Integration of car sharing into public transport & mobility systems in the United Kingdom

Alistair Kirkbride
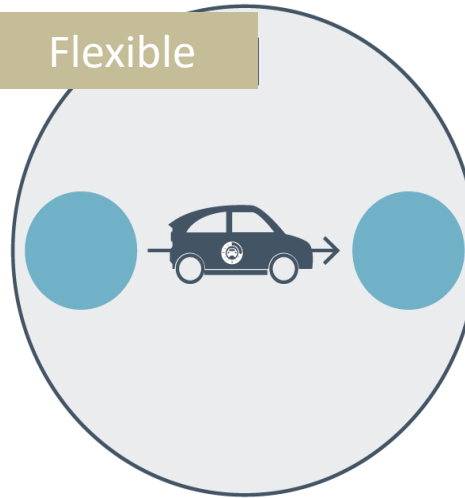
T @como_uk
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"Car sharing"?

Round-trip

Flexible

One-way

Car Club parking bay

Parking bay

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1. *Why* is integration as good thing?

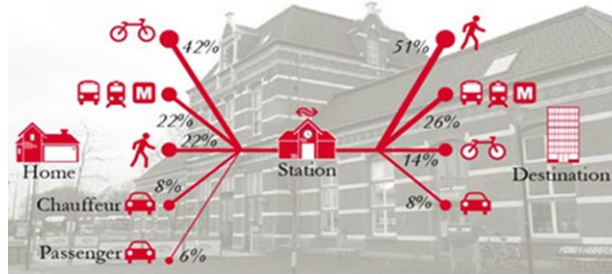Arriva partners with BMW for car sharing
by PASSENGER TRANSPORT on Aug 26, 2015 · 6:29 pm   No Comments

Copenhagen scheme ties together public transport and car club

a. **Journeys**

- Door-to-door journeys
- Use cases

b. **Lifestyles**

- New mobility lifestyles – not just carsharing
- MaaS

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Why is integration as good thing?

Outcomes & impacts

○ …associated with a reduction in inefficient use of private cars

○ Reduce air pollution, liberate street space, promote more active travel, support transport services viability & hence fairness

○ Liberté, egalité, fraternité (?)

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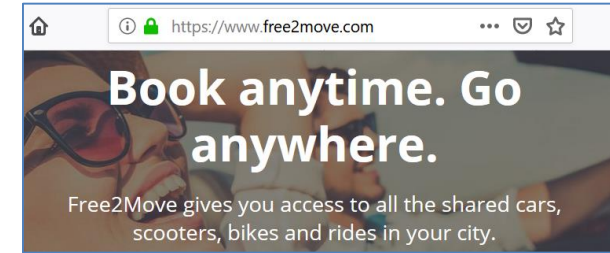supporting shared transport

2. *What* is Integration?

◆ Aggregation between carsharing operators
Simplification for "normal" users

◆ Aggregation / bundling of car sharing with e.g.
bike share
Locally relevant mobility side-by-side

◆ **Integration of carsharing into public
transport**
   - **Car sharing as a part of public transport**
   - **Door-to-door journeys**

◆ Integration of carsharing into mobility
Enables new mobility lifestyles

Integration of carsharing into mobility....

2. *What* is Integration?

Book anytime. Go anywhere.
Free2Move gives you access to all the shared cars, scooters, bikes and rides in your city.

♻ Aggregation between carsharing operators
Simplification for "normal" users

One membership card for both Co-bikes and Co-cars

♻ Aggregation / bundling of car sharing with e.g. bike share
Locally relevant mobility side-by-side

easyGO travel smarter in Reading

♻ **Integration of carsharing into public transport**
- **Car sharing as a part of public transport**
- **Door-to-door journeys**

♻ Integration of carsharing into mobility
Enables new mobility lifestyles

♻ Brokerage and marketplace?

