

Car sharing in New Zealand: benefits and barriers

Lucia Sobiecki, Ministry of Transport



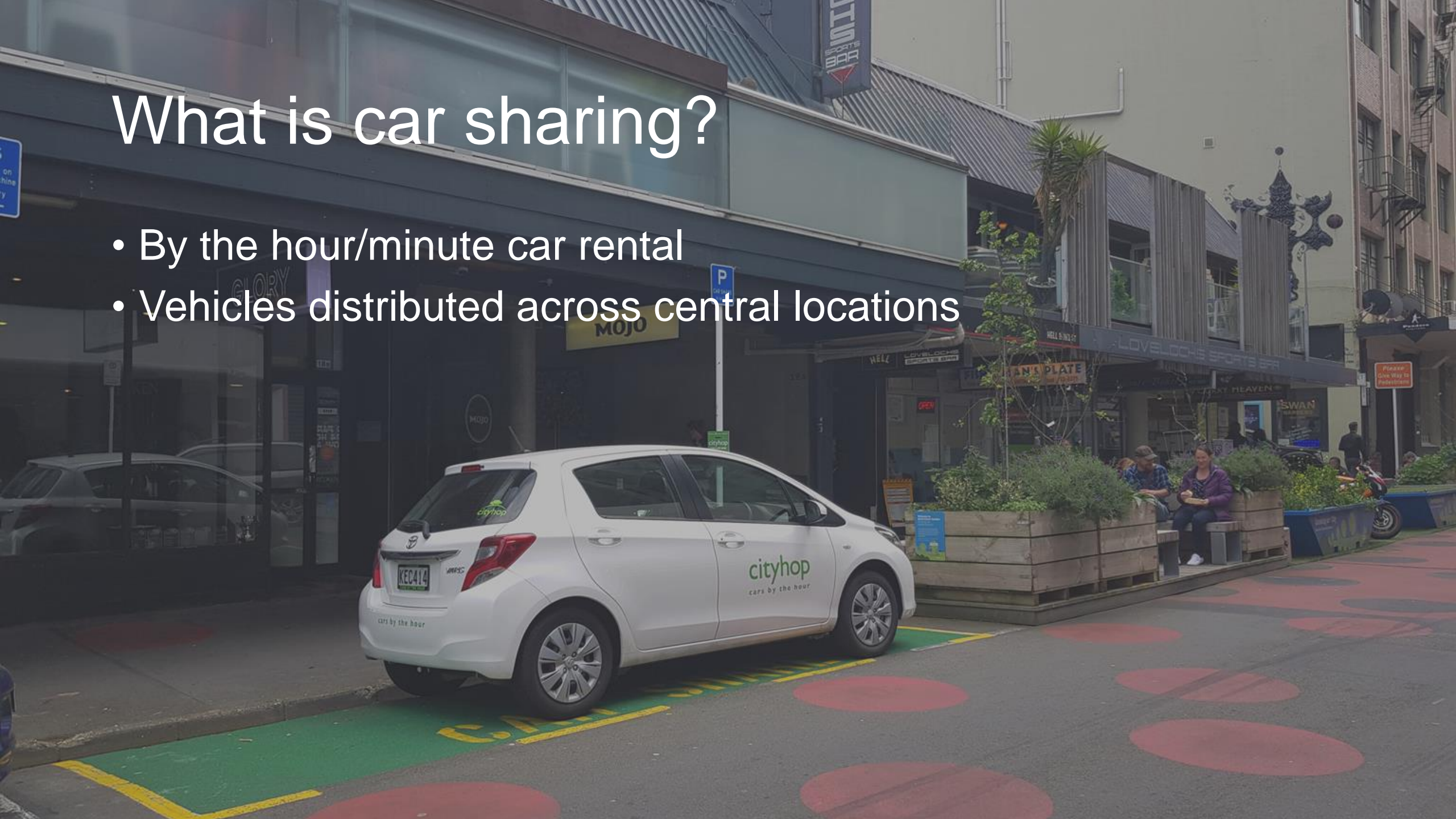
Car sharing in Wellington, New Zealand: benefits and barriers

Victoria University of Wellington, 2017



What is car sharing?

