

Car-pooling : ways to promote its development



Presented by Christophe Saroli

CERTU - Département Déplacements Durables



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

Certu in brief

- ➔ *Agency of the French Ministry of Ecology, Sustainable Development and Energy*
- ➔ *Capitalizes, develops and disseminates knowledge and methodologies on a wide range of urban issues*
- ➔ *For local authorities, institutes and companies which are involved in public service activities*



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

- Transport background in France
- Car-pooling overview in France
- « Hard » measures to promote car-pooling...
- But also « soft » measures
- Perspectives



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

Main steps in french legislation towards the reduction of individual use of cars

- 1982 : LOTI : domestic transport orientation law
progressive implementation of the right to transport, promotion of a more rational use of cars, birth of the Sustainable Urban Mobility Plans
- 1996 : LAURE : clean air act
reduction of car traffic, public transport development, encouraging car-pooling
- 2009 - 2010 : Grenelle laws
National commitment to provide a legal framework necessary for the development of car-pooling



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

Car-pooling overview in France

- Definition of car-pooling : a non professional driver who shares the use of a vehicle with passenger(s) for a common route
- 1,4 person in a car on average in France, but only 1,1 for commuting trips
- Many obstacles to come to car-pooling
(fear of the unknown, lack of flexibility, difficult organization, scattered supply...)
- Trend driven by economic factors
- car-pooling is particularly relevant in suburban areas



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

Still a delicate economic model...

- Small contribution not always worth turning off for drivers
- Different economic model based on distance and regularity
- Often a delicate economic balance for operators
- Trend towards more global services (for instance at regional level)



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

... but signs of development

- The important increase of the number of websites shows a broad interest
- Local authorities are more and more involved
- car-pooling is now well spread : 3 million subscribers claimed by Blablacar in France
- The national railway company SNCF recently acquired car-pooling companies :
 - to offer door to door service in connection with the local train (called TER) ?



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

Different ways for authorities to support car-pooling's development

- Infrastructure facilities
 - Dedicated lanes
 - Dedicated parkings
- Reach a critical size to multiply meeting opportunities
 - Lisibility
 - Animation
 - Multimodal approach



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

Infrastructure facilities

- Dedicated lanes
- Dedicated parkings



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

Dedicated lane opened to car-pooling

- Example of Madrid :
Existing dedicated lane for buses and car-pooling
- Example of Minneapolis (USA) :
Toll adapted every 3 minutes according to the traffic on the lane and the number of persons in the car (HOV / HOT lanes)



Need to control the vehicles on dedicated lanes

- Real-time control of the number of persons on board the vehicle on dedicated lanes
- Visual control : costfull and insufficient unless dissuasive penalties



- Automated control solutions need to be developed:
 - Systems inside the vehicle
 - Systems at the roadside



