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Car Clubs in Wimbledon And Mitcham Town Centres

An Interactive Qualifying Project Report

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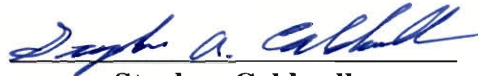
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WORCESTER POLYTECHNIC INSTITUTE

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Abstract

Sponsored by the London Borough of Merton, the goal of this project was to promote car clubs and identify potential members within the Wimbledon and Mitcham Town Centres. Surveys were utilised to gain pertinent information from local citizens and interviews were conducted with existing car club managers to gain experienced histories of these clubs. Leaflets and posters were also created in order to educate and promote this new concept to the community. From these information sources, we were able to compile a sequence of tasks that need to be accomplished in order for the Borough to initiate a successful programme. Furthermore, we were able to generate recommendations for the Transport Planning Section to consider for the proper development of this scheme. A key recommendation is for the Transport Planning Section to continue educating the residents about car clubs. This is based on the fact that the majority of the community possesses little or no knowledge of the concept.

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Executive Summary

The London Borough of Merton's Transport Planning Section is currently working to improve environmental conditions and decrease traffic congestion. The goal of this project was to assist the Transport Planning Section in promoting car clubs and identifying potential members within the Wimbledon and Mitcham Town Centres. This project was designed to help the Merton Council in reducing the use and ownership of private cars. Information was collected and analysed from residents regarding means of travel and views on car clubs.

In this project we identified local interest in car clubs and compiled a list of residents who may like to be involved in the club. To construct this list we surveyed people at both the Wimbledon Centre Court Mall and Mitcham Town Centre. Promoting and educating the residents on car clubs was started in both locations. However, further education on car clubs needs to be conducted in order to spread this idea and create more interest because the majority of the residents have little or no knowledge of this concept. Posters and leaflets were created for distribution while interacting with the residents. A sample web page was created containing educational information, as a link from Merton's main web page. A mass e-mail was sent out to the entire Merton Civic Centre staff. This e-mail was directed to the residents of Mitcham requesting contact information.

Interviews were conducted with existing car clubs to expand our base of experience data. In these interviews we gained understanding about what has to be accomplished in order to start a car club. Key points from these interviews included finding an insurance company, car providers, and support services.

Recommendations were based on the analysis of the data collected in addition to improved techniques of previously attempted procedures. Promotional

tactics such as posting our sample web page, mailing informative leaflets, and placing posters in target areas are all ways to further educate and promote car clubs to the community. These ideas were suggested to the Transport Planning Section to help spread the idea throughout the community. A packet provided to us by the Community Car Share Network pointed out the six major areas (listed below), which needed to be addressed. These six major areas are further broken down into specific steps that must be taken to start a car club.

- Organisational Development
- Partnerships
- Research and Strategy
- Finance
- Marketing
- Operational Issues

Suggested insurance providers and other support services are included in this report. With this information that has been provided to the Transport Planning Section, through interviews with existing car clubs, research, and observations, Merton will be prepared for future events and issues they may encounter. These recommendations will help the Borough reach their goal of starting a car club.

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1.0 Introduction

This is an Interactive Qualifying Project (IQP) set up by Worcester Polytechnic Institute (WPI) and the Transport Planning Section of the London Borough of Merton. This Borough, like many others, is expanding in population and industry, which has created an increase in traffic problems. As Merton has grown, so has the traffic congestion and pollution. To address this problem Merton officials would like to reduce the use of private transport in Wimbledon and Mitcham. This requires a simultaneous increase in the availability and use of the public transport facilities and a decrease in private car usage.

In part to contain the number of privately owned cars that enter Merton every day, Borough officials requested us to conduct research on the relevance of introducing better public transport as well as Car clubs (Community Car Share Network, 02/06/01). The idea of Car clubs is to give people the opportunity to collectively own or have access to cars. There are both private and commercial clubs available. Privately, two or three families may share a car and its operating expenses. Commercially, one is able to become a member of a club and pay a fee for every use of a car. Car clubs are specifically aimed towards people who can use public transport to get around town. These clubs indirectly encourage people to make fewer and shorter car trips and use public transport. This will then reduce the number of people who drive to work on a daily basis. Some questions we addressed with regard to public transport include: how often people use each form of transport, is public transport being used sufficiently, and does the transport system provide adequate coverage to all parts of Merton. After all, without good public transport a Car club will not be possible.

Car clubs have effectively been in use in Europe since the late 1980's and have grown exponentially throughout the world (Victoria Car Share Co-op, 11/17/00; Car Share Tool Kit, 2001). These clubs are very well known all over Europe, especially in Germany and Switzerland. Austria and the Netherlands also started car clubs, and then Norway, Italy, Denmark, France and Sweden followed. There are also pilot programmes being started in Canada (Montreal, Toronto, Quebec City, and Vancouver) and in the United States.

By working with the Transport Planning Section in the London Borough of Merton we decided to concentrate on setting up pilot programmes in the Wimbledon and Mitcham centres. Studying existing clubs allowed us to see what has been successful and how they might make improvements when setting up a car club. Next we carried out surveys that gave us feedback on travel patterns and general attitudes on how people feel about a car club in their area. We surveyed at Centre Court Mall in Wimbledon, which provided us with valuable information. We also conducted several telephone interviews with existing car clubs that furthered our knowledge on the subject matter.

This project allowed us to comprehend as both citizens and professionals, how our future progress in our careers will affect society. This project motivated us to recognise, research, and report on a subject matter while being abroad and learning about a new culture. Our project deals with both society and technology. Specifically our IQP included a technological aspect of different types of transport, such as buses, cars, and the Underground. We studied transport patterns and attitudes toward public transport and car clubs in Wimbledon and Mitcham. We looked at how people use the different forms of transport. It was also

necessary for us to interact with the residents of the area and study transport plans in order to develop the steps to start a car club in both Wimbledon and Mitcham.

The Mayor of London, Ken Livingstone, will also be interested in our project. He is very concerned about how the environment is being affected and is taking an active role on trying to reduce the use of private cars and working toward a “green” environment. Other urban areas with similar traffic problems that are thinking about starting a car share club will also want to look into our findings because the results may prove to be of value to their solution.

Our results will also be useful to the Transport Planning Section of Merton, as we provided them with important information about car clubs. This project promoted car clubs and made people aware of this concept, which will help the Borough start a club. Information that we have provided the Council with has made them aware of what lies ahead and how to possibly deal with these issues.

2.0 - Background

Background research was conducted on several topics to help us discover more about car clubs. The first subject that we looked into was general knowledge on car clubs, which provided the basis for our project. One of the fundamental necessities for a car club is access to sufficient transport throughout the area. Investigation of the transport system of the Borough of Merton was needed. Alternative transport within the Borough also plays a key factor in car club development. We studied statistical information and the goals of Merton, which helped us to create recommendations for the pilot scheme of the programme.

2.1 City Car Clubs

To begin our project we needed background information on what a car club is and what the goal of it is. We found that European Car Clubs began in the late 1980's and has continually grown since then (Community Car Share Network, 2/6/00; Shell Better Britain Campaign, Feb. 2000, Car Club Tool Kit, 2001). Germany and Switzerland led the way with successful car clubs. Then Austria and the Netherlands followed. Denmark, Sweden, Norway, Italy, and France now have organisations that are gaining ground. In 1999 there was over 200 car clubs in Europe with a total of 100,000 members. Just recently the United States and Canada have also started pilot programmes.

These car clubs allow people to have the benefits of owning their own car without the costs and hassles that come with it. Car clubs may be done privately, between two or three households, where they share one car and the cost that comes with it. Car sharing can also be commercialised where the participants pay

a fee every time they use a car and are able to use cars that are readily available to them. This service encourages people to make fewer and shorter car trips and to take advantage of public transport. This club is most useful for people who can use public transport to get to work or around town and do not have to rely on having their own car. Anyone who is also concerned about how the environment is being affected, the growing traffic congestion, and finding parking would be interested in the club. Car clubs would also be beneficial to people working for public transport and small businesses so they could have access to cars without having to deal with maintenance or insurance.

The goals of these clubs consist of making the cars available in every town in Europe to those subscribing to the service and to standardise them so the user feels comfortable (Community Car Share Network, 2/6/00). Another goal is to spread the word about car clubs and create new clubs throughout Europe. In turn these clubs reduce the number of people who own their own car and the amount they drive. Every car in a club takes the place of five or six privately owned cars. Car clubs encourage people to use other means of transport when available and are able to have the use of a car when needed. By being a member in a car club one also saves money because one does not have the full regular expenses of a car, such as insurance, parking, and maintenance.

A car club also gives the user more flexibility (Shell Better Britain Campaign, Feb.2000). For example, there are a variety of cars to choose from, so it is perfect for any occasion. On top of having the kind of car necessary at your disposal, there are also reasonable rates. It is also possible to have the car for as long or short a period as needed. Another benefit is that the user does not have the

hassle of maintaining the vehicle or having to worry about insurance because it is all taken care of.

By using a car club there are also positive environmental effects (Community Car Share Network, 2/6/00; Victoria Car Share Co-op, 11/17/00). With this organisation people are driving less, which means less air and noise pollution. This also reduces the amount of energy used by half when you join a car club. Car clubs are conscious of how the environment is being affected and are working toward a green environment.

In most cases car clubs start off with only a few people and a couple of cars and as the interest grows so does the club (Car Club Tool Kit, 2001). The first aspect that needs to be inputted to start a new club is formality. Formality will aid in the group working toward a common goal and ensure that this objective will be achieved. Formality is also important for accountability and making clear decisions. There are many steps in achieving this formal level. Primarily, a steering group needs to be established, which includes hands-on workers that have many skills to complete a wide range of tasks. These tasks include holding regularly scheduled meetings, which keep the car club running smoothly. Then officers need to be appointed, followed by setting up an account that will enable the club to accept money from grants. Afterwards the group needs to determine regular meeting times and write a constitution. This constitution is a legal agreement that contains “governing rules” that the group must abide by (Car Share Tool Kit, 2001). Lastly it is important to adopt a “mother-ship”, a large organisation that has the ability to give you credibility and possibly even sources for funding (Car Share Tool Kit, 2001).

Due to the fact that most clubs start small and grow as the word spreads, different legal structures are required for the different stages of development as the company grows (Car Share Tool Kit, 2001). The club will start as an unincorporated association and then change to an incorporated association. An unincorporated association means that everyone in the organisation will be responsible for each person's actions and that of the club. Incorporation means that the legal identity for the organisation is separate from its members.

2.2 London Public Transport

Transport systems in London were reviewed to gain overall knowledge. The need for private transport and mobility is slowly increasing in the world, and unless proper measures are taken, this situation could get out of hand. This can result in an increase of traffic congestion and accidents as well as noise and air pollution (Interim Transport Plan, 2002/2001).

In many locations about the world, public transport has proven itself to be beneficial (Citizens for Public Transportation, 02/07/01). It provides users with cost-saving benefits, helps to reduce the amount of automobile congestion, and helps to relieve the world of noise and air pollution problems. Although it would prove very useful to utilise public transport, many citizens (such as those in the London Borough of Merton) have increased their ownership of private vehicles, while the usage of public transport has decreased severely.

London's transport network consists of the bus and rail divisions. This network is divided into fare zones (Transport for London, 02/06/01) and the cost of your ticket depends on the number of zones you wish to travel through (Transport for London, 02/06/01). Your ticket must be valid for your whole trip; if not, you will have to pay a penalty fee.

The true “heart” of the transport system in the London area is the bus (Expedia, 02/14/01). The bus system consists of about fifty-four hundred buses within the fleet that circulate actively on seven hundred routes all day long. On average, the bus system in London, serves about four million people a day. Due to the regulations created by the London Transport authority, the placement of bus routes are no further apart from each other than 400-600 meters, in highly populated and demanding areas (London Transport, 02/14/01). At 12:30 AM the services of the Underground shut down, after which night buses come into effect. All night buses initially start their routes at Trafalgar Square. Therefore travel about the London area can always be accomplished fairly easily (Luke’s Virtual World, 11/22/00). Alongside the regular bus services available throughout Merton and rest of the London area, there are special bus services available for the elderly and disabled (Merton Council, 02/00). Mobility Bus Services are designed to make travel easier for these people by paying special attention to their individual needs. These buses service the Borough of Merton throughout Croydon, Mitcham, Morden, Wandsworth and Wimbledon.

