



A regional parking policy that **enables car sharing**

Eric Dubois



Ceci n'est pas une pipe.

Magilla



Brussels
is about

25,000 spaces in public parkings

over 20,000 retails 96,000 companies 540,000 households

265,000 on-street spaces

1,200,000 inhabitants 690,000 employees 161 km² of city area

200,000 parking spaces in office buildings 515,000 registered cars

Over 500,000 off-street spaces to park

350,000 commuters 95% occupied on-street spaces at midday in the center

0 coach stations creating 15,000 new bicycle spaces

800 roundtrip carsharing vehicles in 2020

10,000 P+R spaces in 2019

and...



... **19** municipalities



1. Anderlecht
2. Auderghem/Oudergem
3. Berchem
4. City of Brussels
5. Etterbeek
6. Evere
7. Forest/Vorst
8. Ganshoren
9. Ixelles/Elsene
10. Jette
11. Koekelberg
12. Molenbeek
13. Schaerbeek
14. St-Gilles
15. St-Josse/St.-Joost
16. St-L-Woluwe
17. St-P-Woluwe
18. Uccle/Ukkel
19. Watermaal-Boitsfort/Bosvoorde

be.brussels 



2002 :

- Cambio: the 1th station-based car sharing company

2016 :

- 5 car sharing operators
- Introducing free-floating



BRUSSELS HISTORY OF CAR SHARING

creation of **Cambio**
(station-based) with
support from the
Region

2002



creation of **Zen Car**
(electric station-
based) with support
from the Region

2011



introduction of
free-floating car
sharing companies
DriveNow and Zipcar

2016



2009

creation of
parking.brussels
the Regional
Parking Agency



2010

**Mobility Plan
IRIS 2** describes
car sharing as a
strong measure



2011

benchmarking study
in order to implement
a regulatory framework





March 21, 2013

- › Decree: terms and conditions of use of the reserved on-street parking spaces
- › Regulate the car sharing market : open model with accreditations



July 18, 2013

- › Decree: regulatory aspects of the Regional Parking Policy Plan
 - › Communal Parking Action Plan = strategic planning tool at the municipality scale



June 1, 2016

- The decree is modified to allow free-floating car sharing

Missions

parking.brussels

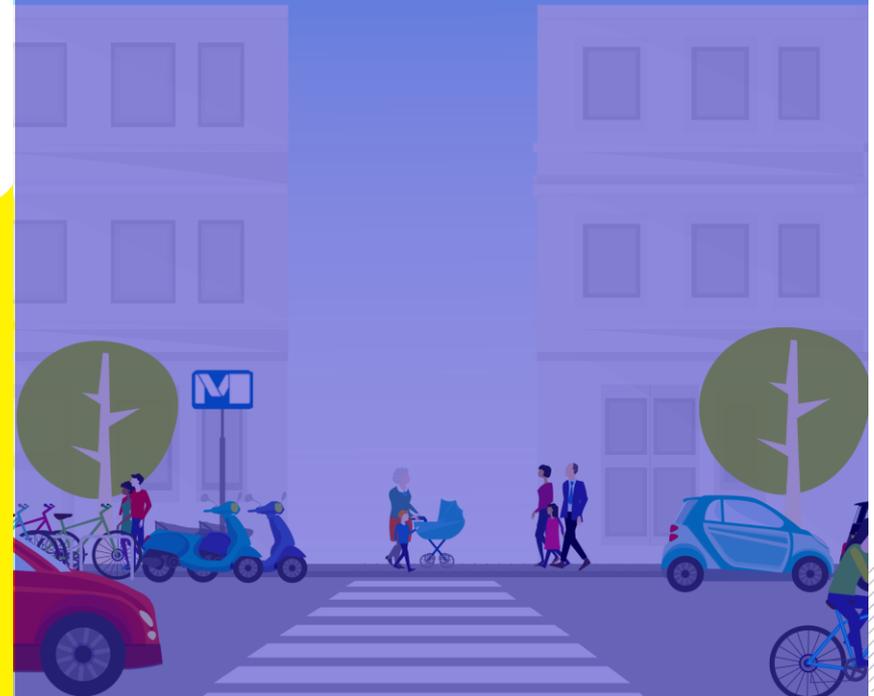
- Provide regional parking **permits** for **25€/year/vehicle**
- Approve and review Car sharing **Action Plans** of the 19 municipalities
- Prepare the **annual report** based on operational data and users survey



MIEUX SE GARER POUR MIEUX BOUGER

PLAN RÉGIONAL DE POLITIQUE DU STATIONNEMENT

BETER PARKEREN OM BETER TE BEWEGEN!





