# CAR-SHARING
# Development strategy in Milan



**Arch. Valentino Sevino**
**Mobility Planning Director of Environment, Mobility and Territory Agency City of Milan**

**INTERNATIONAL TRANSPORT EXPERT COUNCIL**
**Moscow – 27-29 AUGUST 2014**

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- Milan is the 2nd largest city in Italy
- Area: 181.76 km²
- Density: 7.239,17 inh/km²
- Inhabitants Milan city: ~ 1.3M
- Inhab. Metropolitan area: ~ 3.3M
- Inhabitants Lombardy Region: ~ 9.6M
- Daily City Users: ~ 1M
- Companies: 285.000 (5,5% in Italy)

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## Banking and financial system

Milan is the site of the main Italian banking groups (198 institutes) and more than forty foreign banks, occupying fourth position in Europe in terms of capitalisation. ABI (Italian Banking Association) represents the financial and banking system, both in Italy and abroad, protecting and promoting its interests.

The city also plays host to the Italian Stock Exchange (225 listed companies).



## Business

As regards economy and finance, Milan is the home of 285,000 active companies, Italian and foreign bank institutes and the Italian Stock Exchange. The city's GDP is equivalent to no less than 10% of national GDP.

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# CITY PROFILE – KEY SECTORS

## Fashion and design

Milan's economy is powered by its advanced tertiary sectors e.g. fashion and design. In the fashion sector, there are some 12,000 companies, 800 showrooms, 6,000 sales outlets, with four weeks dedicated to this activity, comprising fashion shows and complementary events.



## University system

Milan's higher education system comprises 11 University centres (44 faculties, 174,000 new students a year, equal to 10% of the entire Italian university population).



## Culture

Milan offers a rich cultural programme including: Sforzesco Castle, Convent of Santa Maria delle Grazie with The Last Supper (one of the world's most famous paintings), Archaeology Museum, Natural History Museum; the Brera Art Gallery, Ambrosiana Art Gallery, Poldi Pezzoli, Triennale and PAC (Contemporary art pavilion), which promotes a range of extensive and in-depth exhibition projects.

# MILAN EXPO 2015

In 2015 Milan will host next Universal Expo.

The Expo 2015 will be located on a 1.7 million sqm site north-west of Milan comprising part of the municipal territory of Pero and Rho.





Here are some Key facts and Expo Milan 2015 targets:

✓ **Six month event from May 1st to October 31st 2015;**
✓ **24 million visitors (30% foreigners) expected;**
✓ **144 countries participating with exhibitions and delegations;**
✓ **1,1 million square meter exposition site:**
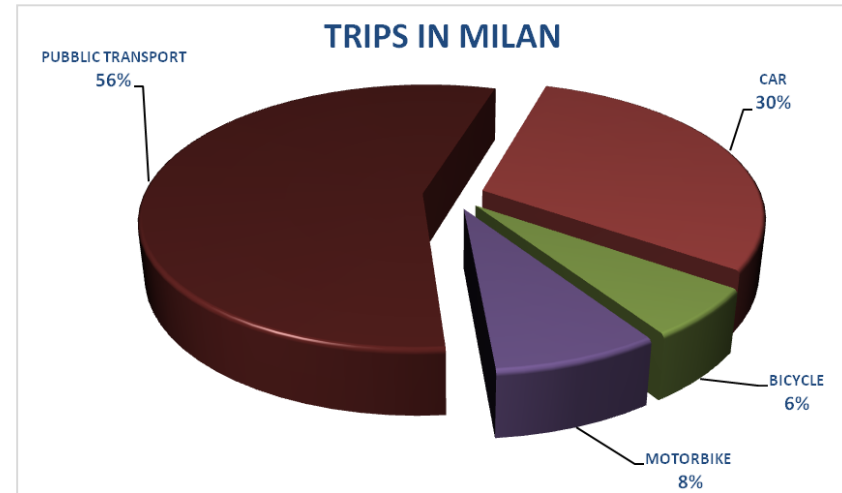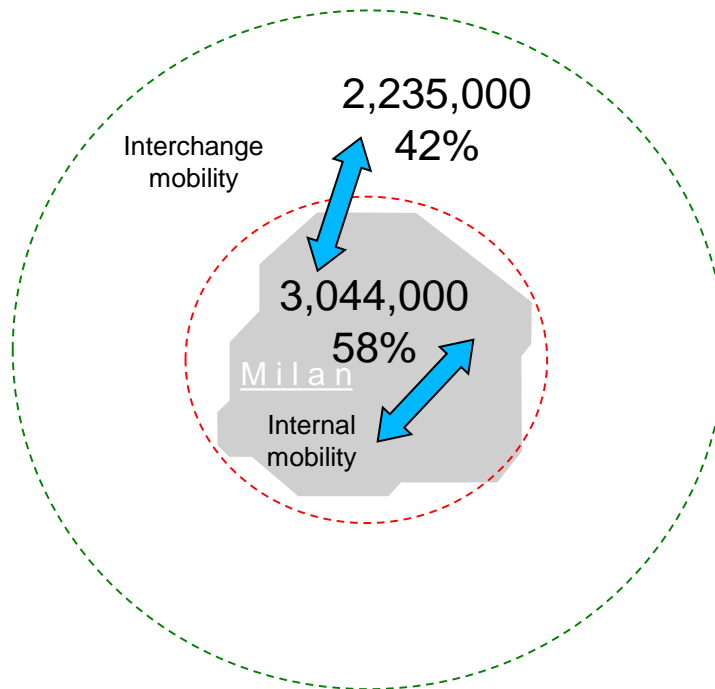✓ **Over 2,000 related events**