The next part of London’s transport system is the rail division, which is composed of three subsystems. The subsystems include the Tramlink, heavy rail, and the Underground. This system is very effective and time efficient, as it transports passengers to their desired destinations in a timely manner. In 1986 London added a Tramlink system, which is a surface rail system that services the outerlimits rather than inner London. Currently there are 21 trams in service out of a fleet of 24, and a 30-metre tram that (equivalent to the length of 6 cars) can carry up to 200 people.

The next part of the system is the heavy rail, which is known for the number of passengers it can transport (Rail Technologies, 10/98). The system can carry from 25,000-60,000 passengers per hour, operating with anywhere from two to ten cars. Each car usually has a capacity from 60 to 80 people seated, and 125 to 150 people standing. This system has the right of way and does not cross the paths of other rail service.

The third part of London's rail transport is the Underground, this is one of the largest and oldest subway systems anywhere in the world, and yet it is surprisingly easy to understand. (Expedia Inc., 02/06/01). The Underground consists of two train lines, which are the surface lines and the Underground lines (London Transport, 02/14/01). Surface lines are the oldest rail system and run topside along the streets. Deep underneath the city, you can find the Underground lines.

Within Merton itself, citizens utilise the Tramlink system (Merton Council, 06/00). As stated previously, it services the outer regional area or outer limits of London in which Merton is included. The main service line in operation for the Merton area is the Wimbledon and West Croydon via Mitcham junction. This line recently began servicing people in late 1999.

In addition to rail lines, England also has a very long history of taxicab use. Taxis are available 24 hours a day and provide door-to-door service (Heathrow Brochure, 02/14/01). When travelling from the Heathrow Airport to London, it is only a half an hour trip, and if four to five passengers travel in one taxi, the fare may be cheaper than going by bus. There are also about 40,000 unlicensed car drivers registered with the London metropolitan authority that can be utilised (Taxi Deregulation, 02/14/01). However, there are just over 22,000

licensed drivers. There are two categories of licences in London, namely, Green and Yellow Badge Drivers. Green Badge Drivers (currently about 20,000) are licensed to drive in all of London, whereas Yellow Badge Drivers (currently about 1,800) are restricted to drive only in “suburban” areas.

These taxis can be easily accessed when in Merton just like in the remaining sections in London. However, due to the number of people with disabilities located within the community, special taxi services were created to serve them (Merton Council, 02/24/01). Taxicards were created for people registered physically disabled or blind. The cards are for people who are unable to utilise the train and bus service due to blindness or disabilities that have compromised their ability to travel. These taxis are similar in purpose to the Mobility Bus Services.

2.3 Alternative Transport

The London Borough of Merton has a great concern about the emissions from vehicles throughout the area. With the levels of congestion the Borough is experiencing, commutes are taking longer, which results in even more harmful exhaust gasses being released into the atmosphere. With advances in chemistry come new types of fuel that can be burned in a normal internal combustion engine (Poulton 1994: p. 1; Maxwell & Jones 1995: p. 1-74). These new fuels release a lot fewer harmful chemicals into the air and create a much cleaner environment. Many problems arise with the implementation of a new fuel type due to the very strong infrastructure that deals with petroleum-based fuels such as gasoline and diesel. However more and more efforts are being used to research these cleaner alternatives (US Department of Energy, November 1996).

The idea behind electric automobiles has been around for quite some time. It is only very recently that electric cars have been considered a viable means of transport (Car-stuff.com, 2/6/01). The United States Department of Energy has recognized the benefits of electric cars and has already implemented measures to increase research in this field (US Department of Energy, November 1996). This type of vehicle is environmentally friendly because it does not release any harmful gasses, which is ideal in a crowded area such as the Borough of Merton. People who commute less than 30 miles to and from work represent a large portion of the population in any country. The adoption of electric vehicles for these short trips by even a small portion of this population will have a major effect on the environment.

Recent breakthroughs in battery technology and electric motors have led to the development of electric cars that are comparable to compact cars in performance (Car-stuff.com, 2/6/01, About.com, Inc., February 2001). Currently, electric cars lack the range and power that a gas-powered equivalent has, but the technology behind the electric vehicle is improving rapidly.

A hybrid-powered car is the industry's latest attempt to significantly improve the emissions into the atmosphere while providing a much greater range than an electric car. A hybrid car uses both a piston engine and an electric motor to power the wheels. When the car is under a lot of stress or the battery gets low, the gas engine starts which turns a generator to directly power the motor and charge the battery. This combination combines the best aspects of fuel and electric based automobiles. It is much more environmentally friendly than a straight gasoline powered car (60 mpg average vs. 20 mpg average for the latter) and it has a much better range than an electric only car. This kind of technology is

perfect for a crowded area such as the London Borough of Merton, where there are many commuters using regular piston engine cars, and there is an overall concern with the environment. While these hybrid cars do not perform at the same level as a normal car, their greatly reduced emissions are a very good step towards a cleaner local environment (About.com, Inc., February 2001).

As for motorcycles, they already have a large user base in Europe (About.com, Inc., February 2001). During fair weather they are a very good alternative to cars, especially in crowded environments. Because of their size, they can fit in much smaller areas and take up much less space. On top of that, they burn much less fuel than cars because of their much smaller engines, which helps keep our environment cleaner. Regulations concerning emissions from motorcycles have already been enacted in parts of the United States, so in response, motorcycle manufactures have started to add catalytic converters to the exhaust system to eliminate the harmful materials found in the exhaust gasses (Kawasaki Inc., 2/6/01). Motorcycles are not for everybody due to the extra skill required to ride one, but if a reasonably sized user base is established, streets could be less crowded and cleaner.

Self-powered vehicles are also a clean and healthy alternative to internal combustion engine powered vehicles (Crawford, 2/6/01). In large cities, bicycles are an efficient means of transport since they are very small and can manoeuvre well. For shorter distances, walking is an excellent means of self-transport. If the commuters who only need to travel two to three miles or less utilised these alternatives, a lot of congestion on the road would be cleared up. On top of this, both modes of transport are emission free, which can greatly help the local environment in a crowded city if people adopt them. While these methods are not

a viable solution for medium to long-range trips, they can work very well for shorter distances that are common in large cities (Car-free.com, February, 2001).

2.4 Statistics

Another area that proved to be useful was the statistical information that we found. We investigated national statistics for both public and private transport to obtain more knowledge about the current situation in London. We found that the percentage of households without access to a car decreased over 10 years from 34 percent to 28 percent in 1999 in Great Britain. The percentage of households with one car remained the same, but the proportion of households with two or more cars rose from 22 percent in 1989 to 27 percent in 1999. By promoting to the residents that they should join a car club instead of buying personal cars, it would reduce traffic and parking problems in London (DETR, 2000). A similar effect has been noticed in existing European car clubs. These car clubs are also expected to save customers expenses on both depreciation of cars and hassles of parking. Public car clubs could be a useful advantage to the community if the Borough decided to take on the financial responsibility. It was necessary to determine whether the people of Merton could support these clubs. Car clubs could possibly be provided by profitable organizations that are motivated to succeed by profit margins.

The next statistical information obtained dealt with traffic accidents. Traffic accidents are a major reason that these car clubs are being proposed. As traffic increases the roads become more dangerous and confusing to pedestrians and drivers alike. Accidents resulting in both serious injury and fatalities peak on weekdays between 7 and 10 a.m. and between 3 and 7 p.m., which are the rush

hours. These accidents might decrease if the number of cars is reduced and this is another reason to start more car clubs.

The cost of owning a car is another reason people should join a car club. Roger Haydon, a consultant from an established car club in Oxford says (Associated Newspapers Ltd, 10/30/00): "This scheme is not economical for people like sales reps who do 30,000 miles a year. The figures vary, and depreciation is a factor people often ignore. But for anyone doing up to 7,000 miles (10,000 kilometres) a year I would say there are appreciable savings to be made." In this same article Roger Haydon stated that he sold his car and joined a car club and is saving £1,500 to £2,000 a year. Joining these car clubs could save the majority of the residents in Merton precious pounds each year and at the same time reduce congestion and parking problems.

2.5 The London Borough of Merton Goals

2.5.1 Interim Transport Plan

The London Borough of Merton is located in the South West London area, where it is mainly a residential district, which contains large areas of open space (ITP 2001/2002, 03/14/01). The main town centres are Morden, Wimbledon, and Mitcham and neighbouring boroughs are Kingston, Wandsworth, Lambeth, Croydon and Sutton. Currently, the Borough of Merton contains a population of approximately 187,000 citizens encompassed within 14.7 square miles. Levels of car ownership have risen significantly within the past thirty years and it is estimated that 67% of households contain at least one vehicle and 20% have access to two or more.

Yearly, the London Borough of Merton creates a document called the Interim Transport Plan (ITP), which states Merton's transport policies, strategies, objectives and predicted costs on transport concepts and programs for the benefit of the Borough (ITP 2001/2002, 03/14/01). Particularly, we are dealing with the Interim Transport Plan for the 2001/2002 time frames, which provides concrete values for program expenditures for this upcoming year. Due to increasing traffic congestion, the Interim Transport Plan's primary aim is to reduce road obstructions, particularly by automobile, and to create a more stable form of traffic composure within the London Borough of Merton. Merton is also faced with the issue of dealing with air and noise pollution due to increased traffic conditions, which must be addressed for the sake of the community as well as the environment.

For this Interim Transport Plan, several objectives were identified for transport policy in Merton (ITP 2001/2002, 03/14/01). They are as follows:

1. Reduce the reliance on the private cars
2. Improve road safety
3. Improve facilities for pedestrians and to increase the proportion of travel by foot
4. Increase attractiveness, safety and use of pedal cycles
5. Improve accessibility to the public transport system and to a range of facilities and services within the Borough of Merton
6. Improve environmental conditions
7. Improve air quality
8. Increase the sense of security in the public spaces
9. Raise awareness of the consequences of current transport trends

10. Control on-street parking where it has the most undesirable effect on residents parking needs

Aside from the objectives, Merton has created a set of themes they hope to perform for the upcoming year (ITP 2001/2002, 03/14/01). The primary subject headings for Merton's focal themes are:

1. Plugging the Public Transport Accessibility Gap
2. Reducing Casualties and Sense of Danger
3. Expanding Green Transport Initiatives
4. Enhancing the Highway Asset
5. Working in Partnership
6. Strengthening Wimbledon as a Regional Gateway
7. Managing Town Centres.

Theme 1 will be accomplished by reducing the traffic congestion, improving road safety and reducing the accident rates (ITP 2001/2002, 03/14/01). The primary technique to complete this task will be to utilise bus services. Theme 2 will be completed by also reducing traffic congestion, improving road safety and reducing accident rates. This feat will be conducted through Merton's local road safety programme, which has been in the progression for the past five years. The principal intention behind this programme is to introduce more 20 mph zones and other traffic calming and accident reducing measures. Theme 3 aims for the same focal points as Theme 1 as well as for promoting walking and cycling, which shall be accomplished by means of the Air Quality Strategy. The Borough has completed a review and assessment of air quality and expects to declare Air Quality Management areas by October 2000. They must then develop their own

solutions to these problems. Merton traffic, being the main source of this air pollution, will be addressed with the expansion of green transport initiatives, which help encourage employees to utilise alternatives to driving alone for the journey to work (i.e. carpooling, cycling, etc.).

Theme 4 will be executed by tackling the maintenance backlog, in which Merton will develop and adapt existing principal road highways sensitive to pedestrians, cyclists, bus users and people with disabilities' needs (ITP 2001/2002, 03/14/01). Theme 5 expects to continue and increase the use of the "package approach", which promotes working in partnerships with other organisations. Theme 6 hopes to improve facilities for the access to, and interchange between modes as well as ensure healthy town centres. Theme 7 contains similar objectives to be accomplished, like in theme 6; however, it not only focuses on the Wimbledon area, but all town centres with similar traffic conditions. They hope to provide space for all citizens and a place that is easily accessible through the usage of good public transport.

2.5.2 Mayors Transport Strategy

"London is both the powerhouse and the international gateway to the British economy" (p I, The Mayor's Transport Strategy, 2001). This greatness comes with the responsibility of making it possible for a large volume of people to hasten through its' streets and rails everyday. The newly elected mayor of London, Ken Livingstone has made it his top priority to rectify the transport predicament currently facing the city. Mayor Livingstone has drafted a document, The Mayor's Transport Strategy that encompasses the extent of the modifications to public transport as well as recommendations to reduce car usage. "The goal of this Transport Strategy is to start to equip London with the modern and efficient

transport system it will need to compete on a world scale in the first decades of the 21st century”(p1, The Mayor’s Transport Strategy, 2001).

