

Car-Sharing as an fleet option for public administrations

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Der Senator für Umwelt,
Bau und Verkehr



Freie
Hansestadt
Bremen

CS-Integration in public fleets

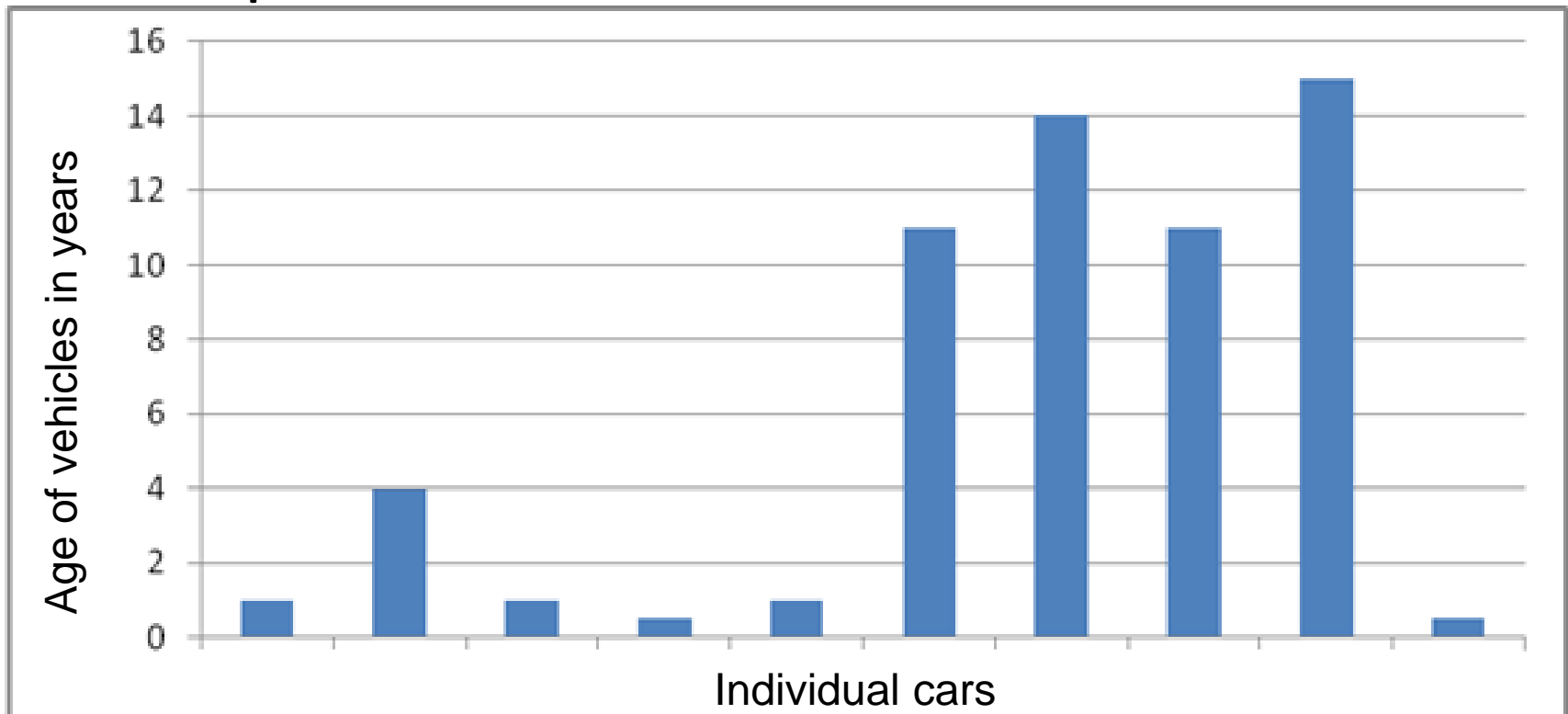
Goal: Reducing fleet CO2 emission, personal costs and more diverse fleet options and better usage of existing fleet

Experience

- Since 2004 Car-Sharing as an add-on to regular fleet vehicles
- and CNG vehicles in own fleet

