

# Press Release

**Title: team red Complete the Most Detailed Study of Urban Carsharing**

**Date: 23/03/2016**

One of the most detailed studies of carsharing impacts ever performed shows that it provides members with improved mobility in urban centers and offers significant benefits to cities through reduced demand for parking and reduced traffic congestion, a recent team red study has found.

The study is one of the first to include both traditional “round trip” carsharing, and newer flexible carsharing allowing one-way trips.

The study was jointly conducted by team red, the Technische Universität Dresden and Omnitrend, and is the product of 3 years of data collection from four carsharing operators in the City of Munich – car2go, DriveNow, Flinkster and CiteeCar.

The research was funded by the City of Munich’s Department of Public Security and Order to support possible changes to the city's parking policy for carsharing services.

The study set out to provide the city with answers to four questions:

- Is special treatment of carsharing parking justified?
- Are the new carsharing services in the public interest?
- What impact will the new carsharing services have on traffic?
- What can the City of Munich do to make sure the new carsharing services have a positive impact?

The study found positive relationship between the use of carsharing and propensity to give up private car ownership or not purchase a car. 11.6% of those questioned said that they have already given up a car in their household because they use carsharing. In addition, 39.8% of those surveyed said that they have chosen not to purchase a car. Of those surveyed who own at least one car in their household, 27.2% plan to, or are at least considering, giving up a car in the coming year.

Decreases in private car ownership are also shown to provide an increase in available parking spots on the public right of way. The study concludes that for each carsharing car at least two parking spaces are saved.

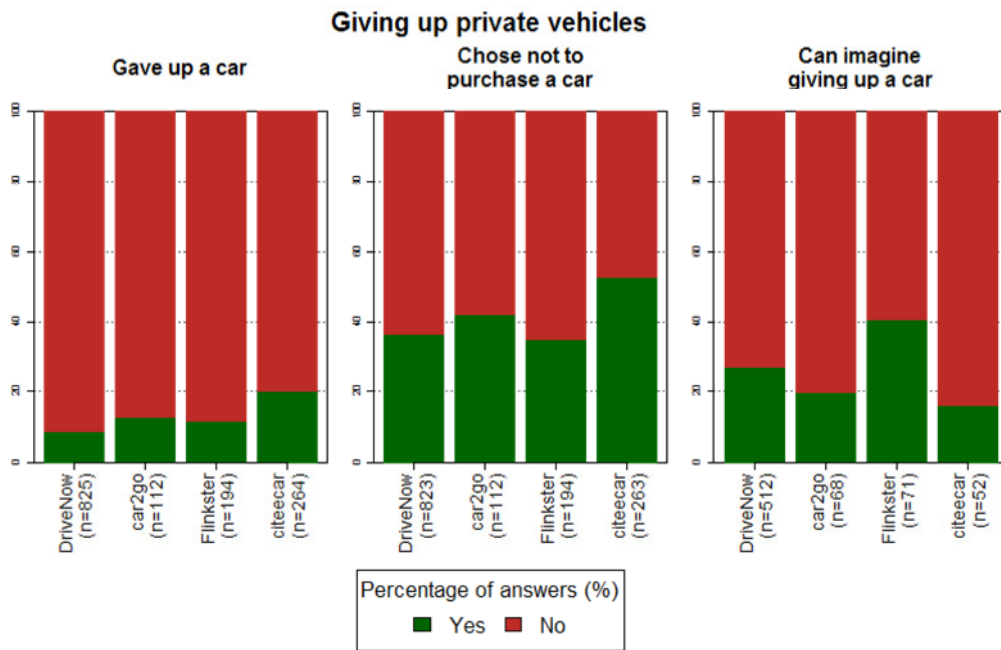
Final recommendations from the report include three essential guidelines:

- Carsharing companies should be supported in providing a service that is as attractive as possible.
- Parking spaces gained on public roads as a result of reduced car ownership should no longer be available for parking private cars and instead be used for other purposes in the public interest (micro parks, playgrounds, “beer gardens”, etc.)
- The city should work with carsharing companies to provide a minimum standard of quality for the carsharing services in return for the support of the city.

“Many cities would benefit from doing this kind of detailed analysis,” said Dr. Bodo Schwieger, CEO of team red Deutschland GmbH. He explained that this same approach could be applied to analyzing the impacts of all transportation services, including bikesharing, ride hailing, and how they affect traditional bus and train service.

Dr. Martin Schreiner, responsible for the study on behalf of the City of Munich added: “The carsharing study gave us valuable insights and was very helpful to set up new regulations for carsharing providers which were passed by the city council in December 2015. The city will continue to evaluate the effects of carsharing services in Munich. It is our strong belief that such studies are valuable and essential “must have” for cities to understand changes in traffic patterns resulting from the availability of new mobility services”.

Copies of the report in German or English are available from team red. Please see contact details below.



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### **About team red**

team red is a consulting company in the sectors of transport, mobility and tourism. We work worldwide on award-winning innovation projects, such as HANNOVERmobil , car2go and a new bicycle rental system for Usedom.

More than 40 professionals work in our teams Shared Mobility, Innovation Management, Transport Planning, Mobility Management, Tourism, Market Research, Communication and Information Technologies. We offer an integrated approach, including preparatory research, engineering, technical implementation and associated communications and media work.

You will find further information in our website [www.team-red.net](http://www.team-red.net).

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