In order to make London’s transport system more efficient, the independent agencies that govern the city buses, Underground and light rails will need to be integrated such that they are synchronized. This will mean that the associations that govern the independent subdivisions of the public transport system will need to collaborate to make a comprehensive plan to reach maximum efficiency. These associations include the National Rail network, Transport for London, Strategic Rail Authority, London Underground Ltd., The Greater London Authority, the central Government, and each of the thirty-two Boroughs in London. These associations have the potential to improve the quality of life of London’s residents by generating quicker journeys and smoother transitions between modes of transport.

The city of London suffers from worsening traffic congestion and air quality. Many hours of the day central London is grid locked with endless streams of cars all on route to their individual destinations. The Mayor proposes to reduce the number of cars being used in central London where alternative modes of transport such as public transport, walking or cycling could be utilised. In outer London the car will continue to be many people’s favoured mode of transport. The mayor proposes to make these outer London car outings safer as well as less taxing on the environment by encouraging alternative means of travel. The use of these car clubs will also promote alternative means of travel. By their nature they encourage walking or cycling for short trips in which will alleviate the roads of cars performing unnecessary car outings and open the roads for buses and cars on essential car trips. The Mayor proposes to provide improved travel

information for Bus routes as well as projecting these bus routes to be more direct and less time consuming for the users. By improving these road conditions it will open up the streets and allow them to be used more efficiently.

The rail system in London is key to the transport of its residents especially in central London's Underground. The light rail and Tramlink system as well as the heavy rails (as explained earlier in the Background Research) in London complement the Underground by extending to the outer limits of London. More specific to our project, the Borough of Merton occupies five stops on the Underground and also hosts many other stops on the rail systems throughout the Borough. In the past decade the city of London has continued to grow but the Underground has been deprived of maintenance and improvement as its escalators and signalling systems are often the cause of detours and delays for Underground users. The Mayor proposes to tackle the unreliability of the Underground by recruiting some of the finest management in the world. This management will make both long and short-term decisions in order to improve the Underground's efficiency such that it is acceptable to the 21st century.

As well as the inhibitions caused by the Underground the rest of the rail system also has plans for improvement. The Mayor is working towards increasing the capacity of the public transport system by introducing major cross-London rails on top of better orbital rail links in central London. The Mayor also proposes building new Thames River crossings in East London as well as introducing new forms of transport such as guided buses, trams and light rails. These new additions to the public transport system will broaden the transport system in London allowing passengers to reach destinations more efficiently.

2.5.3 Zeus Project

The next topic we researched was the Zeus project which involves eight European cities, London being one of these cities, that are working to make “energy-efficient and environmentally friendly vehicles” more common (Environment and Health Protection Administration of Stockholm, 10/23/00). This project provides a solution for removing outside influences that hamper the use of zero and low emission vehicles, such as the high cost of vehicles and the use of fuel. In order to eliminate these obstacles, these eight cities will acquire and utilise over a thousand zero and low emission vehicles. There are a variety of fuels and vehicles included in the attempt to find a more energy efficient means of transport. The Zeus project will encourage transport by “green” fuel and “green” vehicles. There are many alternative fuels currently being tested, and their performance is being compared in hopes of finding one that will be useful in the near future. This project makes the connection of transport to both energy and the environment.

2.5.4 Calstart Project

A further objective the London Borough of Merton would like to accomplish is to minimise hazardous car emissions from the atmosphere. Coincidentally, a company known as Calstart has the same objective (Calstart, 02/19/01). The main office is located in California, and it is a non-profit organisation devoted to the creation of an advanced transport technologies industry and related markets. Calstart is made up of over 200 companies and organisations involved in the electric, hybrid electric, natural gas and intelligent transport systems arenas. The company’s mission statement is as follows: “We

are dedicated to transforming transport for a better world, by creating and expanding a global advanced transport technologies industry and related markets. Through technology development, commercialisation, analysis and implementation our goals are to clean the air, create high quality jobs and develop energy efficient transportation” (Calstart, 02/19/01). In addition to minimising car emissions, Calstart is also looking into possibly developing a car club within the California area.

Calstart is a well-rounded organisation, as its employees possess expertise in the fields of planning and market analysis, policy analysis and development, operations and applications analysis. They are also experts in the fields of technical and feasibility assessment, economic and cost assessment, and environmental and emissions analysis (Calstart, 02/19/01). The last three field groups are the most important, as they are the main factors deciding whether or not the project can succeed. If the project is feasible, economical and safe for the environment, then there is reason for leaders within the company to support the project.

One idea to reduce car emissions is to develop an electric bus or mass transit system. The objective of this project is to demonstrate the viability of electric propulsion in transit applications (Calstart, 02/19/01). This programme demonstrates electric bus technology in five California locales, using both standard DC power train technology and new AC drives. The programme will identify the best set of electric transit bus technologies for commercialisation statewide. In October 1995, APS Systems rolled out an advanced 35-foot electric bus for use at the Santa Barbara Metropolitan Transit District. This bus is an aluminium-composite design, with a liquid-cooled Hughes AC drive train and

nickel-cadmium batteries. With the delivery of the 35-foot bus to Santa Barbara Metropolitan Transit District, this program is nearing completion. Six months of testing of this bus will lead to a final comprehensive report and groundbreaking information on potential success of this bus within other large communities. Other projects consist of hybrid electric buses, and long-range natural gas vehicles.

Due to the success of Calstart, it is believed that they provide a good example of a company that aims to eliminate toxic car emissions. The London Borough of Merton should take into considerations the accomplishments made by this company, as it provides useful information on how to improve the community, lower car emissions as well as traffic congestion in an active setting.

3.0 - Methodology

The London Borough of Merton is suffering from worsening traffic conditions, air and noise pollution and road traffic accident problems. To assist Merton in finding a solution for this problem, we worked with the Transport Planning Section in promoting car clubs and identifying potential members in the Wimbledon and Mitcham Town Centres. To accomplish this goal, several objectives were completed. The first objective of this project was to identify local interest in car clubs and compose a list of residents that would like to be involved in the club. The second was to promote and educate the community about car clubs. Posters and leaflets were created and distributed to residents of the Borough to help accomplish this task. The third objective was to formulate the necessary steps to start a car club. The final objective was to make recommendations to Merton concerning future plans for this scheme.

Our study involved collecting information from the residents of the Borough, concerning their interest in and opinions on car clubs. The purpose of obtaining these opinions was to verify that in fact at least some residents of these town centres would be open to the idea of a local car club. A list of residents who are interested in the club was compiled. From this list of individuals the nucleus of the pilot programme will be formed. To locate these individuals, promotion was needed. One of the major outreach activities of educating and surveying the public about car clubs occurred at the Centre Court Mall in Wimbledon. We also conducted surveys in the Mitcham Town Centre to obtain residents views.

3.1 Familiarization with the Borough

Familiarity with the London Borough of Merton was necessary to complete this project. Without a good understanding of the area, the process of surveying the populations of the town centres would be hindered. Discussion with our liaison revealed that it was unnecessary to survey all sections of the Borough. Instead, we focused specifically on Wimbledon Common and Mitcham Town Centre. After looking at Wimbledon Common, many possible locations to survey residents were revealed. Some of these locations included the Centre Court Shopping Mall, public busses, and the Underground stations. Additional candidates in the Mitcham Town Centre were found, which contained many small businesses within very close proximity to each other as well as a very high volume of people.

3.2 Introduction to and Recruitment of the Public

It is essential to this project that the organizational initiative of the residents is present. In order to start this pilot programme, the Merton Council desires a small enthusiastic group of people that express interest and show a positive initiative in the creation of this programme. We assumed an active role in performing several tasks that initiated the foundation work for this car club. First, to obtain this group of people, a brochure was constructed to inform the residents of both Mitcham and Wimbledon about car clubs. In addition to the leaflet providing information, a survey was designed that provided a brief introduction describing what car clubs are and their benefits. The civic (including both environmental and traffic reduction) and individual cost benefits were focused on.

These surveys also had the intention of identifying the residents' individual transport needs and purposes.

When creating the leaflet, further education of the residents about car clubs was kept in mind, as well as giving them an idea of how much money they could save by joining their local car club. This leaflet also had a section that could be torn off and mailed to the Transport Planning Section for people who were interested in becoming members of the initial pilot programme. After producing both the survey and leaflet we established a scheme so that residents would be interested enough to give us the information needed. Janet Leatherland at the Centre Court Mall in Wimbledon was contacted and we gained access to a location within the Mall in order to set up a booth where we could advertise ourselves professionally to all that passed. We made visual aids and conversed with as many people as were willing to stop and talk with us.

We also contacted a few associations in the area to fill out our surveys and inform them about car clubs. We started this process by concentrating on "green" associations because these organisations might have a general interest in car clubs because of the environmental benefits. Along with these associations we contacted companies in the Willow Lane Industrial Estate in Mitcham to fill out surveys at their company and also distribute leaflets for further education of their employees. After many phone calls we found that these companies were unable to help us collect data, due to time constraints.

Deciding to try a new approach we created posters and contacted businesses in Mitcham to help with promotional intentions. Posters were positioned in several store windows such as McDonalds and Blockbuster. On

these posters two dates were given when we would be in the area to distribute further information and answer questions.

A mass email was written and sent to the entire Civic Centre staff. This email was directed towards residents of Mitcham, asking to respond with their name and location in the building. We then visited them at their work area and gave them an informational leaflet and survey. To aid the council in this promotion, we designed a sample web page as an addition to the Merton website. This web page will publicise car clubs, and serve to open peoples' minds to this concept.

3.3 Interviews

Due to the lack of information available concerning car clubs in the United States, we set up a number of interviews with clubs that are currently operating within the United Kingdom. Our goal was to acquire information about how they started, promotional attempts, the time it took to become operational, the size of the club, and any difficulties that were encountered during the process. A complete list of the questions we asked can be found in Appendix D. For the clubs located too far from London, we decided it was necessary to contact them by telephone to conduct the interview. To set up these interviews, we called them to schedule a date and time suitable to conduct this phone conversation. Aside from these phone interviews we also conducted a personal interview with Ian Saxon from the Oxford Avis CarVenience. These interviews provided us with a great deal of information about how the Borough of Merton should acquire local citizens and or groups to help plan their pilot programme. We also discovered possible challenges that would be faced in the near future. These challenges will be further discussed in the Results section.

3.4 Data Analysis

It was necessary to organise the data that was collected so it could be accessed in an efficient manner. To accomplish this, all of the survey data was entered into a Microsoft Access database (see appendix K for a sample interface). One or two word codes were determined upon completion of the final survey to represent the possible answers to the questions. There were several benefits to using a database to store information. The sorting features of the software allowed us to identify trends in responses related to other questions. This feature was invaluable during our data analysis phase. The other benefit of the software was its ability to generate reports, which contain organised printouts of the information contained within the database. These deliverables provided the supporting material related to our final recommendations.

4.0 - Results

The interviews conducted with existing car clubs provided insight about how to start a car club as well as general information from these experienced sources. Specifically, we asked about problems they encountered and for any recommendations that would help in establishing a car club. A major part of this project was educating the residents about this concept. To present this information, we created leaflets and posters that clearly stated the goals of car clubs. When interacting with the public, we also conducted surveys to acquire general views on transport.

4.1 Interviews

We conducted several interviews with managers of existing car clubs, yielding vital information from their experiences. From these conversations, recommendations were created for the Council on how to start a pilot programme. Three telephone interviews and one personal interview were conducted. Several questions were asked concerning sponsorship, problems encountered, and general car club policies.

The first interview was conducted on the telephone with Ms. Jo Rathbone of DriveShare Car Club in Coventry. They were established in July 2000 and consisted of ten members and one car, which was a five-door Vauxhall. They now have two cars, which are the initial five-door Vauxhall and an estate, which is English for a station wagon. They are a not-for-profit organisation and are sponsored by Community Car Share Network (CCSN), Earlsdon Sustainable Transport Association (ESTA), and Smartmoves. Unlike CCSN and ESTA, Smartmoves is a for-profit company, which provides both software and support

for car clubs. We also enquired about the time frame to establish a pilot car club, and were told it takes a period of about two years.