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# CITY MOBILITY

Overall mobility (Trips per day)
5,279,000

Interchange mobility

2,235,000
42%

3,044,000
58%

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Internal mobility



**TRIPS IN MILAN**

PUBBLIC TRANSPORT
56%

CAR
30%

BICYCLE
6%

MOTORBIKE
8%

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# POPULATION DENSITY

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**Densità popolazione 2009**

35162

20000

10000

2500

**residenti/kmq**
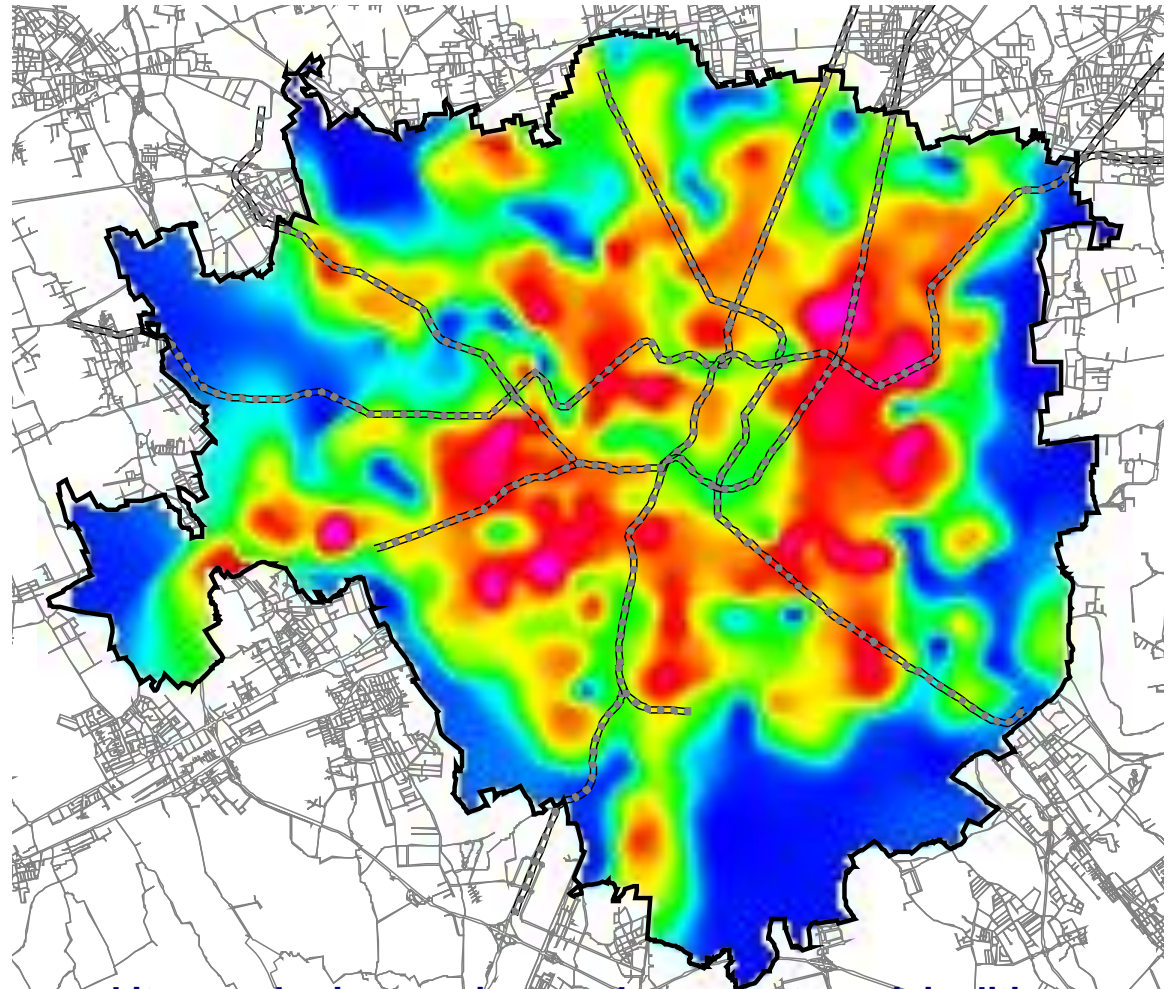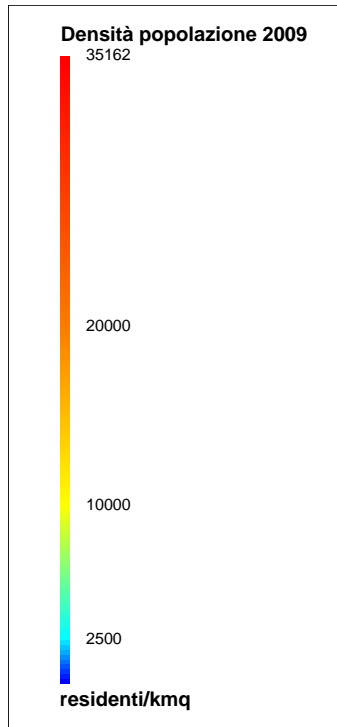
**Milan is planning to expand its car-sharing services to the nearest municipalities around its boundaries (Sesto S.G., Segrate, San Donato, Corsico, Settimo Milanese)**

