

**CiViTAS**

Cleaner and better transport in cities

**ELAN**

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Implementation status report  
on the new carsharing station,  
the carsharing integration in  
business areas and the car-  
sharing promotion campaign

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# 1. Implementation status of the carsharing station

Before the start of the ELAN project cambio carsharing Gent had nine car sharing stations, with 26 cars available. It was mainly private people using the system, in the evening and during weekends.

For the project corridor, it was decided that one of the main foci of measure 6.2-GEN would be put on both an existing car sharing station at the central station and a new car sharing station at the back of the railway station. The new carsharing station had to enforce the overall offer in the project corridor in order to make the following actions more successful.

## 1.1. Actions undertaken

### 1.1.1. New carsharing stations

Between September and November 2008 first necessary steps have been made in order to prepare the implementation of a new car sharing location at the back side of Ghent Sint Pieters train station.

The new station was opened on 16 March 2009. Combined with this opening, preparations have also been made in order to introduce the new neighbourhood-concept by inviting the people living in the neighbourhood of the new station to come and visit cambio (offering them coffee and cake as new neighbours use to do). This coffee and tea event took place on 9 April 2009.

Several people attended this event or got in touch saying that they would pass by another time. A news message has been sent to the press.

Due to increasing demand this carsharing station has been expanded from 2 to 4 cars, one of them being a mini-van (in order also to expand the offered range in type of cars).

Additionally to the new carsharing station which was foreseen within the scope of the ELAN project, several new stations have been opened along the CIVITAS corridor in order to be able to answer the increasing demand in the city, e.g. at Koning Albertbrug and B-Parking Gent Sint-Pieters there are now new carsharing stations nearby Ghent's central station.

### 1.1.2. Locker system

Originally, it was planned within measure 6.2-GEN to experiment with a new locker system, which should make it possible to use less cambio cars in order to fulfil existing mobility needs of the car sharing users. The installation of a locker system on a more general level would have as a result that it would be possible to serve more clients with fewer cars.

In a first phase necessary steps have been made in order to prepare the installation of this locker at the new car sharing location at the back side of Ghent Sint Pieters. Very fast it became clear, however, that the installation of a locker was related to measure 1.9-GEN where the introduction of an electric car seemed to become a potential alternative (probably combined with the usage of a charging station).

Within measure 1.9-GEN the practical implementation of the electric car has been realised. It became clear that it would be better not to combine this experiment with testing a locker, as both has consequences for the users. Introducing both at the same time might have been confusing. As a consequence the introduction of a locker was deleted from the measure description within the 3<sup>rd</sup> amendment request.

The installation of the locker had to be removed from the measure description for two reasons:

- when having to choose between the test with an electric car (and charging station) and the introduction of a locker system, it seemed to be much more useful to have this test with the electric car.
- an on field test with a locker system could only be realised when it was implemented on a larger scale with several locker-equipped carsharing stations as it is necessary to create a

buffer where cars can be 'hosted' in case their own locker-equipped station has to be closed. Such a large scale test did fall out of the range of this project.

## 1.2. Actual status

The carsharing station has opened and is functioning very well. It can already now be regarded as a successful activity within the ELAN corridor.

Several new stations were opened in addition to the station which was foreseen within the frame of the project.



Poster for the "Vote a carsharing car in your neighbourhood" campaign, spread all over the city

In total, there are now 25 carsharing stations in Ghent (with in total 57 cars). A citizen engagement campaign has been organised in order to be able to identify potential locations within the city where new carsharing stations could be opened (approx. 640 people answered the questionnaire).

In total, there were four new car sharing stations opened based on the results of the campaign "Vote for a car sharing station in your neighbourhood" (October 2011). People also got feedback on the results of their voting.

The success of this citizens' engagement activity inspired cambio to repeat it in the future in other cities.



Posters at the winter market in Ghent



Posters at the entrance of a shop in Ghent

# WIN EEN (DEEL)AUTO!

Meer dan 1.300 Gentenaars doen al aan autodelen via cambio. Is er ook in jouw buurt nood aan een standplaats? Laat het weten en maak kans op een gratis jaarabonnement.