One problem encountered during this trial run was insurance. This posed a problem because the car was not consistently being looked after, which meant that no one was directly accountable for the car. Another issue was that the keys would have to be stored in a secure place. They resolved these problems by finding an insurance company that would cover them, even though nobody was looking after the car at all times, and further by installing secure boxes next to the cars for the keys. This car club also encountered problems when trying to find a place to park their two cars. They had to find a location that was within a fifteen-minute walking distance from any of the members, while also having a place to install the secure box for the car keys. They were able to find an office building that allowed them to install a secure box on the front of the building and also to use one of their parking spaces. For the second car, Ms. Rathbone contacted a friend and convinced her to allow the club to install a secure box on the front of her house and park the car in her dooryard. One of the main factors in the success of this club was due to the fact that the community had a sufficient and accessible public transport system.

The second interview was conducted over the telephone with Mr. Ben Lane from the Best Car Club located in Bristol. Established in July 2000, they initially had seven members and two cars. Currently they have twenty-one members and still two cars, which are the Corsa and Astro. They are an organisation that benefits from receiving funds indirectly from sponsors. Due to this indirect funding, the success of the club specifically depends on all sponsors doing their part to provide sufficient financial support. Without this tri-party

system, the club would not survive. Sponsors consist of Bristol Council Funding, Community Car Sharing Network (CCSN), and Vauxhall (which provides the cars). We enquired about the time frame it takes to establish a pilot car club, and we were told that it takes a total of two years, one-year preparation and one-year consultation (in the U.K.).

We wanted to learn from mistakes made by other car clubs so we asked what problems they encountered. The first problem that arose was establishing the concept of a car club, which means broadening the community's knowledge of this idea. Secondly they ran into insurance issues. There is a potential for the vehicle getting stolen, broken into or vandalized because there would not be somebody always looking after the cars. To solve this problem, Safecards were issued, which will allow only members access to the vehicle. Their advice is that one would have to be well prepared in all aspects when starting a car club. As a whole they were successful in delivering services of this club to the intended members. Specifically they found it useful to establish an internet booking service on their website that provided members with the option of booking dates and time for vehicles online. They believed benefits would include an increase in public transport and a decrease in pollution, which would aid in helping the environment. However, this cannot be viewed until a reasonable amount of time has passed. The only drawback seemed to be high kilometres travelled in the first year. Mr. Lane believes the success of the Best Car Club is primarily due to sufficient access to its public transport system, which coincidentally compliments the car club.

The third telephone interview was conducted with Mr. Jonathon Lynth of Co-Drive in Leeds. They are a not-for-profit organisation, sponsored by Leeds

City Council, Ashdon Trust and partially by the Department of Environmental Transport in the Regions (DETR). This club was established in August 1998, initially had seven members, and currently have fifteen. They began their pilot programme using one car, and to this date they still make use of one car, which is a Vauxhall Corsa. The most popular feature they discovered was the addition of a baby car seat into the vehicle. Every so often they set a day for the organisation to rent out a van. They gave the members notification in advance so they could plan to make any trips where a van would be required.

Problems encountered with this car club also involved insurance. They discovered that nobody would watch the car at all times, which meant that no one was directly accountable for the vehicle. Aside from the insurance issues, no other problems arose. Some benefits of a car club that Mr. Lynth believes will draw local attention are environmental benefits, valuable cost saving, cycling benefits, increase in public transport usage and no maintenance hassles. The town contains a reasonable transport system, however some bus and train routes were difficult, resulting in a lot of complicated issues. In the last five years, busses and main line trains routes have been significantly improved. This improvement has helped the car club, but many of the members walk and cycle to many destinations as an alternative means of transport.

Our personal interview was conducted with Mr. Ian Saxon, Car Club Manager of Avis CARvenience in Oxford. This consultation proved to be very useful as it was our first face-to-face interview with an existing, experienced, and successful car club. Mr. Saxon formerly worked for Budget RentACar where he was directly involved with the formation of the Edinburgh City Car Club. Avis is a commercial organisation, which takes on its own sponsorship, insurance and

accounting responsibilities. They are a for-profit organisation and were established in May 2000. Avis does look to set up agreements with city councils. The car clubs are in the best interest for the councils because of traffic and environmental issues and benefits.

Many tasks were completed in advance in order to establish the car club. Avis worked in conjunction with the Oxford Council and an information management company. All of the aspects of establishing this car club were successful, although the creation took a great deal of time. The Oxford Council did a lot of the “counting of heads” to give Avis an idea of a reasonable location to place a car club. Avis hired an information management company to survey to determine where people live and work and the importance of a car for both working and leisure. This company also promoted this club to the public to find members. The club currently has sixty members sharing six cars throughout three stations. All six cars are small vehicles manufactured by Vauxhall. These vehicles are the same that the club initially began with and the members are satisfied with the cars. Two cars were placed at each of the three stations, which are located within a half mile from each other. They chose to make three stations for the cars so that each member would not have more than a ten or fifteen minute walk to a car. If an emergency arose for one of the members and there was not a car at the closest station then a member could walk to the nearest station to have access to a car. Mr. Saxon felt that the most notable feature of the club was its use of the technology, which included personalized key cards, automated real-time booking, and a Global Positioning System (GPS). The personalized key cards called Infracards are used to de-immobilise the cars. Their technologically advanced system also includes automated real-time booking that allows the

members to call at any time and gain access to the car within seconds. This telephone service is automated so that employees of Avis are not required to answer phones for this constant service. The GPS system is used to determine the mileage and position of each of the cars.

These interviews re-enforce the notion that establishing a car club demands attention to many factors. Recommendations were formed from these interviews and can be found in the last section of the report. They specifically go into detail about how to address these factors. Approximated time to start a car club is two years, which is a reasonable date for the Borough to launch the pilot programme.

4.2 Promotions in Wimbledon

Car clubs are still considered a new idea. Not everyone is familiar with what the concept entails. In order to raise community awareness of what car clubs are, we had to present clearly established goals and concepts of what they are and how they work. The first promotional tactic we used was to develop a leaflet that contained background information on what a car club is, the advantages, basic history of car clubs and countries that are currently using them. The back of the leaflet contained a reply form for residents who wanted to be involved in a car club or who wanted further information on the subject. In order to initially attract the attention of the citizens we created posters that contained information similar to that found in the leaflet. We displayed these posters on freestanding boards at Wimbledon Centre Court Mall. Our first interaction with the public came on Saturday March 31, 2001.

4.3 Wimbledon Survey Results

Wimbledon Centre Court Mall was the location of our first surveying. Unfortunately we did not get the level of interest that we hoped and anticipated. However, we did receive twenty-six completed surveys and thirteen people filled in their information (i.e. name, address, postcode, etc.) on the interest sheet. These people were very interested and excited about this club and as we have seen from other clubs thirteen people is enough to generate a car club. Many clubs have started with as little as five members and have been very successful. The personal information that was collected will be of great use to the Council. From here the Council can contact these people when the pilot car club is close to being operational.

We also learned that people respond negatively to the word “share”. Residents would see “Car Share Club” and think that you needed a car of your own and that you would share your car with someone else. Car share clubs are not carpooling or ride share programs, as the name would suggest. We then redesigned the leaflet and posters and omitted the word “share”. By eliminating the word share out of the information that we were going to present, we hoped to receive a more positive response to the concept. Surveying at the Wimbledon Centre Court Mall provided valuable information that was used to enhance our presentation for future promotions.

4.4 Promotions in Mitcham

After surveying at Wimbledon, brainstorming was carried out in an attempt to discover better promotion ideas. Since most of the people we encountered did not know what a car club was, we came up with the idea of hanging posters

beforehand in the Mitcham Town Centre. These posters contained more specific information about what a car club was and advertised that we would be surveying there for two days. See Appendix I for the poster that we used in Mitcham. When the new posters were completed we approached local businesses to obtain permission to display posters in their store windows. We then received authorization to set up a display in McDonalds, located in the town centre, on two separate days. These days were used to promote car clubs, answer questions and obtain information from residents of Mitcham.

4.5 Survey Results in Mitcham

Surveying in Mitcham revealed similar problems to those encountered in Wimbledon. Even fewer residents were aware of car clubs. Those who understood the concept thought it was a great idea and showed interest in joining when it is launched.

Eliminating the word “share” from our literature and posters caused another problem that was not anticipated. People were turned off by the title Car Club because they believed that you needed a car in order to join. Most people would not even stop to talk to us because of their assumptions. A typical response from people was, “I don’t have a car so how would I join a car club?” Mitcham is a less affluent area than Wimbledon so many people do not have a car at all. This is an issue we overlooked when we were planning our promotions. Promotion of the car club concept on a larger scale using an indirect medium (such as radio or television) is needed before an accurate survey of the residents can be accomplished.

4.6 Data Collected

A total of twenty-six surveys were completed between the Wimbledon Centre Court Mall and Mitcham Town Centre. Twenty-six surveys is not an accurate representation of the public, but the data does reveal common opinions among the people that are interested in utilising a car club. All of our data has been summarized in the following charts so it can be easily visualized.

Since we are working on the beginning stages of a car club within the Borough of Merton, we asked whether the individual lived in the Borough or if they commuted. The first figure below shows the answers to this question.

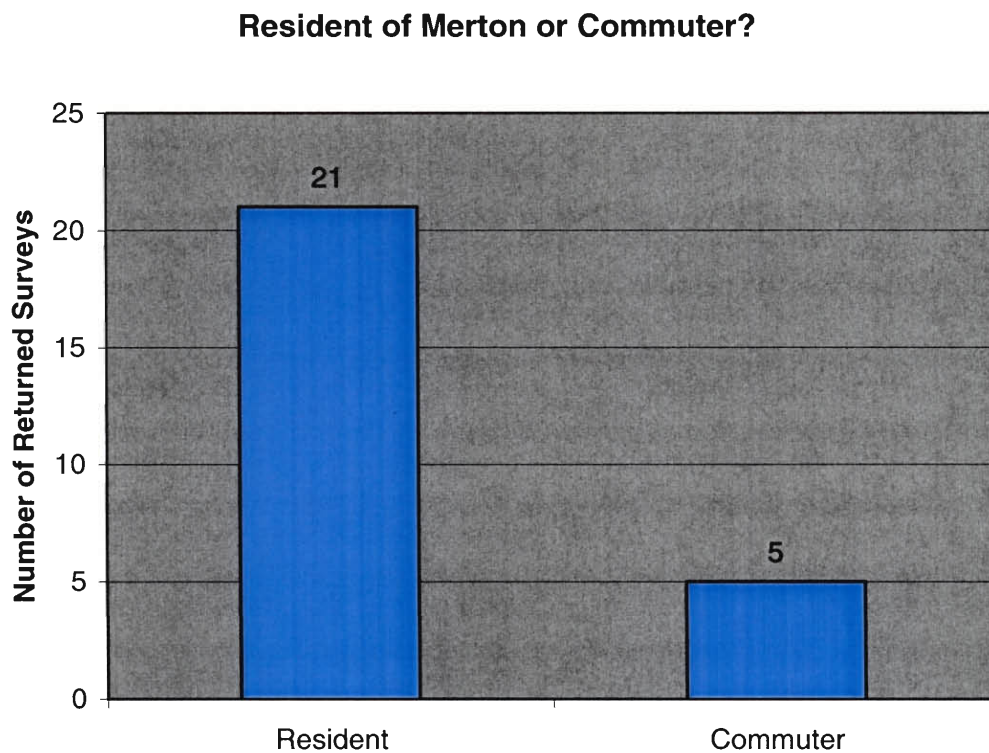


Figure 1 – Resident or Commuter

* Information is based on a sample size of 26 surveys

We are targeting two specific areas within the Borough as possible sites for a car club so the location where each resident lives in the Borough needs to be determined. Figure 2 shows the breakdown of this data.

