



# ROUNDTrip CARSHARING

Carsharing is a game changer! Carsharing is a system that allows people to use locally available cars at any time and for any duration, reducing the reliance on private ownership.

## How it Works!

- Book well in advance or at the last minute – online, via App or call centre.
- Pick up the vehicles of your choice – there are usually several different types available!
- Do what you need to do!
- Drop the car off where you picked it up.

With roundtrip carsharing, the car is picked up from and returned to the same parking place - just like a privately owned vehicle. That way users always know where and when to find a car. It's reliable!

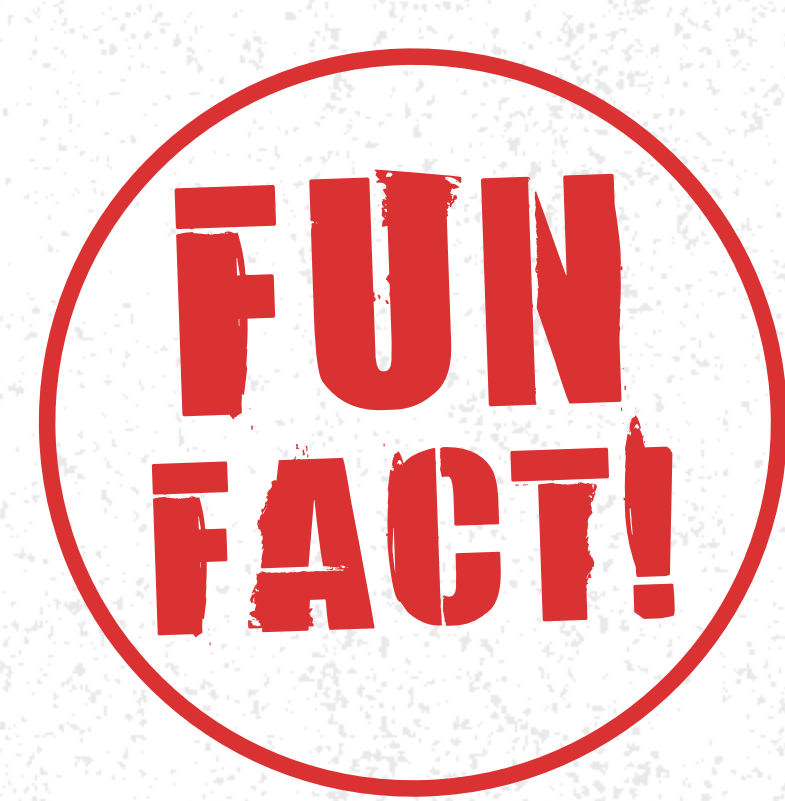


*In Bremen, 1 carsharing car replaces 16 privately owned cars*

## The Impact!

In addition to many environmental benefits, this form of carsharing has the highest impact on reducing private car-ownership and complements public transport.

When combined with good public transport, walking and cycling infrastructure, one carsharing car can replace up to 20 privately owned cars!



Combined Carsharing brings together the best of both worlds! The reliability of roundtrip carsharing and the flexibility of free-floating carsharing. If offered over the platform of the same carsharing provider, combined carsharing has almost the same impact on reducing private car-ownership as roundtrip carsharing!

To learn more about the different forms of shared mobility, their advantages and disadvantages, their impact and much more, check out “A Planner’s Guide to the Shared Mobility Galaxy”:

[www.share-north.eu/the-guide](http://www.share-north.eu/the-guide)



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## SHARED MOBILITY

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# FREE-FLOATING CARSHARING



Carsharing is a system that allows people to use locally available cars at any time and for any duration, reducing the reliance on private ownership. Free-floating carsharing is a relatively new system and is usually limited to major metropolitan areas.

## How it Works!

- Find a car near you.
- Book via the App – a maximum of 15 minutes in advance.
- Do what you need to do.
- Return the car anywhere in the operational area.

With free-floating carsharing, cars are booked spontaneously and can be returned anywhere within an operational area. That means that you won't always find a car near you when you need one but that bookings are open end, so no stress to return the car. It has its ups and downs!

