

Car sharing to reduce car ownership and parking needs

The Bremen car sharing example demonstrates the potential of already having reduced 1500 parking spaces for inhabitants after approximately 10 years of implementation.

Objectives

The introduction of car sharing aims at reducing car ownership, car use and parking needs (minus 6000 is the target).

Description

Bremen is a forerunner of the car sharing concept. Started in 1990 on very small scale, the city cooperated with a private company (Cambio) from 2003 on, to provide the first stations and supportive communication. In 2011 Cambio operated 170 sharing cars and has 6700 clients-users using 40+ stations. This is still growing, with expectations towards 20000 users in 2020 and a reduced need for 6000 parking places.

Car sharing and sharing mobility is meanwhile considered a valuable measure in SUMP implementation. The success of car sharing is complementary to creating a cycling culture in the city. When citizens use their bikes often, they only seldom need a car.

Impact & outcomes

- *Per car there are 30-40 users*
- *30% of the users no longer owns a car*
- *For every car in the sharing system there are 8-10 less owned cars.*
- *Carsharing significantly reduces the parking needs (target 6000 for Bremen, with 20000 users)*
- *Bremen example is widely spread ; e.g. Cambio is successfully copied in Belgium...*

Barriers / constraints and how they have been overcome

- *Die hard 'car lovers' will stick to the car ownership*
- *Choose between station based and free-floating is based on several factors. From the sustainability perspective of the city station based (as in Bremen) is preferable and most successful in reducing car ownership and parking places. Also for the customer it has proven its reliability.*

Good Practise

Time for planning and implementation

- *It took 30 years from the early start in 1990 until now*
- *It needs a dedicated promotor and defender (Michaël Glotz-Richter)*

Rough costs and resources *(better in workload than in Euro)*

- *Bremen's senior manager for sustainable mobility MGR*
- *300000 € promotion and communication costs*
- *250 – 300 mio € savings for (parking) infrastructure*
- *Individual savings for customers/users : 1800 €/year (incl. saved maintaining, insuring, parking... cost of own vehicle)*

Further information available at / from

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Translation of the Dutch document Parkeren en gedrag - Een totaaloverzicht van alle relevante kennis op het gebied van parkeren en gedrag (CROW).

Good Practise



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