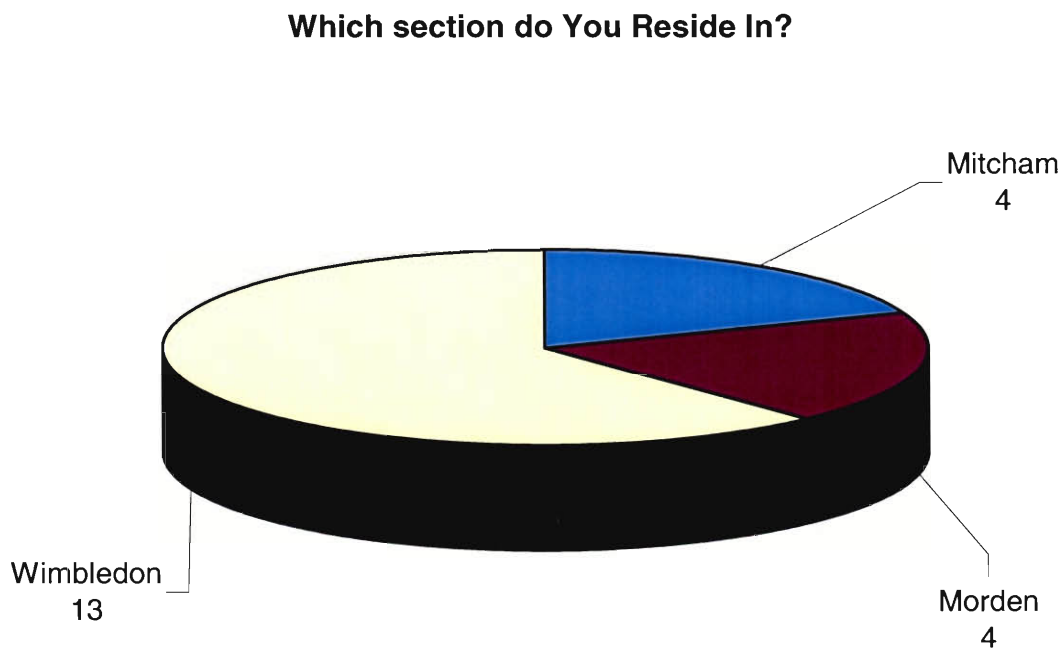


Figure 2 – Location within the Borough

* Information is based on a sample size of 21 surveys

The graph in Figure 3 answers two questions: whether or not the interviewees own a car, and if so, how many. As expected, Wimbledon had a high car ownership rate. It was discovered that 62% of the people surveyed in Wimbledon own at least one car. Not enough data was collected from Mitcham residents to create reliable figures of car ownership.

Do You Own a Car? If So, How Many?

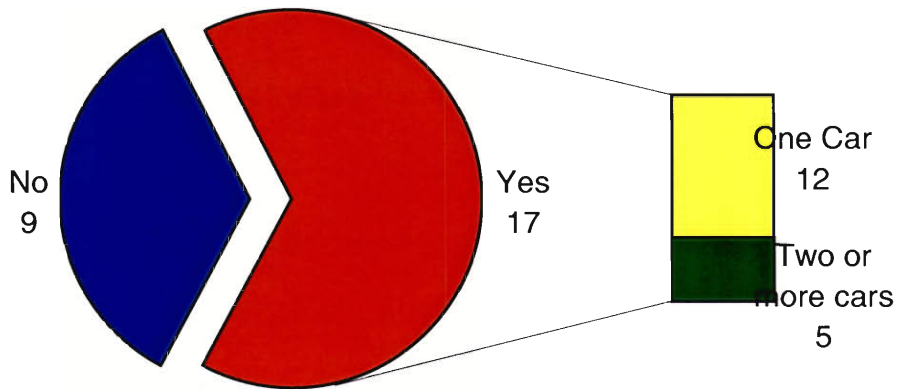


Figure 3 – Car Ownership

* Information is based on a sample size of 26 surveys

The following graph provides the answers to the question of whether a car would be purchased within the next six months. According to the answers, the majority of the people are not in the market for a new car (69%), while the remainder (31%) are either looking into or are ready to purchase a car.

Are You Going to Purchase a Car in the Next Six Months?

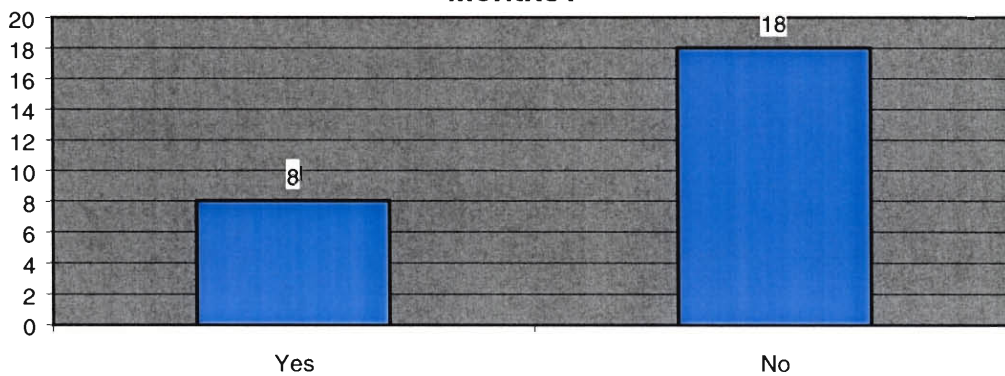


Figure 4 – Car Purchases

* Information is based on a sample size of 26 surveys

The number of people that have access to a car provided by their employer is shown Figure 5. The vast majority of the surveyed people do not have access to a company car (92%).

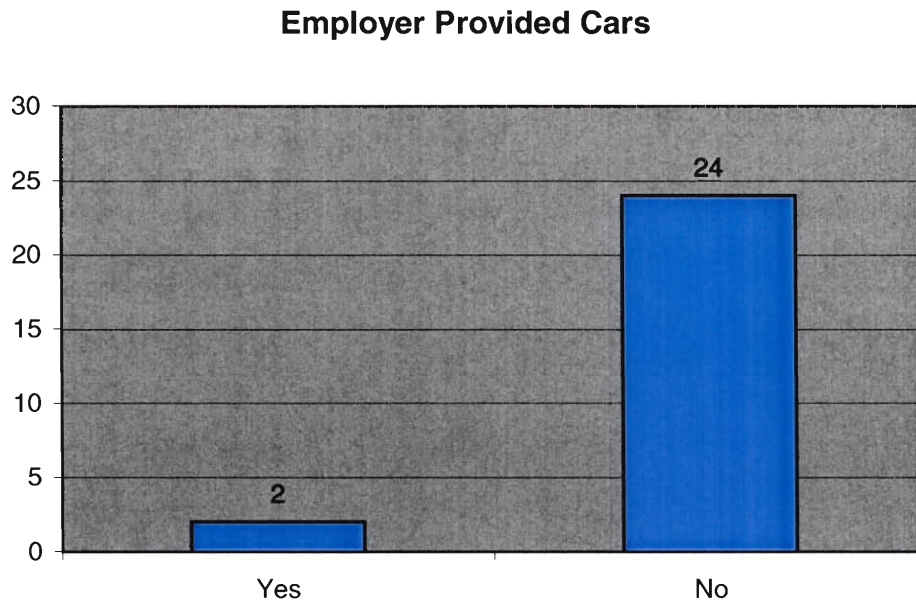


Figure 5 – Employer Provided Cars

* Information is based on a sample size of 26 surveys

Our question involving access to a car asked if residents share, lend, or borrow a car from anyone. Surveys revealed that 4% of the people share a car with someone else, 15% lend their car, 8% borrow a car, and the remaining 73% only use their own car. The results are summarized in Figure 6.

Do you Share, Lend, or Borrow a car?

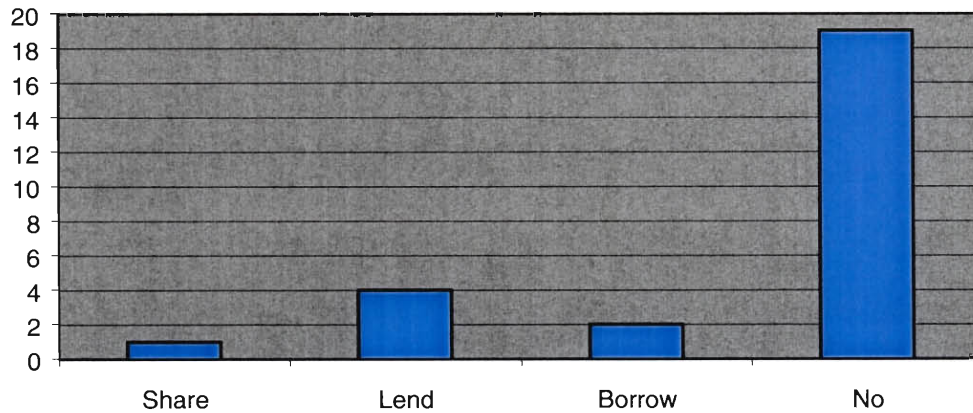
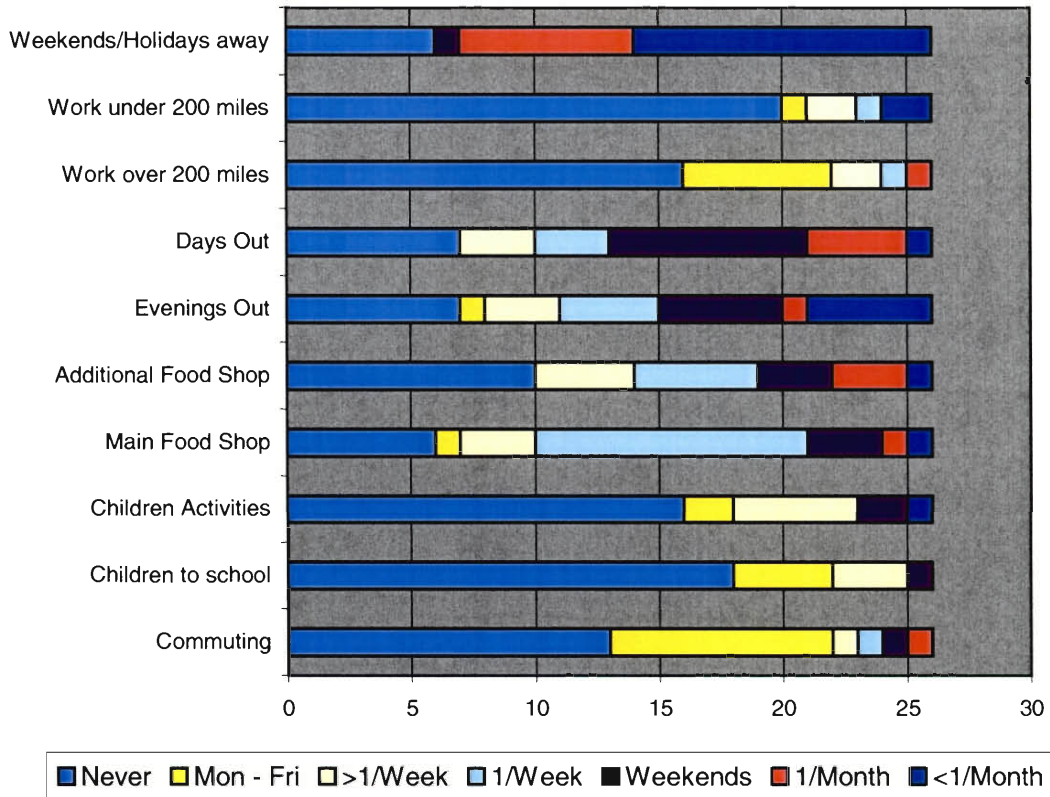


Figure 6 – Car Sharing, Lending, and Borrowing

* Information is based on a sample size of 26 surveys

Figure 7 shows peoples' responses to when they use their car and for what purpose. Each colour change in the chart represents a different time frame that people use their cars. The size of each section is proportionate to the number of responses we received for that particular answer combination. For instance, if you look at Days Out, you can see that seven people answered never, no one answered Monday through Friday, three people answered more than once a week, and so on.

How and When Do You Use Your Car?



Mon – Fri	=	Monday through Friday
>1/Week	=	More than once per week
1/Week	=	Once per week
1/Month	=	Once per month
<1/Month	=	Less than once per month

Figure 7 – Car Usage Information

* Information is based on a sample size of 26 surveys

We asked if people use rental cars for any of their journeys. We discovered that 54% of the people said they do not use rental cars while the remaining 46% utilise their services. Figure 8 shows the responses to the question.

Do you use a rental car for some journeys?

