

# E-CAR-SHARING IN LOWER AUSTRIA

## how to succeed in the rural area



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**SEAMLESS**



im-plan-tat  
Raumplanungs-GmbH & Co KG

&

*fahrvergnügen.at*



**funding specialists**



**mobility planner**



**emobility experts**



**fleetmanagers**

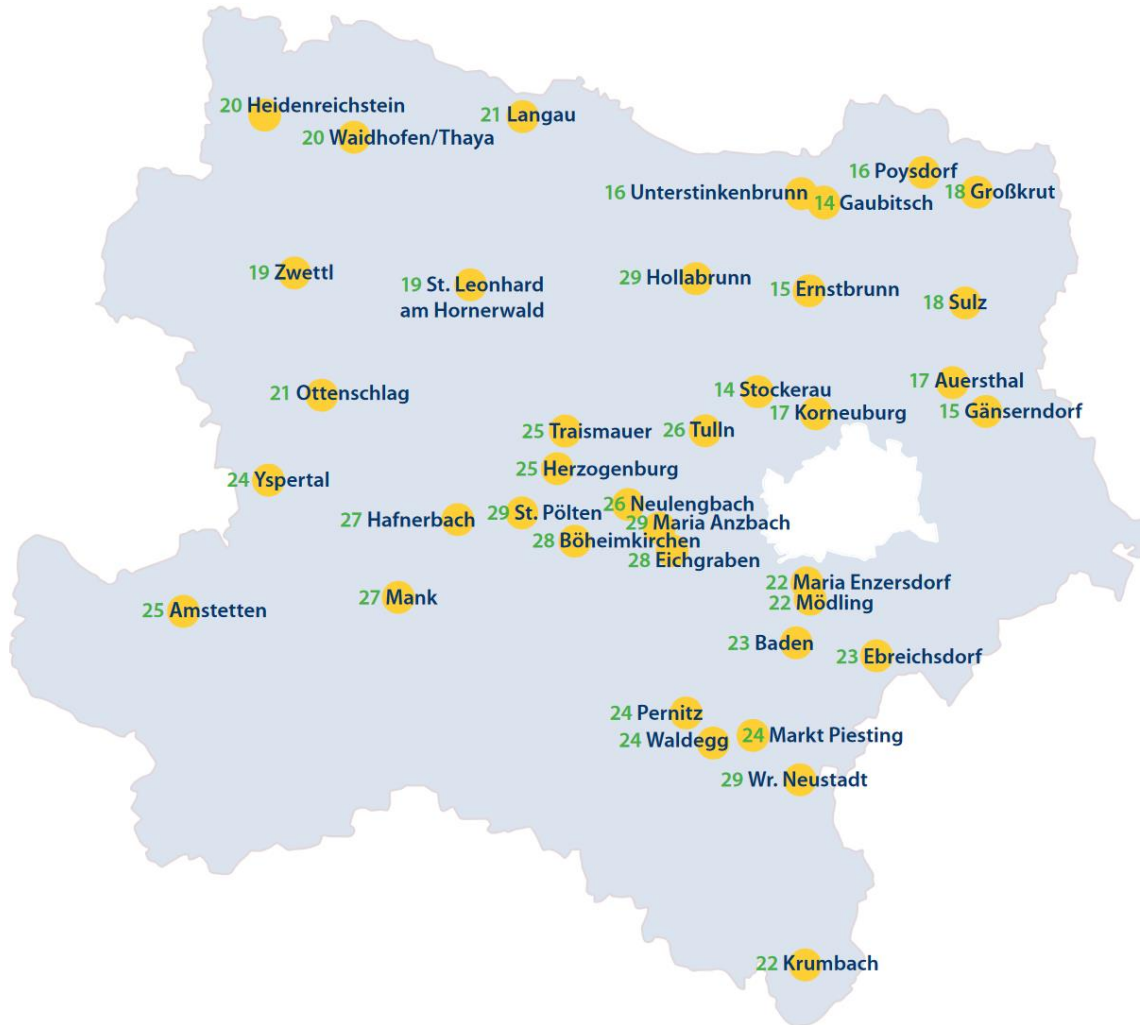
New offers making use of the benefits of digitalization enable the customer to experience mobility as a service and reduce (private) car trips!