Fleet composition

- 10 cars, 5 owned, 5 leased
- Fiat Panda, Opel Combo, VW Caddy and Transporter



Fleet organisation

- Outlook integration
- 1 fleet manager
- 7 cars assigned to units
- 3 pool cars

2011 situation

- Raising servicing costs due to high mileage and age of vehicles (medium 11 years for owned cars)
- lower passenger safety (active and passive compared to new cars)
- higher fuel consumption and CO2 emissions
- low image / not leading by example

Assessment of existing fleet usage

- 3 month period observed
- Low utilisation rate
- In total 31 days of cars not being used
- Most cars are used less than 3 hours a day












Degree of car utilisation of owned and leased vehicles

Assessment findings

- Reduction from 10 to 6 own cars
- Remaining cars all pool vehicles
- Integration of those in booking system of CS-provider
- Priority for own cars in booking system
- Harmonisation of booking and acquiring car key

CAR-SHARING: HOW IT WORKS IN BREMEN

Great fleet variability

XS	 <p>Toyota Aygo</p>		
S	 <p>Ford Fiesta 5-türig</p>	 <p>VW Polo</p>	 <p>Combo Transporter</p>
M	 <p>Ford Focus 5-türig</p>	 <p>VW Caddy</p>	
L	 <p>Transit- Transport C</p>	 <p>Transit- Transporter</p>	 <p>Ford Transit- Bus</p>

Better cars

cambio fleet mix 102 g CO₂



Service standard

- 24/7 reservation and 24-hour access
- Decentralised access/stations
- Reliability + convenience
- Tariffs and cars for “all cases” (for urban, regional, long-distance; equipped with child-seats, family friendly vehicle type, etc.
- also short-time rental possible

Car-Sharing – how it works

Booking via internet, telephone or smartphone app



Station



Car access via smart card



Simply use it...



