

INTEGRATING CARSHARE

PLAYBOOK 2.0



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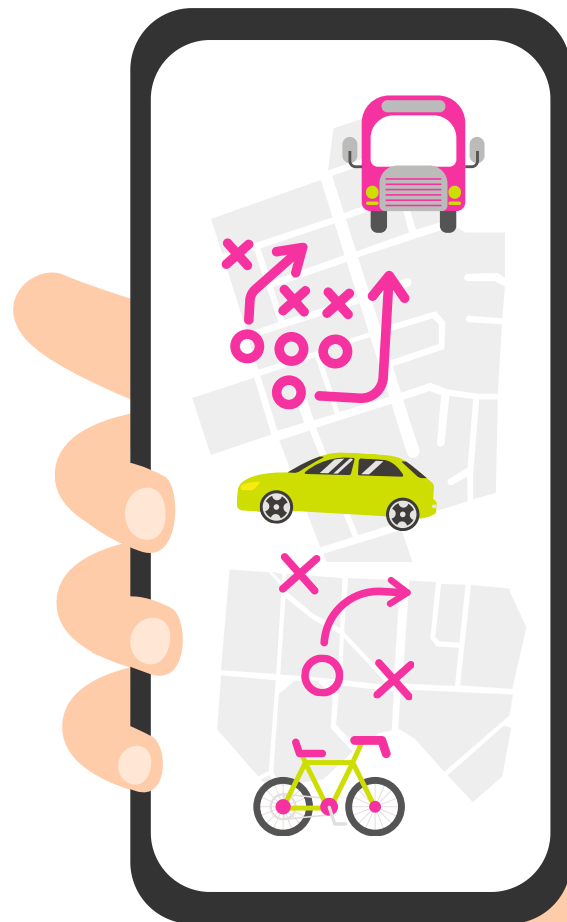
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Our transportation needs are often regional and not limited by municipal boundaries. While this requires a few major policy changes, leveraging the strength of multimodality provides a potential solution here. Public transportation authorities (PTA) operate and/or partner at a regional level and provide that vital connectivity between municipalities.

Shared mobility services such as carsharing can take advantage of the regional transit partnerships and provide added convenience thus enhancing the potential to reduce private car dependency. Integration means that users experience a seamless exchange of modes between transit and carshare, and this can be achieved through a physical-integration with fairly low-tech solutions before committing to a larger MaaS deployment.

What is an ‘Integrating Carshare Playbook’?

It is an overview of the strategy to weave carshare better into the community - by partnering with the regional public transportation authority.

The playbook gives a summary of key elements of carshare operations from the point of view of a public transportation authority. It addresses all aspects involved in managing a service including the key stakeholders that form a part of the transportation ecosystem.

The Need for Integration

One goal - to deliver better results at community level.

The primary focus areas are:

- ▶ A cohesive community outreach strategy that not only drives ridership at both ends, but also is community focused.
- ▶ A collaborative approach to launching carshare for a region.
- ▶ A reliable service that will encourage members to use it dependably.
- ▶ A customer-first approach to member-care that supports sustainable growth.
- ▶ Better integration of PTA and carshare services.



Marketing Strategy

PRE-LAUNCH



Lead: Public Transportation Authority

- ▶ Leverage PTA's marketing channels and reach a wider potential user base.
- ▶ Build the excitement with an advance launch teaser.
- ▶ Present a 'what to expect' with more details about the carshare service closer to launch date.

PILOT TESTING



Lead: Public Transportation Authority

- ▶ Select users based on eligibility.
- ▶ Test key features.
- ▶ Collect feedback for the full scale launch.

POST-LAUNCH



Lead: Public Transportation Authority

- ▶ Message: Carshare as a viable complement to transit.
- ▶ TDM measures integration.

Lead: Carshare

- ▶ In-app 'how-to' explainers.
- ▶ Pricing promos and updates.



Partnership Strategy

The key to a successful partnership is that the PTA and carshare operator collaboratively map all the stakeholders in the region and how the combined services can bridge their mobility needs.

MEMBERSHIP TARGETED



Lead: Public Transportation Authority

- ▶ Mobility guarantee programs for employers.
- ▶ Support TDM strategy for universities.

