

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL
CONFERENCE

2022

30 November
1 December, 2022

Brussels, Belgium



Doubling carsharing every two years!?

Regulation, funding, campaigning and agenda setting
in the state of Baden-Württemberg

Dr. Wolf Engelbach, 1. December 2022



50,000 Car-Sharing vehicles

Transport transformation 2030

Climate protection in Baden-Württemberg



DOUBLE PUBLIC
TRANSPORT USAGE



EVERY **SECOND** CAR
IS CLIMATE-NEUTRAL



CLIMATE-NEUTRAL TRANSPORTATION OF
EVERY **SECOND** TONNE OF FREIGHT



ONE **FIFTH** LESS CAR TRAFFIC
IN CITIES AND RURAL AREAS

-55% CO₂



EVERY **SECOND** TRIP IS DONE
WALKING OR BY BIKE

<https://vm.baden-wuerttemberg.de/en/humans-the-environment/targets>

Sharing activities in Baden-Württemberg

Key attention areas

1. **Regulation:** privileged parking
2. **Funding:** rural deficit funding during Corona
3. **Campagning:** driving school and licence hand-over
4. **Agenda setting:** political debate and local/regional staff



Sharing activities in Baden-Württemberg

1. Regulation for carsharing

2020

Privileged parking for sharing

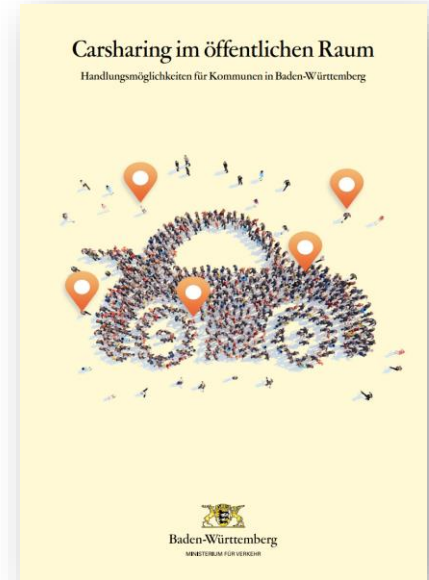
- State roads law allows free specific use
- Cities can allow free parking for shared cars

2022

Regional guidelines for municipalities

- How to implement new legal options easily
- Network meetings and targeted information

<https://www.kea-bw.de/nachhaltige-mobilitaet/wissensportal/uebersicht-carsharing>



Sharing activities in Baden-Württemberg

2. Funding for carsharing

Many permanent options

- Mobility stations and charging infrastructure
- Electric cars
- Local staff for carsharing
- Sharing concepts and data integration



Corona specific funding 2020/2021

- Deficit of stations in low density areas
- About 2 mio € regional funding

Sharing activities in Baden-Württemberg

3. Campaigning for carsharing

We do the mobility transition!

- Rural electric car sharing (3 examples)
- Integrated in local communities
- 18 videos about mobility transitioners:
<https://www.kea-bw.de/wmm>



Inform and inspire young drivers!

- Theory and practice of car sharing trained in driving schools
- Tik-Tok and leaflet with licence for starting car drivers
<https://sda.e-mobilbw.de/en/projects/details/car-sharing-weeks-sharewochen>



Sharing activities in Baden-Württemberg

4. Agenda setting for carsharing

Working Group 2021/2022 with cities, sharing operators and science

- I. Good public transport and bike infrastructure is key to successful car sharing**
 - High parking costs and reduced parking space for private cars help a lot

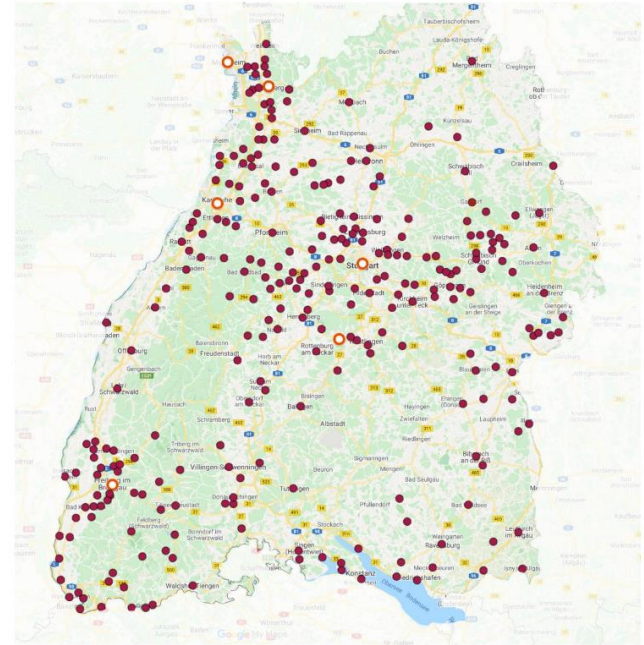
- II. Car sharing needs space in streets to raise awareness as a mobility options**
 - Posters and articles as well as social media help to understand local options

- III. Integration in local communities and municipal usage allow rural business cases**
 - Cooperation with local companies and institutions is supportive

Sharing activities in Baden-Württemberg

Lessons learnt

1. **Regulation and communication** on regional level are both relevant
2. **Funding needed** for low density areas for a fast during ramp up
3. **Electrification** at parking spot challenging expensive for low number of vehicles



An 285 Orten gibt es in Baden-Württemberg ein Carsharing-Angebot. | Quelle: Bundesverband CarSharing e.V.; Screenshot von GoogleMaps

Mobility and Climate Concept for the State of BW:

32 ambitious measurables for Baden-Wuerttemberg until 2030, e.g.:



Climate mobility plans for 44 cities and districts



500 km congestion-free express bus lines, 1000 mobility stations



Rail infrastructure modernized, expanded and climate-neutral



500 lively and traffic-calmed town centers



Mobility data: Real time and e-ticket for everyone and everything



20 new fast bike routes doubling bike and ride parking spaces



Target group campaigns



2.000.000 climate-neutral cars,
1.000.000 charging stations



50,000 climate-neutral trucks
90 percent climate-neutral buses



50,000 Car-Sharing vehicles

MobiData BW as a platform to collect and provide mobility data

Increasing the efficiency of carsharing

Static and dynamic parking data by many operators are gathered, formats and licences harmonised, and available for any commercial and non-commercial use.

Cities and transport operators as well as employers or tourist destinations can display such information on their websites or build targeted services in apps.

Local authorities are supported with funding of personnel and IT-implementation to get more parking and sharing data on the system and in applications



Parking and sharing are key intermodal attention areas beyond public transport, cars and bikes.

<https://www.mobidata-bw.de>