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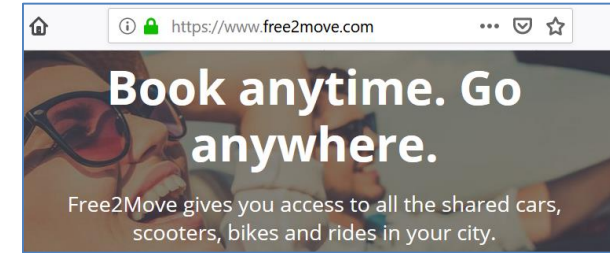
Integration of car sharing into public transport

1. Co-location of services
   - Cars at stations & bus stops
   - Visible
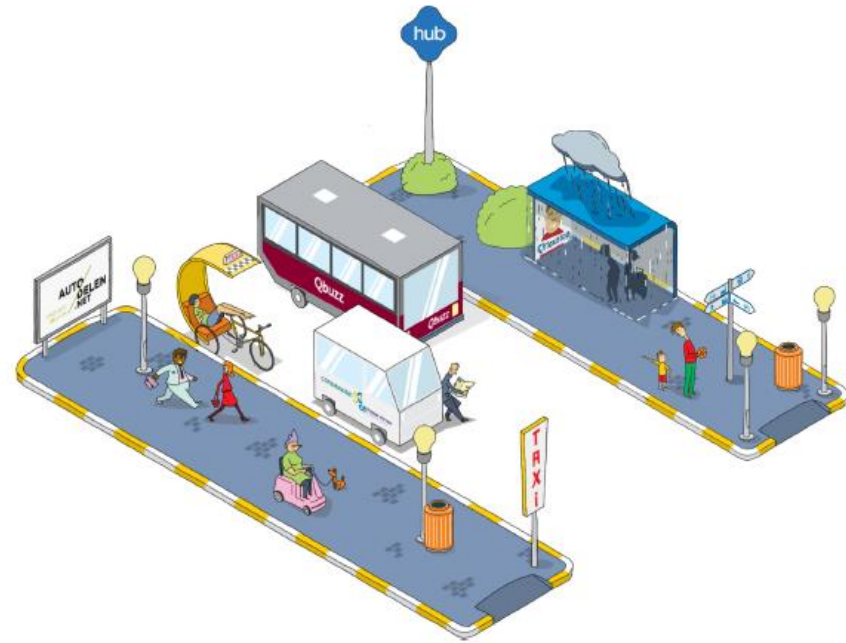   - Associated services
   - Mobility hubs

1. Payment/ticketing
   - Integrated ticketing & accounts – the road to MaaS
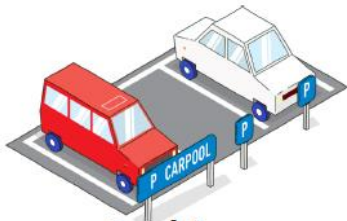   - Linked offers

1. Co-marketing

1. Information

STAVELEY	Towards Kendal				KENDAL	
	Monday-Friday		Saturday		Sunday	
	TRAIN	BUS	TRAIN	BUS	TRAIN	BUS
6am	6:55					
7am		7:27	7:02			
8am	8:01	8:00	8:01	8:00		
		8:50		8:50		
9am	9:42		9:43	9:42		

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1.Co-location of services

Parking + Carpool

Bicycle storage

Bicycle lockers

Carsharing
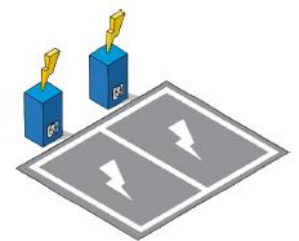
Charging

Watertappunt

Kiosk
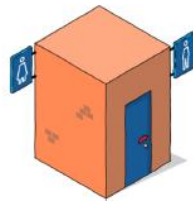
Toilet

Wifi

Fitness

Restaurant

Pakketmuur

What does integration involve?

1. Co-location of services

1. Payment/ticketing
   - Integrated ticketing & accounts – the road to MaaS
   - Linked offers

enterprise CarClub

Member employees with an Annual MCard can benefit from joining the Enterprise Car Club for personal use at just £1 a year (saving £59 annually).