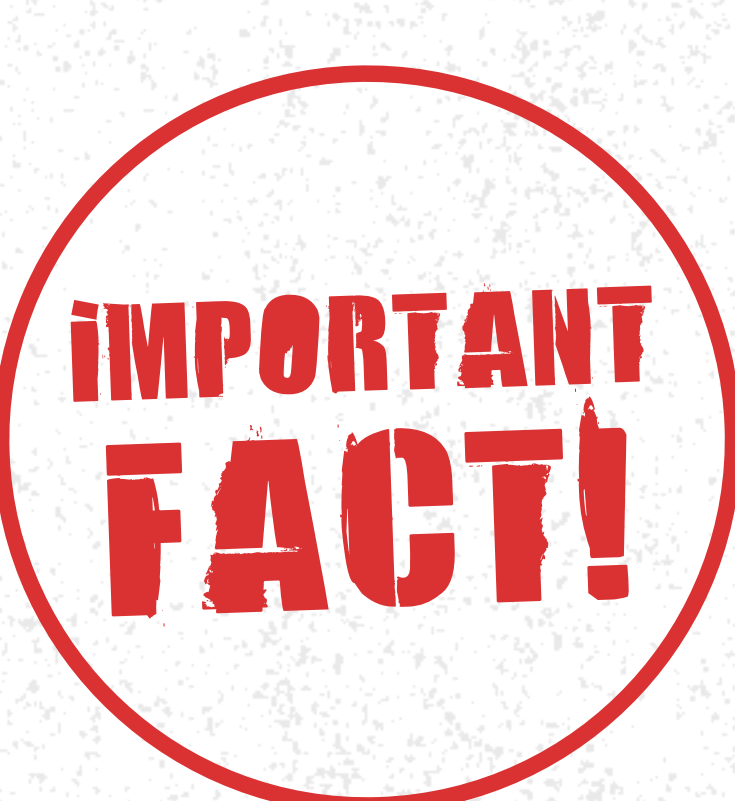


smumo free-floating offer as part of a combined carsharing system in Bremen



## The Impact!

This form of carsharing has the lowest impact on reducing private car-ownership and can compete with public transport. However, it provides more visibility for carsharing in general and an often attract new user groups.



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# PEER-TO-PEER CARSHARING



With peer-to-peer carsharing, private persons share their cars when they do not need them themselves. This is a clear distinction from roundtrip and free-floating models, where the carsharing providers own the vehicles. With this form of carsharing, providers may own the booking platform but not the vehicles.

## How it Works!

- Book a vehicle over a peer-to-peer platform or an arrangement with your neighbours – usually well in advance.
- Pick it up from the designated spot – via key swap or keyless access.
- Do what you need to do.
- Return the vehicle to the same location.

There are a lot of different peer-to-peer carsharing models so keeping track of them can be challenging. They each bring their advantages and disadvantages, of course.



## The Impact!

Impacts per user are similar to roundtrip carsharing, however, the number of users is far smaller than with roundtrip carsharing and it is more difficult to measure who is sharing their cars privately.

## FUN FACT!

This form of carsharing is more common in rural areas and for sharing specialty vehicles like camper vans.

