

Funding the Development of Carsharing in Scotland, UK

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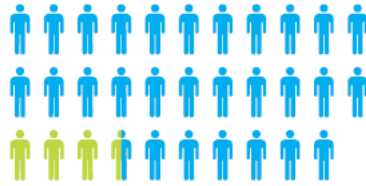
What is Carplus?



Cars removed from the road

32

members per car club car in Scotland

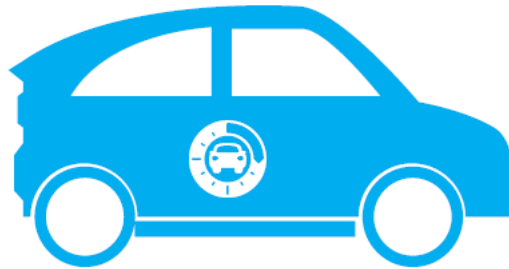


×11%

proportion of respondents who sold/disposed of their car in the last 12 months

= 3.5

private cars removed from road by each car club car



Reduction in cars purchased



7,600

car club members in Scotland

×29%

proportion of respondents who would have bought a private car if they had not joined a car club

= 2,200

deferred car purchases

3040


fewer privately owned cars on Scotland's roads as a result of car club members selling, disposing of or deferring the purchase of vehicles



Scottish Government Targets

- Identified ambitions for almost complete decarbonisation of road transport by 2050
- Focus on modal shift towards walking, cycling and public transport and widespread adoption of electric cars and vans
- ...but carshare also has a role to play

Climate Change (Scotland) Act 2009 (cap 12)



Climate Change (Scotland) Act 2009
2009 asp 12

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The DCCS programme



- The Developing Car Clubs in Scotland (DCCS) programme
- Funded since October 2010 by Scottish Government, managed by Carplus
- Provides financial and technical assistance to facilitate the development of carshare across Scotland

Carshare locations



Mallaig
Arisaig
Creetown
Stornoway

Lochwinnoch
Moffat

St Andrews
Dunbar
Haddington
North Berwick

Dumfries
Falkirk

Glasgow
Edinburgh
Aberdeen
Dundee

Types of carshare in Scotland

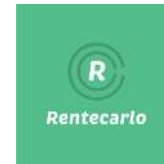
- Back-to-base (B2B & B2C)



- Corporate carsharing (B2B)



- Peer-to-peer (C2C)



- Network of rural community-run back-to-base schemes (B2C)

The 'Archipelago' Approach

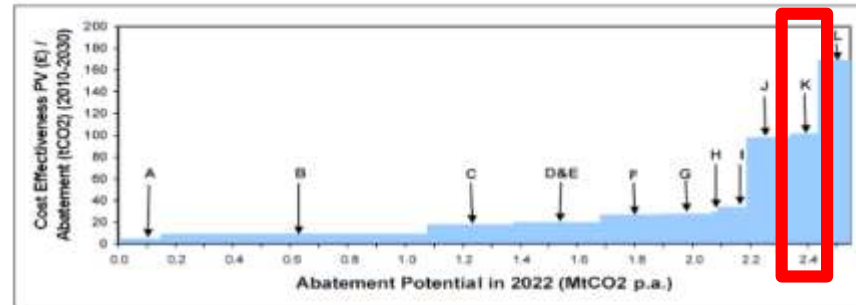
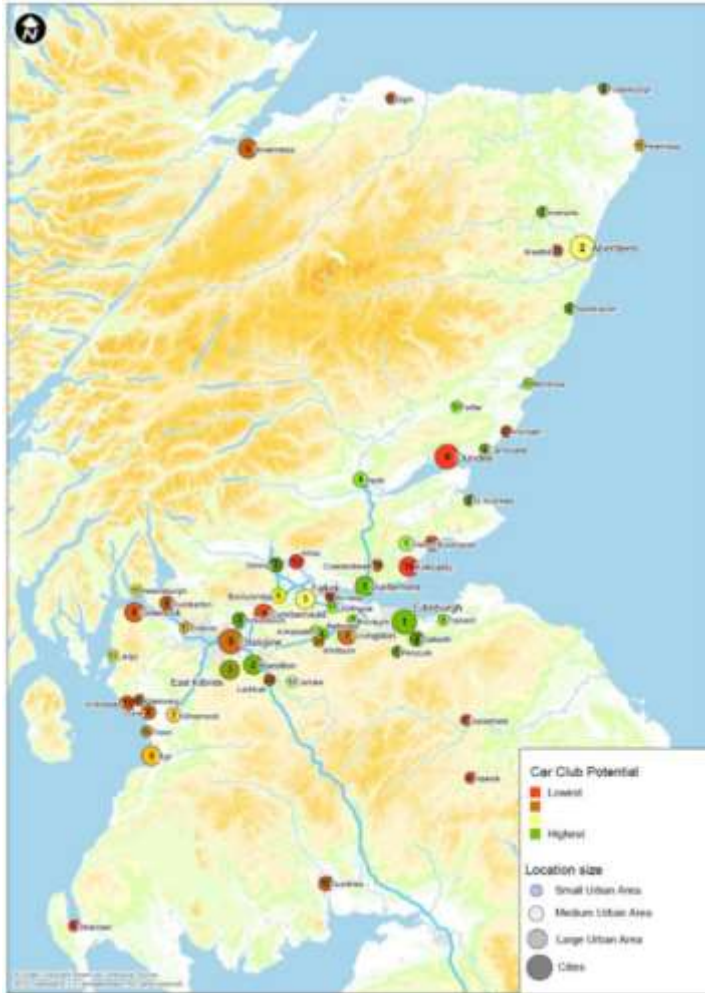