METRO
Transport for West Yorkshire

1. Co-marketing

1. Information

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Examples in the UK

PT integration
- WYCA
- Nottingham
- Norwich
- Reading
- *Not* London

- Exeter

Developing Car Clubs in England Programme

NORTH EAST COMBINED AUTHORITY
DERWENT VALLEY CAR CLUB
WEST YORKSHIRE COMBINED AUTHORITY
TRANSPORT FOR GREATER MANCHESTER
DERBYSHIRE
DERBY CITY COUNCIL
NOTTINGHAM CITY COUNCIL
NORFOLK CAR CLUB
SHROPSHIRE CAR CLUB
HARBURY ENERGY INITIATIVE
BRISTOL CITY COUNCIL
BRISTOL CAR CLUB
WEST BERKSHIRE
FROME TOWN COUNCIL
READING
SURREY COUNTY COUNCIL
CO-CARS – BARNSTAPLE
CO-CARS – CONSORTIUM
EASTLEIGH BOROUGH COUNCIL
HOURCARS – SALISBURY
CO-CARS DEVON & CORNWALL
BOROUGH OF POOLE COUNCIL
ISLE OF WIGHT

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Examples in the UK

- Smartcard to unlock car share, bike share and bus travel
- Incentives App for sustainable multimodal travel
- Joint registration/website
- Smart phone "Betterpoints" App rewarding customers

Examples in the UK

BirminghamLive

NEWS

This app reckons it can transform your commute forever

Finnish company making its first overseas launch in the West Midlands

Commuter access various modes of transport in a single app for either a set monthly fee ranging from £99 to £349 or on a pay-as-you-go basis.

It has been launched in association with **Transport for West Midlands** (TfWM), **National Express**, Gett, Enterprise Rent-A-Car, nextbike and other transport providers.

And will work with TfWM's existing Swift card.

LNER London North Eastern Railway

Buy tickets

Travel information | Planning your journey | Offers | Get onboard | Earn rewards

reserve, jump in, drive away

Sometimes you just need a car. Odd thing for a train company to say, don't you think? It's true, though. We're good, but we can't take you directly to every address in the country.
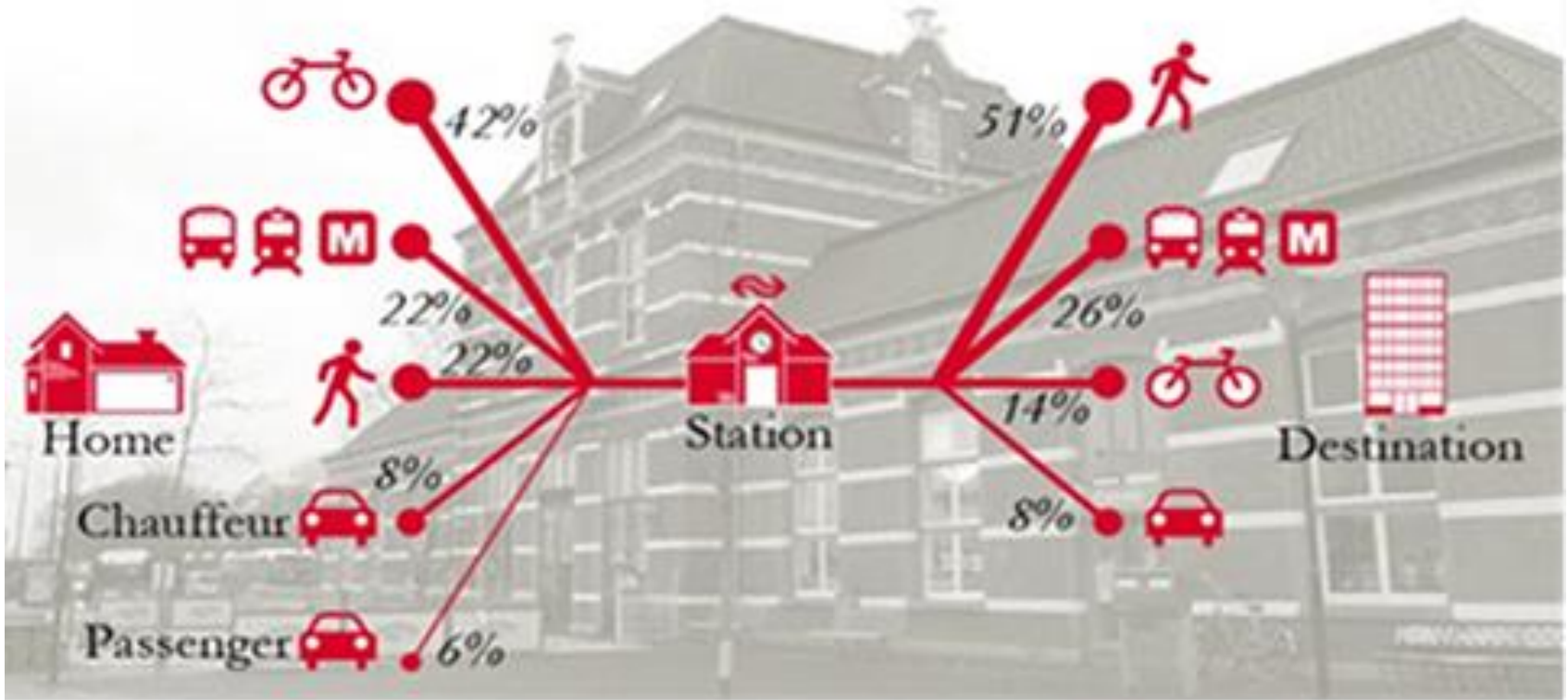
FEEDBACK