Accreditations and regional parking permits

- 6 accreditations approved
- 1.214 regional parking permits delivered
- Free parking everywhere excepted in high rotation zones (red and orange zones)
- Fully digitalized management and control of the parking permits with aid of the software of parking.brussels

	Operators	Parking permits
Station-based	Cambio (2013)	504
	Zen Car (2013)	87
	Ubeeqo (2016)	114
Free-floating	DriveNow (2016)	255
	Zipcar (2016)	254
	Zen Car (2017)	0
Total		1214

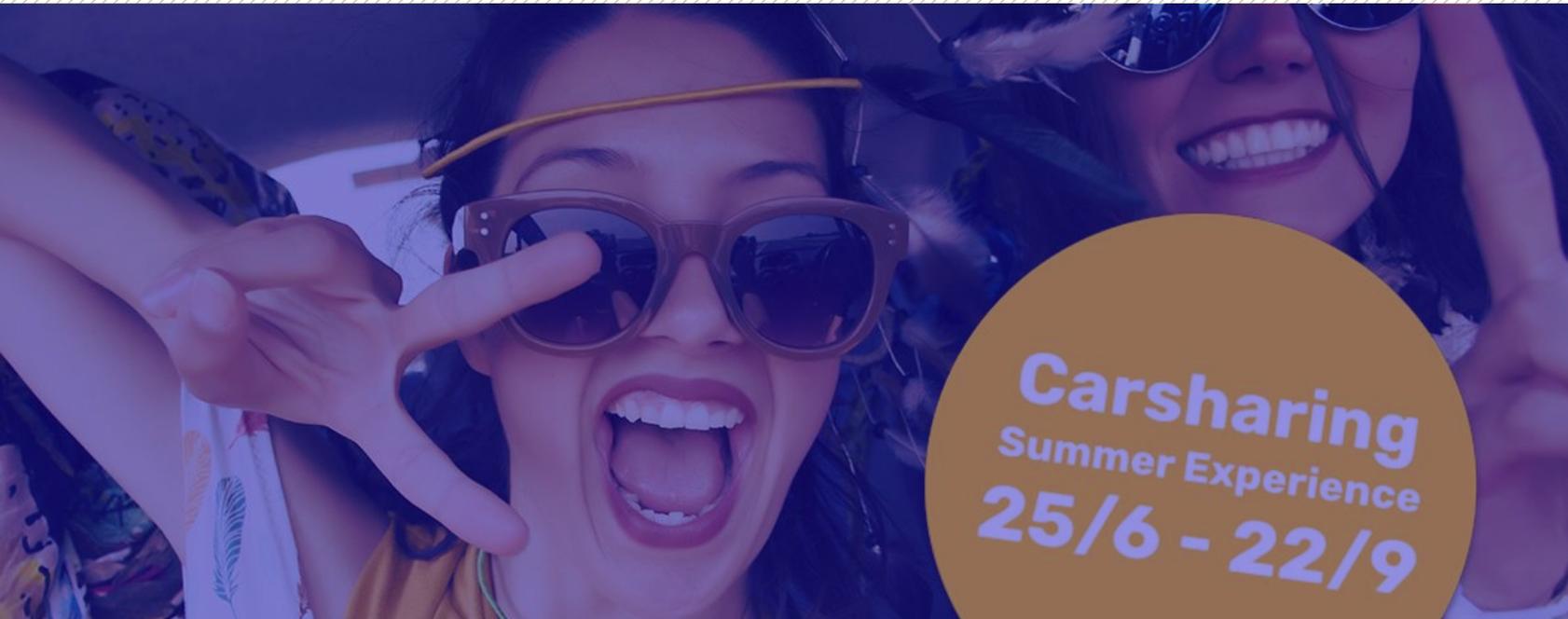




	PARKING SPACES	2020 GROWTH TARGET	TO CREATE
Anderlecht	23	77	54
Auderghem	12	23	11
Berchem-Sainte-Agathe	12	16	4
Bruxelles	108	116	8
Etterbeek	46	33	0
Evere	21	26	5
Forest	25	37	12
Ganshoren	9	17	8
Ixelles	77	59	0
Jette	32	34	2
Koekelberg	6	15	9
Molenbeek-Saint-Jean	12	65	53
Saint-Gilles	36	34	0
Saint-Josse-Ten-Noode	16	19	3
Schaerbeek	73	89	16
Uccle	31	57	26
Watermael-Boitsfort	20	18	0
Woluwe-Saint-Lambert	17	37	20
Woluwe-Saint-Pierre	47	29	0
Total	623	800	231

➤ Car sharing Action Plans