Autodelen? Dat is een ideaal alternatief als je niet vaak rijdt. Even reserveren via de telefoon of het internet, en je bent weg. Zonder zorgen over verzekering, onderhoud of dure brandstof, want die zijn in de prijs inbegrepen. "Ik fiets veel en moet op de kleintjes letten", getuigt sociaal assistent Bram. "Daarom heb ik mijn auto verkocht. Voor verre verplaatsingen en grote inkoop gebruik ik nu een deelauto. Ik betaal minder dan mijn buurman voor de huur van zijn garage. En het is nog goed voor het milieu ook." Autodelen is niet alleen voor fervente fietsers, vindt freelance copywriter Ilse. "Toen mijn man een firmawagen kreeg,

stond onze oude gezinswagen bijna constant stil. Intussen moesten we wel verzekering, taks, parkeergeld en onderhoud betalen. We hebben die auto van de hand gedaan. Moet ik weg voor een opdracht, dan neem ik een deelauto. Supergemakkelijk én ik kan het fiscaal inbrengen."

## JOUW STEM TELT

Intussen heeft cambio in Gent 23 standplaatsen met 52 deelwagens, in verschillende modellen en maten. Meer dan 1.300 mensen maken er gebruik van. Vind je dat er in jouw wijk nog behoefte is aan een standplaats? Dan krijg je tot 6 januari 2012 de kans om er één aan te vragen via de autodeelwedstrijd. Surf gewoon naar [www.cambio.be](http://www.cambio.be) of [www.civitasgent.be](http://www.civitasgent.be) en vul het formulier in. "De buurt met de meeste aanvragen krijgt er een standplaats bij", belooft Geert Gisquière van cambio. "Onder de deelnemende bewoners

verloten we bovendien drie gratis jaarabonnementen."

Cambio is een partner van de Stad Gent in het CIVITAS-project, aldus Patty Delanghe (Civitas Gent). "We krijgen Europese subsidies om de stad verkeersvriendelijker en leefbaarder te maken. Gent wil tegen 2050 een klimaatneutrale stad te zijn. Autodelen is één manier om die ambitie waar te maken."



## Info

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Article in the city magazine for the "Vote a carsharing car in your neighbourhood" campaign, distributed to all inhabitants of the city.

	Carsharing stations in Ghent	Carsharing cars in Ghent
Before ELAN	9	26
After ELAN	25	57



Spread of the carsharing stations in Ghent (April 2012)



## 2. Implementation status of the carsharing integration in businesses and business areas

At the start of the ELAN project there were mainly private users, utilising the system in the evening and during weekends. The aim of CIVITAS ELAN measure 6.2-GEN was to target new user groups such as companies seated in the same building, inhabitants of new housing areas, etc. While doing so, also new communication and promotion channels were tested in order to get more people involved in this energy-efficient system and to achieve a bigger change in mobility behaviour.

### 2.1. Actions undertaken

During the ELAN project several actions have been undertaken towards business users.

#### 2.1.1. New concept

First of all a new concept has been introduced in order to make it possible for bigger companies, organisations and other business users to join the carsharing scheme. To this end a pool card system was introduced.

Before the introduction of the pool card carsharing users could only work with personal cards (a card for each individual user). Experience showed that this was an obstacle for bigger potential users which could not be overcome.

The pool card makes it possible to introduce the system on a higher level, e.g. cards for the company as a whole or cards for each department (level to be decided on user level). Of course this also had some consequences for the operational side of the system (actual driver unknown, insurance consequences, contact data, contractual forms, etc.).

The introduction of a pool card also resulted in the loss of direct contact between cambio and the actual drivers. As a consequence cambio also had to develop a manual, focussing on the highlights which are important to know when starting to use the scheme and given the fact that those individual drivers won't get a personal 'training' (as private users do).

The concept has been developed, tested with some first bigger users (University of Ghent) and fine-tuned. Once the concept had been ready, a manual was developed and a business folder was prepared.

