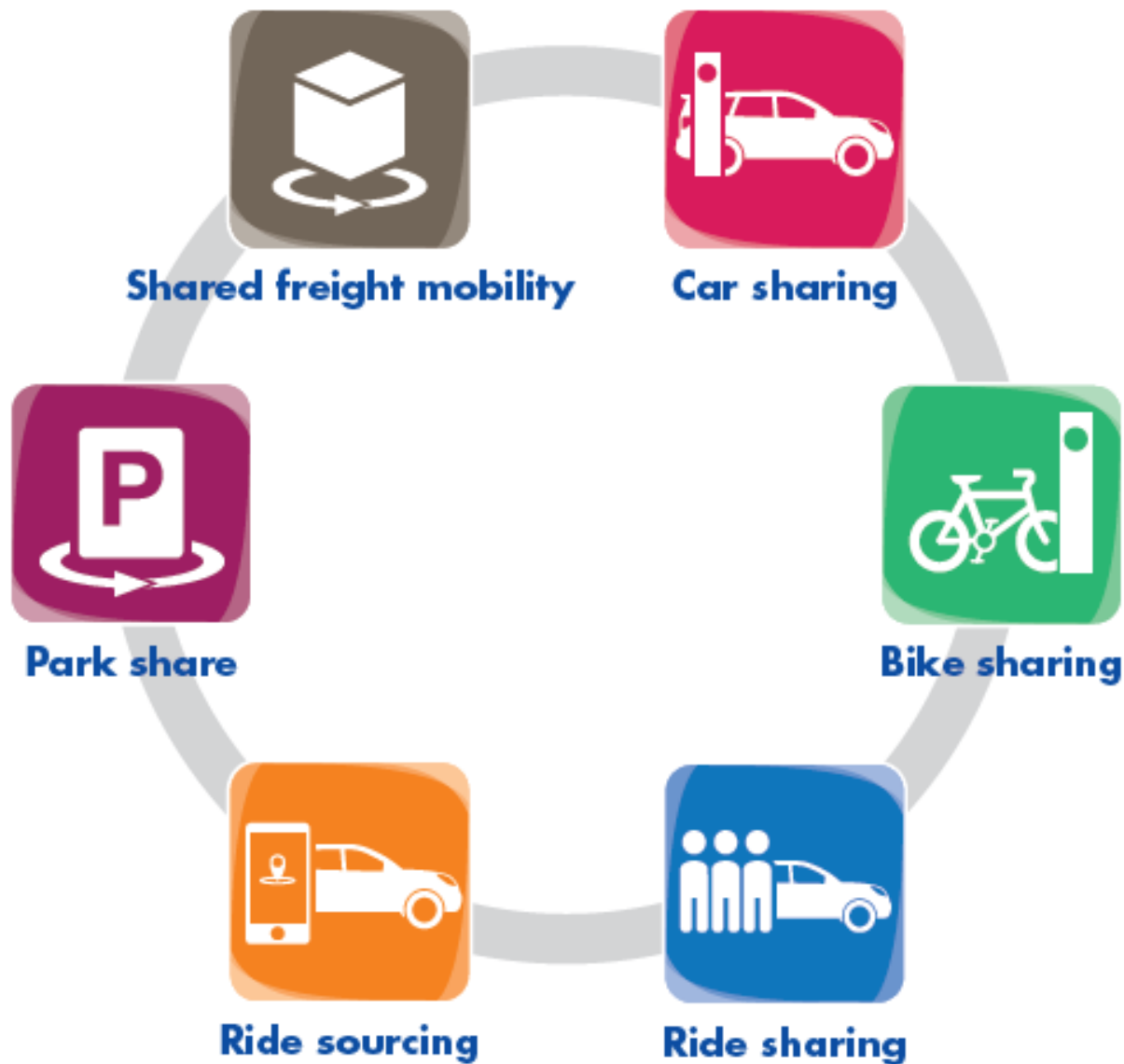
# Integrated Sustainable Urban Mobility Policy



**Multimodal – Intermodal – Clean – Safe – Flexible – Affordable - Connected - User-centric – Inclusive - Shared...**

# Integrated Sustainable Urban Mobility Planning







# Momentum & Enablers for Shared Mobility



MaaS.fi

Mobility as a Service



PRIVATE & SHARED TRAFFIC

DEMAND-BASED TRAFFIC

SCHEDULED TRAFFIC

# Sharing Cities: Carsharing in Milan

- **Strong municipal commitment**
- **5 carsharing operators**
  - City, metropolitarea, wider region
  - From round-trip to free-floating
  - Residents, commuters, tourists
  - E-car sharing
- **Congestion charge**
  - Promotion of shared mobility services as alternative to private car use
  - Clear and efficient regulations and incentives
- **Also: scooter and bike sharing**





# Sharing cities: Bikesharing in Paris

- 1 625 stations
- 18 000 bikes
- 285 830 subscribers/ year
- 108 118 users /day
- More than 39 million of trips/ year
- Level of satisfaction : 89%
- User profile: 55% 18-35 years old
- Travel time: 18 minutes
- Bike rented 6,2 times /day
- 31% daily commute, 16% exercising, 16% shopping, 15% professional trips, 13% tourism, 9% going out
- Enhanced with new features



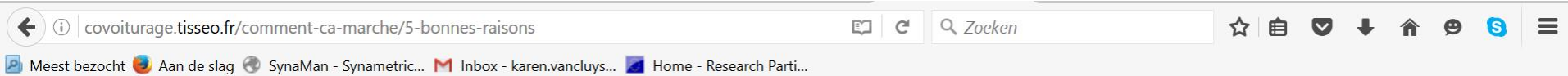
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Velib' à Paris  
2014





# Sharing cities: Ridesharing in Toulouse



Comment ça marche ?