- Inventory and diagnosis of the existing car sharing stations
- Phased development scenario respecting 2 goals :
 - Growth : 800 reserved parking spaces in 2020 regarding population size of municipalities
 - Dispersion : maximum average score regarding accessibility zones A, B and C
- 16 out of 19 municipalities have an approved plan
- Planned locations are shared between operators according to their demands



➤ Annual report based on operational data and users survey

- Three annual reports published with support from operators (2015, 2016, 2017)
- One on going promotion campaign with Brussels Region (September 2018)
- Actions with encouraging results !

ACTIONS : USERS SURVEY



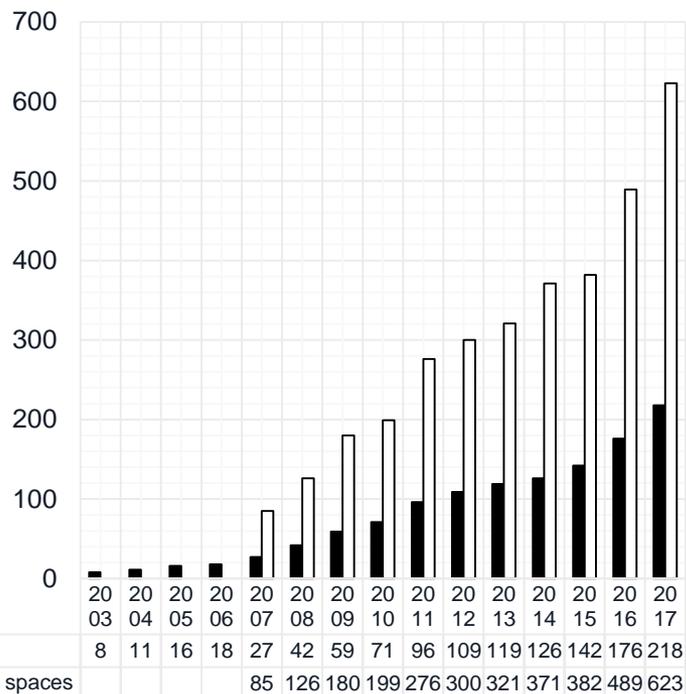
	Station-based	Free-floating
Users		
Members	29.037	36.715
Active users	13.688	12.299
Vehicles	670	560
Stations	218	
On-street reserved parking spaces	623	
Trips	230.216	334.073
Trips by day	630,7	915
Average duration	7,2 h	0,56 h
Average distance	48 km	8,2 km
Occupancy	30,3%	7,2%
Average score (max = 2)	1,9	
Business area (km2)		71,8





