



## **Internal organisation**

During TOSCA operational phase, 2 offices from ATC are involved in car-sharing management activity:

- “Parking management system office” offers its wide experience in the territorial and tariffs management,
- “Technological department” has a fundamental role in supporting the testing and training activities.

ATC made a co-operation agreement with the Bologna Taxi operator in order to integrate the different existing public transport modalities other than aiming at offering customers increasingly efficient services.



The taxi operator supports ATC in the vehicle assistance 24 hours a day basically in the following activities:

- Car maintenance,
- Towing service,
- Refuelling,
- Car cleaning.



## Organising Car sharing as a Public Operator

The decision of ATC to experience and manage car sharing in the local area of Bologna comes from the intention of **providing** citizens with an **additional** public mobility service that is also **complementary** to bus service in order to:

- **Reduce private car ownership** by promoting a service that makes you own a car only when you really need it. "Pay as you drive" this is the TOSCA motto.
- **Encourage** car-sharing users **to exploit other public transport means.**



Less running vehicles mean less congestion, less polluting emissions & noises but increase buses commercial speed.



## CARATC: summary

People who contacted ATC to get info about the service:	<b><u>373</u></b>
People who filled in the questionnaire about their potential use:	<b><u>267</u></b>
People selected and contacted by ATC staff to perform as pilot users	<b><u>138</u></b>
Actual contract signers (updated 30/05/01)	<b><u>70</u></b>



## **Informative campaign**

A marketing campaign followed the official presentation of the project during a press conference.

Articles appeared in the local newspaper providing the readers with a general overview about the project.

Notices were posted on buses, at the main Bologna Municipality info-points while other contacts were directly obtained through the different Associations of categories.

A specifically aimed questionnaire was developed and sent out both via e-mail, fax or downloaded from ATC web site. Personal details were kept into a database and all filled questionnaires collected and analysed for the final target group selection.