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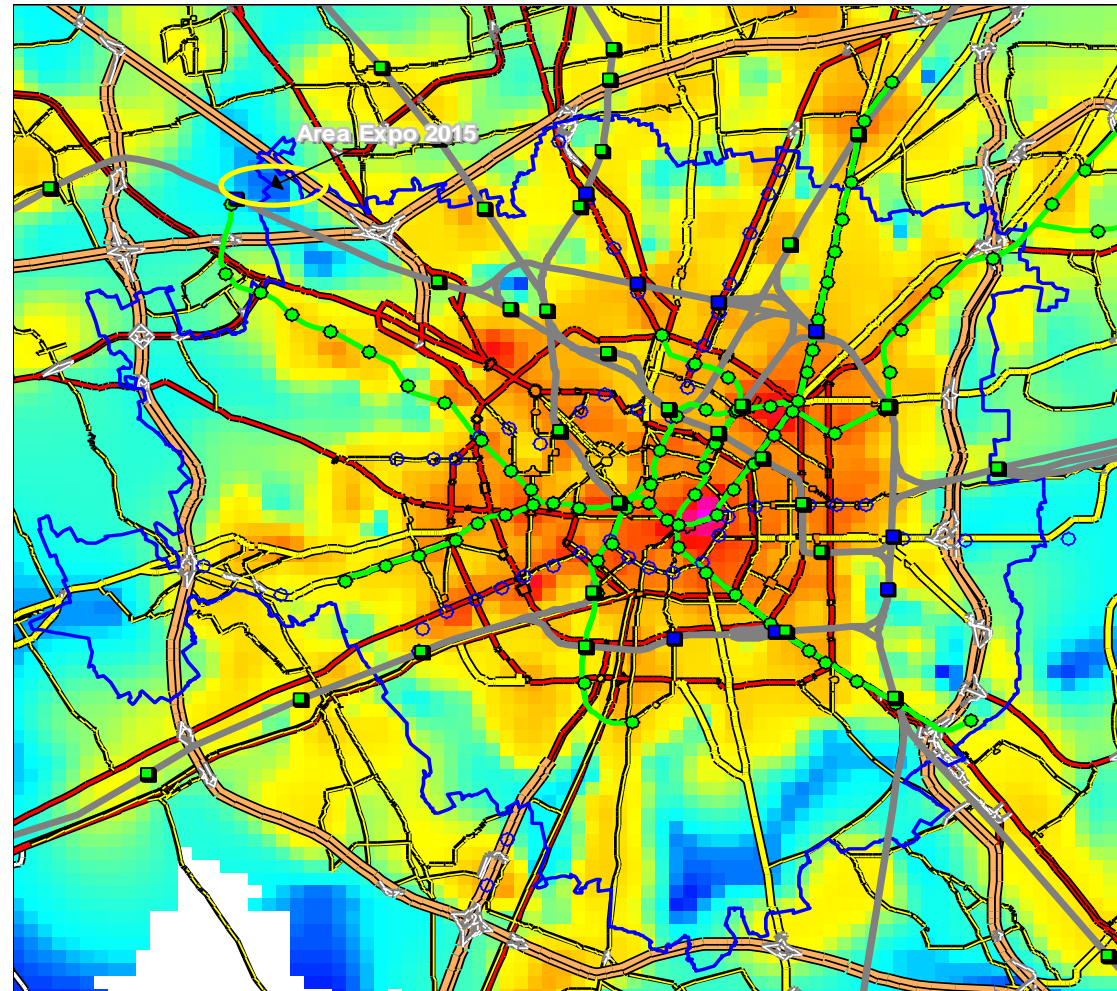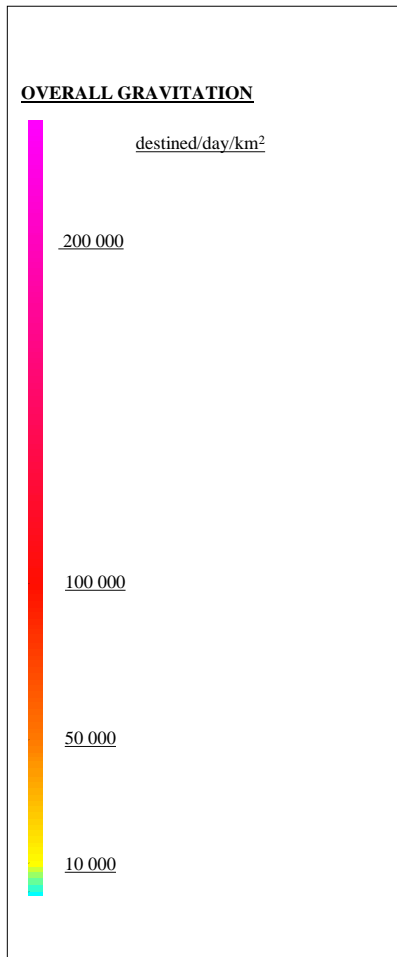di Milano