#### 2.1.2. Information campaign

Once the material was ready to use, an information campaign towards potential business users was launched. In order to do so, cooperation was set up with the city of Ghent which provided cambio with the data of companies and organisations located nearby one of the carsharing stations in Ghent's ELAN corridor. Secondly a database of larger companies in the neighbourhood of those stations has been obtained from Ghent's public transport operator De Lijn (ELAN partner and also partner of cambio).

The campaign was organised as follows:

- A mailing (business flyer + accompanying letter) to all organisations
- Follow-up by phone with the bigger companies



Cover and back cover of the business flyer produced within the ELAN project



Inside content of the business flyer produced within the ELAN project

It should be emphasised that – in accordance with information campaigns towards private users – carsharing for business users is a rather new ‘service’. One needs to be aware that companies probably won’t decide immediately to change their existing mobility patterns and to switch to carsharing. An information campaign mainly has the purpose to introduce the concept and to be sure that such organisations are aware of carsharing as a possible solution for their needs or mobility problems in the future.

### 2.1.3. Carsharing at business parks

Cambio conducted research on the possibility to open a car sharing station at the business park “Technologiepark” where the City of Gent is working on a mobility plan (within ELAN measure 4.2-GEN). In 2009 an information meeting was organized to introduce the concept to some companies that might be interested. At that time interest didn’t seem big enough to take the risk and to open a station. As a result of those meetings, cambio has recently been contacted by the University of Ghent (which also has some departments at this location) in order to re-open this case and to re-invest if it would be possible to open a carsharing station at this business park.

Cambio also conducted research on the possibility to open a car sharing station at the business park “De Punt” in Ghent (Gentbrugge), a station that could be open to the companies located at this business centre as well as to people living in the neighbourhood. This carsharing station has been opened (name: De Punt) and the car at this location is also available for people living in the neighbourhood. Additionally, the car sharing service has been integrated within the general programme offered by the business centre De Punt for its clients.

A press release had been prepared which received quite some attention in written media and on local television.

### 2.1.4. Personal mobility budget

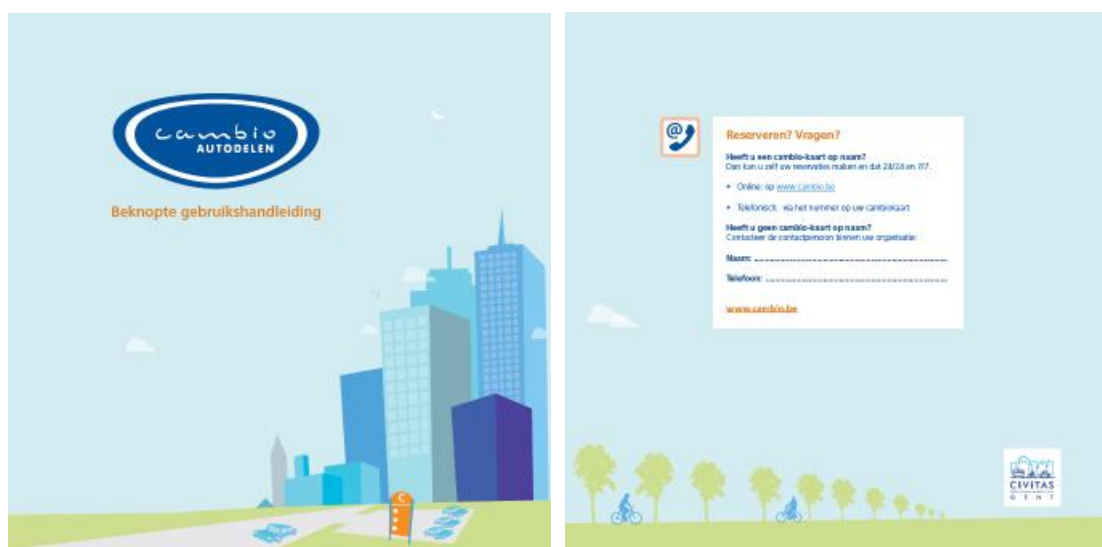
At last, cambio has participated in the discussion about a new topic on the Belgian mobility agenda: the concept of a personal mobility budget offering employees a bicycle, a public transport season ticket and a car sharing membership instead of a company car. Cambio has been taking part in these discussions and will further participate in this discussion and some pilot projects.

