

Defining Shared Mobility Policies

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CoMoUK

Charity providing:

- Guidance
- Networks
- Research
- Advocacy



Poll 1



What is the biggest motivation when people choose their travel mode in your opinion?

1. Cheapest option
2. Healthiest option
3. Easiest option
4. Most environmental option
5. Most enjoyable option

Importance of shared mobility

- Car club / Car sharing is key to breaking car dependency
- Bike share is key to normalising cycling
- Shared mobility is as important as public transport

CAR CLUBS REDUCE PRIVATE
CAR OWNERSHIP



18.5

private cars replaced
by each car club
vehicle in the UK

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Transport planning (SUMP)

- Strategy
- Funding
- Governance private operators
- Sticks -Restrict car use
- Carrots - Marketing



GOLDEN RULE 8

Without proper policy frameworks, shared mobility cannot rock. Local governments have to create the essential conditions, while tackling negative aspects in a proactive way.

Integration

- Physically- mobility hubs
- Digitally- MaaS

Beating convenience of private car



Spatial planning

- Cut number of private parking spaces
- Separate and charge for private parking
- Create high quality neighbourhoods
- Walkable amenities & sustainable travel options



Electric mobility

- Avoid 1:1 conversion
- Add car club bays with charge points
- Add rapid chargers
- Improve reliability & payment systems



Health

- Public health promotion
- Dr prescription referrals
- Car clubs increase active travel



Social inclusion

Reduce costs, take away barriers & open access to opportunity for all

- Location
- Funding
- Engagement



COST SAVINGS



20%

of respondents stated that they couldn't afford to own a car and this was their reason for joining the car club

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Building political support

- Evidence
- Involvement
- Publicity

CAR CLUBS REDUCE PRIVATE CAR OWNERSHIP



22%

said that said that they would
have bought a car if they had
not joined a car club

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