- By the hour/minute car rental
- Vehicles distributed across central locations



Three main business models:

- Round-trip
- One-way
- Peer-to-peer



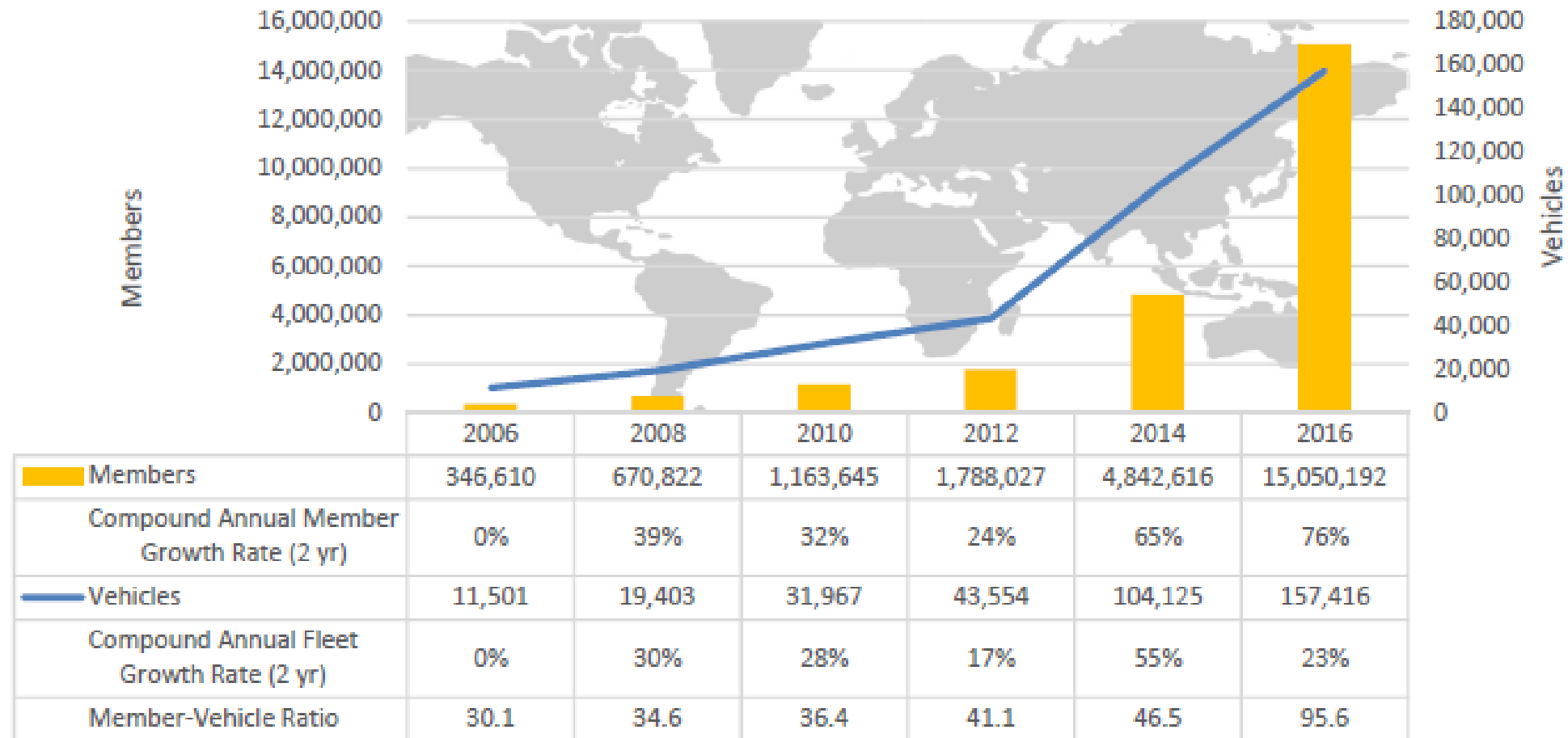
Global car share outlook

- 46 countries, six continents
- estimated 2095 cities
- 15 million members
- 157,000 vehicles
- Asia has 58% of global membership
- Europe has 29% of global membership
- round-trip car sharing accounts for 69% of global membership

Source: Shaheen, S., Cohen, A. & Jaffee, M. (2018) *Innovative Mobility: Carsharing Outlook*. UC Berkeley: Transportation Sustainability Research Center.