Parking facilities

- To leave one's car
- Meeting points along main streets

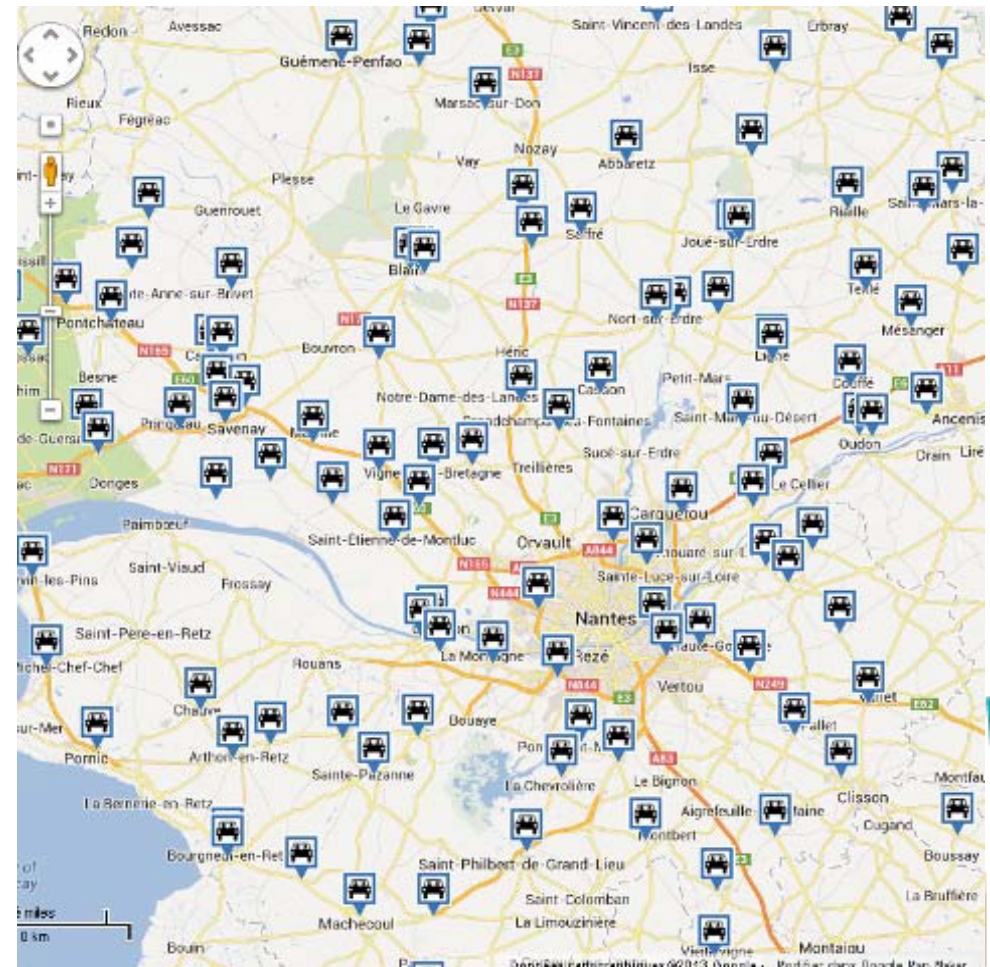


MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

The development of a network of parkings to leave one's car

- Visibility
- Reassuring
- Appropriate implantation on the territory



Meeting points and dedicated lanes in San Francisco



©Mare Oliphant



©Mare Oliphant



Networks of car-pooling meeting points along main streets

- Implementation of meeting points networks on main streets
- More opportunities to approach one's final destination sharing several car-pooling trips along important traffic lanes than door-to-door



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

Facilitate critical mass achievement

- Make car-pooling visible
- Animation policy (Company travel plans, promotion and communication)
- Multimodal approach (mobility centers)
- Reduce the dispersal risk (common database or interoperability)
- Trend towards more centralized services (regional level)



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

An essential animation policy

- Animate and communicate actively and continuously
- Proximity marketing !



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

The example of the Grand-Lyon

- **10 000 people** registered
+ 300 / month
- proactive, focused and proximity marketing



For them, it happens every morning and every evening



Tomorrow, she dumps him on the pavement



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

Use of mobility centers including car-pool



■ Departure point
 City, address, stop point or public place :

■ Arrival point
 City, address, stop point or public place :

■ Date and time
 Date:
 Tuesday 01 October
 Hour :
☒ Leave at
☐ Arrive at
 Hour : 08h
 Minutes : 00

■ Trip option
 1) Journey
☒ the quickest possible route
☐ the fewest transfers as possible
☐ The least distance by foot
 2) Travel by
☒ Bus
☒ TOD
☒ Bike
☐ Prioritise cycle paths
☒ Train
☒ Bus
☒ Carpool



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

Conclusion

- Importance to facilitate critical mass achievement
- Legislative evolutions to be expected
- Trend towards more centralized services (regional level)
- Development of a network of meeting points along streets
- Development of automated control solutions to be expected
- Perspectives offered by ITS communication between the vehicle and the infrastructure



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE

Thanks for your attention

Christophe Saroli

CERTU

Sustainable mobility department

christophe.saroli@developpement-durable.gouv.fr



MINISTÈRE
DE L'ÉGALITÉ
DES TERRITOIRES
ET DU LOGEMENT

MINISTÈRE
DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
DURABLE
ET DE L'ÉNERGIE