

Measure title: **Policy options for car sharing in Krakow**

City: **Krakow**

Project: **Caravel**

Measure number: **9.5**

A Introduction

A1 Objectives

The measure objectives are:

- To study options for car sharing using Krakow as test case for Poland
- To identify financial feasibility, potential user groups, marketing approach, business model for car sharing in Krakow

A2 Description

The main goal of this measure is to develop a car sharing implementation and business study in Krakow, based on the experiences of the car sharing scheme in other cities. For the purpose of this analysis car sharing systems in Europe (Genoa, Bremen, London) have been analyzed. With the implementation and business study, the City of Krakow will analyse the preconditions for realising a car sharing scheme within the next few years.

Car sharing implementation and business study in Krakow will include the following elements:

- Analysis of socio-economic and political conditions for transferring a good-practice example of car sharing
- Analysis of target groups and user requirements
- Car sharing marketing strategy
- Detailed analysis of potential locations of car sharing vehicles
- Detailed organisation plan of daily car sharing operation

The City of Krakow considers car sharing as a promising option for transport demand management in order to reduce the negative impacts of car traffic.

B Measure implementation

B1 Innovative aspects

The innovative aspects of the measure are:

- **New conceptual approach** - First approach for testing car sharing scheme in Krakow

B2 Situation before CIVITAS

There is no car-sharing system running in Krakow nowadays. Still there is strong wish of car owning observed. Number of cars in Krakow is still low in comparison to other Polish and European cities (ca. 230 cars/1000 inhabitants with the 2003 survey). But it is still growing rapidly. It is a solution, for those who really want and need to use a car, to get involved the car-sharing system. The awareness of the benefits of car sharing is still very low in Krakow, like in many other Central and East European countries, although the future market potential, due to increasing problems of parking, congestion and pollution in cities, is expected to be high.

B3 Actual implementation of the measure

The measure was implemented in the following stage:

Stage 1: Preparation of materials to study of document (01.2007-04.2007) –
Logging of date to study of document from website about subject matter connected with car sharing system and regulations system in other European cities

Stage 2: Scheme design of policy options for car sharing using in Krakow (04.2007 – 12.2007) –
Working document “Policy options for car sharing in Krakow” was created. Document was based on the experience of Genoa, Bremen and London.

Stage 3: Introduction of document – in Polish (01.2008)

Stage 4: Consultation within carsharing service and introduction the alterations into the document (01.2008 – 07.2008)

B4 Deviations from the original plan

There are no deviations from the original plan

B5 Inter-relationships with other measures

The measure is related to the measure 12.3 “Info mobility platform in Krakow” – that platform will give information about car sharing usage and its benefits.

C Evaluation – methodology and results

C1 Measurement methodology

C1.1 Impacts and Indicators

Table of Indicators

Evaluation Category	N°	Indicator	Units	Source of data	Methodology for indicator construction (survey, modelling, etc)	Baseline date
Society	14	Acceptance level	%	UMK	Survey	12.2007
Society	Own	Willingness to use system	No.	UMK	Survey	12.2007

Detailed description of the indicator methodologies:

- **Acceptance level** – Acceptance level is defined as the percentage of the population (inhabitants of Krakow) who favourably receive or approve Measure 9.5 “Policy options for car sharing in Krakow”; the unit of indicator is % (percent). The method of measurement is survey (inquiry) among inhabitants of Krakow. The survey in situation “before” (baseline) has been conducted in July 2007.
 - Inhabitants of Krakow: For sampling error 3% and significance level 0,050 – 747 inquiries.
- **Willingness to use system** - Willingness to use system is defined as percentage of car owners and others inquired questioned inhabitants of PK ready to use this kind of system if it had been introduced in Krakow. The survey in situation “before” (baseline) has been conducted in July 2007.

Sample size for baseline data was set on:

- Inhabitants of Krakow: For sampling error 3% and significance level 0,050 – 747 inquiries.

C1.2 Establishing a baseline

Car sharing systems in Europe (Genoa, Bremen, London) have been analyzed and proper sharing scheme for city of Krakow has been prepared and proposed and it's still in process of approval. Results from the surveys of before implementation are prepared and available.

C1.3 Building the business-as-usual scenario

In business-as-usual scenario there is no car sharing system in Krakow still and the residents and institutions have no knowledge about this service, its potential in fulfilling of users' travel needs as well as its benefits. For few years in Krakow there is strong tendency to ownership of car, especially among young people – after obtaining the driving license they buy cars. More and more people have cars, the traffic congestion, problems with parking and air pollution has grown systematically. People don't know that solution of these problems may be car sharing usage because lack is documents and information about car sharing solution, about its financial feasibility, potential user groups, business model for car sharing etc.

C2 Measure results

The results are presented under sub headings corresponding to the areas used for indicators – society. Other groups of results are not used due to character of the measure. It is only conceptual idea of the system and it is not possible to evaluate it.

