

# TOSCA PROJECT



# CARSHARING IN STRASBOURG



Brémen-Workshop- Carsharing in Strasbourg June 2001



# Strasbourg conurbation

- 460 000 residents
- 50 000 students
- 200 000 cars
- 60 000 employees commuting every day from outside the conurbation



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# Strasbourg in Tosca Project, a partnership between

- Strasbourg Community Council
- CTS (public transport operator)
- Auto'trement (carsharing operator)



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# Since the 1990 's, a transport policy

- Organizing and reducing traffic
- Developing alternatives means of transport by favouring
  - public transport
  - bicycles, electric véhicules,...
- Transforming and embellishing urban spaces, for pedestrians



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# Some important dates in the 1990 's

- 1992 : Suspending through traffic in town center
- 1993 : Bicycle charter,
- 1994 : Inauguration of the tramline A
- 1997 : Extension of the pay and display car parks
- 1999 : Extension of the 30kmph zone
- 2000 : Inauguration of the tramline B
- 2001 : Expérimentation of carsharing



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# Long-term projects

- **Developping cooperation between means of transport**
  - common railway-tram line
  - combined tarification
  - mobility center
- **Developping carsharing**



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# Carsharing experimentation in Strasbourg

- **Experimentation with 3 cars in one station**
  - developing carsharing awareness
  - showing people that carsharing is not an utopy
  - analysing carsharing success conditions
- **With support of**
  - community council, departement, ADEME, Parcus,...



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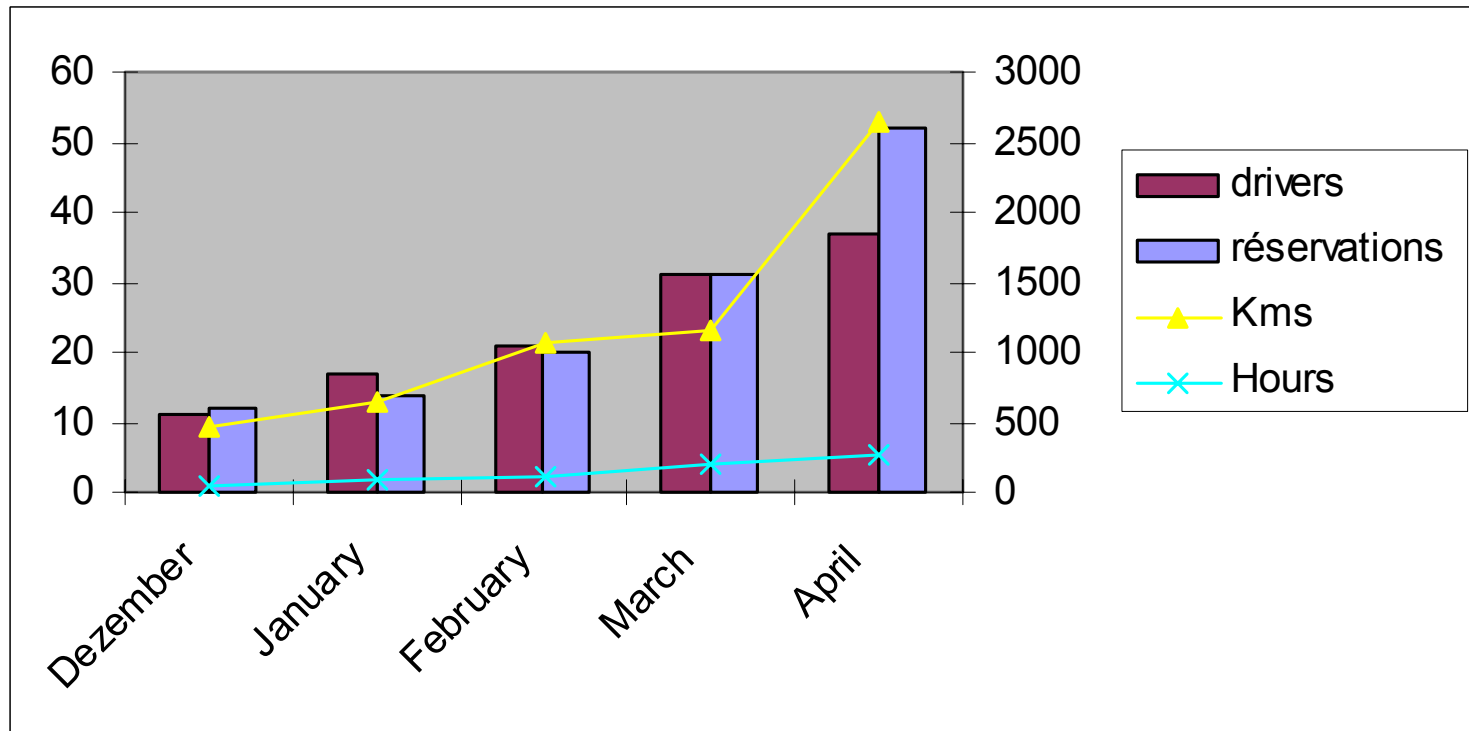
# Round-table in Strasbourg the 16Th of May



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# First résultats of car-sharing expérimentation : 50 drivers



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# Carsharing users profile

- 30 years old (76% between, 25 and 44 years)
- 46% give up their own car to join carsharing (selling it or not replacing it)
- 40% have children
- White collars : teachers, intellectual jobs, employees, and students.



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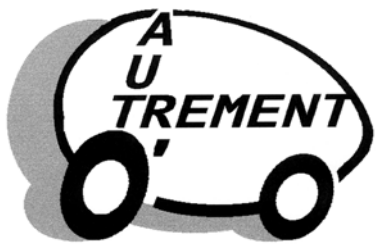
# Average use of carsharing

- 100 kms/month/contract
- average use : 50kms, 5 hours
- shopping, leisure, week-end are the main goals of use
- first effects of carsharing : reducing use of cars, reporting mobility to other transport means



# Business plan for carsharing

- 2003 : 40 cars, 600 drivers, 12 stations
- Before end of 2001, 10/15 véhicules, 3/4 stations, experimenting a station in a P+R carpark of the CTS.



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