Car-Sharing in Bremen 2017

Flinkster
Mein Carsharing



1 station (central station) / 3 vehicles

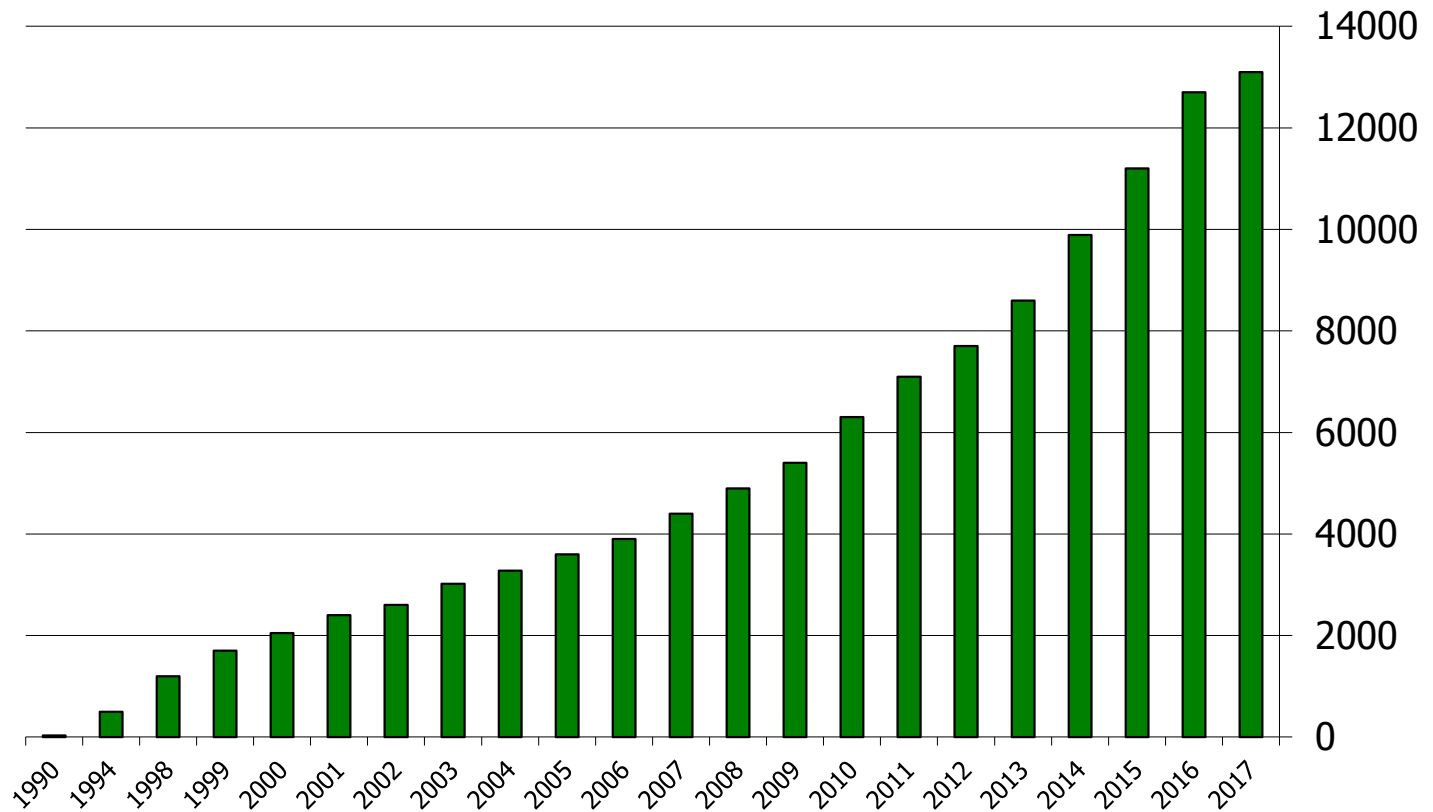


9 stations/ 15 vehicles/ ~ 500 users

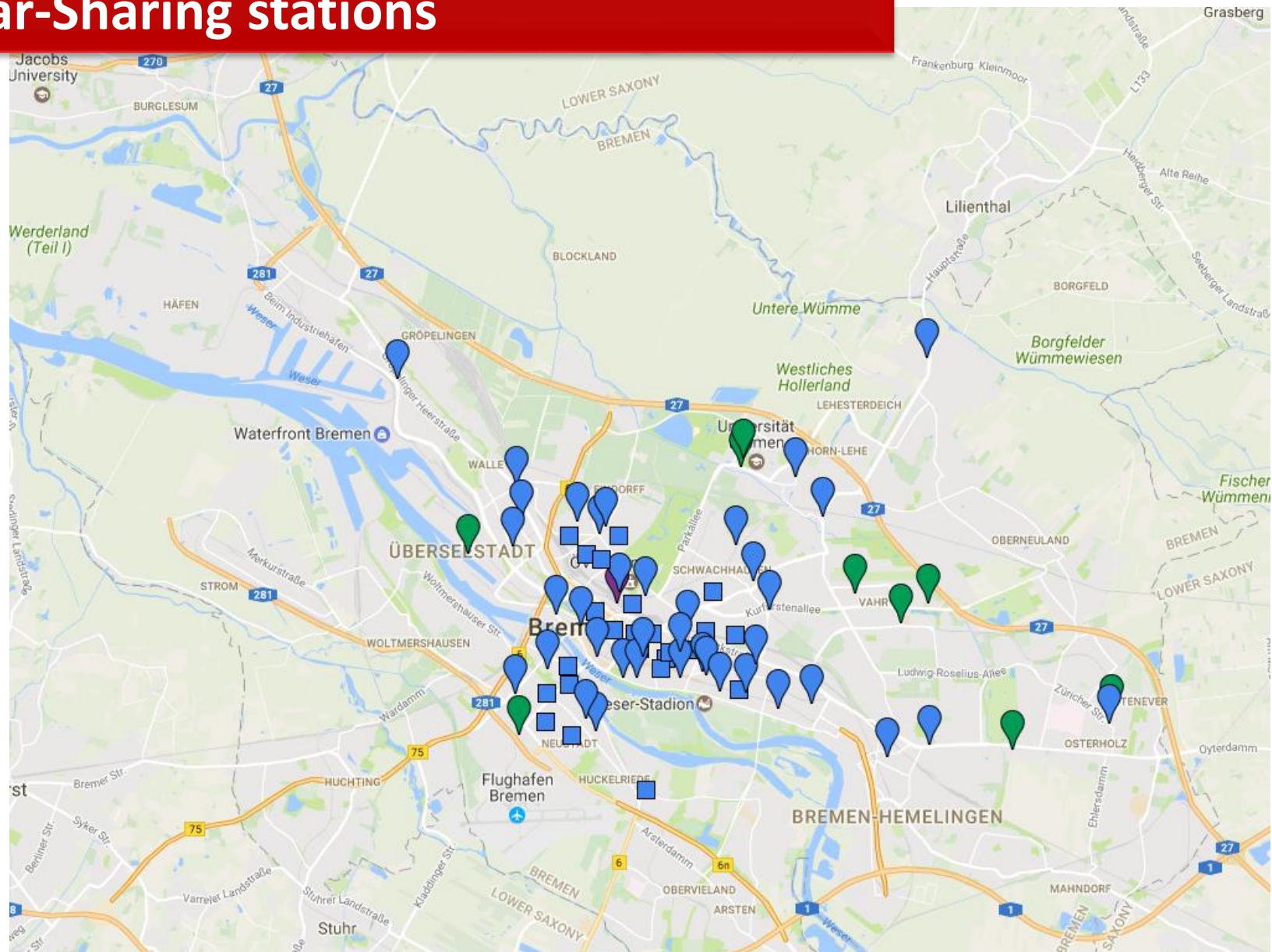
cambio

CarSharing

74 stations/ ~ 280 vehicles/ ~ 13.000 users



Car-Sharing stations



Source: maps.google.com

Cambio

Move About

flinkster

2013 results

- ~costs per km for own cars and CS-fleet
- Reduced personal time/ costs
- Good experience led to reduction to only special vehicles (deich protection and water analys car) → full fleet to be operated by CS-provider
- Reduction of CO₂ emissions per km from 141g to 102g CO₂/km
- Full costs for driven km reduced from 0,455€ in 2008 (own fleet) down to 0,359€ (2015 full Car-Sharing service)

2017 situation

- 16 departments have contracted at least one CS-operator (11 in 2013)
- 1315 employees can use CS cars (332 in 2013)
- Medium CO₂ emission of own cars (leased and owned) is 136g/km
- German newly registered vehicles fleet medium is 127,4g/km (2016)
- Car-Sharing 100,4g/km (cambio in Bremen, 2016)

Lessons learned

- good understanding of users' demand
- Analyse your fleet utilisation rate
- Good option to implement electric cars
- Consider full costs and environmental benefits
- Start with one department instead of waiting for the whole city administration to change
- Advertise your good results in your own administration
- **Start now!**

SAVE-THE-DATE

ELIPTIC Workshop on E-Bus heating (,zero emission vs. diesel heating) on 5.12.2017 in Bremen (in German only)

ELIPTIC Final Conference 26/27 April 2018 in Bremen

Thank you for your attention!

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www.clean-fleets.eu

More general information about what a municipal can do to encourage Car-Sharing can be found here

<http://mobilpunkt-bremen.de/index.php/english/>

and here <http://www.expo-carsharing.info/fai.php?page=5&lang=0>

Additional slides

ELECTRIC CAR-SHARING IN BREMEN



Fahr vernünftig - fahr E-Mobil.
Mietstation für Elektro-Autos

CITROËN select

...ich fahre
rein elektrisch!