Shift of Focus



Transport Research Series

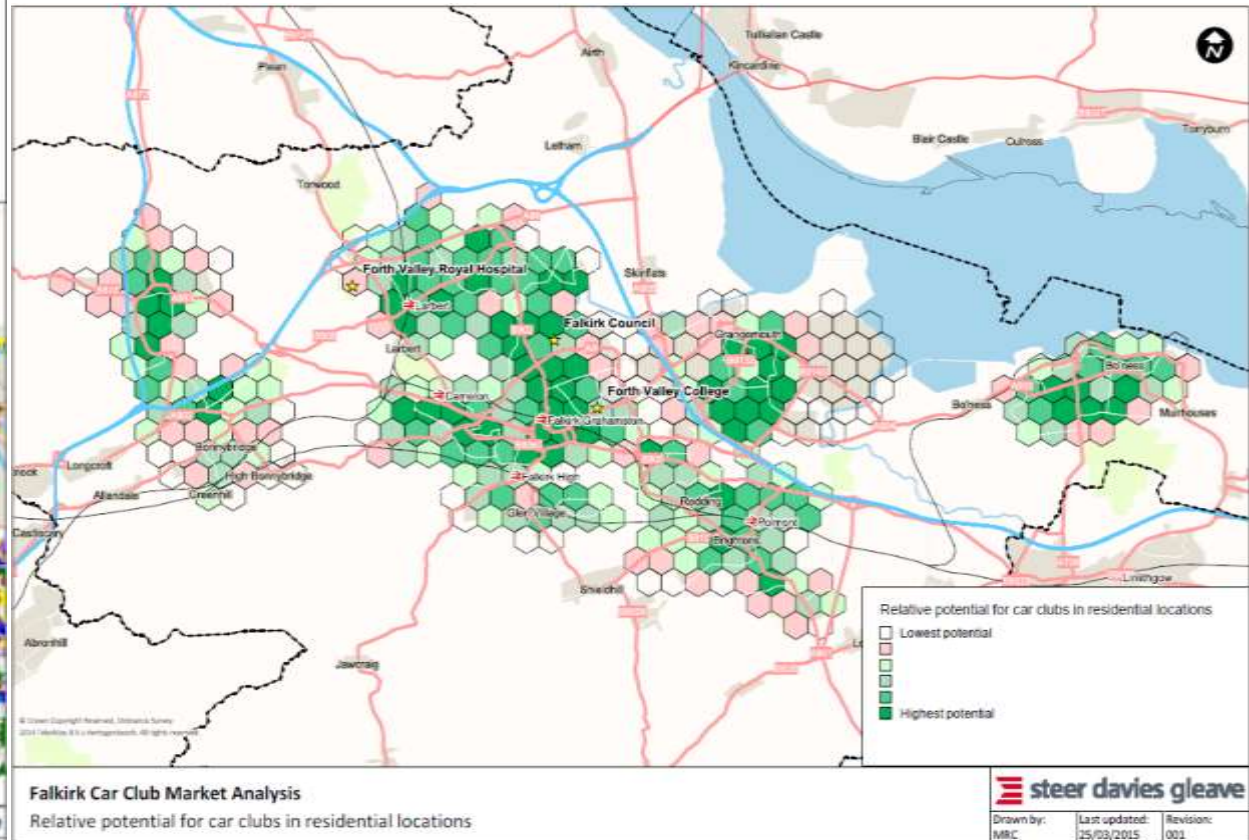
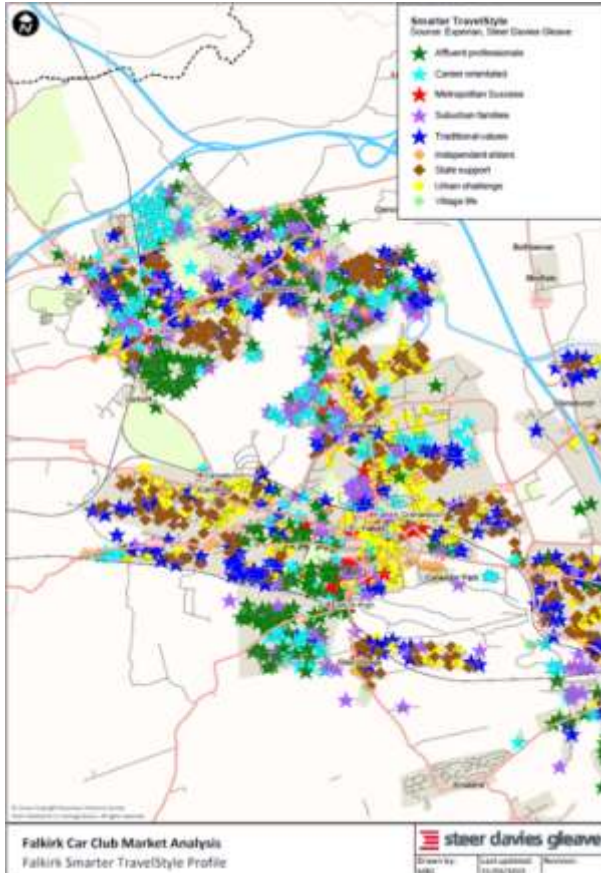
Mitigating Transport's Climate Change Impact
in Scotland: Assessment of Policy Options