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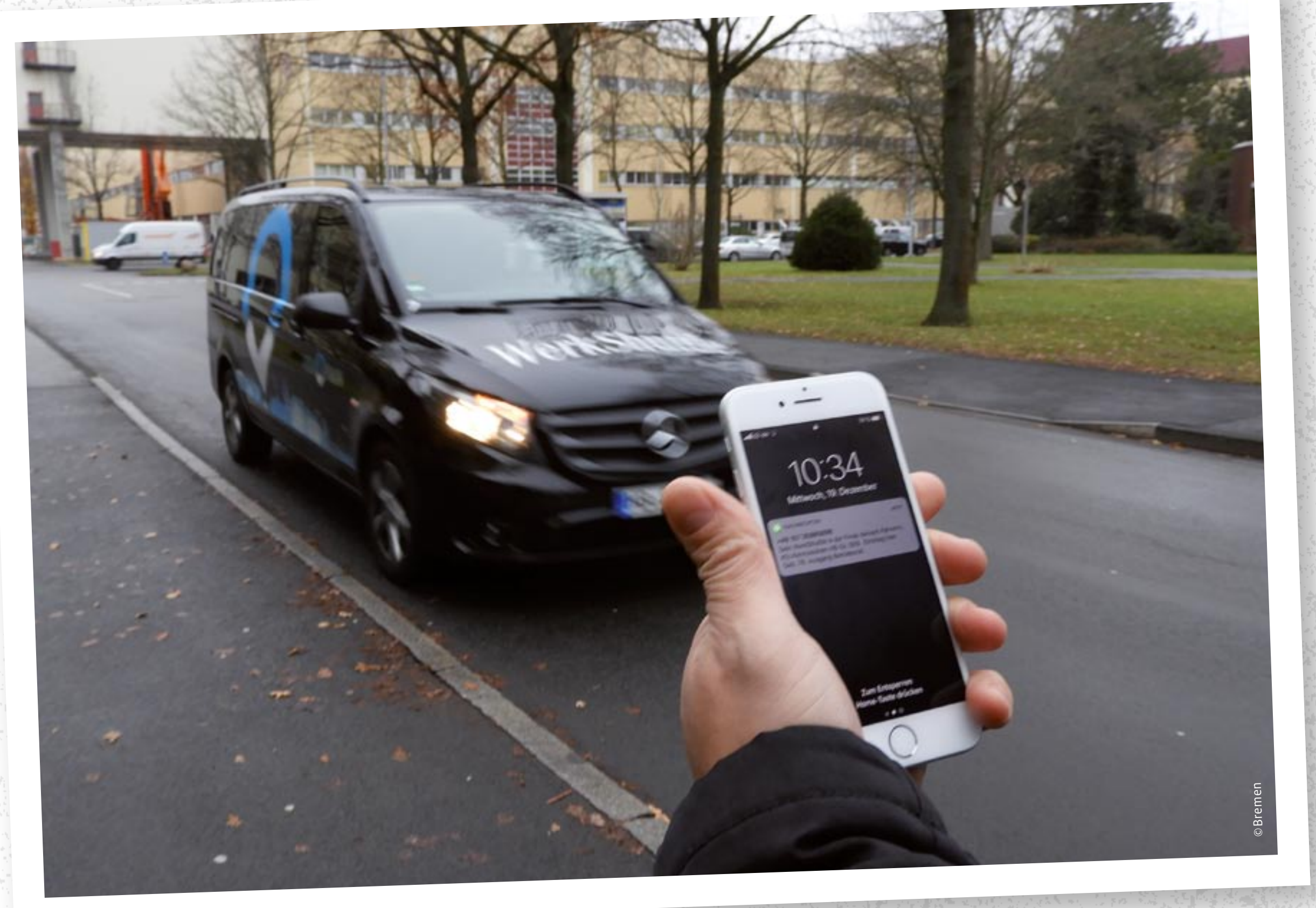
# RIDESHARING

Ridesharing, aka “carpooling” or “liftsharing”, is the trip-based sharing of car rides by persons to reduce costs and/or negative environmental impacts.

## How it Works!

There are lots of different forms of ridesharing and can happen in different ways:

- Passengers meet at the driver’s house or
- the driver picks up all passengers at home (involves a detour) or another requested location or
- everyone meets at a designated place from where they travel jointly.

