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ECOMM 2003
Workshop 2 d 'Flexible work, flexible travel and the new technology'

About the "egg-laying wool-milk-sow " of Car-Sharing
- new concepts of integration, partnerships and awareness raising



This presentation is not about genetically modified food, this is about transport – and awareness raising.
So – what is an “egg-laying wool-milk-pig”?
The German term “eierlegende Wollmilchsau” describes a thing, that can do much more than you will ever expect from its nature. It has a very positive connotation – and the egg-laying wool-milk-pig is the “hero” of an awareness campaign for integrated mobility services...

Mobility Management measures have a common problem: the role of car-ownership. There is a linked problem for urban life quality all over Europe: too many cars on the streets! This is not only a problem of congestion but also the lack of space for other functions of public space, like space for pedestrians and children, for cyclists, for greening etc. As parking is a very sensitive political issue, innovative solutions are necessary. So alternatives to the ownership of a car become a key element of mobility management – these measures as part of decoupling economic growth from transport growth.



Too many cars – the same problem in Bologna....



...as in Bremen

Car-Sharing - a modern mobility service – how does it work?

Car-Sharing is a service that gives access to a fleet of cars whenever it is required – with easy and unbureaucratic procedures, using the latest technology.

Clients of Car-Sharing operator have usually got a smart-card and a PIN code for access to the vehicles. The customer can book the car either via the call-centre (with a 24 hrs service) or the Internet or also via WAP /mobile phone. The pay-as-you-drive system gives incentives to be more rational with the modal choice-

Impacts of Car-Sharing

The experience of a bit than more than ten years of Car-Sharing shows, that Car-Sharing

- reduces the number of cars – as each Car-Sharing vehicle replaces 4 - 10 private cars
- reduces the mileage driven by car – as the pay-as-you drive system is an incentive to drive less by car
- increases the use of Public Transport and other modes of environmentally friendly transport
- improves the environmentally quality of cities
- uses less polluting cars.

Car-Sharing is as already existing in Germany, Switzerland, Austria, the Netherlands and in small-scale operation in some other European countries. More than 100.000 people already use that modern service in Europe! But the potential is much larger.

To exploit the potential of Car-Sharing some more intensive measures are required. These measures belong to:

- improvements of Car-Sharing services (e.g. density, cross-site usership)
- integration with other mobility services (esp. Public Transport)
- integration into urban development (regeneration and new developments)
- reinforced awareness measures

What is new about Car-Sharing

Car-Sharing has made progress not only in terms of spread-out over Europe (and the US), but also in technologies and services. The use of smart-card access is the main standard, which allows also good combinations with electronic payment and ticketing applications for Public Transport.

Unfortunately there is no common Car-Sharing standard over Europe. Switzerland and Italy have (different) national standards. With the development of cambio in Germany, Belgium and soon also Romania (!), there is a first trans-national smart-card and booking standard.

The main Car-Sharing operators have developed to system providers (e.g. cambio).

Interested partners (e.g. Public Transport operators) may become franchise partner or apply certain elements of the Car-Sharing system.

The co-operation of Public Transport and Car-Sharing has made much progress. Several studies show that Car-Sharing is also an element of a good customer relationship management. Car-Sharer spend more for Public Transport.

Car-Sharing and Public Transport

In 1998, a common offer of the Bremen Public Transport company BSAG (Bremer Strassenbahn AG) and the Car-Sharing provider has started– containing the annual season ticket for Public Transport (Bremer Karte) and the electronic car-key for Car-Sharing (AutoCard) for a special tariff.



The user of Public Transport are quite often more rational in the modal choice, Therefore there are the right clients for Car-Sharing at the stops and in the vehicles. Stickers outside and inside PT vehicles, posters and stops and further information did inform about the new service.

A new campaign has started in December 2002 in Bremen – linked to the UITP workshop “Public Transport and Car-Sharing – together for the better”. Within the moses project the UITP “Bremen paper” was developed, which indicates the win-win situation of Public Transport and Car-Sharing

Within the Vivaldi project (CIVITAS), Bremen has started the new Bremer Karte PLUS, which includes on one smart card the electronic ticket for PT, the electronic access to Car-Sharing and as well the electronic purse – all together for attractive tariffs.

Bremer Karte PLUS – one card for chippen, shopping, Car-Sharing



electronic ticketing



electronic access Car-Sharing



electronic purse for shopping

This new card was launched with a campaign using the well-known German term “*eierlegende Wollmilchsau*” (egg-laying wool-milk-sow) -see also Internet animation: www.eierlegendewollmilchsau.com.

WWW.EIERLEGENDEWOLLMILCHSAU.COM



**CHIPPEN, SHOPPEN & CARSHARING
DIE NEUE BREMER KARTE PLUS**

Mit der neuen Bremer Karte PLUS können Sie jetzt immer ganz flexibel entscheiden, wie mobil Sie sein wollen: Für die Fahrt in die Stadt chippen Sie in Bus und Bahn, ein StadtAuto leihen Sie sich nach Lust und Laune mit dem integrierten, elektronischen Autoschlüssel und kleinere Einkäufe bezahlen Sie ganz bequem mit dem GeldKarten-Chip. Die Bremer Karte PLUS bekommen Sie exklusiv bei der BSAG, im neuen BSAG-Kundencenter Domsheide.
Info-Telefon 0421 - 55 96 681



BSAG Alles o.k.

CIVITAS

vivaldi

EUROPEAN UNION

cambio carsharing

BRASILHAUSE

The campaign with the nice “hero” shall raise awareness for an unusual multifunctional product – letters were delivered with a newspaper, postcards were disseminated in pubs etc. The objective is to finally increase the user rate for the benefit of the city. The “eierlegende Wollmilchsau” is a core element of Bremen’s contribution within the CIVITAS Vivaldi project (see www.vivaldiproject.org).

