



Cork City Council
Car sharing feasibility study

**Car Sharing at
University College Cork**

Richard Armitage
6 March 2007

Slide
1

University College Cork - Car Sharing Seminar - 6 March 2007



Slide
4

Introduction

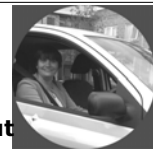
- ◆ What is car sharing?
- ◆ Feasibility study
- ◆ What would you like to happen next?

Slide
5

University College Cork - Car Sharing Seminar - 6 March 2007



**What is
car sharing?**



- ◆ Access to a car without the hassle of owning one
- ◆ Book for as little as one hour
- ◆ Car located near home or work
- ◆ Pay-as-you-go: hours + kms
- ◆ Successful elsewhere in UK, rest of Europe and N. America

Slide
6

University College Cork - Car Sharing Seminar - 6 March 2007



Using the car: quick & easy

◆ Book

- ❖ On the Internet
- ❖ By telephone
- ❖ In the car

◆ Unlock

- ❖ Designated parking bays on-street or off-street
- ❖ Smartcard releases central locking



Slide 7

University College Cork - Car Sharing Seminar - 6 March 2007

Using the car: quick & easy

◆ Drive

- ❖ Enter PIN & drive
- ❖ Return & sign off

◆ Pay

- ❖ Fuel card
- ❖ Tariff: all costs included
- ❖ Monthly invoice
- ❖ Direct debit



Slide 8

University College Cork - Car Sharing Seminar - 6 March 2007

Signing up

◆ Membership:

- ❖ Join on-line
- ❖ Authorisation:
 - driver
 - insurance (excess)
- ❖ Payment method
- ❖ Welcome Pack
 - Smartcard
 - Handbook (the rules)
 - Membership + PIN numbers



Slide 9

University College Cork - Car Sharing Seminar - 6 March 2007



Why car share?

◆ For the convenience

- ❖ NCT, Motor Tax...
- ❖ ...maintenance, repairs...
- ❖ ...parking space...all done for you

◆ To save money & gain flexibility

- ❖ Pay-as-you-go makes other travel options affordable and practical
- ❖ Chance to get rid of second car



Slide 10

University College Cork - Car Sharing Seminar - 6 March 2007



Find out more today & tell us your views

◆ Car sharing club:

- ❖ Demonstration car available
- ❖ Equipped with smartcard reader and in-car security communication device

◆ Survey:

- ❖ Complete today with our staff
- ❖ Complete on-line - visit:
www.ratransport.co.uk/news5.html

Slide 11

University College Cork - Car Sharing Seminar - 6 March 2007



Benefits of car sharing

◆ UK survey 2006

- ❖ 1,800 active car sharing club members surveyed on-line
- ❖ 788 (44%) responded
- ❖ 326 would have bought car or additional household car
- ❖ 367 fewer cars thanks to car sharing
- ❖ Use car less, use all modes of transport



Slide 12

University College Cork - Car Sharing Seminar - 6 March 2007



Benefits of car sharing club at UCC

- ◆ **Car sharing club cars:**
 - ❖ For staff use on UCC business
 - ❖ Reducing need to bring car to work
 - ❖ For personal use, staff or students
- ◆ **Reduces parking pressure**
- ◆ **Saves everyone money**
- ◆ **Commuter Plan success**

Slide 13

University College Cork - Car Sharing Seminar - 6 March 2007



Making sustainable living practical

- ◆ **Today's scenario:**
 - ❖ Fossil-fuel dependency
 - ❖ Adverse impacts on climate (CO₂)
 - ❖ Congestion, community severance, unpleasant places to live or visit
- ◆ **To change our behaviour:**
 - ❖ Need sustainable travel choices
 - ❖ Car sharing club part of tool-kit

Slide 14

University College Cork - Car Sharing Seminar - 6 March 2007



It's already happening elsewhere

- ◆ **Switzerland**
 - ❖ Mobility Carsharing
- ◆ **Netherlands**
 - ❖ E.g. Greenwheels
- ◆ **UK**
 - ❖ E.g. Brighton, Bristol, Edinburgh, Leeds, London, Norwich, Portsmouth

Slide 15

University College Cork - Car Sharing Seminar - 6 March 2007



Mobil.punkt in Bremen

- ◆ **Holistic approach to the promotion of sustainable travel**
- ◆ **Car sharing stations**
 - ❖ Car sharing
 - ❖ Cycle park
 - ❖ Bus stop
 - ❖ Mobility information



Slide 16

University College Cork -

Mobil.punkt in Bremen

- ◆ **Impact of two Mobil.punkt stations**
 - ❖ 30% of private carsharing members have replaced their own car with membership of carsharing club
 - ❖ 55% of private carsharing members have not purchased a car due to their membership of carsharing club
 - ❖ 21% of corporate carsharing members have replaced their car
 - ❖ 67% of corporate carsharing members have not purchased a car
 - ❖ 95 cars have been replaced

Slide 17

University College Cork - Car Sharing Seminar - 6 March 2007



About Cork Car Sharing Feasibility Study

- ◆ **Cork City Council**
 - ❖ Cork Area Strategic Plan (CASP)
 - ❖ Integrated transport strategy
- ◆ **Feasibility study commissioned**
 - ❖ RATC Ltd. & Mendes Ltd.
 - ❖ Involved in car sharing since '95
 - ❖ Q: How/where might car sharing work in Cork?

Slide 18

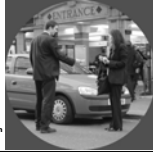
University College Cork - Car Sharing Seminar - 6 March 2007



Market for car sharing

◆ Matrix of desirable attributes:

- ❖ Population/housing density
- ❖ Parking availability
- ❖ Household income levels
- ❖ Public transport availability/quality
- ❖ Services
- ❖ Community activities
- ❖ Potential business users
- ❖ New development



Slide
19

University College Cork - Car Sharing Seminar - 6 March 2007

What happens next?

◆ Determine feasibility in Cork

- ❖ Identify promising locations
- ❖ Options for delivery of the service
- ❖ Resources required
- ❖ Conference to discuss proposals
- ❖ Report to Project Group, led by Traffic Division, Cork City Council

Slide
20

University College Cork - Car Sharing Seminar - 6 March 2007



**Richard Armitage
Transport Consultancy Ltd.**
Oxford House, Smithy Fold Road,
HYDE, SK14 5QY, United Kingdom
Mobile: +44 (0) 7973 538 556
Tel: +44 (0) 161 368 6603
richard@ratransport.co.uk
www.ratransport.co.uk

Slide
21

University College Cork - Car Sharing Seminar - 6 March 2007