GLOBAL CARSHARING MARKET TRENDS

Global Trends

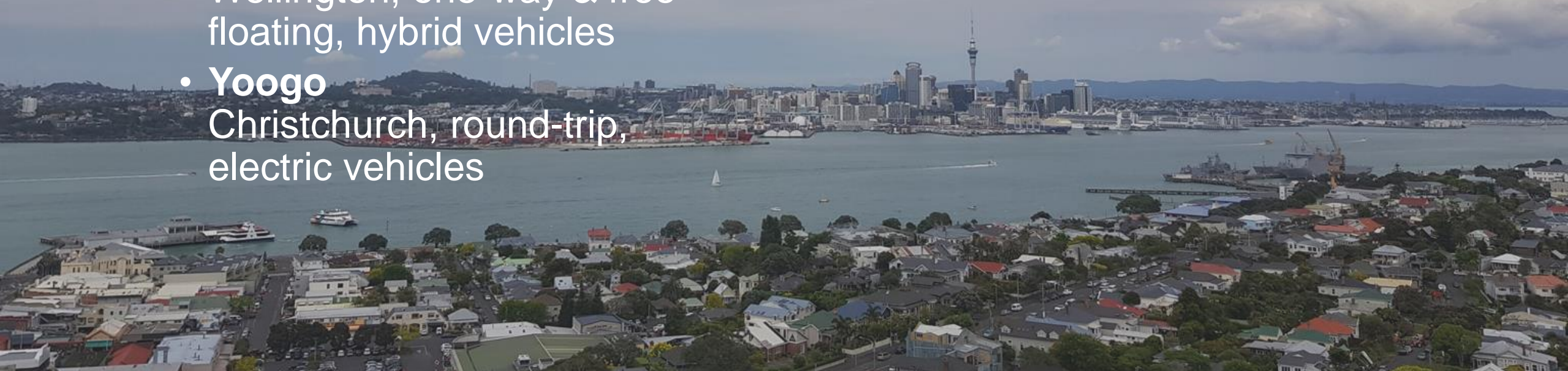


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Car Sharing in New Zealand

New Zealand car share providers:

- **Cityhop**
Auckland & Wellington, round-trip, mixed fleet
- **Mevo**
Wellington, one-way & free-floating, hybrid vehicles
- **Yoogo**
Christchurch, round-trip, electric vehicles
- **YourDrive**
Countrywide, peer-to-peer
- **Roam**
Wellington, peer-to-peer



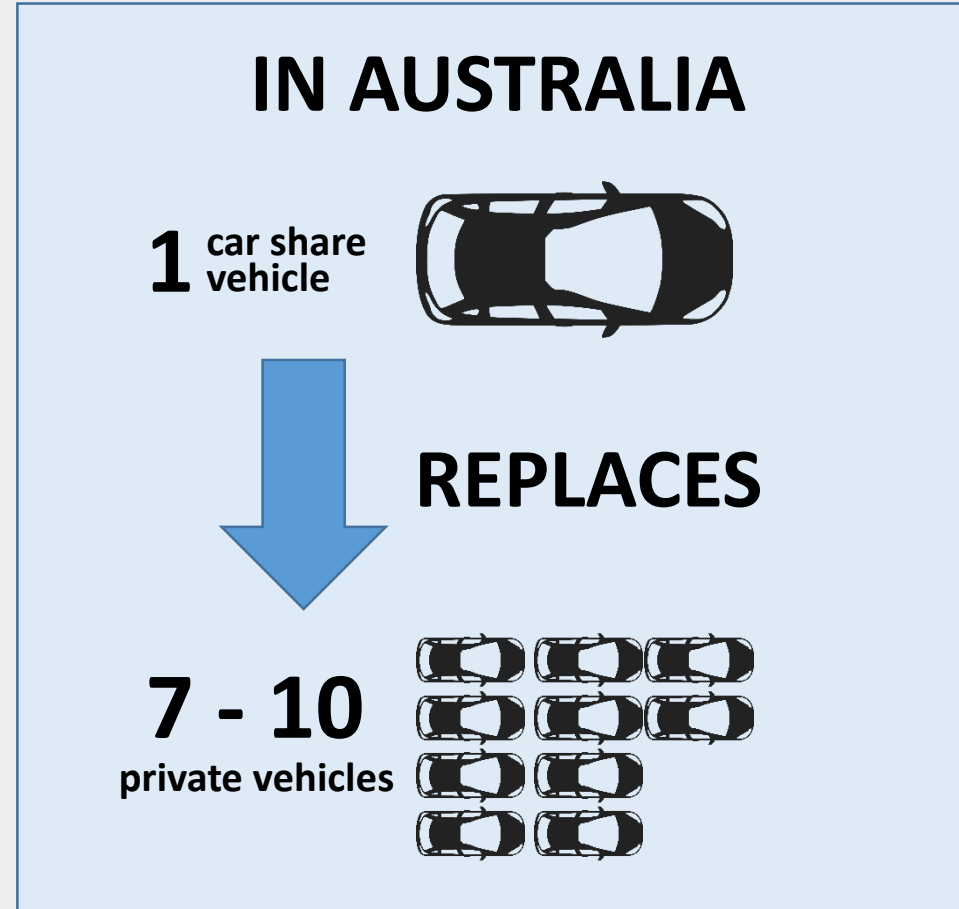
What are the benefits of car sharing?