Car-Sharing in urban development

Car-Sharing should also be used to reduce the provision of parking in new developments – or reduce the problems in the existing neighbourhoods. For new developments which have good access to Public Transport, cycling facilities etc, Car-Sharing allows to save a lot of investment costs which are otherwise spend for a high level of parking provision.

The Bremer Beginenhof is such a model, where the (underground) parking has been reduced as there is a Car-Sharing station (for the benefit of the entire neighbourhood) on the ground.



life-quality instead of parked cars...



...Car-Sharing at the 'Beginenhof' Bremen

The integration of Car-Sharing into urban development is a key function to increase the efficiency of the urban infrastructure, to supplement Public Transport and to improve life quality in the streets.

Car-Sharing is an important element for urban regeneration. The lack of space is a common problem of all European cities. Car-Sharing reduces the demand for parking and allows a reallocation of street space from parking e.g. for bike-racks, for greening,...

The German traffic regulations do not (yet) allow a reservation for on-street Car-Sharing stations. Therefore Bremen has created intermodal 'Public Mobility Stations' – called "mobil.punkt" – with a link of bike-racks, adjacent taxi rank, PT stop, Car-Sharing station and an internet based information terminal (opened 2 April 03).



Bike racks replace parked cars



intermodal Car-Sharing station "Mobil.punkt"
see www.mobilpunkt.de

The European MOSES project



The European research and demonstration project MOSES – *Mobility Services for Urban Sustainability* - has started in May 2001. The cities of Bremen, Bucharest, Genoa, London, Palermo, Prague, Stockholm, Turin and the region of Wallonia work together to further develop and integrate Car-Sharing. The international association of public transport UITP is also project partner in MOSES – as interface to the community of PT operators.

The hypothesis is: about 10% of the cars of the city area could be replaced within one decade by improved and fully integrated Car-Sharing. The target is to show the growth factors and the positive impacts for the 'City of Tomorrow' – which is the key action of the funding 5. Framework programme.

Bremen is the reference case with technological improvements, new services and developing multi-lingual service background.



The moses-partner Wallonia has started successfully transferring the cambio system from Bremen – where a pilot scheme has started in May 2002 in the city of Namur. The first user was the Walloon Minister for Transport, Mobility and Energy José Daras.

Meanwhile more than 120 users have subscribed in the Walloon capital (100.000 inhabitants), which is quite a good success. Meanwhile the system expanded to Louvain-la-neuve and since March 03 also to Brussels. Further stations are envisaged in Liege and also Flemish cities like Gent and Antwerp. For cambio clients, there are cars available for instance along the Thalys-train line from Brussels to Cologne in Brussels, Liege, Aachen and Cologne – all accessible through the same cambio booking portal and the same smart-card.

London has put a focus on the integration into new developments (to replace parking) which is a supplement to the strong measures to be taken in transport policy.

As the term Car-Sharing may cause some misunderstanding in British English, AVIS has created the name *Urbigo* for its Car-Sharing service in the UK.



The moses partner RATB Bucharest (PT operator of the Romanian capital) will start Car-Sharing in summer 2003 as supplementary service to busses, trams etc. The new service shall help to break the ongoing tendency of increasing car-dependence (and losing customers of PT). Bucharest will be the first show-case of modern Car-Sharing service in East Europe. Also in Bucharest, the Bremen Car-Sharing operator cambio works as system provider. Technical elements, the booking procedures, the workflow management etc. will be multilingually transferred. The combination of the experience of more than one decade of Car-Sharing in Bremen and the role of the PT operator in Bucharest is a good show-case how to co-operate for more sustainable development in the transition countries of Central and East Europe.

Conclusion

Car-Sharing is an example for integrating innovative mobility service modules into strategies of sustainability. The experience of the reference case Bremen (and other cases) has shown how much Car-Sharing does contribute to a more rational use of the car and to more sustainability in transport and urban development. To develop the system towards its potential, much more work is required:

- improvements of Car-Sharing services (esp. density, professional offer)
- integration into intermodal offers (esp. public transport, taxi, delivery...)
- integration into urban development (CS instead of conventional car-parking; part of housing developments and regeneration)
- awareness raising (promoting the choice and convenience aspects).

It became obvious in moses, that a high level of professional approach is a key factor of success (as the Belgian cambio examples successfully demonstrates). Also it needs a longer period of continuous awareness measures and of patience to achieve an adequate growth rate.

The key messages for (potential) clients are convenience and cost-efficiency. The environmental impacts are also important, but at the end side-effects. The availability of various car-types is another selling point.



posters of the exhibition "Car-Sharing – intelligent mobility for the 21st century"

For the political discussion, the main argument is the option to win back street space and to improve the efficiency of the city. Whereas technical improvement may help to reduce the level of pollution, there is almost no alternative for winning back road space. This will be the key point why also in future, there is a need to support Car-Sharing in order to accelerate the growth of that environmentally friendly service.

A description of minimum standards for environmentally friendly Car-Sharing (as done with the German eco-label Blauer Engel / Umweltzeichen 100) may help to sort out systems which use the term but may not have similar impacts.



Poster and inauguration of the exhibition "Car-Sharing – intelligent mobility for the 21st century" in the European Parliament (29.01.03)

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further information:

www.vivaldiproject.org (about the CIVITAS Vivaldi project)

www.moses-europe.org (about the mooses project)

www.cambiocar.com (cambio Car-Sharing system provider)

www.eierlegendewollmilchsau.com (about Bremer Karte PLUS)

www.eu-target (about the Interreg project TARGET)