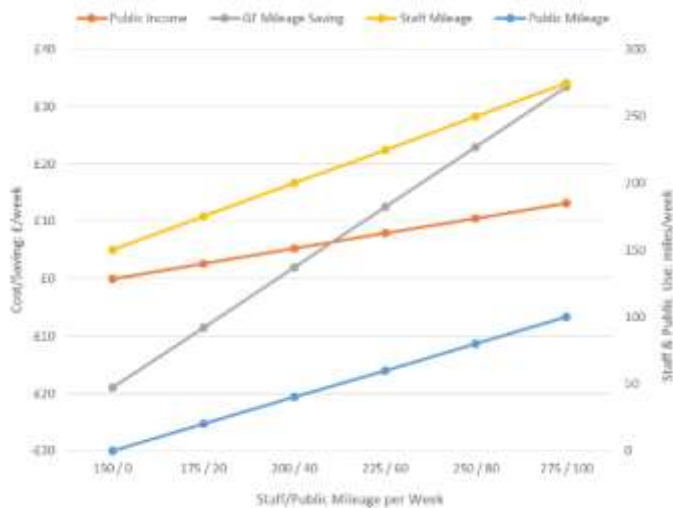
Key

Code	Measure ID	Measure
A	204	Provide community hubs
B	173	Widespread implementation of travel plans
C	143	Speed reduction on trunk roads
D	103	Introduction or increase in public parking charges
E	98	National motoring package
F	172	Workplace parking levy
G	18	Bus quality contracts / statutory partnerships
H	158	Urban density increases
I	63	Freight best practice
K	97	National network of car clubs

Identifying the B2C Market



Identifying the B2B Market



High potential to use car club cars	Medium potential to use car club cars	Low potential to use car club cars
Education	Finance and insurance	All other businesses including: Accommodation and food services, Manufacturing, Construction, Agriculture, Mining, Transport and Property
Professional, scientific and technical	Information and communications	
Business administration and support services		
Health		
Public administration		

