

# Car Sharing

Access to a car without the hassle of owning one



## Conference & Exhibition

Monday 17th September 2007 (2pm - 7pm)

Imperial Hotel, South Mall, Cork City



Cork City Council

# Booking form

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Imperial Hotel, South Mall, Cork City.

### BOOKING FORM

Organisation

Address

Town

County

Telephone

Email

Please book places at the Conference for these delegates:

Delegate 1  Job Title   
Tel  e-mail

Delegate 2  Job Title   
Tel  e-mail

Delegate 3  Job Title   
Tel  e-mail

### Book your place

There is no charge for attending the Conference or the Exhibition.

Delegates need to secure their place at the Conference by booking beforehand.

### How you can book:

**WEB:** Visit [www.ratransport.co.uk/news11.html](http://www.ratransport.co.uk/news11.html) to make an on-line booking.

**EMAIL:** [jen@ratransport.co.uk](mailto:jen@ratransport.co.uk) for the attention of Jen Taylor, RATC Administrator.

**FAX:** Fax your completed booking form to 061 924 333.

**PHONE:** Call 061 924 260.

**MAIL:** Car Sharing Conference, Mendes Ltd., Teach Adhmad, Garraun, Feakle, Co. Clare

# Car Sharing

Access to a car without the hassle of owning one

## About this Conference

This Conference provides an opportunity to hear the findings of the Cork Car Sharing Feasibility Study, to learn about proposals for a Cork Car Sharing Club, and to participate in a discussion about what happens next.

A Car Sharing Club is being proposed for Cork. This is a new way of using the car, providing people with access to a car without all the hassle of owning one. It has been shown that a car sharing club is a convenient way for city dwellers to use a car when they need one, reducing parking pressure and saving people money.

There is convincing evidence that car sharing club members use the car less, driving less miles per year than before they joined. Car clubs also reduce the number of privately owned cars per household, enabling people to avoid the cost of a second car.

A car sharing club is about enhancing city living, providing people with a better way of making use of the car in a way that fits in with their lifestyle. It is, however, only one in a series of improvements to the travel choices on offer to people living and working in the city. It is part of a package of measures to reduce traffic congestion and resolve parking pressure, including investment in bus services, cycling and walking.

## Who should attend?

The Conference is for managers, policy-makers and professionals involved in transportation.

It is of interest to developers, looking for ways to reduce the amount of car parking required for new city centre residential developments. For, employers and businesses, the interest lies in the way that a car sharing club can provide cars for use by staff on business, during the working day.

The Conference will be considered within the context of CASP (Cork Area Strategic Plan) and delivery of the Integrated Transport Strategy. Companies and organisations interested in supplying services to a car sharing club will be welcome.

The Conference is, of course, open to city residents who are particularly interested in seeing a car sharing club established in the city. Potential members of a Car Sharing Club will find the Exhibition and Demonstration afterwards especially informative.

## Conference organisers

This Conference has been organised by Cork City Council Traffic Division, with financial support from the Department of Transport and assistance from sustainable travel specialists, Richard Armitage Transport Consultancy Ltd. and Mendes Ltd.



# Programme

- 13:30 Registration and coffee
- 14:00 Welcome: Councillor Donal Coughlan, Lord Mayor, Cork City Council
- 14:05 Chair: Donncha Ó Cinnéide, Traffic Research Unit, Civil and Environmental Engineering, University College Cork
- 14:05 **What is a car sharing club and can one work in Cork?**  
Findings of the Cork Car Sharing Feasibility Study  
Richard Armitage, Richard Armitage Transport Consultancy Ltd.  
Graham Lightfoot, Mendes Ltd.
- 14:45 Questions and comments
- 15:00 **Car sharing as part of a city's integrated transport strategy: the Bremen experience**  
Michael Glotz-Richter, Head of Sustainable Development Urban Environment, Freie Hansestadt Bremen, Germany
- 15:20 Questions and comments
- 15:30 Tea break
- 15:45 **The sustainable lifestyle jigsaw: how a car sharing club fits in**  
Developer's view: Joe Keane, Development Manager, O'Callaghan Properties  
CASP & Integrated Transport Strategy: Pat Casey, Senior Engineer, Roads & Transportation Directorate, Cork City Council  
Employer's view: Stephan Koch, Commuter Plan Manager, University College Cork
- 16:10 Panel discussion with all the contributors
- 16:45 **Summary and what happens next?**  
Graham Lightfoot, Mendes Ltd.  
Noel Tummon, Head of Transport Planning, Cork City Council
- 17:00 **Exhibition and demonstration**  
The Conference is followed by an exhibition and demonstration about car sharing, sustainable travel options, and the Integrated Transport Strategy. There will also be a fully equipped car sharing club car, complete with on-board communications module, smartcard reader and a demonstration of how the car sharing club internet booking system works. There will be a light buffet and refreshments.
- 19:00 Close
-