### examples for new mobility offers:

- ✓ (e-)car-sharing
  - ✓ commercial / private (peer-to-peer/car-pooling)
  - ✓ free-floating/stationary-based
- ✓ (bikesharing)
- ✓ online services offering / dealing with mobility services (i.e. UBER)
- ✓ mobility stations – intermodal interfaces



# Lower Austria encourages electric mobility



more than 90 e-car-sharing projects and electric municipality busses have been installed by the end of 2017

in February 2018, the centenary e-car-sharing car has been taken into operation (by fahrvergnügen.at)



e-car-sharing is more than just a short-living trend

data by April 2016

# Why is e-car-sharing becoming so popular?



**societal paradigm shift & change in values:  
„sharing instead of owning“ & sustainable way of life**



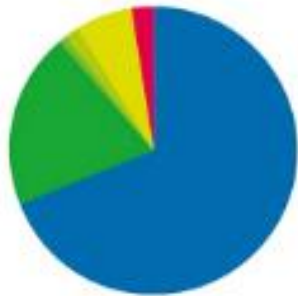
**using local, renewable energy:  
accelerating its usage and development &  
protecting the environment and our health**



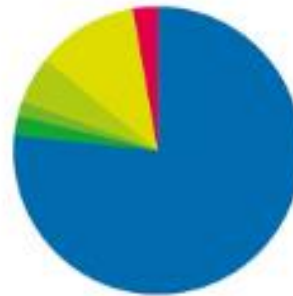
**benefiting from enormous cost advantages:  
being able to solely benefiting from the electric driving  
pleasure without having to think about high fix costs**

# Why is e-car-sharing becoming so popular?

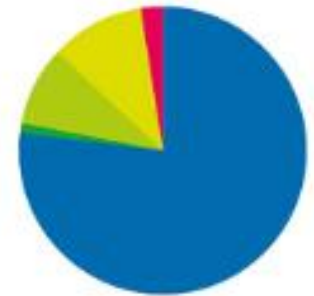
“Our cars are standing vehicles”



Workday



Saturday



Sunday

- drive
- at home
- at work/training place
- at the place of purchase
- at the place of leisure
- elsewhere

**dwelt time daily: → 23 hours**  
**The using of cars amount only 1 hour!!**

Source: Öko-Institut, MiD 2008 / Auswertungen im Rahmen von Optum (DE)

# Why is e-car-sharing becoming so popular?

consumption data based on our experience:

Renault ZOE & Nissan Leaf –  
about 15 kWh / 100 km

Tesla Model S (70kWh) -  
about 20 kWh / 100 km



**How far can you drive with your  
car with about 2 litres of diesel?**



# EXAMPLE OF A SUCCESSFUL APPROACH

*fahrvergnügen.at*







**mobility club & car sharing  
operator who promotes  
electric mobility**



**approximately 500  
users and more than  
40 e-cars**



**about 20 locations  
throughout Lower Austria**



**provides people with the opportunity to  
organise their mobility by themselves and  
encourages social interaction!**

# The potential of e-car-sharing: fahrvergnügen.at by numbers (2017)



**97.404 km**  
**(2,5 circumnavigations of the earth)**



**2.290 hours travel time**  
**(95 days)**



**6.506 ways**  
**(>17 trips per day)**



**16 economized tons of CO2**

# framework conditions for a successful implementation



**political accompanying measures:**  
promotion activities by the use of the community newspaper, events and by activating local opinion leaders & potential users

