

Ulrike Huwer

Shaping Combined Mobility: Organisational Aspects of Co-operation

Combined Mobility allows intermodal as well as multimodal transport mode choices: the appropriate means of transportation can be chosen depending on destination and intention – several within one trip chain or for different trips. CarSharing closes the gap between the usual means of transport of the Green Modes (walking, cycling and PT including taxi etc.). This gap often results in the purchase of a private car and thereby the principle orientation on the Green Modes gets lost. In order to guarantee this, broad mobility services with interfaces in access, service, information and spatial linkage are necessary.

First approaches for the design of this Combined Mobility are found in the existing co-operation of transport companies with CarSharing organisations. Many German transport companies are already in a co-operation and further ones are planned (figure 1). This shows that interest in co-operation is existent. Existing and planned co-operation is assessed very positive. Fears and concerns regarding co-operation and the benefit thereof only exist where no experiences have been made. It can thereby be concluded that the advantages and benefits have not been communicated enough at this point.

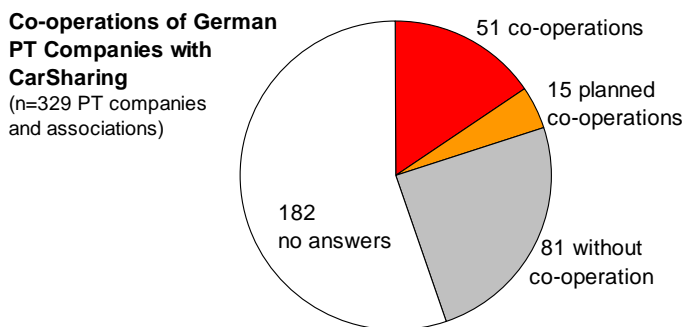


Figure 1: Result of a survey at German transport companies about their co-operation with CarSharing (December 2000)

Either in existent or in planned co-operation an integration of CarSharing into the Public Transport services is only rudimentarily developed and an easy access has not been achieved in most cases. Until now, the initiative for co-operation seldom comes from the transport companies. This makes it clear that the role of Public Transport companies within the offer of Combined Mobility is underestimated by these organisations in many cases.

The following results for the organisational aspects of co-operation were developed in a research project, in commission of the German Federal Ministry of Transport, Building and Housing. The aim of this pilot study is to optimise the spatial and organisational interaction between Public Transport and CarSharing. The attractiveness of such integrated urban mobility services is increased and new customer groups can be won. Through the research project the starting co-operations between Public Transport and CarSharing in many places are provided with recommendations for the design of interfaces and mutual marketing.

Model Projects

Through the co-operation of Public Transport and CarSharing the need for mobility shall be satisfied and the necessary interfaces between the different means of transport shaped as "easy to use" as possible. This applies to the spatial as well as to the organisational interfaces.

Based on existing examples and experiences, as well as on developed requirements of Combined Mobility, components for an ideal design of co-operation between Public Transportation and CarSharing has been compiled and were implemented within two German model projects. In Mannheim (typical light rail city in a densely populated region with 300,000 inhabitants) and Aachen (typical mid-sized bus city with 250,000 inhabitants) round tables with the local stakeholders were established. In accordance with existing local structures and basic conditions together with tangent persons and institutions the existing co-operation was improved and new measures implemented. A focus was on advertising campaigns (figure 2) and the improvement of the spatial linkage of the two services at the PT stops. Within the accompanying analysis the components are evaluated regarding the practical efficiency and the effects.



A

B

Figure 2: Poster of the advertisement campaigns in Aachen (A) and Mannheim (B)
(A: "With the ASEAG you also can go by car – your bus + your car ... one always

fits! B: "My Semester-Ticket? Super! All day air-conditioned to the University. And now and then without roof to the lake")

An essential element of the developed advertising campaigns were mailings, in which residents from two city districts in each city were given a test offer. In each city around 10,000 letters were sent out. Included in the mailing was a short questionnaire, for those who were not interested in the offer. People, who decided to test the Combined Services, were asked to participate in the accompanying analysis.