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# MOBILITY DENSITY FLOW

**Some areas are affected by intense traffic flows on special events only, i.e. Rho-Pero New Fair and Expo2015 Area.**



OVERALL GRAVITATION

destined/day/km²

200 000

100 000

50 000

10 000

Area Expo 2015

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# A jump into the future

Car sharing is a crucial element of multimodality and contributes to reducing the negative impacts of car traffic such as pollution, waste of energy and misuse of urban space. Especially for a city like **Milan** which has one of the most high ratio car/inhabitant of Europe: **56 cars every 100 inhabitants** (London 31, Berlin 29, Paris 25).

That's why **Milan** is strongly committed to **boosting such innovative sharing system**, in line with the directives of the Transport White Paper prepared by the European Commission, which calls on Member States to halve the use of 'conventionally-fuelled' cars in urban transport by 2030 and phase them out in cities by 2050.

# Start up and evolution in the last decade

**2001: Legambiente (Ngo)** starts up a pilot project with 3 cars and 20 members: the first in Italy.

**2005:** Legambiente creates **Car Sharing Italia Srl** that handles its service in Milano

**2004:** ATM, ACInnova, AEM Zincar, and Unione Commercio create GuidaMi Srl.
**2007: ATM** becomes unique owner of Guidami Srl.

**2009: ATM** acquires the company Car Sharing Italia Srl

**2010 until now:** **ATM** Servizi Spa handles the new / unified car sharing service with the "GuidaMI" brand.

# GuidaMi: The Service

- GuidaMI offers 130 cars to 7.500 subscrivers, 80 parking areas (65% of the people living within the "Cerchia 90-91" area is only 5 minutes on foot from a car sharing station)

- Open 24h/7days

- Car sharing services in Milano and in some surrounding municipalities (Sesto S. Giovanni, Monza, Bollate)

- A service in Network with similar systems in Bologna, Brescia, Firenze, Genova, Padova, Palermo, Parma, Roma, Torino, Venezia (Network ICS "Io Guido Car Sharing")



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# E-Vai. Lombardy Region Car Sharing

**E-VAI:** a car sharing service located at the regional Railway station.

**The Service:** Free access to the reserved lines for the public transport and the Limited Traffic Zone, Free parking, pay as you use, booking online or by phone, picking up and returning the car by sms.



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**Milano:** Stazione Cadorna
**Como:** Stazione Lago
**Erba:** Palazzo del Comune
**Pavia:** Stazione
**Lodi:** Stazione
**Varese:** Stazione Nord
**Milano Linate:** Aeroporto
**Milano Malpensa:** Aeroporto

**Milano Bovisa:** Stazione
**Legnano:** Stazione
**Travedona Monate:** Comune
**Cuggiono:** Comune
**Cremona:** Stazione
**Casalmaiocco:** Comune
**Magenta:** Stazione



Stazione di Como Lago
Stazione di Varese Nord — Comune di Erba
Comune di Travedona Monate
Stazione di Legnano
eroporto Milano Malpensa — Stazione di Magenta
Comune di Cuggiono — Stazione di Milano Bovisa
Stazione di Milano Cadorna — Aeroporto Milano Linate
Stazione di Lodi
Stazione di Pavia — Comune di Casalmaiocco — Stazione di Cremona

# CAR SHARING SCENARIO IN MILAN

The literature accounts between **1% and 3%** the traditional car-sharing users penetration rate. An extra quota between 0,4 and 1,5% of daily city users has been considered proper to add to the analysis.

Applying these indexes, it has been estimated a car sharing development between **16,100** and **53,300** of car sharing's potential users in Milan.

To serve such potential demand of car-sharing users, considering 1 vehicle every 25 users, an offer between **600** and **2100 vehicles** has been estimated as adequate to Milan.

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# Public Notice

Following this study, the Municipality of Milan launched in June 2013 a **Public Notice** for "Expression of Interest for the identification of stakeholders to carry out the car-sharing services on the territory of the Municipality of Milan".

This notice was addressed at fulfilling the following main requirements:

- ✓ **One way system**
- ✓ **"Fast" Reservation**
- ✓ **Fleet with at least 80 vehicles falling within the categories of electric, hybrid, natural gas, LPG, gasoline, EURO 5 and later, diesel approved under Directive 70/220/EEC and adequate levels of security by the European program EURONCAP**
- ✓ **90% of the fleet with a length less than 4.50 m**
- ✓ **At least one vehicle out of 100 fitted for the transport of persons with reduced mobility**

Following the publication of the notice, new services have been activated as:

Car2Go
Enjoy
Twist

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# CAR2GO

**Car2go** is a subsidiary of Daimler AG providing carsharing services in European and North American cities. The company offers exclusively Smart Fortwo vehicles and features one-way point-to-point rentals.

Users are charged by the minute, with hourly and daily rates available.

The service runs via a downloadable smartphone app.

There are currently **798 vehicles authorized by the Administration to** circulate on streets.

# ENJOY

**Enjoy** is a car sharing service provided by ENI in partnership with Fiat and Trenitalia. The company offers FIAT 500 vehicles and features one-way point-to-point rentals.

Users are charged by the minute, with hourly and daily rates available.

The service runs via a downloadable smartphone app: a revolutionary App which has removed the need for the paperwork-based process of other car-sharing services. Before Enjoy, infact, these systems required a card to open the car.

There are currently **644 vehicles authorized by the Administration to** circulate on streets.