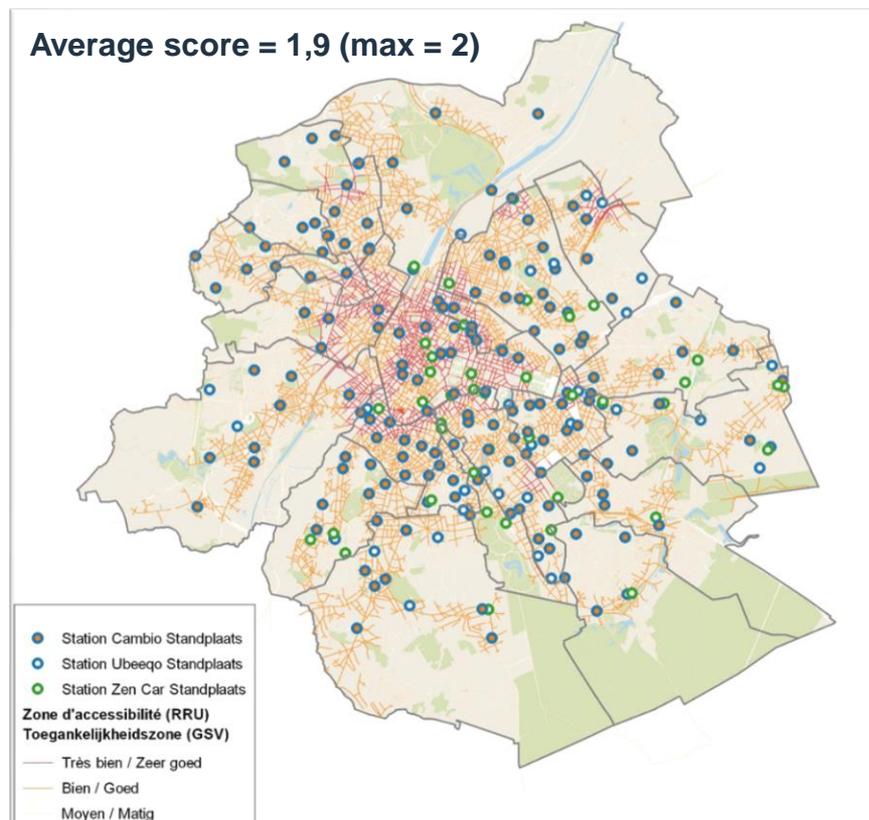
➤ GROWTH

Station-based car sharing
Growth of supply



➤ DISPERSION

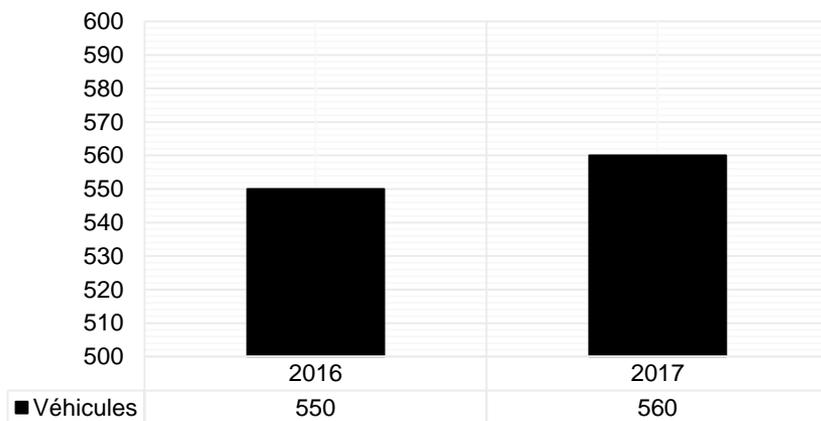
Average score = 1,9 (max = 2)



