

TEACHING MATERIAL GUIDANCE

1. Title of the material

Civitas Mimosa – Measure Evaluation Results: Car sharing (Utrecht)

<https://civitas.eu/content/car-sharing-utrecht-measure-evaluation-results>

2. Which section of the SUMP it is relevant to?

The material presents a method of evaluating the SUMPs and their measures. Material characteristics are in accordance with section 11.1.

3. Which Mobility Manager knowledge this material is the most relevant to?

It is related transport and mobility planning: evaluation of transport measures (section 1e of the Mobility Manager competences). The report has also a direct reference to Section 2 (Development of Sustainable Urban Mobility Plans).

4. Problem approached and content overview

The Car Sharing measure aims at giving an incentive to the car users of Utrecht for sharing cars. Since September 2010, a Car Sharing Campaign - 'Utrecht deelt' - has been implemented in order to raise awareness of car users for the benefits of Car Sharing and promote Car Sharing System in Utrecht. The overall goal of the measure is to raise the number of Car Sharing users in Utrecht. Car Sharing is a sustainable transport mode which contributes to reduce negative environmental impacts, such as gas emission, and to enhance the quality of public space in the inner-city. The direct impacts of Car Sharing are the decrease of the average rate of private car ownership and the reduction of number of car trips in the city. This implies that the average of kilometres travelled by car tends to reduce compared to the total amount of kilometres travelled in the city. By using the Car Sharing system, the users are more aware of their own mobility behaviour. They usually mix different transport modes and can order a car according to their needs; the payment is made directly. Currently, four companies offer a fleet of commercial shared cars in Utrecht and two companies facilitate a Car Sharing System of private cars (one of which does both). The measure was implemented through the following stages:

- 1) **Research potential target population for car sharing** - Research into the target groups was carried out by asking the inhabitants of the Province of Utrecht to complete online questionnaires. The main objective of the survey was to collect information on the potential development of Car Sharing system. The results provided the input for the development of a targeted campaign to promote car sharing.
- 2) **Promotional campaign** - The results of the research allowed the identification of neighbourhoods with high potential for car sharing implementation. Based on these results, a strategy has been developed for the campaign. However, due to



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the decision to use both a bottom-up approach and a top down communication, the scope of the campaign widened to the surrounding neighbourhoods (and the rest of the city) as well. Hence, although the campaign had its definite 'campaign neighbourhoods' (neighbourhoods that were more actively approached in the campaign than others), it could not be said that certain neighbourhoods had been completely bypassed by the campaigns' efforts. The campaign basically comprised a website to provide information on Car Sharing, a promotional flyer and several events.

The evaluation strategy of this measure sought to focus on the number of Car Sharing users and on the degree of awareness among car users regarding Car Sharing system. A comparative analysis of these two indicators, measured before and after the campaign, allows concluding on the impact of the campaign on car users.

5. Who could be interested in this material?

Students who are looking for:

- Information on the implementation of the SUMP assumptions through the development of the car sharing system;
- Information and an example of the implementation of solutions promoting the car sharing system, with an indication of barriers, difficulties, but also results and recommendations;
- Evaluation methods for the implementation of the car sharing system with the identification of evaluation indicators;
- Awareness and tendency of the society to use the car sharing system.

6. What is worth mentioning as an innovative factor for the reader?

The strength of the material is its detail while maintaining a synthetic form. The material presents the assumptions of the project, difficulties in its implementation, but above all the method of project evaluation with indication of specific hard indicators resulting from the conducted research. The authors described the most important conditions related to the functioning of the transport system, along with the identification of threats. Then they presented the process of implementing the project assumptions and the results obtained. Finally, recommendations for other units that will face a similar challenge of implementing car sharing in their city were indicated. The entire report has a synthetic and legible form.

7. Limitations

Not noticed. The report is a synthesis of the entire project. Gaining detailed knowledge requires reading the full reports.