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# TWIST

**Twist** is the latest car sharing operator in Milan. The company offers Volkswagen Up vehicles and features one-way point-to-point rentals.

Users are charged by the minute, with hourly and daily rates available.

The service runs via a downloadable smartphone app.

There are currently **80 vehicles** circulating on streets but soon will be **500 vehicles in total authorized by the Administration.**

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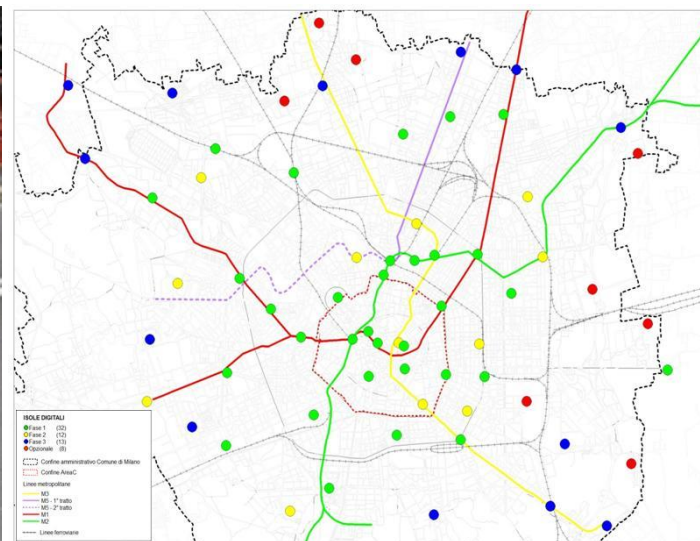AGENZIA MOBILITÀ AMBIENTE TERRITORIO

# MOBILITY CHALLENGES – EQ SHARING

The City of Milan puts into effect an innovative system of sharing mobility, named **"EQ Sharing"**, the first **totally electric car sharing** service in Milan, with the aim of improving and simplifying services to citizens, progressing towards a smart cities model.

The project is an **integrated service** of sustainable mobility, consisting of electric quadricycles, with which Milan expands its range of innovative mobility services. Halfway between the services of bike sharing and car-sharing, the new service will allow the citizens and city users to move **freely and H24.**

There are currently **120 quadricicles** circulating on streets.

EQ Sharing is practical and easy, and well connected with public transport because all Digital Areas are placed **near main transport junctions**.
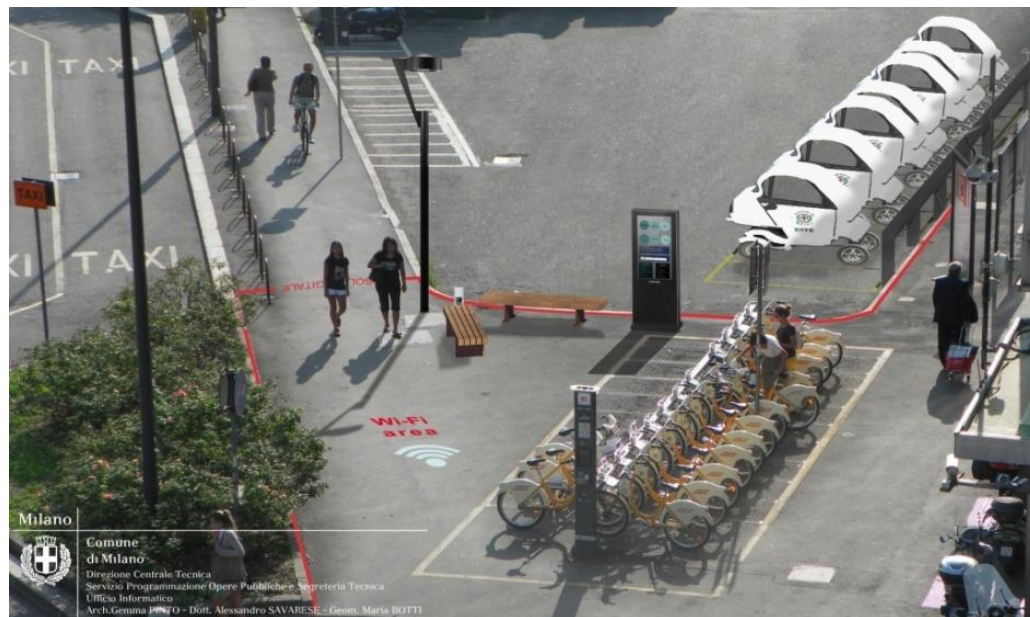
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# MOBILITY CHALLENGES – DIGITAL ISLAND