# A Car Sharing Club for Cork?

## Access to a car without the hassle of owning one

A Car Sharing Club is a great idea. It means cost effective and user-friendly access to a car, with none of the hassles of ownership. The Car Sharing Club operator does all the paperwork, insuring the car, sorting out national car tax and maintenance, and taking care of any problems.

### Pay-as-you-drive

For the driver, a Car Sharing Club means true pay-as-you-drive motoring, with the option of different types of cars, from a small runabout to a family-sized hatchback. To get in the car, you unlock the door using your membership card. Once sat in the car, you tap in your PIN, take the keys out of the glove compartment and drive off. At the end of the month, you will be sent an itemised bill, with payment debited automatically from your bank account.

### Convenience and simplicity

The membership process is straightforward. Most people sign up on-line (telephone and hard copy options are available too). There is a short verification process, after which you will be sent your joining pack, including your membership card. Once you have been accepted as a member, there is no other paperwork. From there on, you just book a car, jump in and drive away. You can book a car for as little as an hour, on-line or by calling a 24-hour booking centre.

### Car sharing is more sustainable

A Car Sharing Club makes a positive contribution to the environment. Research elsewhere in Europe and in North America, where successful Car Sharing Clubs have been in operation for some years, shows that pay-as-you-go car use reduces parking pressure, cuts out unnecessary car journeys and helps to combat pollution and congestion.



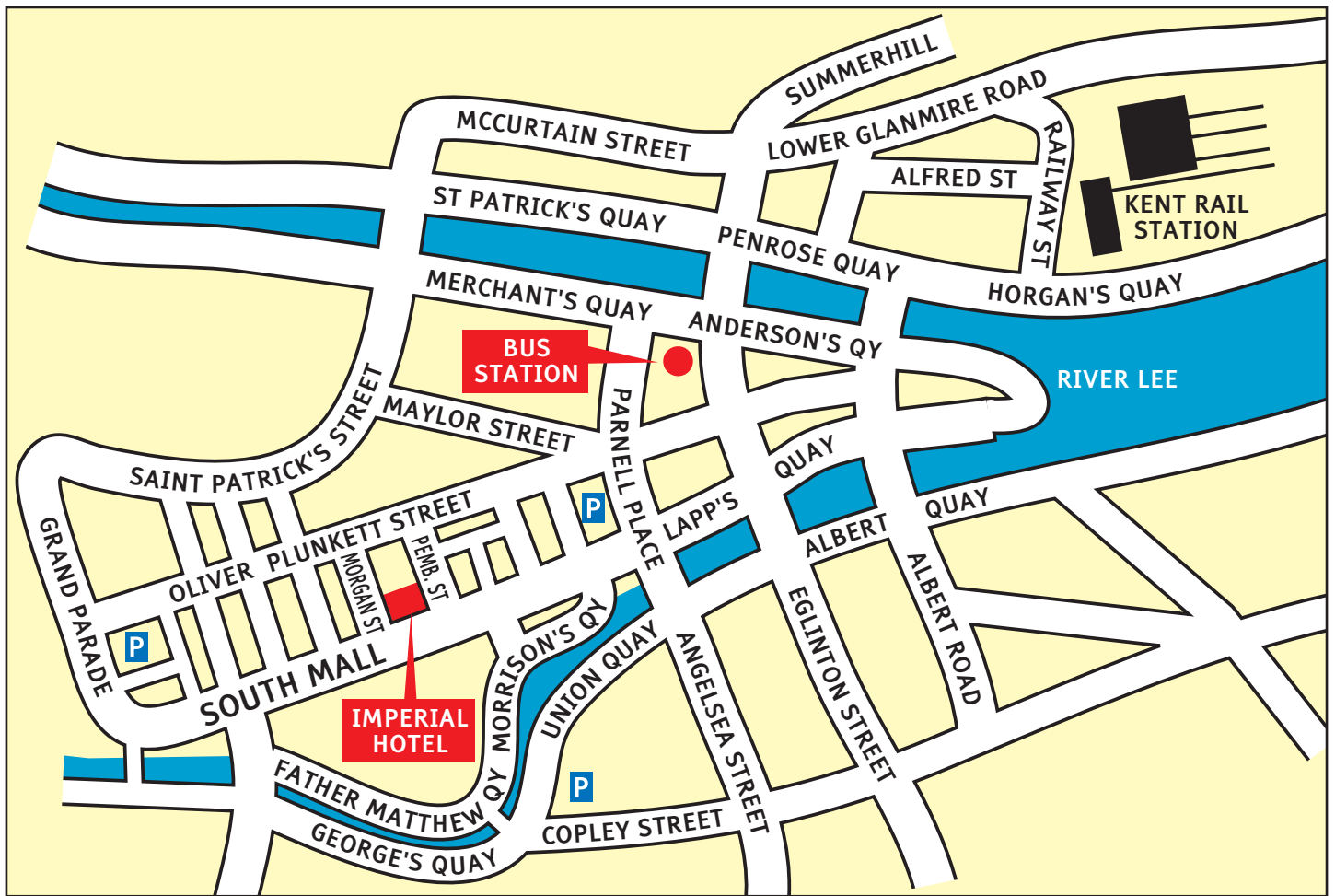
*"I did my sums and it saves me money."*

