Car Pooling and Car Sharing
New Integrated schemes and User Behaviour

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Taxistop - cambio
Doing more with Less

Philosophy since 1975
- Car Pooling
- Car Sharing
- Home-linking
- ...

Since 2010:
Collaborative Consumption
cambio

NMBS-Holding
VAB motorist club
TAXISTOP non-profit org
CAMBIO GmbH & Co KG

OPTIMOBIL BELGIUM
National system service

cambio WAL
cambio BXL
cambio VLA
- 3 regions
- 27 cities
- 224 stations
- 540 shared cars
- 15845 users
Urban Benefits of Car Sharing

Modal Shift:
Use after joining cambio

Effect on urban space consumption:
1 cambio car replaces at least 10 private cars
Challenges for the city

“Doing more with Less”
  – More city dwellers, financial challenges

→ Urban Infill

Sharing as a strategy to make smarter use of urban space, and limited resources
Challenges for the city

Import of cars and CO$_2$

→ Import of empty seats

Car pooling reduces the number of cars

A network of transit parkings with seamless connection makes car pooling much easier
Challenges for users

Going from a → b

(Parking) Cost-reducing

• Car Sharing is cheaper than car owning (< 10 000 km)
• Car Pooling, is cost sharing

Flexible

• Depending on the quality of car sharing schemes & bike facilities & public transport
• Car Pooling → Regular & Occasional & Instant
“Smartphone, instead of a car”
- Buying less cars
- Driving less kms

Access is more important than ownership

Work-life balance and flexibility are becoming more important than having a company car
Car Pooling and Car Sharing

‘Doing more with less’

Because we need to, and we are ready for it!