

Alternative vehicle use

Patrick Allcorn

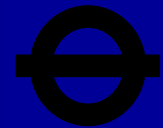
Travel Plan Manager

Transport for London



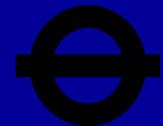
Introduction

- **Background**
- **Increasing Capacity**
- **Knowledge**
- **Car Clubs**
- **Car Sharing**
- **Home delivery**



Background

- **33 Local authorities**
- **10 Town centres**
- **7.2 million people**
 - 800,000 by 2016
- **Congestion costing business £1.5bn per annum**

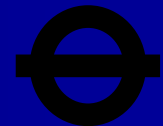


Increasing Capacity



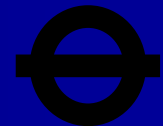
Knowledge

- **Single car occupancy**
- **Car usage**
- **Destinations**
 - **Workplaces**
 - **Schools**
 - **Shopping**
 - **Leisure**



Car clubs

- **Book**
 - By phone or online
- **Unlock**
 - Smart card technology
- **Pin**
 - Unique PIN number to your mobile
- **Drive**
 - Pay by the hour and for fuel



Impacts

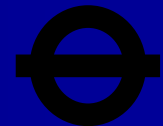
- **1 car club car replaces 4 – 5 private cars**
- **40% increase in non car modes by members**
- **68% reduction in car km by members**

Would never buy a car	12.9%
Gave up car independent of car club	29.7%
Foregone planned car purchase as member	31.5%
Gave up car once member	23%
Continued to own private car	3.0%



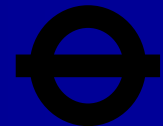
Costs

- **On street parking**
- **Vehicle type**
- **Integration with PT**
- **Integration with walking and cycling**



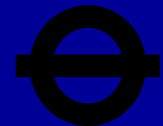
Car Sharing

- **10 million empty seats per day on UK roads**
- **Shared destinations**
 - **Work place**
 - **School**
 - **Town centre**
- **Shared starting places**
- **Shared routes**



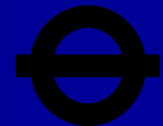
Advantages of Joining

- Critical mass of users are available instantly
- No administration headaches or unnecessary costs
- Full in-house security with option to search further a field
- Full support from *liftshare* in marketing each scheme
- Access to online ‘magazine’ for all necessary information
- Access to the UK’s most proven and successful car sharing software



Safety Concerns

- Neutral Process of matching
- Users choice
- Central *liftshare* big brother watching
- Female only group
- Comprehensive FAQ section and reminders
- Nothing has ever occurred in *liftshare*'s history





THAMES gateway
London
TRANSPORT



- Home
- About Us
- Car Sharing
- TfL
- Journey Planner
- Maps
- News
- Links
- Cost Calculator
- Contact Us

3 OCTOBER 2003

Your Area

- Brkng & Dgnhm ▶
- Bexley ▶
- Dartford ▶
- Greenwich ▶
- Hackney ▶
- Havering ▶
- Lewisham ▶
- Newham ▶
- Redbridge ▶
- Thurrock ▶
- Tower Hamlets ▶
- Waltham Forest ▶
- Corp of London ▶

Welcome to XYZ Hospitals Car Sharing Scheme

- Free to use you simply share the travel costs.
- Links drivers and passengers together online.
- Part of the largest car sharing scheme in the UK.
- Reduces the pollution and congestion on our roads.

New Users

Registering is FREE but necessary to help us run the scheme securely.

Register Me

Questions & Answers

Your e-mail address will never be shared with any third parties without your consent.

Members Sign In

Email:

Password:

Sign Me In

Forgotten your password?

Send me my password?

Supported by :

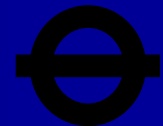


Congestion charging

Home Delivery

- Shopping by car
- Heavy bags / easy access

- Delivery boxes / small local shops
- Electric vehicles
- Access to shops by other modes



Conclusions

- **Car does not = mobility**
- **Design our cities around people**
- **Design our transport around needs not routes**
- **Make accessibility for all central**

