



# ARCHIMEDES

## Donostia - San Sebastian

T56.1 Car-Sharing Scheme in Donostia San Sebastián

Donostia – San Sebastian June 2012





Project no.	TREN/FP7TR/218940 ARCHIMEDES	
Project Name	ARCHIMEDES (Achieving Real Change with	
	Innovative Transport Measure Demonstrating	
	Energy Savings)	
Start date of the	15/09/2008	
Project		
<b>Duration:</b>	48 months	
Measure:	No. 56. Car Sharing Scheme in Donostia San	
	Sebastián	
Task:	6.6 Car Sharing Scheme	
Deliverable:	T56.1 Car Sharing Scheme in Donostia San	
	Sebastián	
Due date of	15 <sup>th</sup> October 2010	
Deliverable:		
Actual	15 <sup>th</sup> June 2012	
submission date:		
Dissemination	Public	
Level		
Organisation	ADS	
Responsible		
Author	Andrés Martínez	
<b>Quality Control</b>	Alan Lewis	
Version	1.0	
Date last updated	13 <sup>th</sup> June 2012	



## **Contents**

1. INTRODUCTION	4
1.1 BACKGROUND CIVITAS	
1.3 Participant Cities	5
1.3.1 Leading City Innovation Areas	5
2. DONOSTIA – SAN SEBASTIAN	5
2.1 OBJECTIVES IN CIVITAS	6
3. BACKGROUND TO THE DELIVERABLE	6
3.1 DETAILED DESCRIPTION OF THE TASK	7
4. CAR-SHARING SCHEME IN DONOSTIA-SAN SEBASTIÁN	7
4.1 DESCRIPTION OF THE WORK DONE: PROMOTION CAMPAIGN	
4.2 PROBLEMS IDENTIFIED	
4.3 RISKS AND MITIGATING ACTIVITIES	10
4.4 FUTURE PLANS	10

Annex 1: Map showing the Initial Locations Where the Electric Cars will be Available

**Annex 2: Existing Press links** 



## 1. Introduction

#### 1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for Clty-VITAlity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

**CIVITAS I** started in early 2002 (within the 5th Framework Research Programme); **CIVITAS II** started in early 2005 (within the 6th Framework Research Programme) and **CIVITAS PLUS** started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

#### **Objectives:**

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

#### Horizontal projects support the CIVITAS demonstration projects & cities by :

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

#### **Key elements of CIVITAS**

- CIVITAS is co-ordinated by cities: it is a programme "of cities for cities"
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living 'Laboratories' for learning and evaluating



#### 1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

#### 1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

#### 1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

### Donostia – San Sebastian

The city of Donostia -San Sebastián overlooks the sea and, with a bit more than 180,000 inhabitants, keeps a human scale. Some people consider the balanced combination of small mountains, manor buildings, and sea as the setting for one of the most beautiful cities in the world. We have a tradition in favouring pedestrians, cyclists and public transport.

For about twenty years, the city has been enforcing a strong integrated policy in favour of pedestrians, bicycles and public transport. Considering walking and cycling as modes of



transport has led to the building of a non-motorised transport network for promoting this type of mobility around the city.

Likewise, the city has extended its network of bus lanes. The city holds one of the higher bus riding rates, with around 150 trips per person per year.

#### 2.1 Objectives in CIVITAS

The CIVITAS project is a perfect opportunity to expand our Sustainable Urban Transport Strategy. With the package of CIVITAS measures Donostia-San Sebastián wants to:

- Increase the number of public transport users
- Decrease the number of cars entering in the city centre
- Increase the use of the bicycle as a normal mode of transport
- Maintain the high modal share of walking
- Reduce the number of fatal accidents and accidents with heavy injuries
- Reduce the use of fossil fuels in public transport.

# **Background to the Deliverable**

This deliverable refers to ARCHIMEDES Measure number 56, Car-Sharing Scheme in Donostia-San Sebastián. One of the measures proposed in the Urban Sustainable Mobility Plan is to promote in the city of Donostia-San Sebastián a car-sharing system to encourage the smart use of cars. This system is seen as a way to reduce the number of cars in the city, giving the opportunity to drive cars to people who do not want to own a car and prefer to share one. Other objectives expressed in the Mobility Plan are to reduce the energy consumption, reduction of the demand for parking spaces, or making a smart use of ways of transport.

In other Spanish cities where these types of service are being offered, after difficult beginnings the systems have become quite successful. Respira Madrid or Avancar are two examples of this experience in big cities such as Madrid or Barcelona.

The plan was for ADS to prepare for the introduction and appoint and accommodate dedicated parking spaces for car sharing vehicles at strategic locations in the city. At the time of the introduction ADS also planned to organise a promotion campaign to attract clients for the scheme.

This deliverable reports on the implementation of task 6.6, including the role of the promotion campaign.



#### 3.1 Detailed Description of the Task

ARCHIMEDES measure 56 contains a single task, 6.6, Car Sharing Scheme.