Car sharing reduces car ownership and usage. This in turn, can reduce:

- congestion
- demand for parking
- GHG emissions

and facilitates the uptake of public transport, walking and cycling.

Car sharing also provides people with another transport choice, improving access.



Source: Shaheen, S., & Cohen, A. (2013). Carsharing and personal vehicle services: Worldwide market developments and emerging trends. *International Journal of Sustainable Transportation*

Transport Outcomes

Inclusive access

Enabling all people to participate in society through access to social and economic opportunities, such as work, education, and healthcare.

Economic prosperity

Supporting economic activity via local, regional, and international connections, with efficient movements of people and products.

Healthy and safe people

Protecting people from transport-related injuries and harmful pollution, and making active travel an attractive option.

Environmental sustainability

Transitioning to net zero carbon emissions, and maintaining or improving biodiversity, water quality, and air quality.

Resilience and security

Minimising and managing the risks from natural and human-made hazards, anticipating and adapting to emerging threats, and recovering effectively from disruptive events.

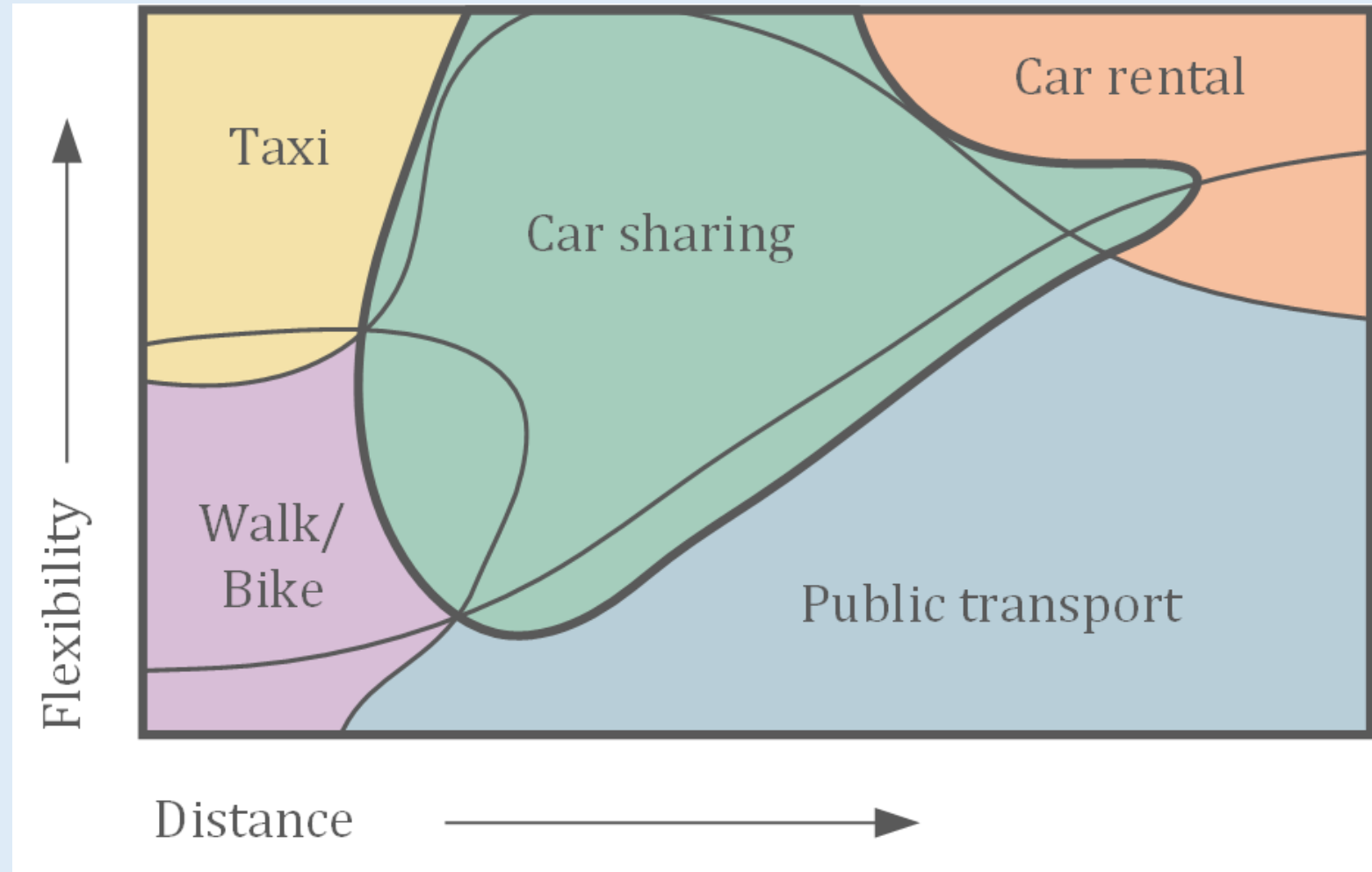


A transport system that improves wellbeing and liveability

Supporting environmental sustainability

“Car share helps us tell that sustainability story because it’s something everyone gets. It’s really easy to sell, and it’s not seen as coming from one political ideology or another. It’s providing a service that makes our city a much nicer place to live in and much more convenient for the people who live here.” Wellington City Council officer