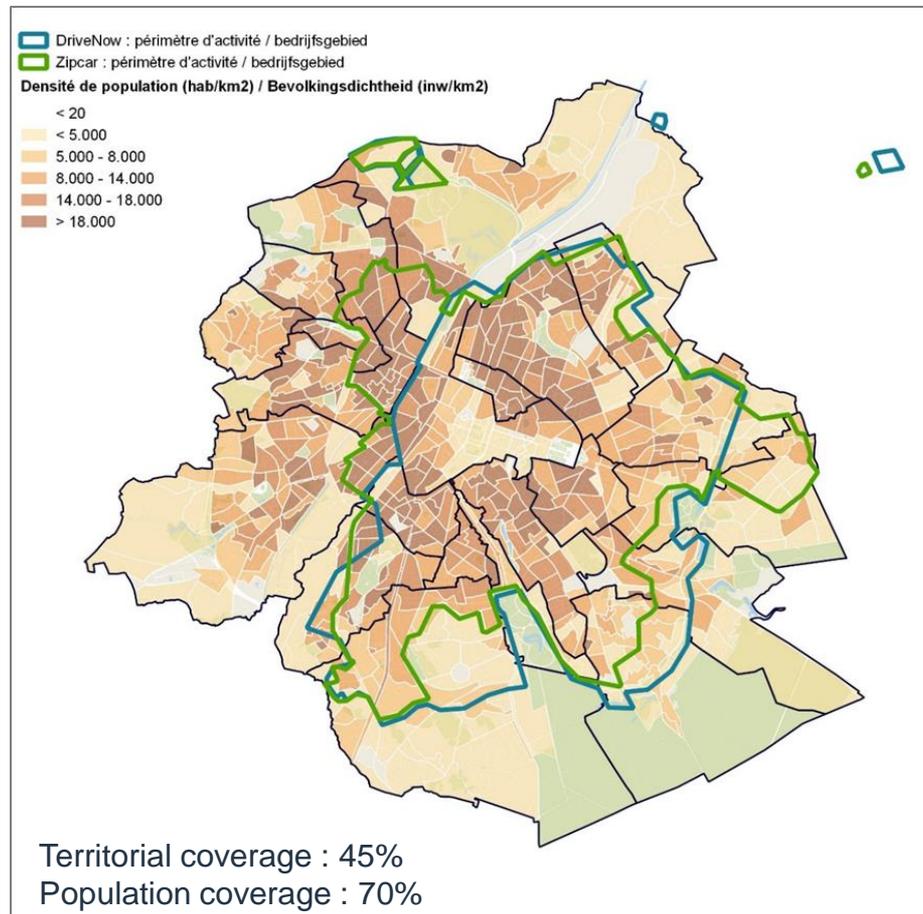


➤ GROWTH

Free-floating car sharing Growth of supply



➤ DISPERSION





➤ Encouraging results, but what about parking policy ?

- One indicator : a private car is **15 to 3,5 times less used** than a shared car

Non-use average time	Station-based shared car	Free-floating shared car	Private car
	69,7%	92,8%	97,9%

- One approach (to consider with all the necessary precautions) :

Up to car sharing surveys:

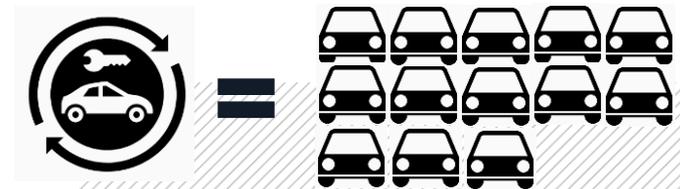
32% customers have sold a car thanks to the presence of a car sharing solution

25% customers would (probably) have purchased a car if this car sharing solution didn't exist

7.802 less cars

670 shared vehicles

Ratio : 1 shared car replaces 12,6 private cars !





Private car sharing

- Decree laying down an approval regulation for car sharing systems between private individuals
- 1st accreditation for Cozycar platform in June 2018