Within the accompanying analysis the process of adaptation with Combined Services are analysed according to EVERETT ROGERS's model of "Diffusion of Innovation" (1983). In addition the public awareness of the advertising campaigns both for the test persons that could be won for the project (105 persons), as well as for the non-adopters (992 answers) is analysed. Through trip diaries and a personal interview after completion of the test phase, the mobility behaviour and customer satisfaction of the test persons are determined.

Conclusions of the Accompanying Analysis

To show the win-win-situation for all involved parties, the following points can be summarized as central successes of the Combined Services:

- Through the combined offer of PT with CarSharing the purchase of cars and the coinciding loss of Public Transport customers can be avoided.
Over half of the test persons are currently in a time of change, this means changes are taking place in their life situation or daily routine. At the same time half of the test persons are considering to buy a car. After the test of CarSharing many of them stated, that they can refrain from purchasing a car.
The mobility behaviour of the test persons show, that they keep oriented at the Green Modes.
- New customer groups for CarSharing are won. The name recognition of CarSharing is raised and the presence of the service increased.
- CarSharing is suitable as an instrument of customer retention for Public Transport. With the added value CarSharing new customer groups for Public Transport can be addressed, resulting in the success of winning new customers.
The assessment of the Combined Services is very good, almost all test persons will also use them in the future. Many stated that the possibility of using a car raises the attractiveness of an PT annual ticket. The perception of image and professionalism of PT and CarSharing shows, that Public Transport is already profiting by modernity and innovativeness of CarSharing.

Standard for Combined Mobility

Based on these effects and factors of success in the model projects, as well as on the experiences of other successful examples, 'building blocks' for the design of the interfaces can be identified, which can be transferred to other cities. These building blocks are also able to enforce the break-through for Combined Mobility. The detailed solution in each city depends on the local situation and the concerned co-operation partners. However the result of the adaptation of the building blocks must be similar for all customers in all cities and can be labelled a standard of Combined Mobility. The application of the term 'standard' in this instance does not refer to the creating of the mobility service, but to the visible result for the customer. The components of the standard and the 'building blocks' with which these standard can be created are shown in figure 2.