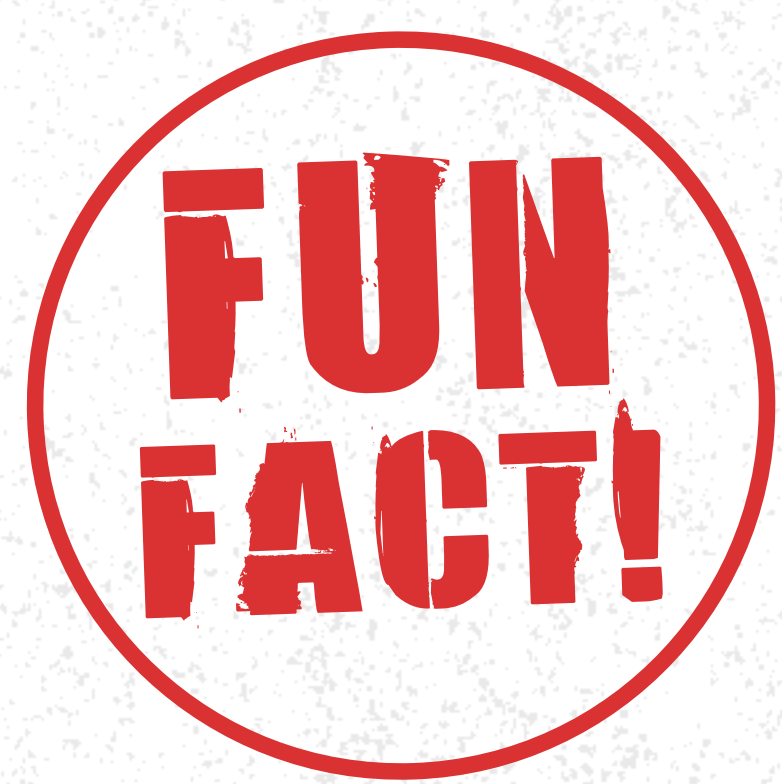


Different models of ridesharing, each with its own characteristics, also include short distance ridesharing (formal), long distance ridesharing (formal), informal ridesharing, Vanpooling, Eventpooling much more. But one thing is sure for all types – this is a rockin’ way to commute!



## The Impact!

Ridesharing results in higher vehicle occupancy. Fewer vehicles are needed to get the same number of people from A to B. This has positive impacts on reducing greenhouse gas emissions, noise and congestion. It also has positive impacts on space consumption at final destinations as well as financial benefits for users. Ridesharing even has social benefits and can reduce stress and improve employee moral!



Sharing rides increases road safety, due to more responsible driving behaviour than single occupancy vehicles: 75% of drivers follow traffic rules better, 61% take a break more frequently, 57% never exceed the speed limit, and 84% stay awake and more alert.

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# BIKESHARING



A bikesharing system is a service in which bicycles are available for shared use to individuals on a short-term basis. There are several different models of bikesharing, each with its own characteristics, such as roundtrip, free-floating and peer-to-peer bikesharing.

## How it Works!

- Sign up for a membership.
- Access the bike spontaneously via the App or membership card.
- Enjoy the ride!
- Drop it off in the designated area - depending on the system either at a docking station or in the operating area.

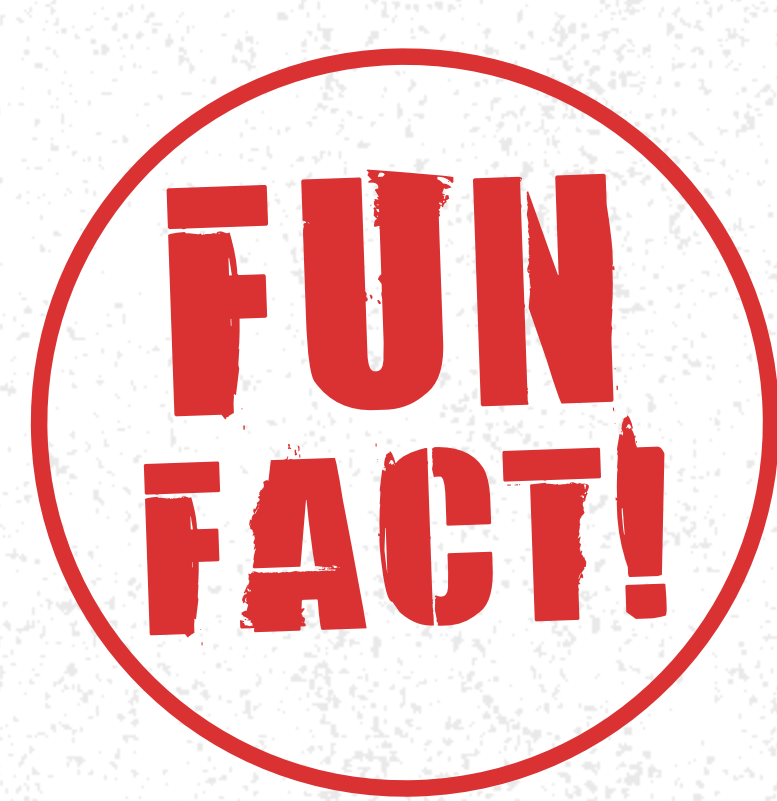


Bikesharing is an excellent last-mile solution, a way to provide affordable access to bicycles and to encourage bicycles use and bike purchases in your city. Bikesharing is a “gateway drug” to cycling!



## The Impact!

Bikesharing supports a modal shift to more sustainable travel modes, supports emissions reductions and spatial efficiency. Bikesharing can decrease car use by 5-22%, depending on the density of the city. In some cases, bikesharing availability can even have an impact on car ownership! Particularly in places with high car dependency. In the USA, 5.5% of bikesharers sold or postponed a vehicle purchase.