Up to now 15 EQ Sharing stations are operating in the areas called **Digital Island**, placed in:

- Amendola Fiera
- Hoepli
- Via G.B. Pirelli
- Porta Venezia (Oberdan)
- Piazza Duca D'Aosta
- Loreto/Mercadante
- Piazza Cadorna
- XXV Aprile - Pasubio
- Via Cusani
- Pagano Via del Burchiello
- Via Bocconi - Sarfatti
- Porta Vittoria
- Piazza Cinque Giornate
- Sant'Agostino
- Bisceglie (via Lucca)

Further 15 EQ sharing stations will be implemented by 2014



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# MOBILITY CHALLENGES – DIGITAL ISLAND

Digital Island is a wider project that encompasses EQ Sharing system. The whole system has:

- **8 slots for public electric quadricycles**
- **4 recharging site for private electric quadricycles**

Equipped with::

- **Wi Fi**
- **Multimedia and multifunction touch-screen Totem (services: infomobility, taxi and emergency calls, bookings, e-commerce, e-government, tourism)**
- **NFC technology**
- **Smart cameras for territory monitoring and control**
- **Smart lighting**
- **Recharging systems for private users (computer, phones, etc.)ecc.)**
- **Recharging systems for public electric vehicles**
- **Recharging systems for private electric vehicles**
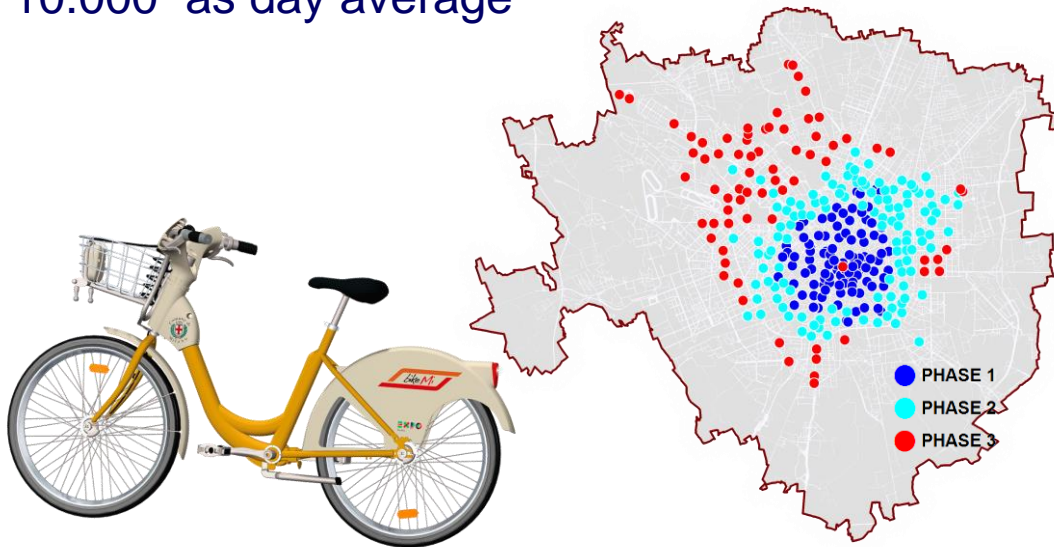
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# BIKE-MI THE MILAN'S BIKE SHARING

**Milano among the 5 EU champion cities**

200 stations; 4.000 bicycles; 6.200 stalls available

25.000 annual subscritions
(+46% 2013 on 2012)

1.910.868 trips/pick up in 2013,

10.000 as day average



PHASE 1
PHASE 2
PHASE 3

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# IN 2015  BIKE-MI + ELECTRIC BIKE SHARING

By EXPO 2015: 80 new stations and 1.000 full electric bicycles

After Expo 2015, the stations will be relocated, in order to improve the current  Bikemi Network

The E-system will be integrated with the current BikeMI -  Possibility to return traditional and electric bicycles at any BikeMi station - The first in the world of an integrated system of this size



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# THANK YOU FOR YOUR ATTENTION

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