EQUITY CENTERED



Lead: Public Transportation Authority

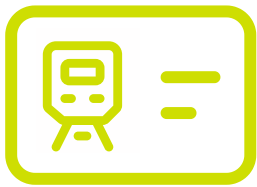
- ▶ Service neighbourhoods underserved by transit
- ▶ A community pass program.

VALUE EXCHANGE



Lead: Public Transportation Authority

- ▶ On-site transit parking.
- ▶ A Carshare-Transit-Pass program.
- ▶ Preferential parking for vehicles that support the City-fleet.
- ▶ EV charging network



Multimodal Strategy

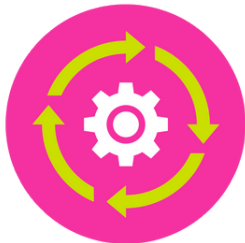
This includes planning and overseeing the implementation of a multimodal farecard launch. The transit farecard, that already has a wide acceptance and usage, is leveraged for use across both platforms. Users can then use the farecard to gain access to a carshare vehicle.

PLANNING



- ▶ Define common objectives.
- ▶ Scope technology requirements for integration.
- ▶ Estimate resources including end user support and other services.
- ▶ Estimate and evaluate budget.

IMPLEMENTATION



- ▶ Design a user-friendly signup process that is led by the PTA.
- ▶ A thorough testing process to ensure integration works seamlessly.
- ▶ UX needs to be seamless in the physical world (co-locating vehicles with transit hotspots) as well as digital (reporting multimodal rides).

POST IMPLEMENTATION



- ▶ Host all relevant information that can be easily accessed.
- ▶ A focused B2B strategy to align objectives and incentivize usage.
- ▶ Collect user feedback to study impact of the service and for future integration efforts.



Data Analysis

DATA COLLECTION



- ▶ A well-defined success criteria.
- ▶ Define the required monthly data fields across registration, trip data, and churn.
- ▶ Identify roles between transit and the carshare operator to help collect and analyze data.

REPORTING & ANALYSIS



- ▶ The PTA shares analysis (anonymized) to indicate modeshift, user behaviour, user preferences and success rate of nudges/campaigns implemented during the period.
- ▶ The analysis needs to be separate for B2B (partners) that can form part of the regular multimodal impact sessions held together with each partner organization.



Case Studies

CITY

ALBANY, NEW YORK

OPERATOR

DRIVE CDTA

EV carsharing is integrated and managed by the regional transportation authority (CDTA). The service is integrated into the larger bikeshare, on-demand transit ecosystem managed by the CDTA.



CITY

VANCOUVER, BRITISH COLUMBIA

OPERATOR

TRANSLINK'S SHARED MOBILITY PILOT

TransLink, the regional transportation agency for Metro Vancouver, launched a successful pilot to integrate both station-based and free-floating carshare along with a bikeshare. During the 10-month pilot users could use the transit farecard across other shared mobility services to complement their journeys. Now the group is working on a 1 year consumer pilot (phase 2) which includes full digitization of the experience.



Case Studies

CITY

LUXEMBOURG, LUXEMBOURG

OPERATOR

FLEX BY CFL

CFL, the national railway corporation of Luxembourg, owns Flex, a station-based carsharing service. The relationship offers great convenience to users while aligning multimodal strategies across the country.



CITY

ZURICH, SWITZERLAND

OPERATOR

INTEGRATION WITH SBB

Mobility Cooperative, the long-standing carshare service in Switzerland, integrates into the SBB railway Swisscard. Users can find carshare vehicles at most stations and access cars through the Swisscard.

Case Studies

CITY

HELSINKI, FINLAND

OPERATOR

PARTNERSHIP WITH VR

Greenmobilty, the fully electric carsharing service in Europe, partners with the national railways in Finland (VR). Commuters can park carshare vehicles at dedicated spots co-located at railway stations.



Are you a Transit Agency or Carshare operator looking to integrate shared mobility? Not ready for MaaS, but want to pilot how multimodal trips would work for your region?

Reach us at info@movmi.net to book a free 45 min assessment with the movmi team.