



BEST PRACTICE EXAMPLES

Rome Car Sharing

Overview: The Municipality of Rome initiated a joint project with the ICS-Car Sharing, the Italian organization supported by the Department of the Environment which coordinates at local level the implementation of the car sharing.

Target Audience			Actions		
	Children	Transport companies		Clean and Energy Efficient Vehicles	Traffic Management
	Teenagers	Car sales people		Cycling	X Car Pooling
	Students	Private companies		Transport Demand Management	Transport for People with reduced mobility
X	Adults	Other		Flexible mobility services	Eco Driving
	Old Age Pensioners			Travel Awareness Event(s)	Walking
	Decision makers			Mobility management	Other
	Local and regional authorities			Public Passenger Transport	

Background & Objectives

The Department of the Environment through a degree law on 27th March 1998 supported in Italy the introduction of appropriate services in order to fight the negative impact of the vehicular traffic in the cities.

ICS-Car Sharing was created in order to help the Italian Municipalities which want to develop car sharing systems with the objective to establish a national, technological, unified and operating procedure.

In the course of the year 2005 The Department of the Environment funded again ICS signed a new Agreement.

Implementation

The observational phase of the Rome Car Sharing started in the 2005 only in one area but the achievement of the initiative and the satisfaction of the citizens persuaded in the year 2007 the Municipality of Rome to put into operation the mobility service in other areas so that to cover the whole central urban area.

The Municipality of Rome put the management of the car sharing into the hands of the Mobility Agency of the Municipality of Rome, Atac SpA, the service is available through a subscription and booking the car through the website or the call-center.

The car opens and closes with a smart card and starts pressing own personal PIN. You pay the actual use of the car receiving the bill at the end of the month.

In addition to Rome, the car sharing is active in other Italian cities: Bologna, Genova, Modena, Firenze, Bolzano, Parma, Milano, Torino, Venezia, Rimini so since the 2006 the subscribers of the service of Rome can book a car in these cities too. Moreover they enjoy many advantages granted by the Town Administration such as: free parking and admission in the restricted traffic area.

Partners involved were Legambiente, ICS, Province of Milan, Zopa.it, Genoa Car Sharing, Caratc Bologna, Car Sharing Firenze, ATCM Modena, Infomobility Parma, Roma Car Sharing, Car City Club Torino, Asm Venezia

Conclusion

The initiative ICS Car sharing at national level and the implementation of Rome car sharing at local level have been successful projects thank you to different key factors of success: firstly the support of the Italian Government and of the Municipality of Rome then the adoption of standard procedures.

The feedback of the citizens has been so positive, thank you the numerous advantages which come from the use of the car sharing service especially the economic saving, that the Municipality increased its fleet from 10 to 41 available cars.

Aktionstag

Klimafreundlich Autofahren

Freitag, 21. September 2007
9.30 bis 13 Uhr

Haus der Region,
Parkplatz Hildesheimer Str. 18

- Große Kfz-Ausstellung
- Informationen und Beratung zu Erdgasautos, Hybridfahrzeugen, Elektroautos, Carsharing
- Verlosung eines VW Caddy Life EcoFuel für ein Wochenende mit Erdgasstreibstoff bis 500 Kilometer
- Informationen zu Klimaschutz & umweltfreundlicher Mobilität
- Info-Stand zu Regl.E – Region spart Energie
- Kaffee, Kuchen & mehr