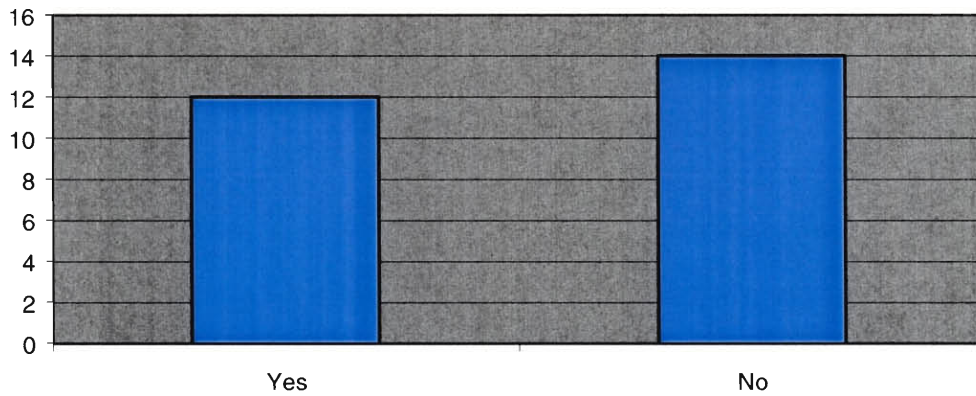


Figure 8 – Rental Cars

* Information is based on a sample size of 26 surveys

Figure 9 shows how often people hire cars throughout the year. Our surveys showed that 8% hire once a year, 59% hire twice a year, 8% hire three times per year, and 25% hire four or more times per year.

Hires per Year

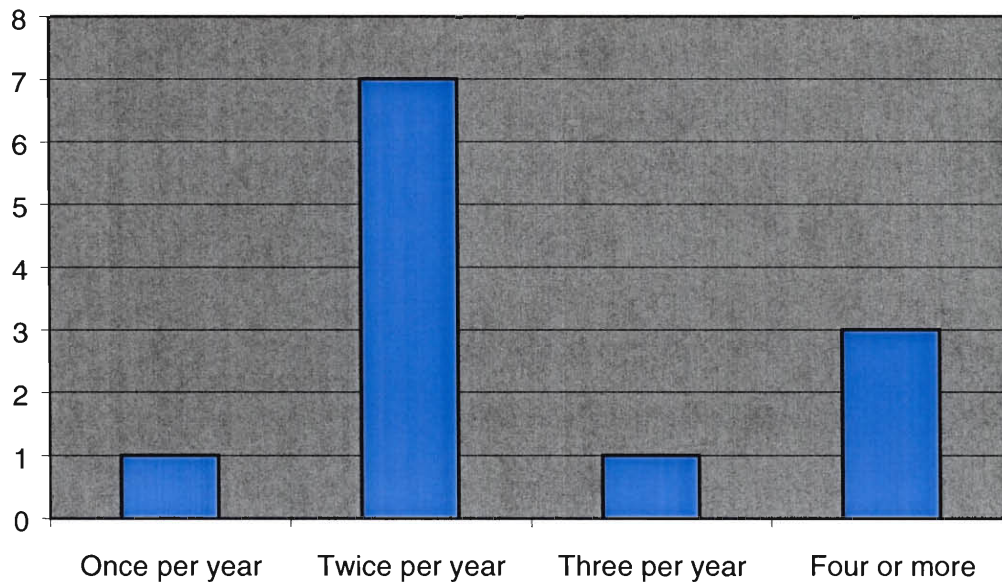


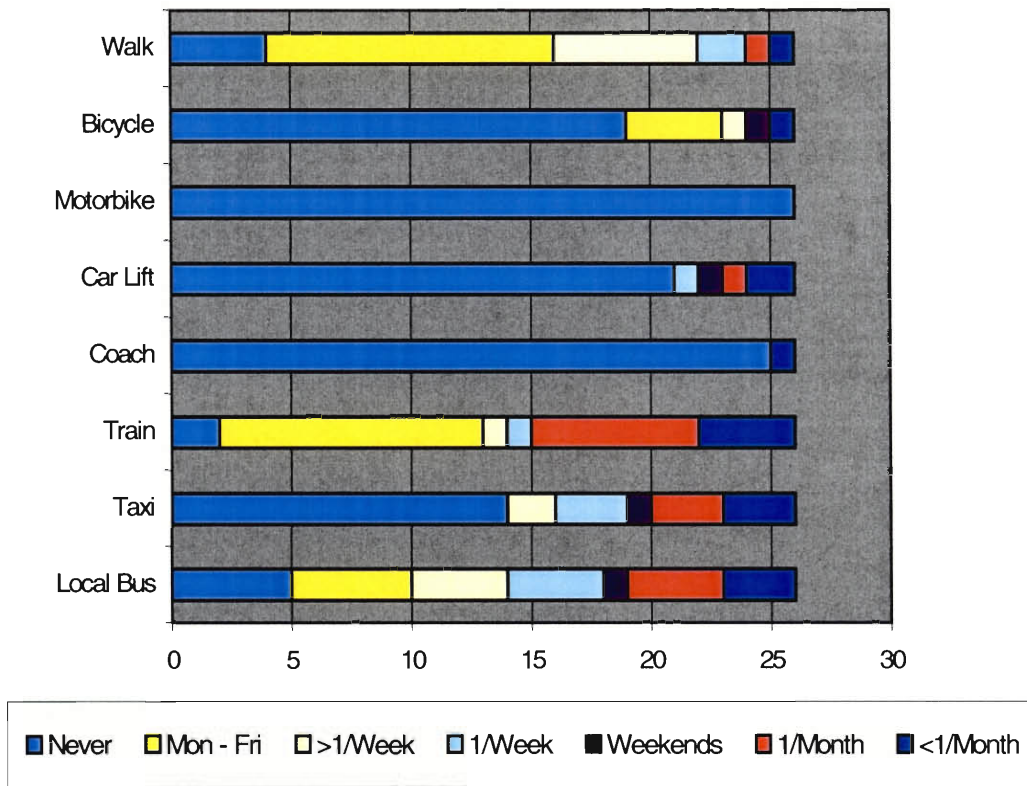
Figure 9 – Hires per Year

* Information is based on a sample size of 26 surveys

Four choices were offered to tell us the purpose of their journeys in the rental car. They are Work, Annual Holidays, Weekends Away, and Other. We found that 8% of the people hire a car for work related purposes, 17% for annual holidays, 33% for weekends away, 25% for other purposes, and 17% hire cars for several different purposes.

Figure 10 is set up similarly to Figure 7. It answers the question of what other modes of transport are used and how often. By looking at the local bus section, one can see that five people answered that they never use the bus, five people answered that they use the bus during weekdays, four use it more than once a week, and so on.

What Other Modes of Transport Do You Use?



Mon – Fri = Monday through Friday
 >1/Week = More than once per week
 1/Week = Once per week
 1/Month = Once per month
 <1/Month = Less than once per month

Figure 10 – Alternative Transport Usage

* Information is based on a sample size of 26 surveys

Our next question dealt with the main concerns regarding transport in their area. Space was provided so residents could write their response. The main concerns are summarized in the following table.

Main Concerns About Public Transport

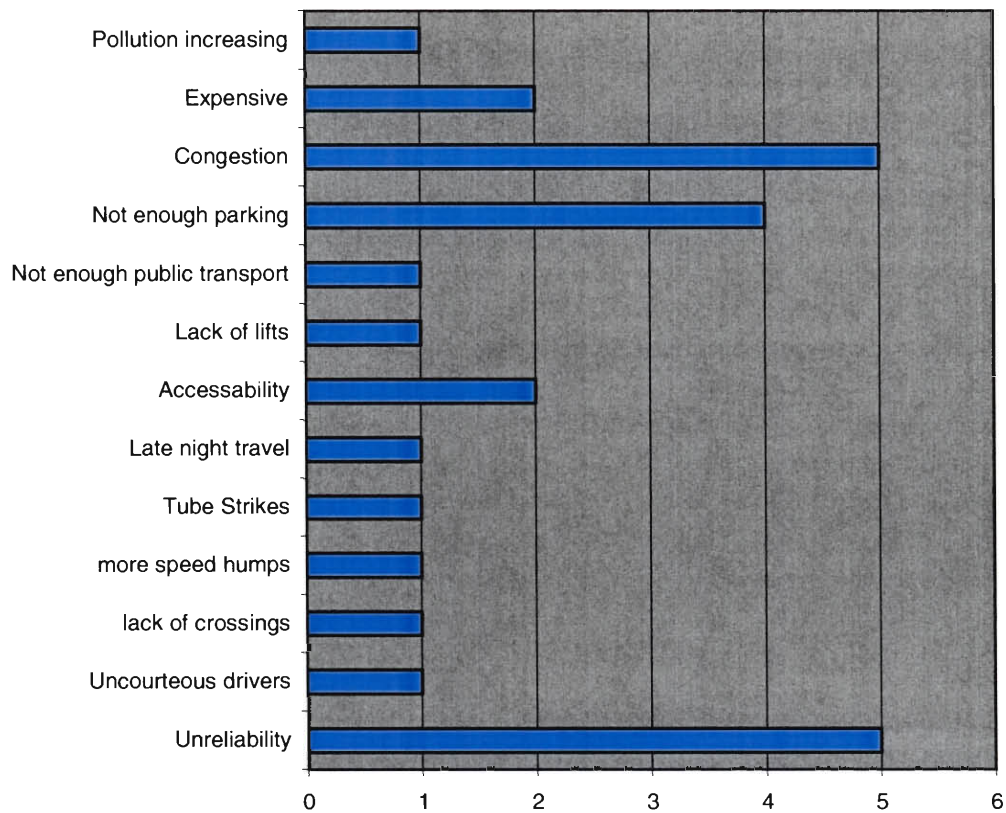


Figure 11 – Public Transport Concerns

* Information is based on a sample size of 26 surveys

Figure 12 shows people’s responses to their reason for joining a car club. We discovered that 27% would join to have access to a primary car, 31% would join to reduce the number of cars in their household, and 31% would join in order to have access to an additional car. The remaining 11% abstained because they insisted that they would not join a car club.

Reason for Joining a Car Club

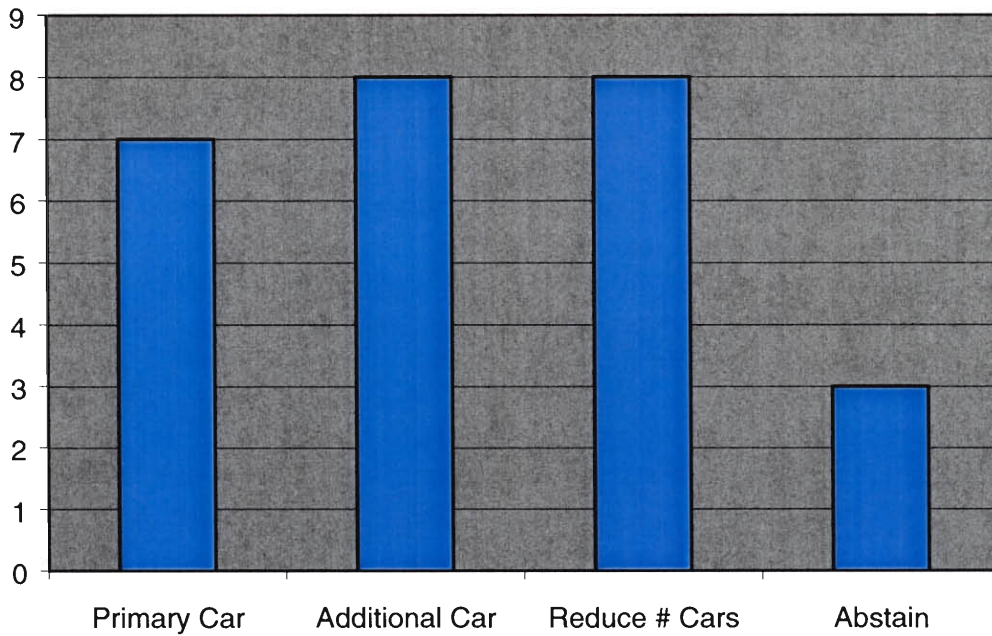


Figure 12 – Reason for Joining a Car Club

* Information is based on a sample size of 26 surveys

This graph shows the responses to our final question, which asked people’s motivation for considering car club membership. It was found that 42% would consider a car club based off of the amount of money it could save them, 20% would consider a car club because of the convenience of not having to maintain their own car, and 27% would consider a car club because of its environmental friendliness. The same 11% abstained.

