

Car-sharing Clubs and Local Action

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Car-sharing Clubs

- Car Clubs - Car-sharing growing worldwide
- Strong growth in UK urban centres
- May have role in smaller towns (density)
- Land use benefits (in 'Carfree' Cities!)

Car clubs = low emission

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Use mix of technological and behaviour change to deliver:

- Lower annual car mileage
- Reduced car ownership
- More efficient vehicles

Shifting behaviour

- Different model of car ownership
- Makes the cost of motoring more transparent
- Encourages use of other modes
- Ensures long term shift of behaviour
- Making EVs accessible - shared

Combined Mobility

- Offers a mobility alternative to car ownership
- Public transport
- Walking and cycling – incl. bike pools
- Car clubs
- Taxi

Complementary Offer

- Add-on services complement public transport
- Simpler payment systems
- Smart card for all modes
- Increase appeal of public transport – by offering cars and bikes!
- Joint marketing at city level

Car clubs – the key

- Choice
- Changed behaviour lasts
- Supports other “smarter choices”
- Utilise developing technology applications
- Phone, computer and smart cards

...but not the silver bullet

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To achieve a million members by 2020, car clubs need:

- Effective partnership with government and transport operators/authorities
- Integration with other modes
- Inter-operability or reciprocal membership
- Clear role in delivery of shared EVs

Challenging Times

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- Business as usual – not an option
- Challenge to reduce carbon
- Adapt to higher energy costs
- New patterns of mobility

Cost-effective policies

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- Demand management policies most cost-effective – *MTCCI Report**
- Support for a national network of car clubs
- Support programmes to kick start market and install infrastructure – successful in London (TfL)
- Under discussion in Scotland

*Reference - MTCCI

Mitigating Transport's Climate Change Impacts by Atkins & University of Aberdeen, published by Scottish Government (2009)



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