Cambio also got in contact with the City of Gent in order to see if it is possible to work together in order to have a more optimal usage of cars within the city fleet.

## 2.2. Actual status

### 2.2.1. Carsharing pool card

The concept of the carsharing pool card still is in use and has been introduced in other regions. Pool cards, business leaflets and the manual for pool card users are still in use.



Cover of the manual produced within the ELAN project

The first pool cards were introduced in autumn 2009, followed by a test with a big user, namely the University of Ghent. After the fine-tuning phase a campaign was launched towards potential users (based on a geographical analysis), first of all in Ghent (but followed by a similar campaign in other Flemish cambio-cities).

A telephone campaign was set up in autumn 2011 which has been a big success. After this first campaign, in total 56 companies in Flanders – of which 27 are from Ghent – joined the pool card system. This is five times more than the self-set target of 5 pool cards-using companies.

After the telephone campaign in autumn 2011, in total 358 pool cards are used in Flanders of which 170 are used in Ghent. This is almost seven times more than the self-set target of 25 cambio pool cards.

### **2.2.2. Cooperation with business parks and centres**

As for the cooperation with business centre De Punt: the carsharing station De Punt is still operating and being used by clients of the business centre and by people living nearby.

The concept of carsharing being one of the services offered by a business centre has also been introduced at another business centre: the Antwerp Business Centre in Antwerp.

### **2.2.3. Cooperation with City of Gent administration**

The city of Ghent launched a pilot project at one of its locations in order to test the carsharing service for its employees. If successful (evaluation is foreseen for September 2012), this cooperation should be extended to other city administrations. The aim of the pilot project is to be able to guarantee the employees of the city of Ghent that they can use a car when necessary (within the frame of the so-called STOP-principle: if possible they have to go on foot or by bike or public transport) while having to invest less in the own fleet of the city (which is a financial win-situation for the city of Ghent).

For this pilot project a carsharing station has been opened on the premises of the city (at AC Portus). A link with measure 1.9-GEN has been established by opening at this location the first e-charging station for the electric cambio car.



The new carsharing station AC Portus – a combination of 2 'classic' cars and an electric car (link to measure 1.9-GEN)

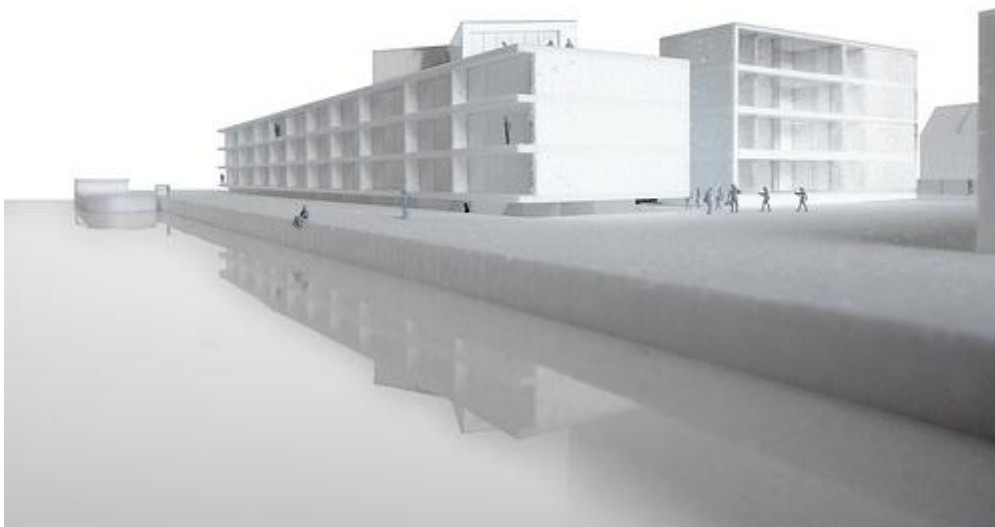
### 3. Implementation status of the carsharing promotion campaign