Motivation for Joining

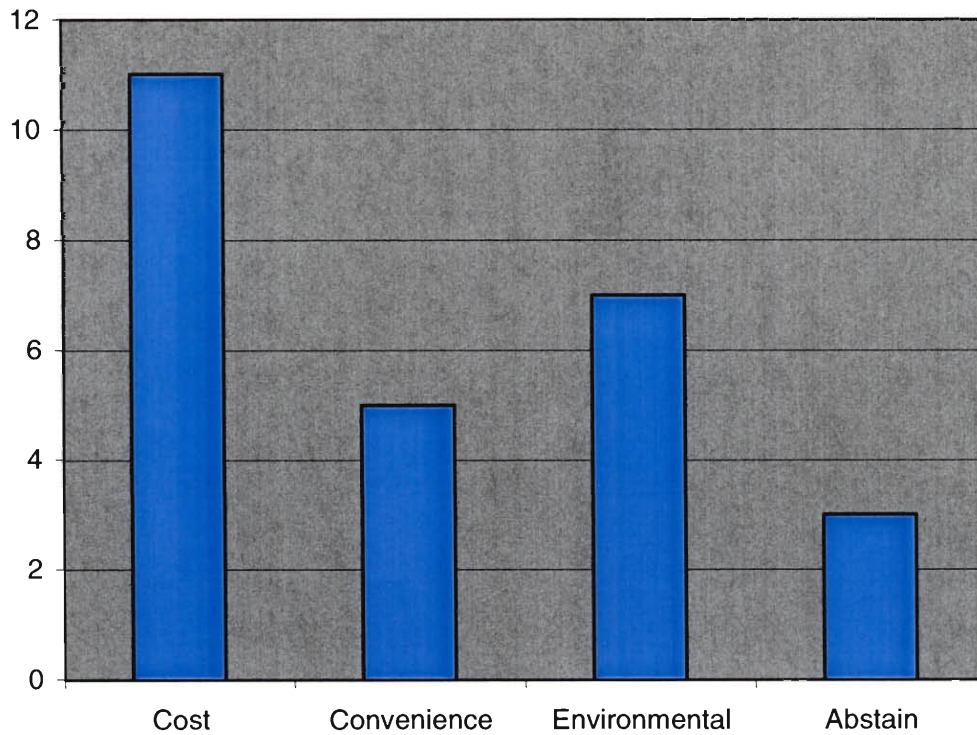


Figure 13 – Motivation for Joining a Car Club

* Information is based on a sample size of 26 surveys

The data that were gathered from these surveys does not accurately represent the population of Wimbledon and Mitcham. The Merton Council will need to conduct additional surveys in order to get an accurate representation of the residents' information. Even though these data were not statistically significant, we learned a lot through the reactions of people to our display. This feedback was used as a basis for our final recommendations to the Merton Council.

5.0 – Analysis

Analysis of the data collected allowed us to determine key factors and issues concerning car clubs within the London Borough of Merton. However, due to the fact that the data collected was not from a large enough sample size, a definitive and accurate analysis could not be formed. Prior to launching a pilot car club programme, intensive promotional actions need to take place to spread the idea amongst the targeted audience. Once the concept is in circulation within the community, surveys can be conducted to aid in determining whether there is any local interest in car clubs. Key aspects relating to public transport, such as accessibility and sufficiency, will also have to be evaluated, as these aspects will play significant roles in laying the foundation for creating a club in Wimbledon and Mitcham.

5.1 Public Transport in Wimbledon

Due to its popularity for tennis, public transport in Wimbledon is easily accessible because of the multiple bus routes as well as several Underground and Tramlink stations. Analysis of surveys concerning the transport system in the Wimbledon area will allow us to determine general local feelings it. Public transport plays an important role in the development of a car club, because without an easily accessible transport system, a car club will not prosper, as we have learned from our phone and personal interviews. Public transport is meant to complement the car club, as it provides and encourages the utilisation for alternative transport (i.e. walking, cycling, etc.). After analysing the data received from the surveys, it was discovered that the main issues of concern for public transport in Wimbledon were the amount of congestion and parking availability.

In relation to these concerns, if this idea of car clubs catches on over the years, the amount of vehicles on the road will decrease resulting in happier citizens.

5.2 Local Interest in Car Sharing in Wimbledon

At the Wimbledon Centre Mall, surveys were conducted to determine the interest of the local community. However, due to the insufficient amount of responses attained, an accurate formulation of results could not be formed. This could have resulted from unawareness of the concept of car clubs. Many citizens believed that the word “share” implied that they would have to use their vehicle, which is not true. Wimbledon attracts numerous amounts of tourists, which could have been responsible for the lack of interest in car clubs. The analysis concluded in this section does not necessarily reflect the views of all Wimbledon residents. The main target population for car clubs is for citizens, who own one car or no cars at all, a dominant characteristic of individuals participating in existing car clubs. At the Wimbledon Centre Court Mall, we were able to survey thirteen residents of the Wimbledon area, of which all thirteen were interested in being involved in this ongoing process. Out of the thirteen surveyed, 39% did not own a car, 39% owned one car, and the remaining 22% owned two cars.

Car Ownership in Wimbledon

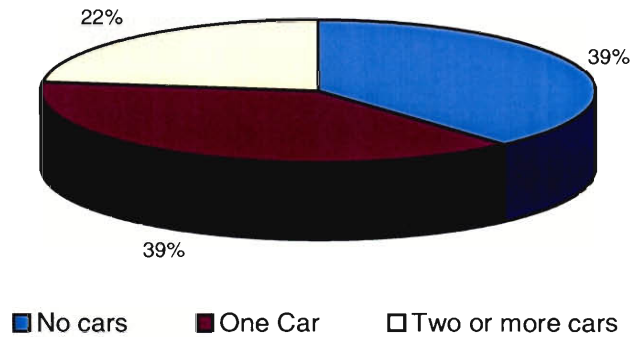


Figure 14 - Car Ownership in Wimbledon

* Information is based on a sample size of 13 surveys

This is valuable information considering the majority (about 77% of the thirteen surveys collected) fit the first characteristic of a car club participant, which is ownership of one or no vehicles. It was also observed that the majority, about 85%, does not share, lend, or borrow an automobile. This means that from the total amount of surveys collected, most of the residents would not be too interested in joining a program where they will share a vehicle among various other people. This simply re-emphasises that the analysis described in this section does not reflect the feelings and views of the entire Wimbledon community.

If the sample size of surveys conducted were large enough, we have a better understanding of why Wimbledon residents would join a car club. However, we asked a handful of residents what their primary reason for joining a car club would be. From the thirteen surveys collected, we discovered that 42% would join for the benefit of having access to an additional car, 33% would reduce the number of cars they own (resulting in a better environment), and 25% would

use the club to have access to a car because they currently do not own a car. This information can be viewed in the graph below.

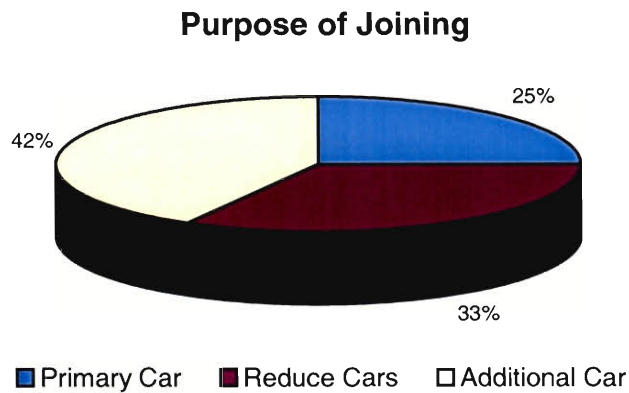


Figure 15 - Purpose of Joining (Wimbledon)

* Information is based on a sample size of 13 surveys

It was also important that we determined motivations for joining or the main factor that would get residents to join. From our results we noticed that 58% wanted to join because of the cost saving factor, 25% wanted to join to help improve the environment and 17% believed that the convenience of the vehicle would greatly benefit them. Concerning competing influences, it was discovered that 31% of people surveyed utilised car hire services a few times during the year for specific journeys. Costs associated with using a car club are lower than with a hire service so a car club would be beneficial to these people.

Motivation for Joining in Wimbledon

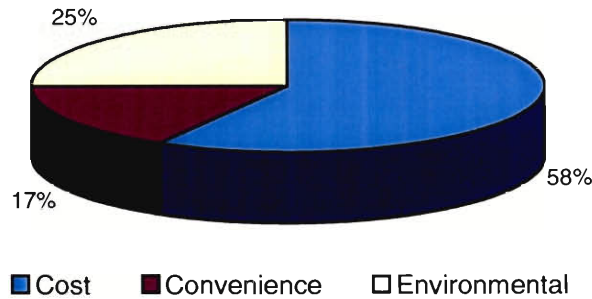


Figure 16 - Motivation for Joining (Wimbledon)

* Information is based on a sample size of 13 surveys

5.3 Public Transport in Mitcham

In heavily populated tourist areas, a sufficient transport is needed to keep citizens and tourists happy when utilising services. Unlike the tourist attracting tennis courts of Wimbledon, Mitcham is not as popular, which results in the citizens suffering from an inadequate transport system. It has a respectable bus system that delivers users to their destinations, however citizens and tourists can usually wait a maximum of a half an hour for services. From the minimal amount of surveys collected (four total), there is an overall concern about delayed, congested and unpredictable buses. Even though this is not a sufficient sample size, it is believed that a significant amount of citizens may contain the same views as the selected few that were surveyed. A newly developed Tramlink station was built to further promote the utilisation of public transport, however, it is fairly new to the Mitcham community and the majority may not have utilised its services. Mitcham does not contain any Underground stations, which transports a significant amount of citizens through out London.

5.4 Local Interest in Car Sharing in Mitcham

Due to the low response rate to our survey (four responses), it would not be useful to create any graphical information, as it would not represent a wide enough range of views toward car clubs. Public transport does not serve Mitcham as adequately as it does Wimbledon. As a result we would expect local interests in the car club concept to be greater in Mitcham than in Wimbledon. Wimbledon has sufficient transport available to the public. The people of Mitcham mainly utilise the bus services to use for transport, in which they are not always reliable. The majority of residents from Mitcham do not own a car. This club would be of great use to the people of Mitcham as it would provide them with a way to travel outside the Borough.

In the interest of the people, the best placement for vehicle location would be close to the town centre, however the Transport Planning Section will make the final determination for the placement of the vehicles. This central location would be convenient and accessible from all parts of Mitcham as many citizens were observed interacting and utilising services within the town centre. The central location of the club will also help create interest and further promote this concept.

Due to the lack of responses obtained from the Mitcham Town Centre, we sent out a mass e-mail to the staff of the Civic Centre in order to locate Mitcham residents that might have been interested in such a scheme. We only received two responses from this method. These results were added to the database with the rest of the Mitcham surveys. The reason why many people are not responding to our outreach techniques is because many people are unaware of the “true” concept of a car club and the positive effects it could have on the Borough. Many citizens of Mitcham thought that in order to join a car club, one would have to own a car.

This is based on the fact that there has been no promotion of these clubs done which is why promotion and education is so important.

6.0 – Conclusions and Recommendations

Throughout the last seven weeks we have been collecting information and analysing data about car clubs and resident's thoughts on transport. We have interacted with the community to promote and educate people about this concept. Conclusions have been formed about the project and possible future projects to continue to work on starting a car club in the Borough of Merton. Recommendations have also been made to the Merton Council about promotional tactics and the steps that need to be completed in order to establish to a car club.

6.1 Conclusions

6.1.1 What we have learned from our IQP

These seven weeks have truly been an amazing educational experience. We have had the opportunity to become very familiar with the London area and culture as well as car clubs, a new and growing idea that is now being introduced in the United States. By working with the Transport Planning Section of the Merton Council and conducting research, surveying, and interviews we have become knowledgeable in London transport, specifically the bus and Underground systems. During this Interactive Qualify Project (IQP) we had the opportunity to work closely with the staff of the Transportation Planning Section and the people of Merton. While working with the staff, we had the opportunity to fulfil our IQP requirement as they provided us with valuable guidance and knowledge.

6.1.2 Future Studies

This IQP has helped the Transport Planning Section in the journey of establishing a car club in the Wimbledon and Mitcham Town Centres. There are many more steps that need to be completed before the program will be underway as stated in the Recommendation section below. It might be useful to the Council to host another WPI group to continue the work started in this project. Further promotion and organisation development must be done for this car club to be successful. In the last seven weeks we have only surveyed a small percentage of the residents in the two areas of focus. An additional project could continue surveying the town centres to acquire a greater portion of the community. A follow up study could be conducted to aid the Council in completing the recommendations and examine the success of the car club.