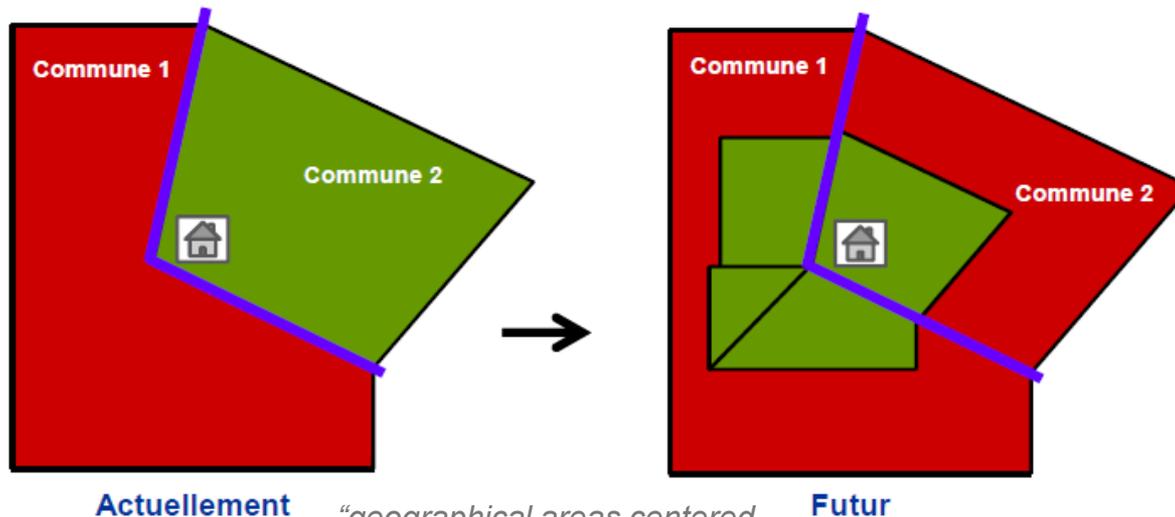
Free floating bike sharing

- Draft decree on the license for operators in progress
- Needs a deep reflection on conditions of accreditation and parking solutions



➤ July 28th 2017 : decree laying down an approval regulation for car sharing systems between **privates individuals**

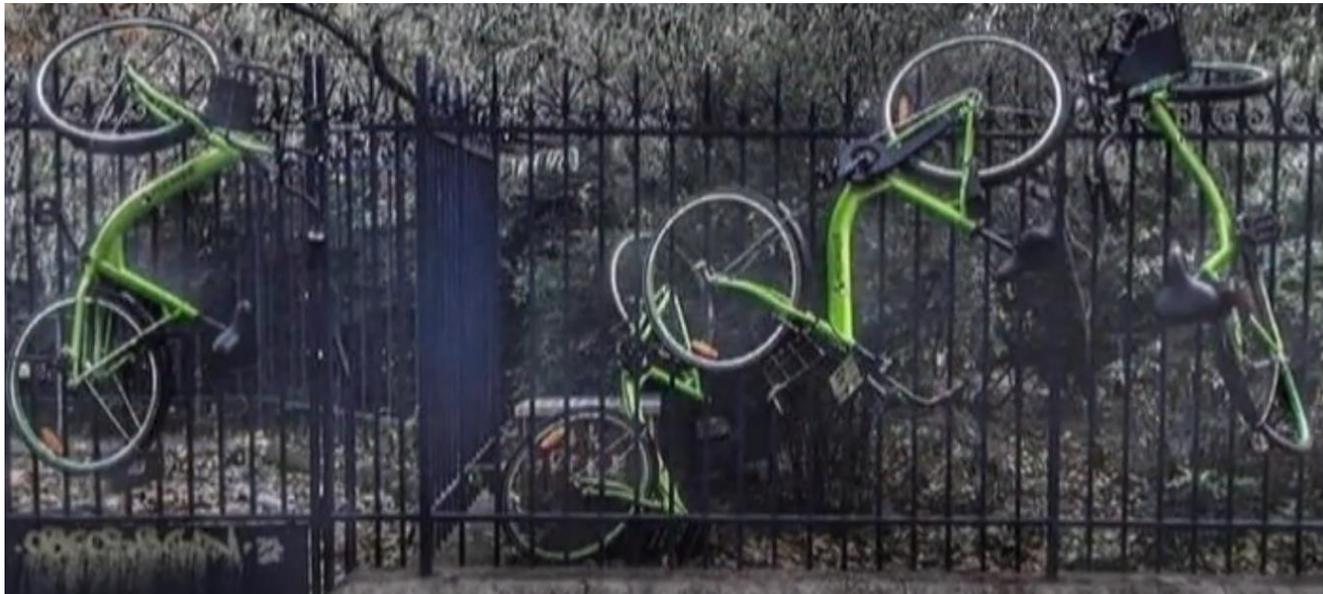
- First accreditation for Cozycar car sharing platform in June 2018
- No regional parking permits → Challenge of providing parking permits to multiple users of the same car in the context of sectorization project :