Status	Local Authority Area	Urban Area	Approx. Population	Car club development
	Glasgow City	Glasgow	599,650	Established
	City of Edinburgh	Edinburgh	492,680	Established
	Aberdeen City	Aberdeen	228,990	Established
	Dundee City	Dundee	147,285	Established
	Highland	Inverness	62,473	Feasibility study complete
	Perth and Kinross	Perth	47,180	Feasibility study complete
	Stirling	Stirling	45,750	Feasibility study underway
	Renfrewshire	Paisley Renfrew	74,170 21,854	
	South Lanarkshire	East Kilbride	73,590	
		Hamilton	51,640	
		Rutherglen Cambuslang	31,730 28,670	
	West Lothian	Livingston	55,070	Feasibility study underway
	North Lanarkshire	Cumbernauld	50,470	
		Coatbridge	41,610	
		Airdrie	35,950	
		Motherwell Wishaw	31,390 28,890	
	Fife	Kirkcaldy and Dysart	49,580	Feasibility study underway
		Dunfermline	48,240	
		Glenrothes	38,940	
		Buckhaven, Methil, Methilhill and Leven	24,850	
	South Ayrshire	Ayr	46,060	Feasibility study underway
	East Ayrshire	Kilmarnock	44,830	Feasibility study underway
	Inverclyde	Greenock	43,450	
	Falkirk	Falkirk	35,170	Feasibility study complete
	North Ayrshire	Irvine	32,490	
	Dumfries and Galloway	Dumfries	31,630	Established
	West Dunbartonshire	Clydebank Dumbarton	28,780 19,990	
	East Dunbartonshire	Bearsden Bishopbriggs	27,470 22,860	
	East Renfrewshire	Newton Mearns	23,820	Feasibility study underway
	East Lothian	Musselburgh	22,640	
	Angus	Arbroath	21,810	
	Moray	Elgin	21,390	
	Clackmannanshire	Alloa	20,110	