**Task 6.6 Car Sharing Scheme** – the ARCHIMEDES project plans to introduce a car-sharing programme in Donostia - San Sebastián, to be launched in co-operation with the Gobierno Vasco (regional government) and two of the other major cities in the region Bilbao and Vitoria. Experience including lessons learnt has been provided by ARCHIMEDES partners Aalborg and Brighton & Hove who have successful and well established car-sharing schemes.

Prior to this task being carried out there was no car sharing in San Sebastián. The motivation for including the measure in the project is to introduce new forms of access to vehicle use (carsharing and car-pooling). These new forms of access to vehicles can fill the gap in mobility needs and remove the need for car purchase (which tends to lead to over-use). Vehicle sharing can still to be optimised to maximise its exploitation and adaptation to customers' requirements.

# 4. Car-Sharing Scheme in Donostia-San Sebastián

#### 4.1 Description of the Work Done: Promotion Campaign

The design of the Car-Sharing scheme in Donostia San Sebastián has turned into a long and difficult process. At the beginning the idea was to work together with the Basque Government in order to follow a joined up strategy to implement this service in the three main cities of the Basque Country. However, the process seemed to be too long and the Mobility Department decided to find another way to go ahead with this measure.

Following this decision, discussions were held with different private operators and after having analysed various options. HERTZ appeared to be interested in the service as a possible operator. Negotiations were held with them and the service was ready to be launched in autumn 2010.

At the same time, the EVE had created its new companies IBIL and IBILEK. IBIL is a company whose main aim is the installation of charging spots for electrical vehicles, and at that time had started to install the first points in the Basque Country. The EVE also set up another company called IBILEK. This company is a car sharing company with electric and hybrid cars, and they wanted to start with their first steps in the three main cities of the Basque Country.

Discussions continued and agreement was reached with HERTZ, but the Mayor's Office instructed the Mobility department to talk with the EVE instead of HERTZ and to negotiate another agreement to install in the city the car-sharing system promoted by IBILEK.

New conversations started with the EVE to define both technical and economical aspects. After some weeks of negotiations, a technical agreement had been reached between the two entities. However, the Secretary and the legal department of the municipality had identified some aspects of the agreement that needed to be changed or redefined, and the changes they proposed were unacceptable to the EVE. This negotiation further delayed the agreement, the signature and progress to implementation.



In the end, the Municipality and the EVE reached to an agreement acceptable to both of them. This agreement was sanctioned by the Junta de Gobierno Local (Local Government Board) of the Municipality of Donostia San Sebastián on April 15<sup>th</sup> of 2011 and later on was going to be public signed by the Municipality and the EVE.

On May the 22<sup>th</sup> there were local elections in Spain and there was a change in the Local Government in the city of Donostia-San Sebastián. There was a delay of some weeks until this new Government was ready to start to take decisions. Unfortunately they decided not to sign this agreement and instead proposed to develop a public tender to develop the car sharing system in the city.

So the Mobility department started to develop a public tender on the issue. As there were not many examples of these kind of tenders, and having in mind the objections expressed by the Secretary and the legal department of the City Hall, the public tender was carried out, approved on 27<sup>th</sup> January and published on 3<sup>th</sup> February 2012.

In the process of preparation up to 5 companies showed interest in the conditions of the tender, but in the end only one company was presented to the tender and did not fulfil the conditions of the tender; so this tender process was declared void.

It was necessary to prepare a new tender with different conditions. The main aspect that was changed was the period of the concession. In the first tender the period had been for 10 years, but in the second one the duration of the concession was defined for 25 years, which seemed more attractive for the sector.

The new tender was published in late March 2012 and finally the company Ibilek car sharing (www.ibilek.es/en/) was awarded the contract.

The system will be installed and ready to be used in the early summer of 2012.





#### 4.2 Problems Identified

From the story of how the system was conceived and eventually set up we can see what problems have arisen during the long process of implementation of the car sharing system in Donostia San Sebastián. There have not been really important technical problems. When the discussions with the HERTZ company were underway the locations of the places to place the cars were the most important issue and we reached an agreement quite quickly.

However, the problems with IBILEK-EVE were more important. From the technical point of view we needed to find the places for the car, not only in terms of their adequate location to provide a car sharing service, but also bearing in mind the local electricity infrastructure needed for recharging.

Even so, the most important problems were political and legal. Political because we have had to develop different lines of work depending on what the Local Government said.

But also, the agreement with the EVE has some legal problems. The legal department thought that this kind of covenant should be developed through a public tender and not as a direct agreement. This was the reason behind the new local government refusing to sign the agreement which made the process longer than it should have been.

Also the conditions of the first tender were not attractive for the commercial companies that were bidding (5 years with the potential for a 5 year extension at the discretion of the City Hall). So we also had to change the conditions fixed in the first tender in order to be more accepted in the market.



#### 4.3 Risks and Mitigating Activities

Car sharing is a new phenomenon in the city. In recent times people have started to hear and to talk about it, but it is not really a well-known service.