Before the start of the ELAN project there was no dedicated marketing towards businesses. At the same time, experiences in the past have shown that carsharing still is a new concept, which is rather difficult to introduce to people in a society in which private ownership of cars prevails. Therefore, within measure 6.2-GEN cambio aimed to launch some experimental initiatives based on the common knowledge of carsharing experts that mouth-to-mouth communication is still the best promotion channel for this concept. Several possible marketing strategies might pass the scene in order for cambio to see which is the most effective way to reinforce the growth curve of carsharing in Gent and especially in the corridor targeted within this project.

#### 3.1 Actions undertaken

At the first stage of the measure, cambio has been exploring several options, contacting potential stakeholders (as e.g. communication specialists) and gathering some first ideas (e.g. carsharing membership included when buying a house, communication campaigns based on the geographical neighbourhood of a carsharing station, integration of a carsharing membership in a global mobility budget instead of offering a company car, etc.).

Together with the city a list was prepared on potential “carsharing friendly” housing projects and the people of the city administration involved in those projects have been contacted to introduce cambio’s interest in integrating carsharing in their plans.



Kaai 24, one of the projects of the City Development Company and the city of Ghent where carsharing would be integrated.

During the lifetime of the ELAN project, three campaigns have been organised, each time in autumn 2009, 2010 and 2011, in order to elaborate and test the concept of a trial formula and in order to work on the concept of mouth-to-mouth publicity.

For potential users a kind of trial-formula has been developed as it seemed that quite some people found the idea quite attractive, but were still hesitating to really step into the car sharing system. With this new formula they got the chance to try the system for two months without further engagements. At first, the formula has been launched on a smaller scale within the framework of the 5<sup>th</sup> anniversary of cambio in the Flemish region (summer 2009). In parallel, a promotional campaign has been launched

in several newspapers (no ELAN budget was used for this as it was integrated in the 'birthday'-campaign).



**Deze taart kunnen we niet met u delen, onze auto's gelukkig wel!**

**5 jaar cambio autodelen**  
**Profiteer nu van ons proefaanbod.**

**Probeer cambio 2 maand vrijblijvend uit en maak kans op een cadeaubon van 50 euro.**

Alles weten over dit proefaanbod en de voordelen die cambio autodelen biedt? Surf naar [www.cambio.be](http://www.cambio.be) of vraag de folder aan op 070-222.292.



Een auto wanneer ik wil.

After this first test some small changes have been made in order to launch this formula on a broader level and on a more continuous basis, starting from October 2010 (after a small 2<sup>nd</sup> test in March 2010 within the framework of a project in Gent about eco-mobility and eco-living).



New strategies have also been sought in order to stimulate mouth-to-mouth promotion of the concept within the next campaigns. For this purpose a survey has been held with existing cambio users in order to see what could be improved (863 responses – response ratio 46,90%). As a result of the survey it became for example clear that quite a lot of people got aware about cambio car sharing via the car sharing stations in Ghent. This is the reason why it had been decided to re-layout the information panels at those stations, offering more information about the concept to people passing by (advantages, how to become a member, etc.).

Based on advice given during a VANGUARD training workshop, it was decided that the next campaign (to be launched in October 2010) would focus on stimulating mouth-to-mouth promotion via social media (such as Facebook).

In October 2010 a second campaign was launched working on two items: promoting a trial offer and stimulating mouth-to-mouth communication. Social media (Facebook) was integrated in order to reach new people via existing car sharing users, framing the whole campaign within the context of 3,000 users in Flanders. The main message was: “as 3,000 people are using cambio in the Flemish Region cambio will plant 3,000 trees (one tree for each customer)”.

As a result of this social media campaign the first cambio-trees have been planted. This has been communicated via the media, the cambio newsletter and an advertisement in Metro magazine.



Cambio users, planting trees.



Cover of press announcement about tree planting action.

The 2010 campaign was so successful that it was repeated in 2011 (September 2011 – November 2011) with a new layout, a new 'game' etc., but based on the same two pillars: offering a trial period and working via mouth-to-mouth communication.