The 'Hub and Spokes' Approach



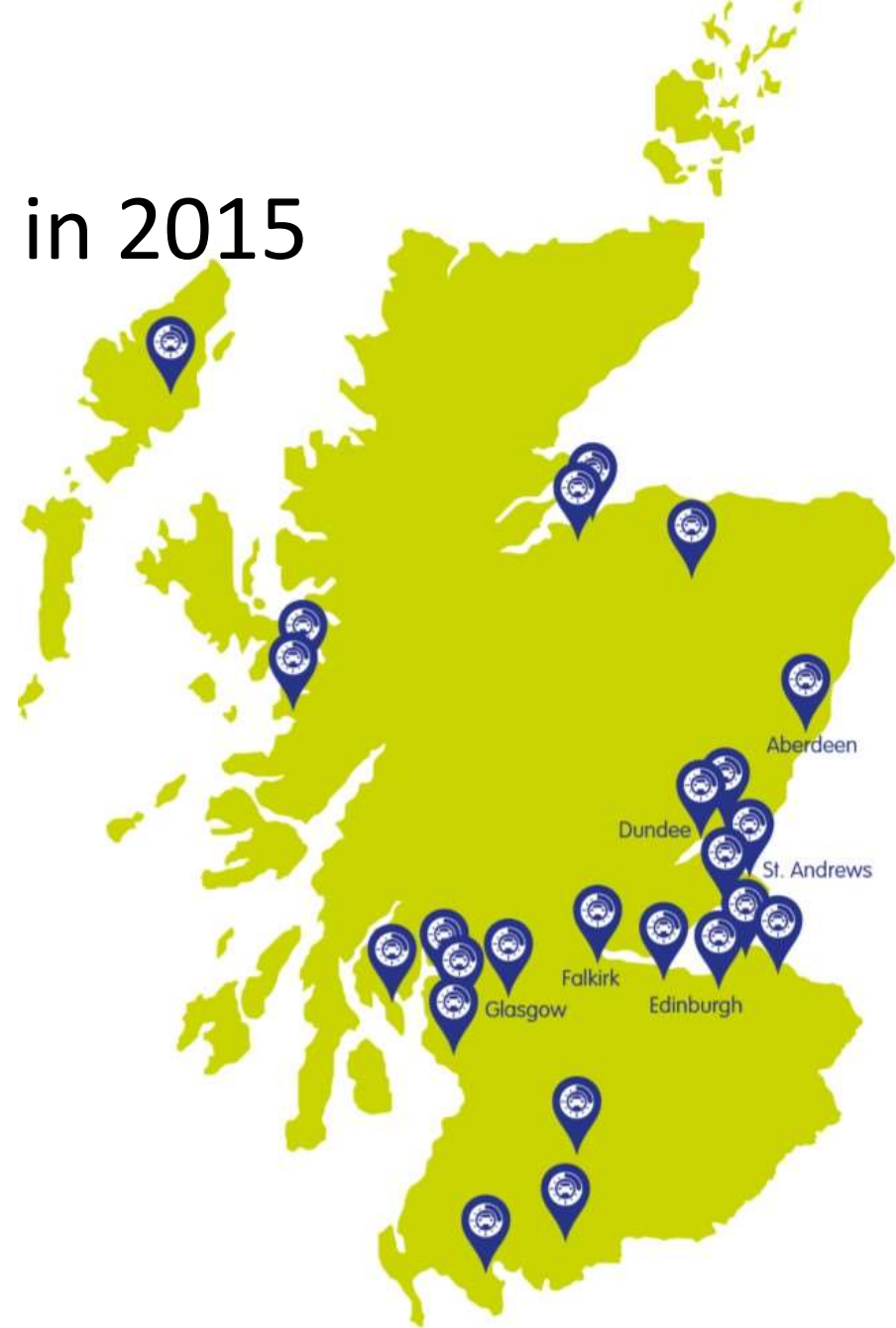
Carshare in 2010

- 3 locations and 114 vehicles in 2010

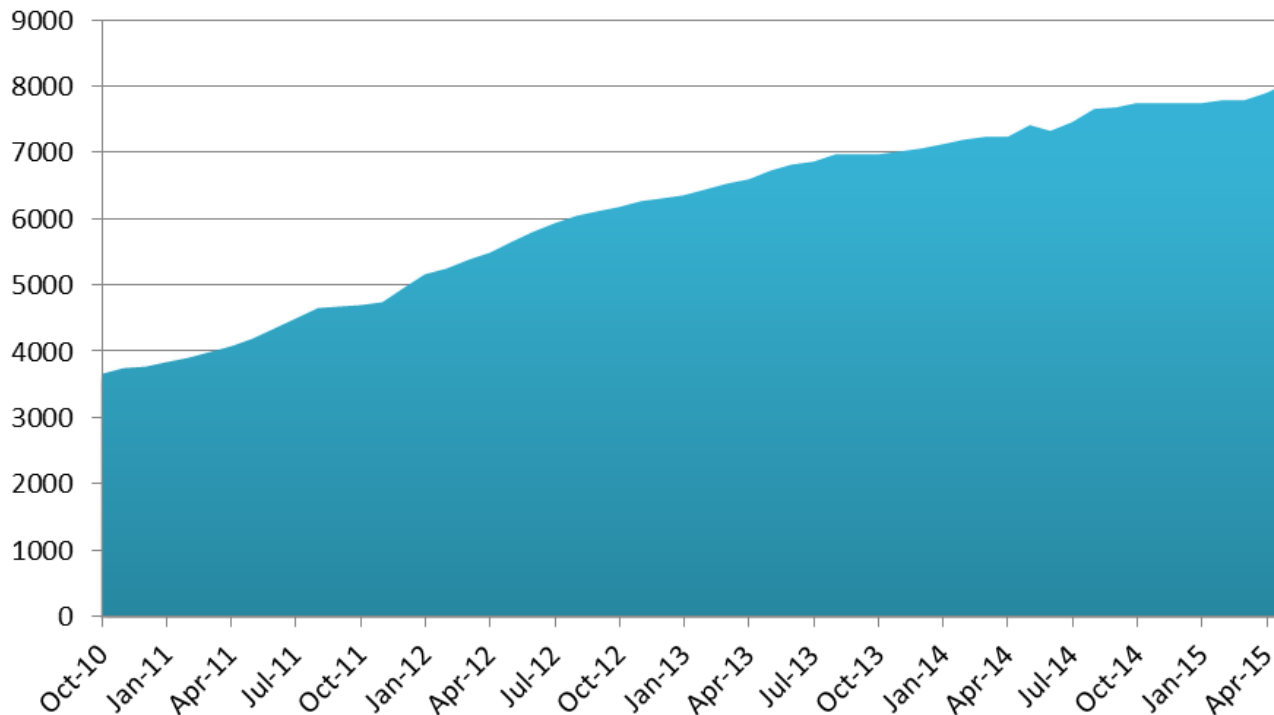


Carshare in 2015

- 24 locations and over 300 vehicles in 2015



Membership Growth



- Average of 80 new carshare members every month
- More than Doubled membership since October 2010

Carshare EV Locations

- 83 Carshare EVs
- 14 different locations
- 8 different operators



Conclusion

- Still need to:
 - Develop carshare in all urban areas with populations over 20k
 - Integrate car clubs with public transport
 - Supporting continued electrification of carshare





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