C2.1 Economy

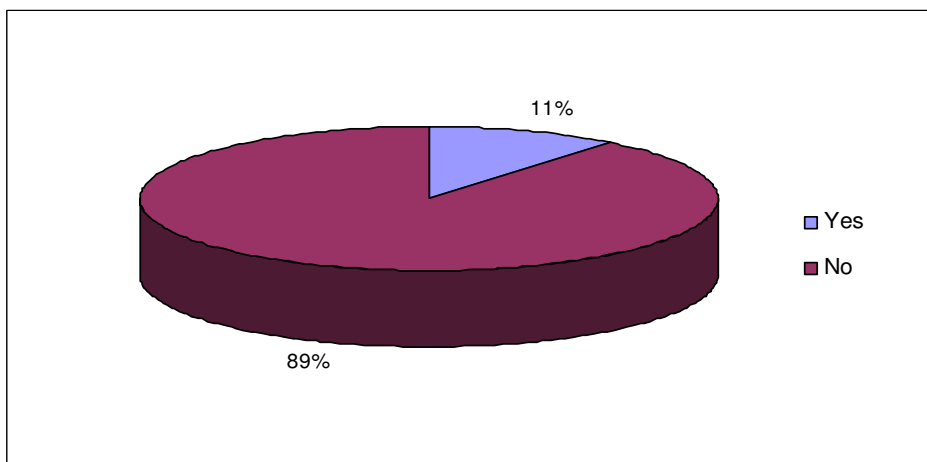
C2.2 Energy

C2.3 Environment

C2.4 Transport

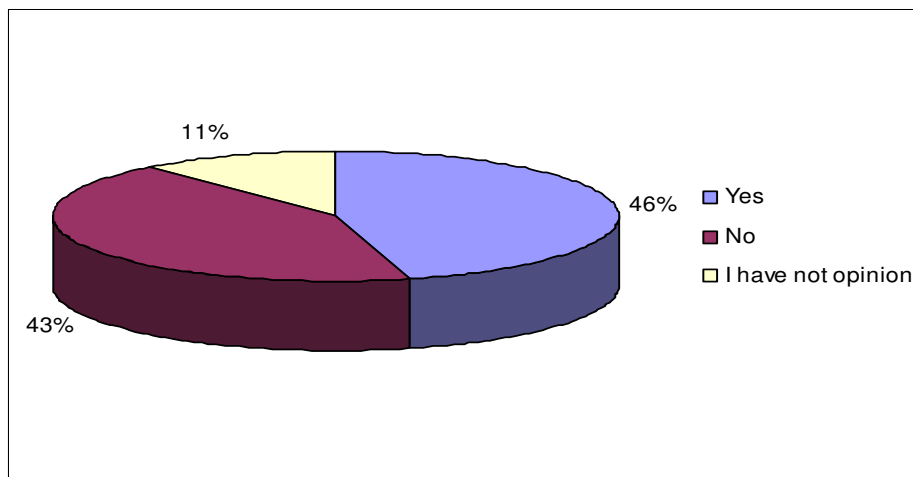
C2.5 Society

Only 11% of the repliers have been acquainted with car sharing system. The reason can be that car sharing is not a very old and popular system among people. The importance of informing the society about this system to gain the best result is comprehensible. (C2.5-1)



C2.5-1. Awareness about "car sharing system" among Krakow's inhabitants

Although only 11% of people were acquainted with system after getting familiar with car sharing idea 46% of the repliers announced their readiness to participate in the plan. (C2.5-2)



C2.5-2. Using own car to move into the city

C3 Achievement of quantifiable targets

No.	Target	Rating
1	To study options for car sharing using Krakow as test case for Poland	*
2	To identify financial feasibility, potential user groups, marketing approach, business model for car sharing in Krakow	**

NA = Not Assessed * = Not achieved ** = Achieved in full * = Exceeded**

C4 Up-scaling of results

Result of this measure is to develop a car sharing implementation and business study for Krakow, based on the experiences of other cities, so the up-scaling of measure results can be related with implementation of the car sharing service in Krakow. Implementation of this solution will allow to travel in the new way and the same to reduce the private car usage in travelling. People will have more choices concerning the transport means. Besides somebody who hasn't got car but who sometimes needs a car will have the possibility to use car sharing vehicle. Car sharing system will be the additional elements within mobility management measures, it could contribute to reduction of car traffic congestion, air pollution and problems with parking. What is more it helps to create the image of the city of Krakow as the city which implements more and more transport innovations.

