



Conditions for the sustainability of sharing mobility



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A. The multidimensional spectrum of sharing systems



1. What is shared?

A vehicle, a parking space, a charging point























- 3.1. The vehicle or the ride? 3.2. If a ride, with or without a (paid/non paid) driver?
- 4. Who owns the vehicle? Private household, a company (mono-model/multi-model)
- 5. For how long? Minutes, hours, days, months
- 6. When sharing occurs? Before, after or in alternation to exclusive use
- 7. Where? Station-based, free-floating operative area, star configuration





B. The conditions for sustainability of sharing



Environment

□ Sound financial backing □ Quick uptake □ High sales / intense use by a large pool □ Fixed costs covered by actual sharing □ Control of operative costs (logistics, cleaning, maintenance) □ Marketing □ Action by aggregators □ Good organizational climate □ Resilence to shocks □ Action by aggregators □ Cities □ Affordability □ Flexibility □ Social clauses in pricing □ Positive image □ Contribution to neighborhoods □ Symbolic value □ Civic virtue as pre-condition and as a consequence of sharing experience	Economy	☐Zero direct emissions ☐Zero fuel-related indirect emissions	Society
	 □ Quick uptake □ High sales / intense use by a large pool □ Fixed costs covered by actual sharing □ Control of operative costs (logistics, cleaning, maintenance) □ Marketing □ Action by aggregators □ Good organizational climate □ Resilence to shocks 	□Visual aesthetics	☐ Flexibility ☐ Social clauses in pricing ☐ Positive image ☐ Social acceptance ☐ Contribution to neighborhoods ☐ Symbolic value ☐ Civic virtue as pre-condition and as a consequence

□ Cooperation with city decision makers□ Data sharing, including to support changes

in public spaces (e.g. parking spaces)





C. Why sharing is a key component

Environment

Hes·so/// WALAIS

of sustainable mobility

Sharing is the fastest way
to shift km made
away from polluting means (well before
full substitution of national fleet of vehicles)

Society

Economy

Sharing is the only customer capable of sustaining a network of electric charging points

Sharing is the most robust way to experiment with new technologies involving all social groups

Cities

For cities banning polluting cars, sharing systems are a necessary condition for social acceptance





D. When sharing fails



Strategic, managerial and marketing lackluster execution

Omeopathic quantities replicate existing systems adding to congestion but not to solutions

Lack of data about users and non-users prevents addressing real needs

By relying on civic virtues where they lack, vehicle are vandalized and inappropriately disposed





E. Four conditions in which sharing adds to public transport (PT) usage



- 1. People using car because (at least) one out of the many "weg" of the day requires a car would leave it at home and use PT if sharing available for that/those "weg(en)"
- 2. People entering the city with a car because urban PT isn't well suited to their destination may enter by train and then use sharing, if the latter is available at mobility hubs near the station
- 3. Cities credibly promising to ban polluting cars would jumpstart the use of both PT and sharing, the latter being a necessary component for car-only people and car-only places
- 4. Competition with sharing foster innovation in PT (dynamic pricing, price per distance, on-demand stops and routes, etc.)