With Enterprise Car Club you reserve the car you need from when you want it, and it'll be there waiting for you. It's so easy – just swipe your membership card over the sticker in the windscreen use the app - and your car will unlock. The and it'll give you the keys. And away you when you're done.

enterprise CarClub

Virgin trains West Coast

Co-wheels carclub

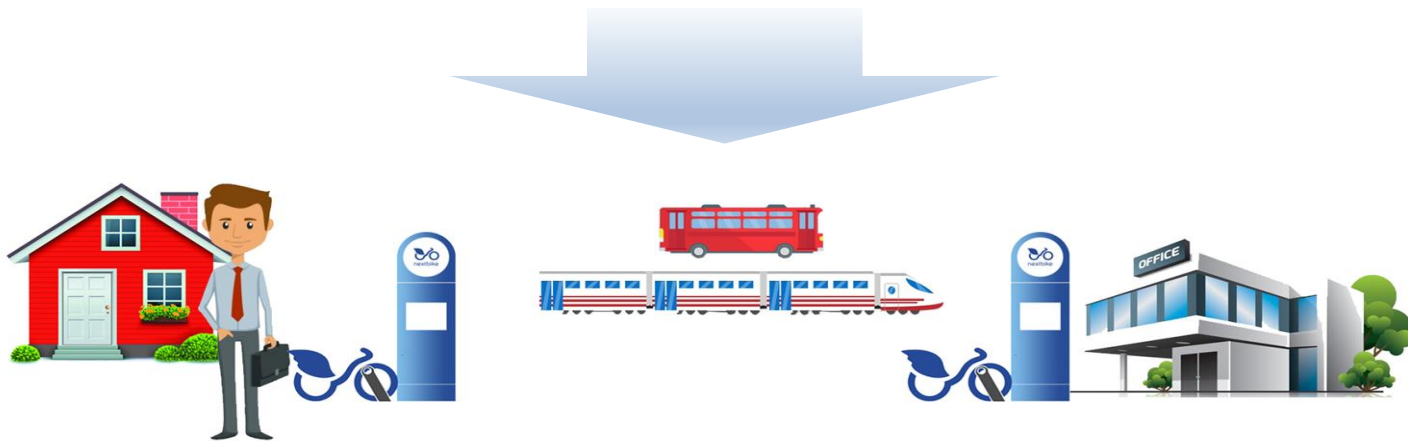supporting shared transport

...why? **Abelio**

🔵 *Environmental* – reduce car dependency
🔵 *Commercial* - capture new markets

...why? **Nextbike**

closest station is 1.5km away – too far?

1.2km away – too far to walk from the station?