There are also different types of bikes that can be shared and the use behaviour varies for each type. For instance, cargo-bikesharing is similar to the use behaviour of car trips and carsharing: most trips are planned in advance and 70% of them are roundtrip.

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# SHARED MICROMOBILITY



Micromobility is about small vehicles that are human or electric powered, such as e-scooters, mopeds, e-skateboards and segways. Micromobility forms a solution for last-mile mobility challenges, mainly in urban areas.

## How it Works!

- Sign up for a membership.
- Access the scooter or moped spontaneously via the App.
- Enjoy the ride!
- Drop it off in the designated area - depending on the system either at a docking station or in the operating area.



## The Impact!

The impact of micromobility is just starting to be researched and first results differ very much according to location and type of vehicle. In places with a good public transport network, walking and cycling infrastructure, micromobility can compete with active travel modes and does not replace car trips. In other settings and for micromobility that can be used for longer distances, there can be positive environmental benefits.



Shared Micromobility isn't without its controversies and it certainly isn't the highest impact mode for reducing car use and car ownership, but it plays a role the grand scheme of things. The more modes of shared mobility that are in place, the bigger the synergy effects between them and the higher the benefits for society.

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# SHARED MOBILITY HUBS



A mobihub is a transport hub on neighbourhood level, where different sustainable and shared transport modes are linked with each other. A mobihub can have multiple functions but some are essential.

## Essential Mobihub Elements

- Parking spaces for **carsharing**
- High-quality **bicycle parking**
- Clear **signage** and visible branding
- Easy **accessibility** and safety for everyone

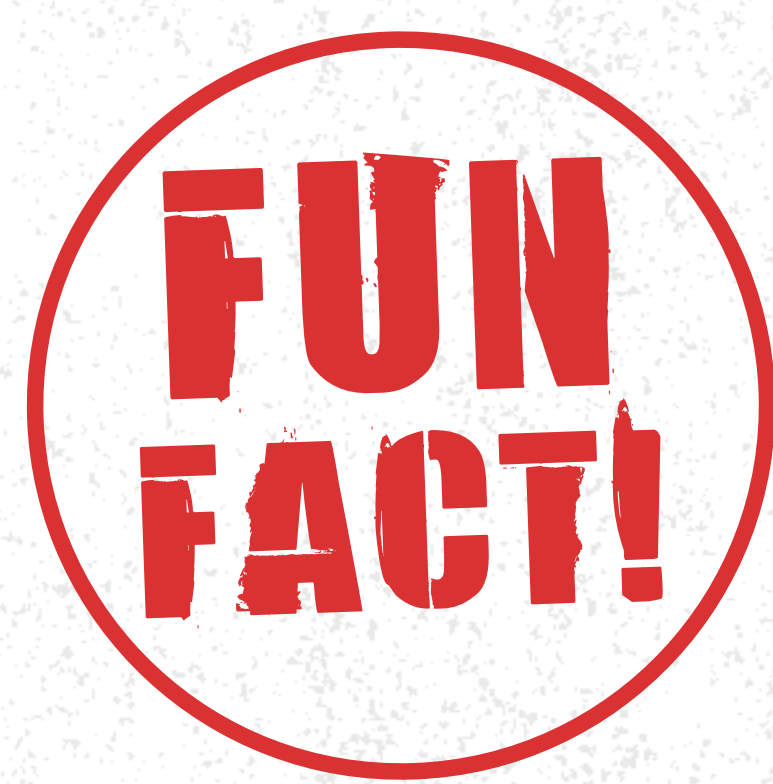
Beyond that, additional elements can include, bikesharing, cargo bikes, shared micromobility, public transport, package lockers, seating, urban gardening, other neighbourhood amenities - the possibilities endless but should always be based on the needs of the neighbourhood!



## The Impact!

There is no specific research about the impact of mobility hubs yet, however, related research that has been carried out for individual shared modes has determined that:

- Visibility
  - Accessibility
  - Short-distances to and between stations and
  - Vehicle availability
- are the most important factors for making shared mobility services attractive. Mobility hubs support all of these aspects.



The SHARE-North partners really helped put shared mobility hubs on the European map! From Bremen, DE (since 2003) to Bergen, NO (since 2018), the mobihub concept has spread like wildfire, especially after the launch of the Mobipunkt concept in Flanders in 2017, the Netherlands in 2018 and the UK in 2019.

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