

Round Table Session on Carsharing Initiative in France  
(Meeting Minutes, Paris, 05 decembre 2005)  
Prepared by Anjali Awasthi

***1. Carsharing – solution for a new mobility (Jean Baptiste Schmider, Director, France Autopartage)***

France autopartage is a cooperative network of carsharing in Alsace region of France. It regroups four French cities namely Strasbourg (750 members, 40 vehicles, 15 stations), Marseille (220 members, 14 vehicles, 6 stations), Lyon (180 members, 9 vehicles, 1 station) and Grenoble (50 members, 6 vehicles 4 stations). Jean Baptiste Schmider insisted on the following points during his presentation:

- Carsharing vehicles should be accessible at less than 10 minutes walking distance from the user's location. The vehicles should be available when needed. The service should be simple to use and provide the same driving pleasure as that of a private car.
- A carsharing vehicle replaces 7 private cars. Carsharing brings a non-constrained change in the behaviour of people. It emphasizes usage rather than ownership. It frees place for public use and improves quality of environment and public health.
- Carsharing must be integrated in a global offer of mobility. It should form part of multimodal transport network for example, park and ride. The multimodal offer will also involve integrated pricing strategies with other transport modes like bus, train, etc.
- The government should promote carsharing initiative and its articulation with other partners of mobility e.g. public transport, parkings etc. They should give a visibility to service by adequate communication and marketing strategies and giving subsidies for creating carsharing stations. The government should adopt carsharing for their trips thereby rationalising the use of vehicle fleet and conservation of energy.
- Few important points related to carsharing development are:
  - Thinking in advance for the urban development.
    - Doing urbanisation around the transport axes.
    - Integrating carsharing in the housing offer.
  - Coherence between policies of mobility and policies of parking: developing the alternatives and reducing the accessibility of particular vehicles.
  - Developing intermodality.
    - Articulation with public transport, cycling, demand responsive transport, taxis etc.
    - Integrated pricing offer – network, tariffs.

***2. Carsharing- vehicle for all your demands (Loic Mignotte, Director, Caisse Commun, Paris)***

Caisse commun is the first carsharing operator in France. It is an ISO 9001 (version 2000) certified company. It has 7 years of experience and currently operates 8 stations in Paris, Ile-de-France region with 1500 members. It has two categories of clients: Individuals and Professionals. The 'Individuals' category consists of single members or families subscribing to carsharing service. For example, rich families (who want to get rid of their second/third car), high education people, students, unemployed persons, retired persons etc. The 'Professionals' category consists of businesses, enterprises, shops, govt offices, freelance

professionals etc. Most of the Caisse Commun client's use carshared vehicles for commercial, shopping and leisure trips. According to Loic Mignotte,

- Carsharing stations should be implemented in dense urban centres, multimodal zones, park and ride intermodal poles, in enterprises and in the housing projects with a crisis on parking space.
- Pre-requisites for carsharing stations are:
  - Implantation in an agglomeration of more than 100,000 habitants.
  - A dense transportation network (tram, metro) assuring efficiently the home-work trips.
  - The carsharing stations should ideally be accessible at 10 minutes walking distance. They should be located in city quarters well served by public transport or areas where there are parking and circulation of traffic problems.
- Few recommendations on carsharing development in cities :
  - A national support in the cadre of European policy.
    - Development of agreements, recommendations, label etc.
    - A juridical consolidated base for defining carsharing and its operations.
    - A national communication for mainstreaming carsharing.
  - A synergy between local actors.
    - Urban Communities and public authorities.
      - Aid for start up and operational functioning.
      - Parking subsidies for carsharing organizations.
    - Public transport and organising authorities.
      - Combined pricing.
      - Synergies of communication.
    - Mutualisation of front and backoffice means.