A big attraction of a Car Sharing Club in Cork will be reserved parking in city centre areas. The cars will be conveniently located, on-street or off-street, but close to where members live or work.

### Car sharing on business

For small businesses and larger employers alike, a Car Sharing Club enables an organisation to take control of staff car travel on business, using fuel efficient vehicles. Staff make their own bookings on the internet, so nobody has to keep a bookings diary or get involved in any administration. The Car Sharing Club provides a single monthly itemised bill for all of the organisation's staff car use. This allows costs to be kept under control.

The employer no longer has to find or pay for parking spaces for staff, and can forget about the paperwork associated with a company car scheme or staff car expense claims.



## Contact details for enquiries and bookings:

Visit [www.ratransport.co.uk/news11.html](http://www.ratransport.co.uk/news11.html) to make an on-line booking or to download a booking form. To talk to someone about the Conference or to make a telephone booking, call 061 924 260.

### For more information about the Cork Car Sharing Study, please contact:

Noel TUMMON, Cork City Council, Traffic Division, VHI Buildings, 70 South Mall, CORK  
Tel: 021 492 4452 E-mail: [traffic@corkcity.ie](mailto:traffic@corkcity.ie)

Visit: [www.corkcity.ie/ourservices/roadtransportation/trafficdivision/car-sharingincorkcity/](http://www.corkcity.ie/ourservices/roadtransportation/trafficdivision/car-sharingincorkcity/)

To discuss the Study with our consultants, e-mail Graham Lightfoot at: [graham@mendes.ie](mailto:graham@mendes.ie)  
or Richard Armitage at: [richard@ratransport.co.uk](mailto:richard@ratransport.co.uk)

For more information on car sharing clubs, visit [www.ratransport.co.uk/stcarclubs.html](http://www.ratransport.co.uk/stcarclubs.html)

## Thank you

Cork City Council, Richard Armitage Transport Consultancy Ltd. and Mendes Ltd. would like to thank everyone who has helped us during the Car Sharing Feasibility Study, especially the residents who took time to complete our survey questionnaire.



Department of Transport  
An Roinn Iompair



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Coláiste na hOllscoile Corcaigh, Éire  
University College Cork, Ireland



Cork City Council