HOME | WINNAARS | OVER CAMBIO | 4.000 BOMEN

**Slakken in je moestuin?**  
Strooi verbrijzelde notendoppen rond je groenten in plaats van chemische slakkenkorrels!

**Wat is cambio autodelen?**  
Als cambio-gebruiker staat er altijd een auto voor je klaar, waar en wanneer jij dat wil. Je betaalt enkel het gebruik en je hoeft je van verzekering, onderhoud, brandstof en noem maar op niets aan te trekken. Gewoon je cambio-kaart aanvragen, een auto reserveren en je bent vertrokken. Da's makkelijk, goedkoop én milieuvriendelijk. Want minder wagens op de baan, betekent minder schade aan de natuur.

**Ontdek nu ons proefaanbod**

**Voordelen**  
Bijna 4.000 cambio-gebruikers in Vlaanderen zijn overtuigd van de voordelen van autodelen. Hier zijn alvast drie goeie redenen om het zelf ook te doen:

- Makkelijk**  
Auto nodig? Gewoon even reserveren! Jij rijdt, cambio zorgt voor al de rest.
- Goedkoop**  
Cambio is ideaal voor wie de auto niet zo vaak nodig heeft, want je betaalt enkel het gebruik.
- Milieuvriendelijk**  
Autodelen via cambio, dat zijn minder wagens op de baan en dus een beter leefmilieu.

**Zo werkt het**  
Cambio autodelen is zo makkelijk, dat we het in 3 stappen kunnen uitleggen:

- Je cambio-kaart aanvragen**  
Vraag je cambio-kaart aan via onze website. Ze geeft je toegang tot alle cambio-wagens in België.
- Je cambio-auto reserveren**  
Telefonisch of via de website. Je reserveert de klok rond. Lang op voorhand of kort voor vertrek.
- Rijden**  
Je haalt je auto af op de cambio-standplaats. Na je rit breng je de auto terug ... klaar voor de volgende gebruiker.

**Winnaars**  
LECTRR  
**BEKIJK DE WINNAARS**  
De cambiokabouters hebben enkele gebruikers én niet-gebruikers in de bloemetjes gezet met fijne prijzen. Wie precies? Dat zie je hier.

**4.000 bomen**  
**MEER OVER DE BOOMPLANTACTIE**  
Cambio telt al 4.000 gebruikers in Vlaanderen en plant voor elk van hen een boom in het cambio-bos. De kabouters die er wonen zijn dan ook erg in hun nopjes!

Printscreen of one of the website pages used during the 2011 campaign.

During CIVITAS ELAN a new topic appeared on the Belgian mobility agenda: the concept of a mobility budget, offering employees a bicycle, a public transport season ticket, a car sharing membership instead of a company car. Cambio has been taking part in these discussions as this might be a strong tool in redirecting people/ employees from using private cars to the combined use of more environment friendly alternatives such as public transport, cycling and car sharing.

### 3.2 Actual status

The activities towards (potential) carsharing users were a success: more than 2.000 people participated in the Facebook- and website action and the trial formula led to an increase in the number of cambio users three years in a row with respectively 36%, 32% and 30% in comparison with the following spring months.

The number of new cambio-users after each trial offers period has also been compared to the autumn of 2008 when this trial offer didn't exist yet. The results of this comparison are very good, the first edition in 2009 started with a growth of 68% in comparison with the same period in 2008, the second trial period in 2010 had an increase of 107% and there is a growth of 105% for the same month in 2011.

The success of these campaigns inspired cambio to repeat this action in the future. Also it was decided to work on a more continuous basis on Facebook, using this channel mainly as an information tool towards cambio users and promoting it as a simple but effective channel for mouth-to-mouth-communication.

As for the new layout of the info panels, it has also been used in several other cities and will be further used in the future.



At last cambio has been involved in a Flemish project about the concept of a mobility budget. Within this project, one of the companies involved (KBC Bank) will integrate cambio's carsharing offer into the budget offered to its employees. This project is a small-scale project which might be multiplied when successful.