### ***3. Three faces of carsharing (Eric Britton, director, Ecoplan international, Paris)***

Eric Britton presented carsharing from three aspects (or faces). The first aspect covered carsharing business and the existing organizations. The second aspect covered the impact of carsharing on the lives of ordinary people. The third aspect covered its influence on cities. Following key points were proposed for successful development of carsharing in cities:

1. Carsharing is the missing link of a successful new mobility agenda for cities.
2. To make carsharing work in cities, there is a definite need of a strategy – and that strategy has to be not only a matter of technical and business expertise on the part of the operator, but also requires the development of a broad based partnership of organizations and interests in the host city, led ideally by local government and supported by many institutions – and (especially important) win/win strategies in the transport sector and other.
3. It does not take much sense for a city to support carsharing per se, unless it is already in the process of developing a global policy for sustainable mobility. It can be done, and almost always has been the case up to now- but it is our firm recommendation that the two proceed in parallel.
4. Carshare operators traditionally claim that the biggest problems for them are, in order, (a) local legislation, (b) insurance, and (c) parking. And subsidies. This may be true from their perspective, but it is only part of the strategic challenge as a whole.
5. Once a reasonably good framework for the overall sustainable mobility system is in place, the process that needs to be engaged to prepare a detailed city strategy and support program can be carried out with proper organization and support in less than a year.

6. Today there is no real difficulty in finding first rate sources of consultancy help, as well as prospective operators and partners.
7. It is often said that all the necessary studies and the RFP (Request for proposals) can be carried out for 'less than the prices of a single city bus'.
8. The RFPs for carsharing should be sent to at least 3 qualified eventual suppliers/partners – and they should be paid fairly for their work.
9. Keep an eye on the cultural awareness of your supplier choice. Ideas and procedures that work well in one kind of cultural and legal environment may not make it in other cities.
10. It is possible that in time there may be more than one carshare operator working in cities, so each of them should be provided with a level playing field. It is healthy to assume this from the start rather than getting into two special a relationship with the supplier.
11. At the end of the day, the development of a strong carsharing operation from the vantage of the city is a test of the initiator's leadership and governance skills.
12. In France, the sector is maturing and it may be good time for all the key players to join in a wide open national carshare organization, to exchange experience and provide a basis for collaboration and creative synergies, with real possibilities for creative cost-sharing.
13. Remember: carsharing does not have to be imposed. It is a response to what people want and need, opening up new choices and savings-not an obligation forced on them. It is thus an example of 21<sup>st</sup> century democracy in action.

#### ***4. Juridical issues in the development of carsharing (Anne Marie Ho Dinh, Fouzia Mameche, Authors of Caisse Commun's report on juridical issues in carsharing)***

The report mentions the following points on carsharing:

1. Development of a carsharing organization can take place in two ways. It can either take the form of a cooperative society (between members and operators) or a private form where members subscribe to the service and the operators have the ownership.
2. A specifications book or strict cahier des charges should be maintained for attaining the general interests of carsharing. The carsharing service must adhere to the following conditions :
  - a. Reservation 7j/7, 24h/24, 365days/365.
  - b. At least 90% rate of satisfaction for reservations done 24h in advance.
  - c. The system should be completely automated.
  - d. An immediate availability of vehicle (reservation valid even 1 min before accessing the vehicle).
  - e. Minimum duration of reservation (on 1 hour basis and not half day).
  - f. Reasonable cost for small distances.
  - g. No prompting on the usage of service according to hour or km.
3. How to develop carsharing?
  - a. By developing policies in favour of the carsharing organisations/societies.
    - i. Assure the viability of the service by giving aids and subventions.
      1. The economic interventions/aids/subsidies by state bodies to carsharing enterprises.
      2. Direct aids at national level by government and urban communities.
      3. Indirect aids at national level in the form of advantageous tariffs for parking of carsharing vehicles.

- ii. Assure a good visibility for carsharing service.
  - 1. By creating specific places for parking.
  - 2. By marketing and promotion.
- iii. Encourage the urban communities and the enterprises to become clients of carsharing.
- iv. Promotion of the carsharing activity at all levels (local, regional, national).
- b. By developing policies in favour of carsharing usage
  - i. Incitations for multimodality/intermodality/carsharing or other combined transport modes.
    - 1. Integrated pricing or combined.
    - 2. Multimodal information.
    - 3. Multiplication of partners.
    - 4. Sharing of support
- c. Putting in action parking rules in favour of carsharing. This involves:
  - i. Allocation of specific places for parking.
  - ii. A particular reduced tariff for parking.
- d. Putting in place the 'cheque-deplacements'. The cheque displacements work on the same model as ticket restaurants i.e. each cheque has a predetermined value that allows the carsharing user to encash it against the distance travelled. The cheque displacements can be issued for individuals, enterprises or public bodies. The emission, distribution and encashment aspects of 'cheque displacements' vary depending upon the level of implementation i.e. local, regional or international level. The different legal issues associated with the implementation of cheque displacements can be sorted out by combined partnerships and joint operations between the private and public bodies of this domain.

