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## MANAGING ELECTRIC VEHICLE SHARING SYSTEMS OUTSIDE METROPOLITAN AREAS – OR HOW TO MAKE MAAS POSSIBLE IN A SMALLER CITY!

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### **Short Description**

How does one introduce new forms of mobility in smaller cities and municipalities? This presentation will attempt to answer this question by providing examples of how to successfully introduce Mobility as a Service in a smaller city. It will include hands-on lessons on what to do and what to avoid.

### **Main part**

All of Europe is facing the same challenges – climate change and more – but not all Europeans have the same preconditions. For smaller cities and municipalities, it can be difficult to implement the measures that are necessary for achieving the transition to a greener transport sector. With fewer resources, a smaller population base and larger distances between people, small cities face a different set of problems compared to larger ones – while still being under the same pressure to change. In the EU, around 8,500 municipalities have between 10,000 and 100,000 inhabitants. This means that at least 85 million people and 8,500 governing bodies could benefit from learning how to implement new forms of mobility in smaller cities.

This presentation aims to provide tools and share experiences of how to set up a new form of mobility in a small town, namely an electric vehicle sharing system accessed by both municipal employees and the public. As an island with finite space for growth and a growing population, Karlskrona municipality faces its own problems. Space and energy efficient solutions are essential. The public car and bike sharing system serves to address this problem by offering a possibility for the municipality to minimize their fleet of vehicles and for private persons to travel more sustainably. This lowers the total number cars, which frees up space and decreases pollution. Karlskrona is dedicated to transitioning into a more sustainable transport system, as evidenced by its participation in the Interreg Baltic Sea Region project “cities.multimodal”.

The process of establishing the electric vehicle sharing system provided ample opportunities for learning, lessons which now can be passed on to other cities. The presentation will give insights to the procurement process with comments on the interaction with private businesses, the identification of requirements as well as the procedure of obtaining political approval. Other topics to be covered include the importance of marketing, digitalization and a holistic approach. As one of Sweden’s best municipalities on digitalization, using digital platforms to create multimodal solutions is a priority for Karlskrona. An example of this is the newly launched internal “taxi” service that employs socially vulnerable persons and offers a sustainable way for civil servants to travel. Furthermore, the vehicle sharing system itself acts as a form of mobility management as it prompts people to consider new ways of travelling, especially since an eye-catching wind-solar power station recently was installed.

### **What is new?**

Setting up a self-sustaining vehicle sharing system with a digital platform and a local power supply in the form of a hybrid sun-wind power station is something new for cities of Karlskrona’s size. By also complementing the vehicle sharing with other innovative initiatives, such as the internal taxi service and sustainability policies, Karlskrona hopes to inspire its citizens and other similar-sized cities to find smart ways to transition to a greener mobility and increase multimodal journeys. The presentation will show Mobility as a Service from a different, more small-scale perspective instead of the well represented, more metropolitan angle.

**What is transferable to other cities and regions?**

As part of the cities.multimodal project, Karlskrona has experience of producing and sharing relevant information, both regarding Mobility as a Service and Mobility Management. As mentioned earlier, a large number of cities and actors could benefit from the experiences gained during the start-up of the vehicle sharing system and the other efforts implemented by Karlskrona municipality. It is in everyone's interest to share knowledge, especially hands-on practices that can help interested actors to progress more quickly and avoid pitfalls. Karlskrona aims to share the hard-earned lessons from the project with others, hoping to help them to reach even further.

**What are outcomes and conclusions?**

The presentation will provide hands on tools for smaller cities use when attempting to engage in Mobility as a Service. These tools include examples of how to and how not to engage decision-makers and the general public, tips for procurement and marketing as well as presenting socially, economically and environmentally friendly measures that a smaller city can use to move towards sustainability. The presentation will also show some statistics and conclusions that were gathered during the two years the project has been running so far- all the way from idea to fully functioning and successful product.

**Who are the main target groups?**

City administrations, decision makers, urban planners, professionals, general public.

**And what now? - what will change? - what is the relevance for the future?**

Not a single sector or person will be left untouched by the consequences of the current crisis. Promoting sustainable mobility in a world where shared solutions and proximity to others is considered a risk will be a challenge. Karlskrona kommun has already suffered cancellations and postponements of planned measures due to COVID-19. New forms of mobility management campaigns have to be implemented, simultaneously avoiding human contact but still promoting the positive role sustainable mobility can have for the development of a more resilient society. Improving air quality, promoting health and overall well-being as well as lowering the environmental impact are only a few of the consequences a shift to more sustainable transport modes such as cycling and car sharing can have. This pause in everyday activities has given us a chance to consider what really matters and how to be able to transform the world into a safer, healthier place for all.

**Link to the project**

[www.cities-multimodal.eu/](http://www.cities-multimodal.eu/)