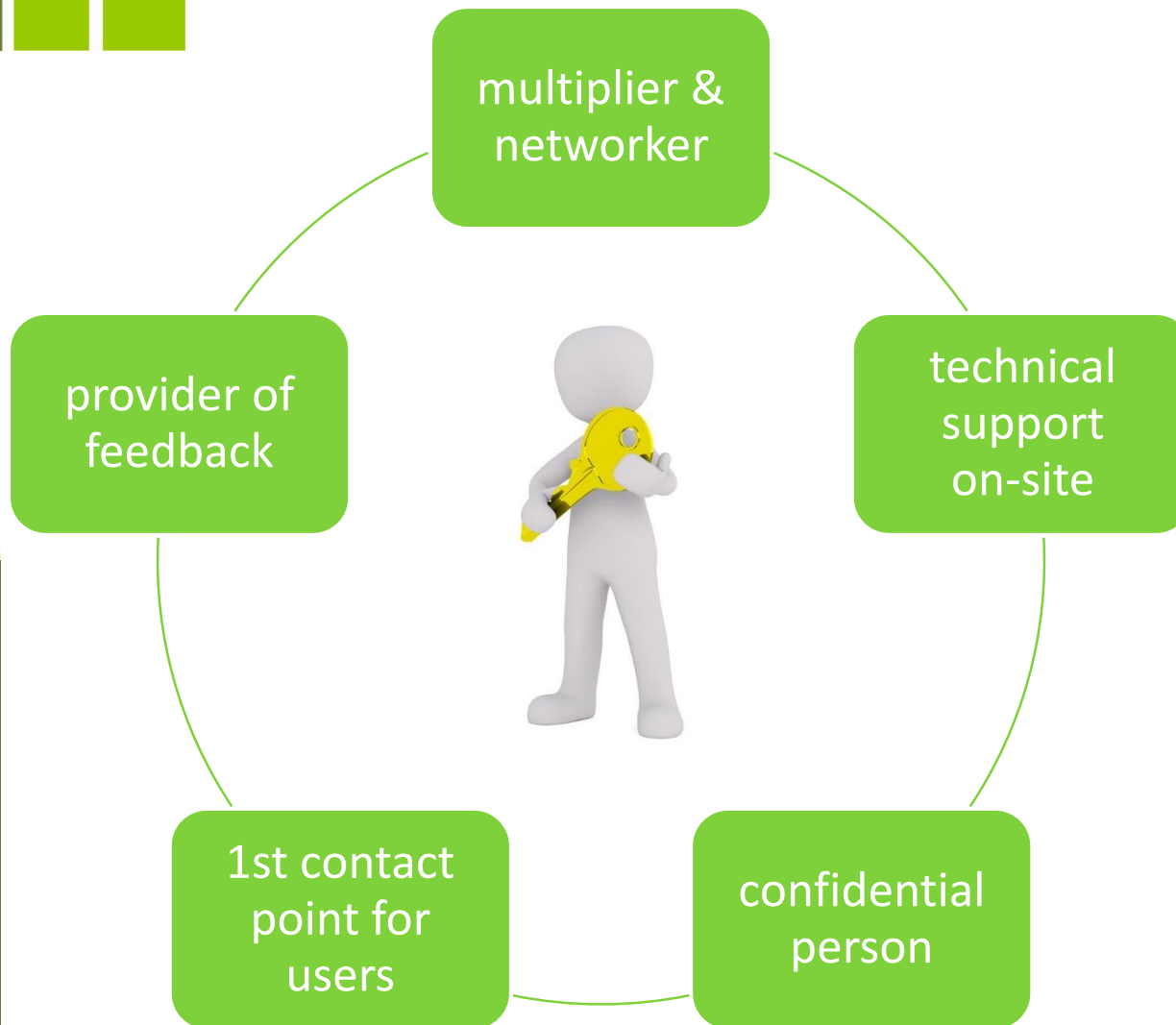


**providing a proper parking lot**  
... that is marked significantly (ground + sign)  
... that is equipped with a charging opportunity  
... that is accessible by foot within 400 m by the users



**offering a service that**  
... is easily accessible & transparent (i.e. booking platform)  
... is tangible (hotline, local person on-site)  
... provides the possibility for social interaction

# framework conditions for a successful implementation: the local person on-site



fvgn.at developed its own training program for local persons on-site („admins“).

As part of the project „Ladechecker“, the main aspects were elaborated in cooperation with climate and energy modell regions (KEMs) throughout Austria.