**Public Transport and Car-Sharing: Together for the better
4 – 5 December 2002 in Bremen-Germany**

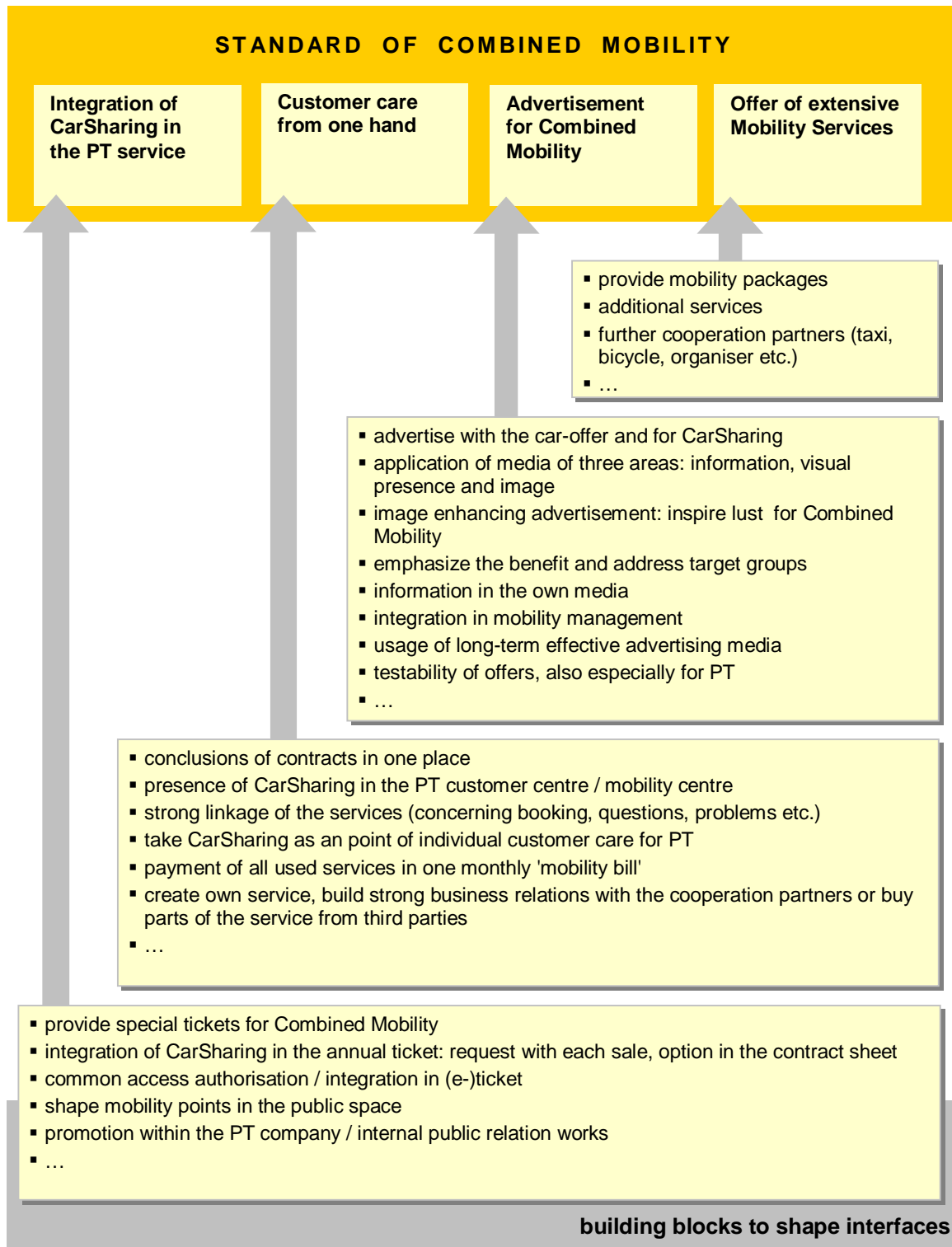


Figure 3: Standard of Combined Mobility and its building blocks

CarSharing – The 4th column of the Green Modes

Overall aim and precondition for the realisation of this standard is the acceptance of Car-Sharing in the transport policy and planning, accepted as a step forward towards a sustainable transport and city development. Therefore the consideration of Car-Sharing by the corporate bodies with responsibility of ordering and financing of PT, in urban land use and transport planning, in parking policies, etc. is essential.

The inclusion of Car-Sharing in the Green Modes supports the political traffic strategy, which aims at more mobility with less car traffic. Thereby the car gets integrated within the strategy, the demand on auto-mobility accepted and a rational usage of the car achieved.

At present, the recognition of the concept Car-Sharing has reached an extent, which shows it is more than a niche solution. The target objective and effects of Car-Sharing make it clear, that Car-Sharing can support the Green Modes effectively and has reached a level, which proves that Car-Sharing has the potential to fill its role in the Green Modes. Car-Sharing is a sensible and energetic enlargement of the Green Modes, a 4th column, which has been missing until now. Best effects of the Green Modes will be gained, when the modes of transportation work in an optimised linkage, complement one another, and a powerful and attractive Public Transport acts as the backbone of the Green Modes.



Figure 4: The 4 columns of the Green Modes

With the enhancement of the Green Modes through the 4th column Car-Sharing and a consequent linkage of the means of transport, an essential contribution for an urban traffic, compatible with its surroundings and the environment can be achieved. At the same time Public Transport becomes more attractive through an innovative element.