“geographical areas centered on the residence place which delimit the streets on which the parking permit is valid”

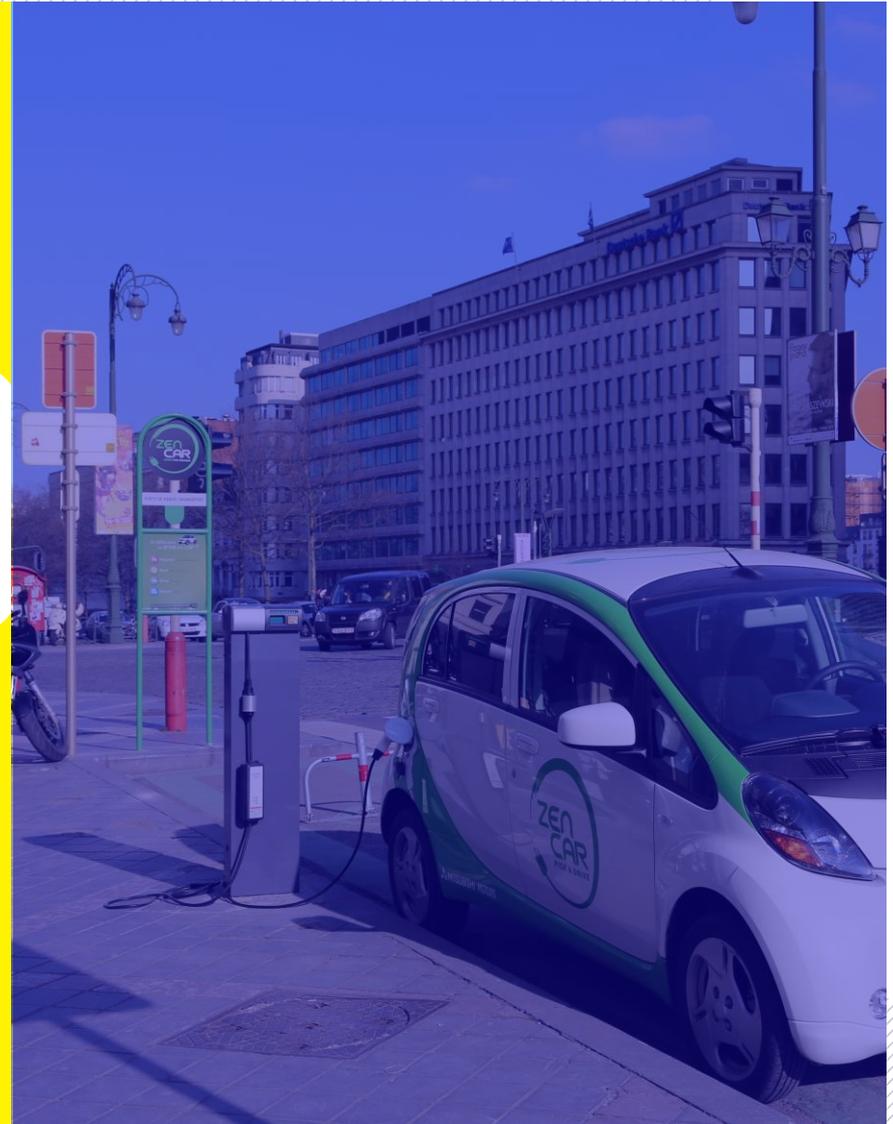
➤ Draft decree on the license for operators of **free-floating bike sharing** in progress

- A lot of operators interested in Brussels market (>1000 bikes in 2017)
- Public administration need a deep reflection on conditions of accreditation
- Public administration need a deep reflection on parking solutions ...



Regional parking policy as an enabler for car sharing ?

- Historical support from Brussels Region to first operators
- Car sharing defined as a strong measure to fight on-street parking problems in strategical planning documents
- Establishment of a regulatory framework accompanied by encouraging results
- Controlled opening to new models of car sharing !





**THANK YOU
FOR YOUR
ATTENTION**