Public transport + Car-Sharing in Bremen by BSAG and MOVE ABOUT

New in 2017



Duo- Charging point for cambio Carsharing and public parking space

P
mit
Parkschein

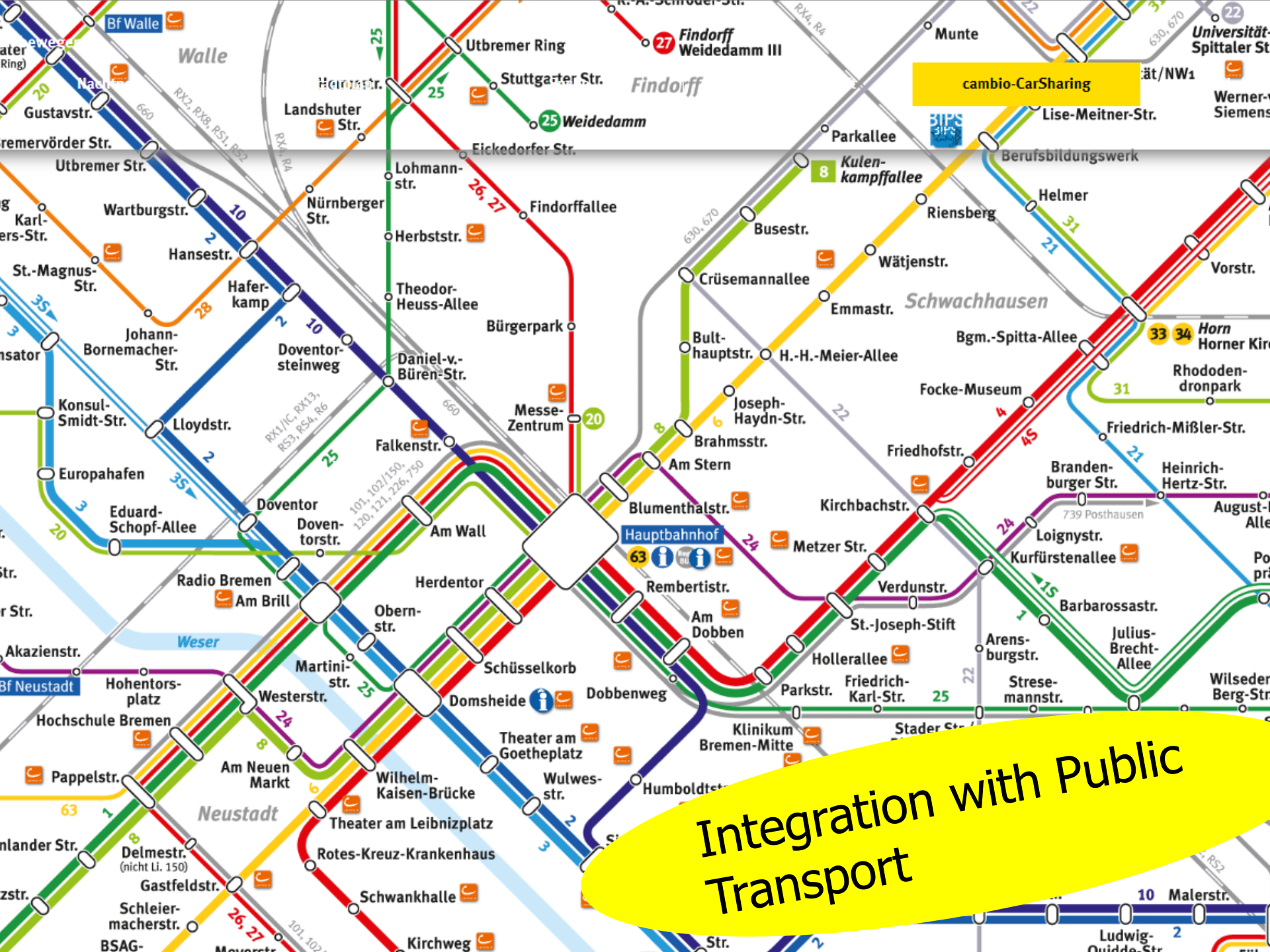
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2 Std.



INTEGRATION WITH PUBLIC TRANSPORT



cambio-CarSharing

Integration with Public Transport



Integration with Public Transport

Car-sharing stations close to public transport in Bremen



mobil.punkt

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CAR-SHARING
BERLIN

Integrated Bicycle
Parking