Partenaires

Actualités

Je m'inscris

> [5 bonnes raisons](#) > Les + du service Tisséo > Organiser mon covoiturage > Jusqu'au métro/tram > Les points de rencontre > Questions fréquentes

## 5 bonnes raisons de covoiturer

Pollution, dépenses, individualisme, gaspillage d'énergie et de temps sont votre quotidien... Cela ne peut plus durer. Une solution : covoiturer.

**Faites un petit geste pour que s'accomplissent de grands changements : roulez collectif !**

Le covoiturage vous permet :

- **d'économiser** du carburant, du péage autoroutier, des frais de stationnement, ainsi que le coût d'entretien de votre voiture. Au total, cela peut représenter jusqu'à l'équivalent d'**un mois de salaire par an**. Prenez conscience de l'impact de vos déplacements en cliquant [ici](#)
- de participer activement à la **lutte contre la pollution** de l'air et le dérèglement climatique. Le trafic automobile émet notamment des particules en suspension et du dioxyde d'azote, causes d'allergies, de maladies respiratoires, cardiovasculaires et neurologiques. En faisant du covoiturage, vous aidez à réduire ces risques et les embouteillages. + d'informations sur les sites internet de l'**ADEME** et de l'**ORAMIP**.
- de rendre votre trajet **plus convivial**.
- d'être **solidaire** ; cela permet de dépanner ou d'aider un collègue qui connaît des difficultés pour se rendre au travail.
- de **sécuriser** vos déplacements. Moins fatigants et moins stressants, les trajets en covoiturage présentent des risques d'accidents plus faibles qu'en «solo».

N'attendez plus et **inscrivez-vous gratuitement en quelques minutes**

### MON COMPTE

J'ai déjà un compte

Identifiant

Mot de passe

Rester connecté sur cet ordinateur

[Mot de passe oublié ?](#)

**Me connecter**

Je suis nouveau covoitreur

**M'inscrire**

### DERNIERS TRAJETS PROPOSÉS

Castelginest → Toulouse

Toulouse → Toulouse

Toulouse → Toulouse

# Impacts and benefits?

## ➤ Potential benefits of shared mobility look promising

- Provide more mobility options
- Extend catchment area of PT
- Reduce congestion and emissions
- Free up land and reduce parking pressure
- Reduce costs of transport
- Improve health by encouraging active modes
- Increase efficiency and convenience

# Impacts and benefits?

## ➤ **BUT... rapid and recent changes still make it difficult for local authorities to have full picture of effects and impacts on the urban mobility system**

- Link with public transport? Competition, cooperation or both?
- Real opportunity to improve mobility options for those with difficult economic, geographical, and physical access to transport?
- More shared mobility = increased sustainability?
  - Is shared mobility the green option?
  - Does shared mobility enhance social benefits and equity in transport accessibility?
  - Economic impacts of shared mobility?

# Green option?



## ➤ Reduce car ownership and use

- Carsharing, bikesharing

## ➤ Newer and cleaner fleets

- Electromobility push



## ➤ Possible growth in waste and depletion of resources

- But: Shorter life cycles for shared vehicles enabling faster uptake of cleaner and newer technologies

## ➤ Increased mileage due to ease of finding and taking a car?



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# Social benefits?

## Little evidence, but potential:

- **Offer low income groups better opportunities for low-cost travel with individual flexibility and comfort**
  - Currently do not constitute main customers of these services
  - Need to better understand their travel needs and patterns and reduce barriers for using shared mobility services by these groups
- **Help to meet transport demands of low-density and suburban areas with low levels of PT**
  - First / last mile problems
- **Increased safety through automation**
- **Improved liveability by freeing up space from car parking to more green and public areas**



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# Economic impacts?

## ➤ Wide range of private shared mobility services will not decrease transport investment by local authorities

- Cannot replace public transport
- Need to be integrated with public transport services (infrastructure, fares and ticketing, information services)
- Additional investment required to align and integrate services



# Role of cities?

Shared mobility = meeting point between private and public mobility

- Private sector has role to play
- Policy makers should integrate shared mobility services into integrated urban transport system

ACTIONS	PUBLIC AUTHORITIES	PRIVATE SECTOR
Adopting a planning vision	X	
Infrastructure and land use planning	X	X
Public transport management	X	
Transport data acquisition and sharing	X	X
Increase knowledge	X	
Publicprivate partnership	X	X
Regulatory and legal aspects	X	

# Role of cities

## ➤ Adopt a planning vision

- Incorporate shared mobility into long-term transport planning and vision; integration with other modes

## ➤ Adjust infrastructure and land use planning to make space

- Dedicated parking space and incentives

## ➤ Public transport management

- Integration with public transport as first and last mile services
- Common payment and ticketing
- Realigning multimodal information

## ➤ Open data

- To integrate services into mobility plans
- To assess their impact

## ➤ Public-private partnerships

## ➤ Regulatory and legal aspects

- Adopt clear regulations for new services



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# Polis Working Group on Bikesharing

- Arnhem, Barcelona, Berlijn, Brussels, Budapest, Eindhoven, Gothenburg, London, Madrid, Milan, Nantes, Paris, Prague, Toulouse...
- Benchmarking: operational, financial, analytical
- Customer technology, marketing, engagement
- Tendering requirements
- Data collection and management
- System and fleet maintenance
- Business models
- e-Bikes
- Smart solutions
- ...



# Thank you

- [www.polisnetwork.eu](http://www.polisnetwork.eu)
- [kvancluysen@polisnetwork.eu](mailto:kvancluysen@polisnetwork.eu)
- [www.civitas.eu](http://www.civitas.eu)
  - CIVITAS Policy Note “Smart choices for Cities. Cities towards Mobility 2.0: connect, share and go!”