**5. Points from political discussion (Roland Ries, Christian Parra, Chantal Duchene, Alaine Morcheoine, Camille Durand)**

1. The urban community of Nantes will implement a carsharing system in September 2006.
2. Senator Roland Ries of Bas-Rhin region, France will propose a law in the Senate on developing a label for carsharing. This label will be based on criteria like standardization of operations, user satisfaction, environmental impacts etc.
3. An agreement has been signed between ADEME and GART on promoting carsharing in France.
4. The mayors of Nancy and Ile de France region support carsharing and propose to include carsharing in the mobility management plans of cities.
5. An idea for the creation of a national carsharing association in France was proposed by Eric Britton. The association will regroup francophone countries. This association is open to all persons. The members will work for the association on a volunteer basis.

**6. Frequently asked questions (FAQ)**

**a). What is the difference between carsharing and ridesharing?**

The carsharing and ridesharing are two complementary modes for the optimised use of vehicles.

The ridesharing consists of grouping trips of many persons in one car for combined travel.

The carsharing consists of sharing a vehicle in time i.e. a person uses a car when he really needs it. The rest of the time the vehicle is available for use by the other users. In general, one vehicle is used per 15 persons.

**b). What is the difference between carsharing and car renting?**

The carsharing is complementary to the renting of the car in the sense that it responds to the user’s urban and peri-urban travel needs of very short distance.

The carshared vehicles can be reserved for the desired durations i.e. ranging from one hour to several days, at minimum forfeits. The tariffs are proportional to the distance travelled.

The carshared vehicles are accessible 24h/24 and 7days/7 on a free service basis. The access to vehicles is provided by a card.

The carshared vehicles are located close to the habitation zones and are accessible in less than 10 min walking distance.

The availability of carshared vehicles at desired time and location is always ensured since it replaces the personal car of users.

**c). Few international experiences on carsharing**

<p><b>Germany</b></p> <ul style="list-style-type: none"> <li>○ An ecological label called ‘Blue Angel’ exists for carsharing in Germany.</li> <li>○ ‘Mobilpunkt’ stations in Bremen are multimodal stops integrating public transport, taxi and parking space for carshared vehicles.</li> <li>○ Bremen did publicity for carsharing by advertising in cinema halls.</li> <li>○ The Public Transport authority of Wuppertal has created its proper carsharing service.</li> </ul>	<p><b>UK</b></p> <ul style="list-style-type: none"> <li>○ A law on the reservation of parking places for carsharing and creation of a national symbol for carsharing has been voted.</li> <li>○ Southwark is experimenting circulating signs for carsharing vehicles.</li> <li>○ London is negotiating with carsharing promoters to integrate carsharing with housing plans.</li> <li>○ The municipalities of Southwark and Sutton have put in place a campaign for popularizing carsharing.</li> </ul>
<p><b>Belgium</b></p> <ul style="list-style-type: none"> <li>○ Putting in place a juridical definition of carsharing in the route code.</li> <li>○ Creation of a national symbol for carsharing.</li> <li>○ Campaigning on multimodality using the slogan, ‘There is always one offer that will please you’.</li> <li>○ The Bruxelles region and public transport authority STIB have their own system of carsharing.</li> </ul>	<p><b>Italy</b></p> <ul style="list-style-type: none"> <li>○ Creation of Iniziativa Car Sharing (ICS), a national agency with a capital of 9.3 million euros, is promoting carsharing and offers assistance to others interested in implementing carsharing.</li> <li>○ In the city of Turin and Palerma carshared vehicles are authorised to enter into the zones of limited traffic and have access to reserved street lanes dedicated to public transport vehicles.</li> <li>○ The city of Palermo and Sicily region use carsharing.</li> </ul>