CIVITAS Forum

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CERTU - French Ministry of Ecology, Sustainable Development and Energy

# CERTU in brief

- Agency of the French Ministry of Ecology, Sustainable Development and Energy

- Capitalizes, develops and disseminates knowledge and methodologies on a wide range of urban issues

- For  local authorities, institutes and companies which are involved in public service activities

*On January 1st, 2014, the 8 CETE, Certu, Cetmef and Setra will merge to form a new structure which is to be known as Cerema.*

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# Outline

- Transport background in France

- car-pooling overview in France

- « Hard » measures to promote car-pooling...

- but also « soft » measures

- Perspectives

# Main steps in french legislation towards the reduction of individual use of cars

- 1982 : LOTI : domestic transport orientation law

promotion of a **more rational use of the car**, progressive implementation of the right to transport, birth of the Sustainable Urban Mobility Plans (SUMP)

- 1996 : LAURE : clean air act

    reduction of car traffic, public transport development, encouraging car-pooling

- 2009 – 2010 : Important laws for sustainable development called « Grenelle »

    National commitment to provide a legal framework necessary for the   development of car-pooling

# Car-pooling overview in France

- <u>Definition</u> : a non professional driver who shares the use of a vehicle with passenger(s) for a common route

- 1,4 person in a car on average in France, but only 1,1 for commuting trips

- Many obstacles to come to car-pooling

  (fear of the unknown, lack of flexibility, difficult organization, scattered supply...)

- Trend driven by economic factors

- car-pooling is particularly relevant in suburban areas

# Still a delicate economic model…

- Small contribution not always worth turning off for drivers

- Different economic model based on distance and regularity

- Often a delicate economic balance for operators

- Trend towards more global services (for instance at regional level)

## … but signs of development

- The important increase of the number of websites shows a broad interest

- Local authorities are more and more involved

- car-pooling is now well spread with eg 5 million subscribers claimed by car-pooling in Europe and 3 million by Blablacar

- The national railway company SNCF recently acquired carpooling companies :
  – to offer door to door service in connection with the local train (called TER) ?
  – to be present on car-pooling : growing rival of the high speed TGV train ?

# Different ways for authorities to support car-pooling's development

- Infrastructure facilities
  - ➢ Dedicated lanes
  - ➢ Dedicated parkings

- Reach a critical size to multiply meeting opportunities
  - ➢ Lisibility
  - ➢ Animation
  - ➢ Multimodal approach

# Infrastructure facilities

- Dedicated lanes

- Dedicated parkings

# Dedicated lane opened to car-pooling



- Example of Madrid :

    Existing dedicated lane for buses and car-pooling

- Example of Minneapolis (USA) :

    Toll adapted every 3 minutes according to the trafic on the lane (HOV / HOT lanes)

# Need to control the vehicles on dedicated lanes

- Real-time control of the number of persons on board the vehicle on dedicated lanes

- Visual control : costfull and insufficient unless dissuasive penalties



- Automated control solutions need to be developed:
  - ➢ Systems inside the vehicle
  - ➢ Systems at the roadside

# Parking facilities

- To leave one's car

- Meeting points along main streets

# The development of a network of parkings to leave one's car
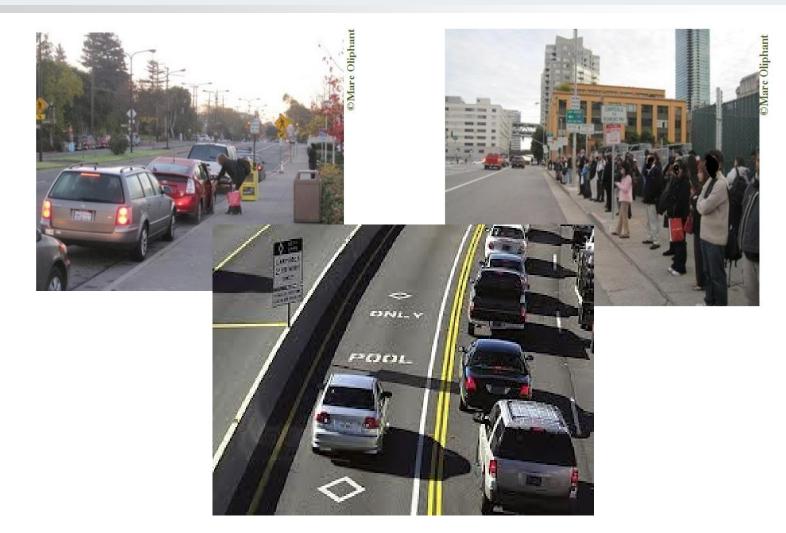
- Visibility

- Reassuring

- Appropriate implantation on the territory

# Meeting points and dedicated lanes in San Fransisco

# Networks of car-pooling meeting points along main streets

- Implementation of meeting points networks on main streets

- More opportunities to approach one's final destination sharing several car-pooling trips along important traffic lanes than door-to-door

# Facilitate critical mass achievement

- Make car-pooling visible

- Animation policy (Company travel plans, promotion and communication)

- Multimodal approach (mobility centers)

- Reduce the dispersal risk (common database or interoperability)

- Trend towards more centralized services (regional level)

# An essential animation policy

- Animate and communicate actively and continuously

- Proximity marketing !

# *The example of the Grand-Lyon*
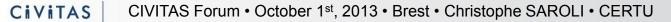
- **10 000 people registered**
  + 300 / month
- **proactive, focused and proximity marketing**



*For them, it happens every morning and every evening*



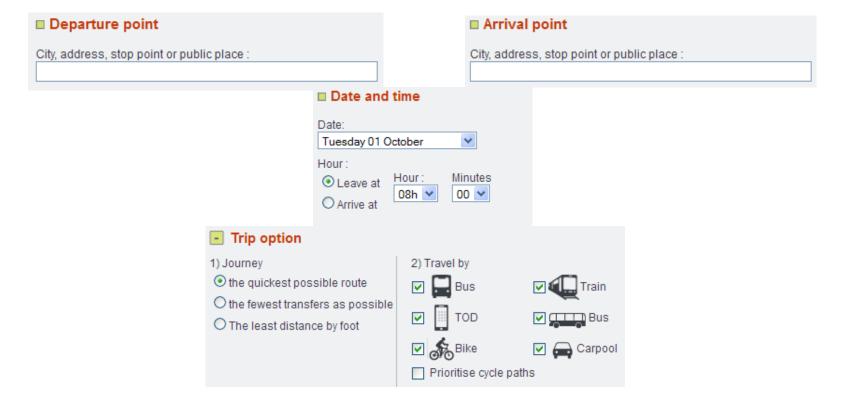*Tomorrow, she dumps him on the pavement*

# Use of mobility centers including car-pool

# Conclusion, perspectives

- Importance to facilitate critical mass achievement

- Legislative evolutions to be expected

- Trend towards more centralized services (regional level)

- Development of a network of point files

- Development of automated control solutions to be expected

- Perspectives offered by ITS communication between the vehicle and the infrastructure

# Thank you!

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