C5 Appraisal of evaluation approach

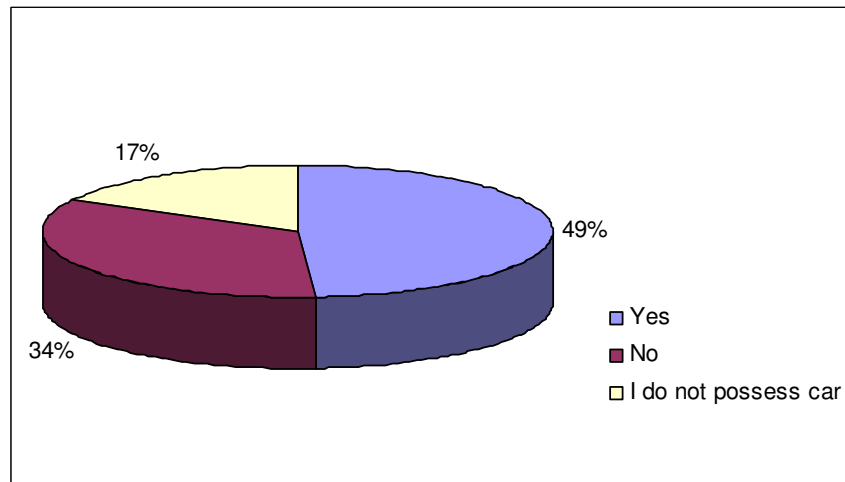
On this level of measure realization we can say that applied indicators as well as methodology are appropriate chosen – they allow to clearly and easy describe the situation “before” and “after” implementation of the measure.

C6 Summary of evaluation results

The key result is as follow:

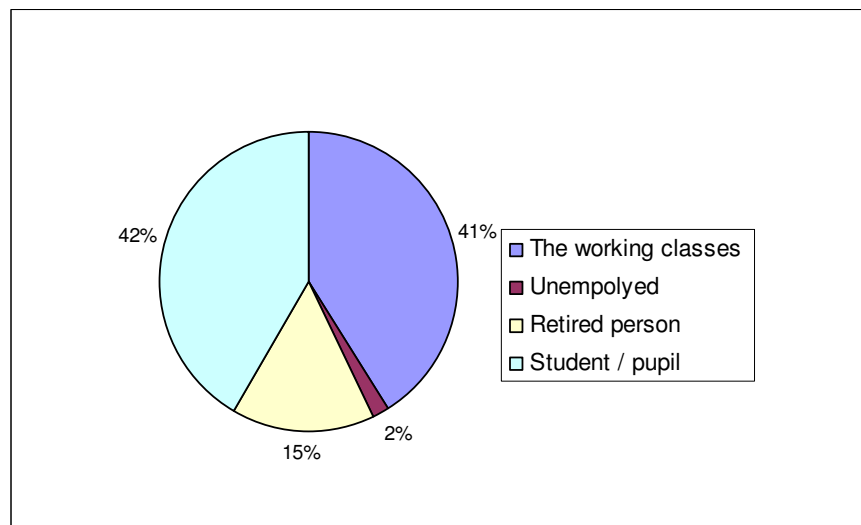
Key result 1 – Only 11% of the repliers have been acquainted with car sharing system. The reason can be that car sharing is not a very old and popular system among people. The importance of informing society about this system to gain the best result is comprehensible.

Key result 2- According to results from survey 40% of the people who have the possibility of choosing PT or using their own car chose PT to travel in Krakow, which shows they consider PT of Krakow as a reliable mode of transportation. (C6-1)



C6-1- Using own car to move into the city

Key result 3- As the diagram shows the main group of car sharing’s users will be the working classes and students. Its more than 80% surveyed. (C6-2)



C6-2- The main group of carsharing’s users

D Lessons learned

D1 Barriers and drivers complete please

D1.1 Barriers

- **Barrier** – Innovative solutions of using of car, unknown definition and idea of car sharing system for drivers. First of this type of analysis led in Poland. Low share of acquainted inhabitants.

D1.2 Drivers

- **Driver** – Relatively high level of enthusiasm among citizens of Krakow (in spite of low level of awareness)

D2 Participation of stakeholders

- **Residents** – Residents take part in realization of this measure through participation in surveys (they gave their opinion)
- **Representatives of cities where the car sharing system was implemented** – they participated in realization of this measure through consultations. They presented the car sharing system in their cities and provide guides to the measure leader.

D3 Recommendations

- **Recommendation 1** – to decide to next step. To inform about this program more number of community. For this purpose to prepare better information action for users in future.
- **Recommendation 2** – to prepare pilot project for specific area in Krakow for example Krakow Business Park . It could be the first surveyed groups. As Brema's example shows it's one of possibilities to choose potential clients.

D4 Future activities relating to the measure

In future the document will be summarized and widespread among city authorities. After accomplished showed at study analyses to be the project of system car sharing maybe it will wait in Krakow for realization. Analysis performed in feasibility study gives right to assume that the project will be finalized in Krakow.

It would be the first such system in Poland. Transport policy currently existing in Krakow makes priority of creating conditions that would allow for faster and safer transportation of people with compliance to the restrictions regarding negative effect of the transportation on the environment. The project of the car sharing system can contribute to realization of this policy.