## This is how it works – the sharing offer of *fahrvergnügen.at*

- „rules of the game“:
  - free usage of 70 hours per year for members
  - booking the car can be done by the use of an online platform
  - cancellations are for free until 24 hours before the trip booked
  - Durable reservations are not permitted (other offers available)
  - the car has to be connected with the charging station after each usage
- fare system:
  - enrollment fee € 75,- (uniquely)
  - monthly membership fee: € 25,-
  - fee for further usage: € 3,84/h
  - automated monthly billing

**special offers**  
for companies,  
families &  
communities

## New offers for companies as part of **SEAMLESS**<sup>o</sup>

(Sustainable, Efficient Austrian Mobility with Low-Emission Shared Systems)

aiming at enhancing the fleet management of the companies participating in the project by

- defining & implementing **strategies to gradually electrify their fleets** successfully
- making use of **innovative sharing concepts**
- offering companies tools to **improve their business trips and promoting intermodal solutions**
- developing an innovative cooling as well as a docking mechanism for electric cars to enhance the charging process



Decrease costs, increase occupancy rates of fleets and make use of the benefits of intermodality!

### example of Neulengbach corporate car-sharing model based on civic participation

- company users like for instance a local bank, a shoe store owner and a tax advisor
- municipality & citizens of Neulengbach

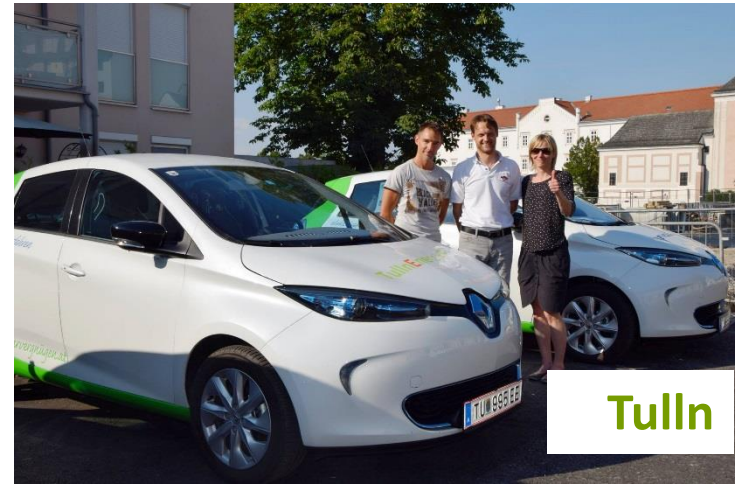
company's benefit i.e. from:

- decrease in mobility costs
- access to an electric car
- decrease in CO2 emissions
- advertising effects

Das Projekt SEAMLESS wird aus Mitteln des Klima- und Energiefonds gefördert und im Rahmen der 7. Ausschreibung des Programms „Technologische Leuchttürme der Elektromobilität“ durchgeführt.



# further examples of successful e-car-sharing locations



Tulln



Traismauer



Ebreichsdorf





Pölla



Krems



Böheimkirchen



Mautern

exemplary requests as regards to future touristic mobility offers and thereby related needs for action illustrate importance of new approaches:

- cheap and uncomplicated **lending processes** for electric vehicles  
„the private car is limiting my individuality“
- finding **suitable electric vehicles**, i.e. for electric shuttle services (range, size, usage at lower temperatures, load area)
- unified **technologies**, information (web), handling and marking of **charging infrastructure**  
„digitalisation is a prerequisite for not being forced to own a means of transport“
- suitable **communication measures** of the mobility offers existing  
„owing your own car becomes completely obsolete for pragmatic reasons when a professional offer is established“



## try to find potential users

- ...families who want to replace their 2nd or 3rd car
- ...elderly people not needing a car for getting to work
- ...young people that do not have the money to own a car
- ...firms & municipalities that want to reduce mileage



## consider legal restrictions & operation modes

- ...do we want to set up a mobility club? Who is responsible?
- ...do we want to involve an external provider?
- ...do we want to actively participate in offering the service?



## completely identify with what you are doing:

- ...use the car yourself and be proud of it
- ...tell others what you are doing & achieved
- ...give the car to people that bring it to public events

VISIT US AT THE WACHAURING ON MAY 26th!

*fahrvergnügen.at*



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