♻ *Environmental* – reduce car dependency

♻ *Commercial* - capture new markets

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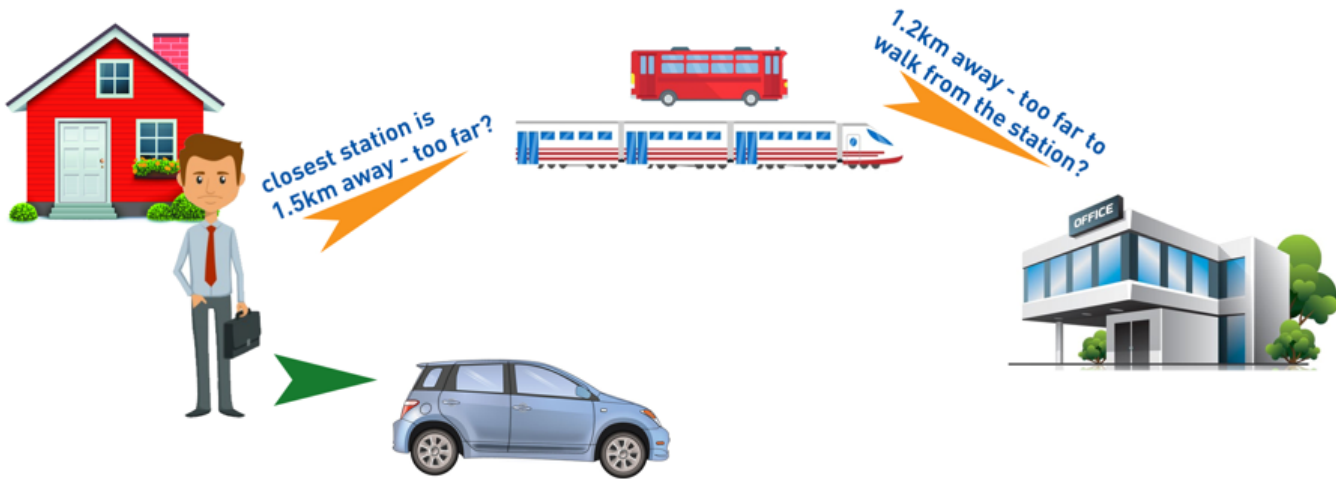
...why? **Use case**

People x (journey) purpose x place (local context)
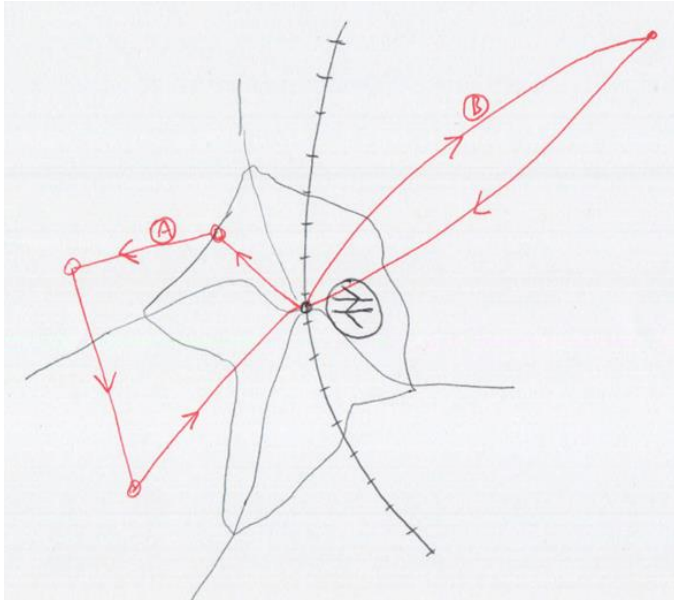
As part of a rail corridor scheme
Door-to-door journeys possible using rail and carsharing...
... where use case makes carsharing appropriate
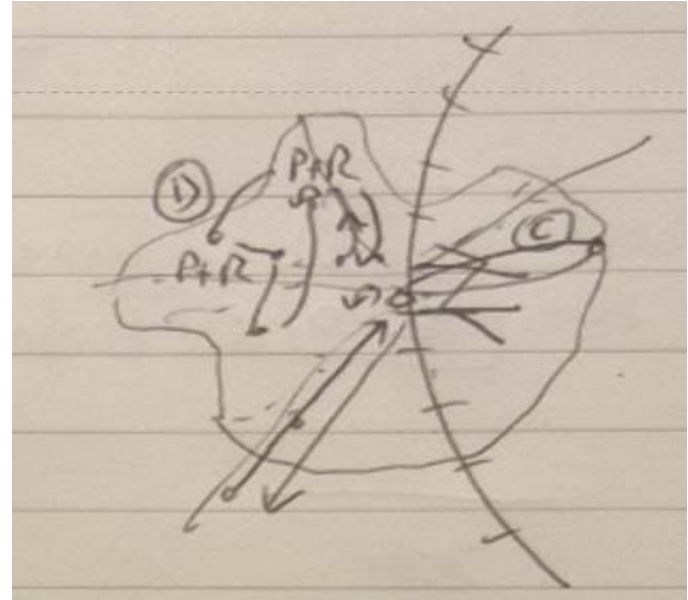
As part of a town/city carsharing scheme
Rail station / Park & ride is an easy-to-access hub from local areas
Main function (trains) is less relevant