We will have to face this lack of knowledge about this type of system by designing and implementing a really didactic campaign, explaining what it is and what its aims are.

This campaign will have to be designed with the company that has won the public tender, in order to try to take advantage of synergies of both organisations.

In last days different news have appeared in the media about this system. IBILEK has installed and inaugurated a system in Bilbao and the different newspapers and radio stations have reported this activity (see annex 2)

About the electric cars, as it is a new phenomenon as well as the car sharing, we gave the possibility to complete the car sharing system with traditional cars or to offer plug in hybrid cars, in order to make the system more suitable for people who might be afraid of driving an electric car.

The basic locations were specified in the tender, as indicated on the map in annex 1. These are considered the most suitable locations for this system and there should not be any significant problems with these locations, although it is possible for there to be slight differences in the exact locations due to different aspects such as, for example, where the charging spot can be placed or where the electric inlet is located. Also the company can offer other locations and it will be possible to agree them with the Municipality; indeed, in the tender there were extra points for any company that offered to extend the car sharing system to any business area in the city.

#### 4.4 Future Plans

No additional locations were offered as part of the tender process, but we still think that in the near future it could be a good idea to establish some car sharing spots in the business areas of the city.

An information and dissemination campaign will be developed in order to promote the use of the system. The press statements and information about the scheme already released by ADS are a forerunner to the more detailed information that will come later about how the scheme will work, where the vehicles will be located, how you access them and why it is necessary.

For this measure before and after data will be collected and an impact and process evaluation will be carried out as agreed within the measure-level evaluation plan.



## Annex 1: Map showing the Initial Locations Where the Electric Cars will be Available

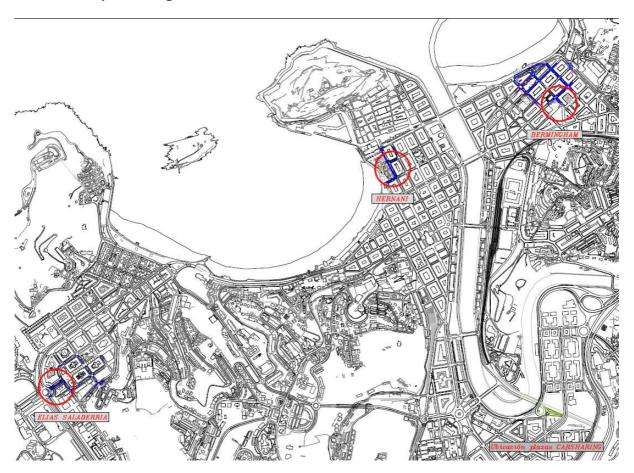


Fig. 1 Locations for the car sharing spots in Donostia San Sebastián



#### **Annex 2: Existing Press links**



http://www.noticiasdegipuzkoa.com/2012/05/25/vecinos/donostia/el-ayuntamiento-de-donostiaadjudica-la-implantacion-de-un-sistema-de-car-sharing-en-la-ciudad-por-un-plazo-de-25-anos





http://www.noticiasdegipuzkoa.com/2012/05/26/vecinos/donostia/donostia-contara-con-seisvehiculos-electricos-que-se-alquilaran-por-horas





http://www.diariovasco.com/v/20120524/san-sebastian/ibilek-sharing-gestionara-coches-20120524.html



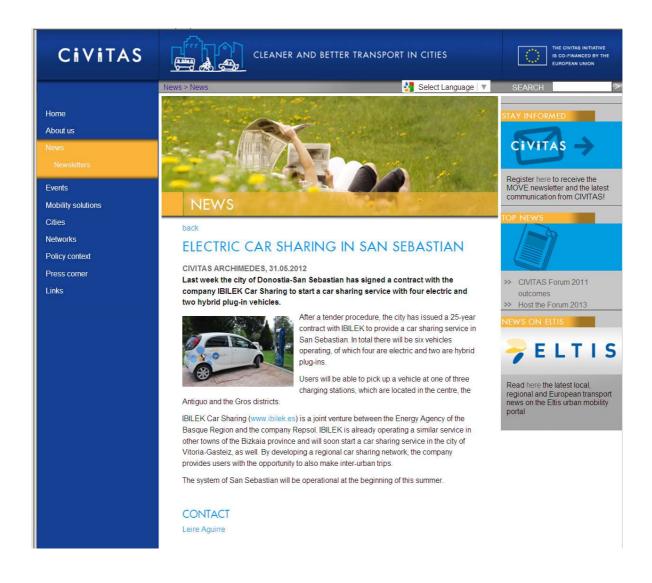
http://www.donostia.org/home.nsf/0/8CDD0B294803F84AC1257A09004927B2?OpenDocument &idioma=cas





http://irutxulo.hitza.info/2012/05/25/auto-elektrikoa-partekatzeko-car-sharing-sistema-ezarrikodute/





http://www.civitas-

initiative.org/index.php?id=138&news\_id=1394&limit\_start=0&advanced=&back\_id=69