Where does car sharing fit in the transport system?



Adapted from Britton, E. (1999). Car sharing 2000 – a hammer for sustainable development. *The Journal of World Transport Policy and Practice*.

Who is interested in using car sharing in Wellington?

- Apartment dwellers
- Younger people
- Single people
- Couples without children living at home
- People who do not own a car
- People who rarely have access to a car
- People who use a car one day or less a week

What concerns do people have about using car sharing?

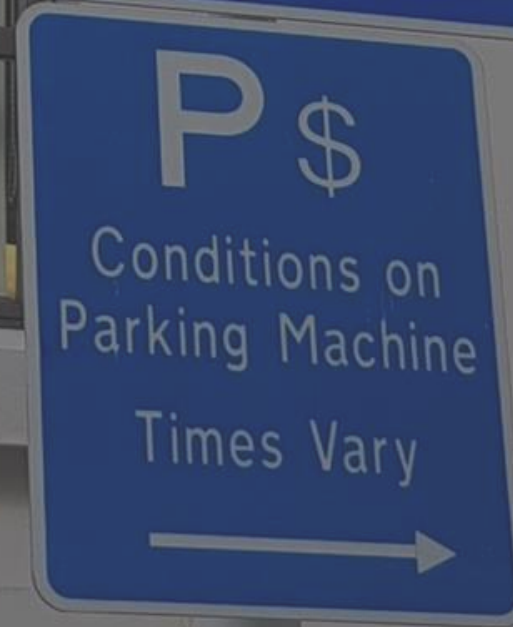
- Affordability of the service
- Availability of the vehicles
- Flexibility of the service
- Location of vehicles
- Cleanliness of vehicles
- Insurance

What would encourage people to use car sharing?

- Affordability, availability, flexibility and location
- Restrictions on car ownership – e.g. if car ownership became more expensive
- If car share vehicles are electric
- If car sharing reduces GHG emissions
- If it enables people to avoid purchasing a car

What are the main barriers facing car share companies?

- Access to parking
- Access to financial assistance
- Public awareness of car share services
- New Zealand's car ownership culture



Significant progress has already been made to remove these barriers

- Auckland, Wellington and Christchurch city councils all have car share policies in place and provide access to public parking
- Mevo and Yoogo have been awarded funding through EECA's Low Emission Vehicle Contestable Fund

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CAR
SHARE

QUESTIONS?