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Barriers

WITH A PROPER DIET, MODERATE BUT CONSISTENT EXERCISE, AND THE DEVELOPMENT OF A HEALTHY MIND-SET, I SHOULD BE ABLE TO FIT IN FINE.

♻On-demand + scheduled services integration?

♻Parking bays
 ♻Physical space?
 ♻Lost parking revenue?

♻Potential scale of market *vs* space demands & whole-journey efficiency?
  Use cases
♻ITSO investment legacy
♻"MaaS will solve it"
♻What *are* the use cases anyway?

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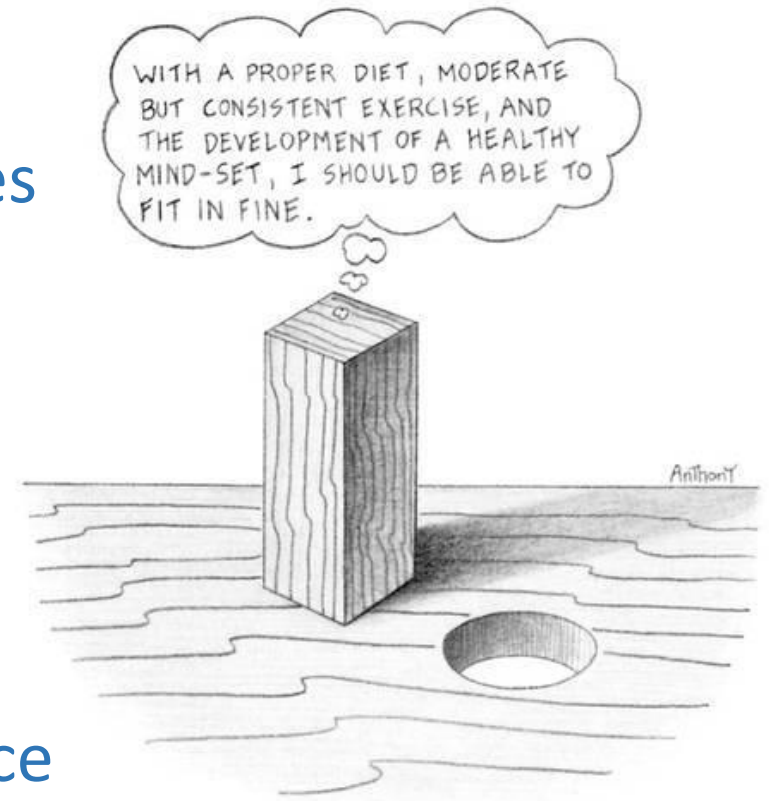
Opportunities

○ Higher level aggregation

       Citymapper, Google maps

○ Car sharing + other local services

       e.g. ebike share, e.g Uber; Enterprise + Stagecoach

○ MaaS

Conclusions

⟳Why is integration a good thing?
 Use cases?

⟳Five levels of integration

⟳"Soft integration" (with existing car sharing)
- more use in delivering public benefit?
- faster and cheaper to implement

⟳*Who needs to do what in order to ensure that we see the public benefit of integration?*

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