6.2 Key Issues and Recommended Solutions

The London Borough of Merton is extremely interested in creating and maintaining a car club in the Wimbledon and Mitcham Town Centre areas. Based on our research, observations and analysis of data, this concept will greatly benefit the Borough as it provides “green” advantages as well as encouraging public transport usage. We have provided the Merton Council with a foundation for establishing a pilot programme. After creation of the Merton car club website, the Borough will have to maintain and update the page on a consistent basis to promote to the public.

Probably the most critical tasks for the Borough are locating support services, this includes finding an insurance provider, car sponsors and accounting services. A significant lesson learned from the interviews we conducted was that

most not-for-profit car clubs had difficulties finding an insurance provider. This problem arises from issues discussed in the interviews discussed in the Result section. We suggest contacting the Community Car Share Network (CCSN), which is now offering insurance plans for car clubs. Both Co-Drive and DriveShare car clubs have used this insurance provider. We recommend contacting Vauxhall to provide cars for the club. They have played a large part in the formation of car clubs, having provided cars for many of them. It is also recommended that Smartmoves be contacted to establish individual accounts with each of the members. Smartmoves works with clubs to take care of many of the accounting issues of the club.

Although it is not recommended, the Borough could look into establishing a partnership with a commercial company such as Avis. Avis is interested in formulating car clubs in many of the London Boroughs. Although the company would take care of the major issues (i.e. insurance, cars and accounting), adopting a commercial company such as Avis is risky. If profit margins are not large enough, the company will back out and leave the club where it started. One example of this is the Budget Rent a Car in Edinburgh.

Another key issue the Merton Council will have to face is the creation of a nucleus and steering group that will be the initial members for this programme. We initially discovered some interested citizens in the Borough, but it will be their duty to maintain consistent contact with the local interested people through emails, post or phone conversations. After receiving the street address and postcodes of the interested individuals, we plotted their location on a map and displayed it to the Council (These maps are located as Appendices K and L).

With this visual aid, they will now be able to determine a site location for vehicle placement for easy accessibility.

6.3 Recommendations for Promotion and Education

Although we have started to identify local residents interested in car clubs, additional promotion is essential to the establishment and subsequent expansion of the club. Promotion will increase the number of people that are aware of car clubs. The more people that realize the impact that car clubs could have, the faster the concept will spread and the faster the club can grow. With more people involved from the community it will also boost the chances of receiving a successful bid for funding.

The first recommendation we have for promotion is a web page that displays information similar to that contained in our leaflet and posters. Access to existing car club facts will be available on this site. This material can be viewed through a link located on the Merton web page. A sample web page has been created and was shown to the representatives of the Transport Planning Section. This will give the council an example of what this web site could look like. A preview of the web site can be found on the following three pages (Figures 17a-17f).

Information can also be distributed through the post. The Council conducts a monthly mailing where they send out notices containing information about the Borough. In these monthly mailings they can include car club leaflets. This will be an efficient and economical way to promote car clubs to a large range of residents.

Further promotion can also be achieved by positioning posters throughout Mitcham and Wimbledon in store windows and other high traffic areas as the

Car Clubs in Merton

Ask Yourself This

Do you occasionally need a car for private use but you don't want to own one?

Are you running two cars but only need one?

Do you occasionally need access to a second car?

Would you like to reduce your motoring costs by up to £2,000 a year?



If you said yes to any of these questions, a Car Club could be the answer for you!

[Next](#)



Figure 17 - a

Car Clubs in Merton

Common Misconceptions

A Car Club is **NOT** offering or taking lifts with friends or neighbours.

A Car Club is **NOT** sharing your personally owned car if you already have one.



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Figure 17 - b



Car Clubs in Merton

What is a Car Club?

The goal of a Car Club is to move away from being dependent on the use of a private car. A Car Club will allow members to have a car for personal use without the high maintenance and running costs associated with private ownership. Members can reserve a car from the

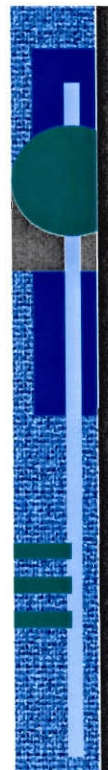
Car Club pool which can be easily accessed at predetermined sites. At the same time this club will encourage alternative means of travel such as walking, cycling, and public transport.



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Figure 17 - c



Car Clubs in Merton

How Does it Work?

Members of the car club can reserve a car at any time on a first come first serve basis. Reservations can be made online or by calling the central office. While using the car, you will be charged a small fee based off of the time and length of your journey. Included in this fee are petrol, insurance, and repairs. Since a number of people will be using the same car, the costs of ownership are distributed among them. If you drive less than 6,000 miles per year, it is possible to save over £2,000!



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Figure 17 - d



Car Clubs in Merton

Contact Information

The Merton Council is in the preliminary stages of starting a Car Club within the Borough. We are looking for people who might be interested in joining and understand that the club will not start for at least one year. If you are interested in the club or would just like additional information about car clubs, please send your name, address, postcode, and telephone number to:

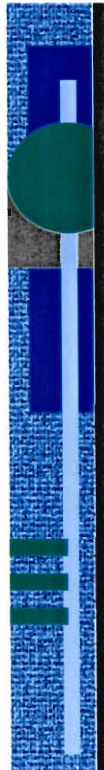
Environmental Services Department – Transport Planning
London Borough of Merton
Civic Centre
London Road
MORDEN SM4 5DX
Tel: 020 8545 3830
Fax: 020 8543 6085



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Figure 17 - e



Car Clubs in Merton

Links

Smartmoves Personal Transport Solutions

<http://www.smartmoves.co.uk>

Community Car Share Network

<http://www.carshareclubs.org.uk>

U-Reserve-It.Com

<http://www.u-reserve-it.com>

Bristol Environmentally Sustainable Transport

<http://www.bestcarclub.co.uk>



[Previous](#)



Figure 17 - f

Figure 17 – Sample Web Site

launch of the pilot programme approaches. This idea stems from the promoting and surveying that we originally conducted in Mitcham. Positioning the posters around the town centre before we surveyed gave the residents an opportunity to gain some background information on car clubs.

Another possible promotional idea would be to advertise car clubs via radio and television. The Council could look into negotiations with the British Broadcasting Company (BBC) for airtime to promote car clubs. The combination of these four promotional ideas will have a huge impact on the success of the club if they are all completed. By promoting car clubs in more than one way there is a better chance of reaching a wider range of people. These four promotions will help to educate and promote the residents of the Borough, therefore creating interest (A “How to Guide” provided by Co-Drive of Leeds is also included in Appendix L to assist the Council in starting a Car Club in Merton).

6.4 Recommended Steps to Start a Car Club in Merton

6.4.1 Fundamental Areas of a Car Club

When setting up a car club there are six main areas that require attention.

- Organisational development
- Partnerships
- Research and Strategy
- Finances
- Marketing
- Operational Issues

Organisational development is probably the most important aspect of a successful car club (Car Club Tool Kit, 2001). We have learned through

interviews and research that formality and organisation is key, especially during the preparation time period. Partnerships then need to be developed for contacts.

Research of local transport and the use of the transport by the community must be conducted. Once their research is completed the strategy and planning of the club can take place. This step assures that the club will run smoothly and any unexpected problems will be minimal. It plays a key role in the success of the club; if this task is not taken seriously then the club will suffer as a result. Edinburgh City Car Club is a good example; they were one of the best-known car clubs in Britain, until recently when their sponsor pulled out (Smith, 2001 Apr. 12). In January of this year Budget Rent-a-Car (a for-profit company) informed the club that they were backing out as a sponsor because after two years they didn't feel that they were going to break even their third year. Budget feels the club tried to expand too quickly and that there was not enough preliminary research conducted concerning the car park locations. Edinburgh City Car Club is currently looking for a new sponsor.

Once the research is completed and a plan is established the key members can concentrate on financial issues, such as funding. Once funding has been received a marketing strategy can be developed. Lastly operational issues need to be taken care of before the programme can be up and running.

These six major areas of concern and the specific steps that are involved in each area (discussed in further detail in section 6.4.3) are shown on the following page (Figure 18).

6.4.2 Steps Already Accomplished

The following steps have already been completed for the London Borough of Merton.

- Create and distribute surveys
- Picked names for car clubs
- Initial Promotion, including the creation of a web page and sending out a mass email
- Analyse surveys

Familiarisation with the Borough and planning what we wanted to accomplish in our project was completed first. The survey was then produced and a pre-test was completed by the staff of the Transport Planning Section. Feedback was obtained and the appropriate wording changes were made before surveying the community. Centre Court Car Club for Wimbledon and the Mitcham Car Club were chosen as potential names with the assistance of the Council. The people in Wimbledon Centre Court Mall then completed the first surveys on Saturday March 31. The people who had previously heard about car clubs were very interested in finding out more. These are the people who took the time to fill out the survey, ask questions, and give their input on the subject. Even though we were expecting a greater interest from the community, promoting and surveying in Wimbledon proved to be a learning experience.

In an attempt to increase the number of people we could reach in Mitcham, we made new posters with the information found in the leaflets and posted them throughout Mitcham before we surveyed the area. These posters also provided information on when and where we would be in Mitcham. Even with these posters the majority of the residents of Mitcham had never heard about car clubs and therefore had no background knowledge of what the club entails. This was discovered early on the first day spent in Mitcham. We discussed with our liaison

Steps in Setting Up a Car Club

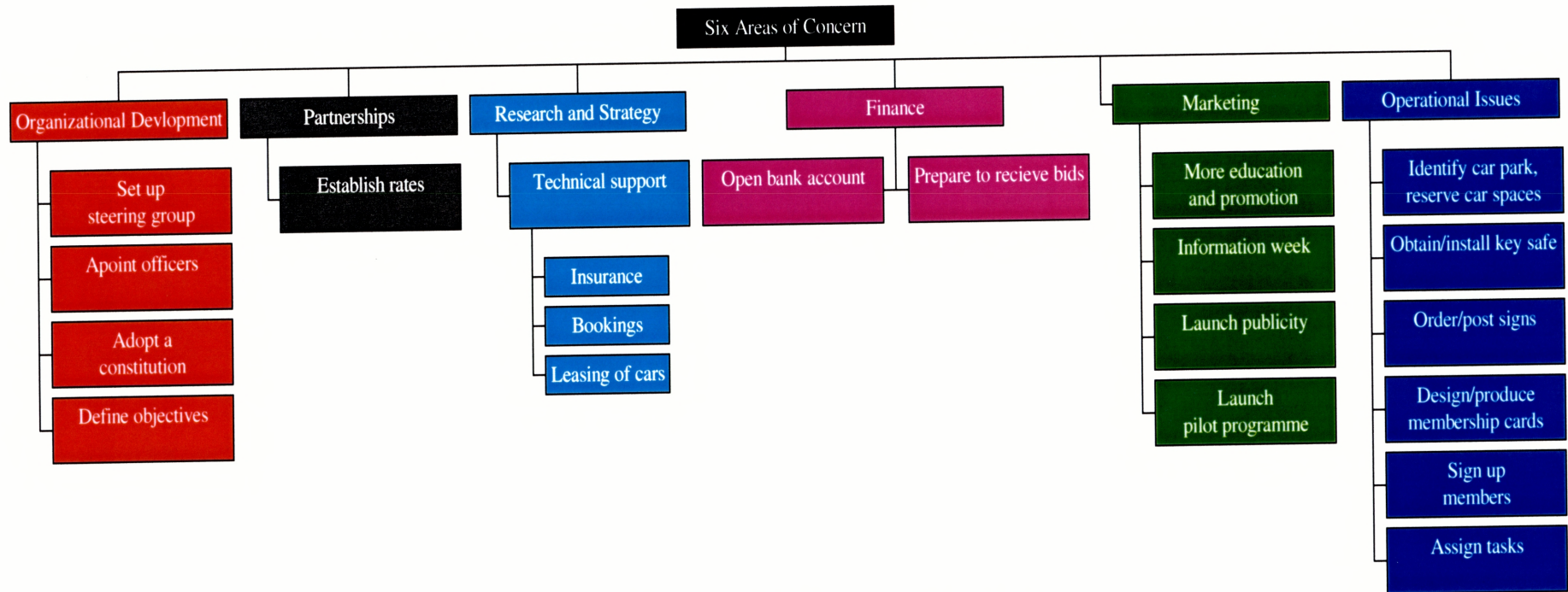


Figure 18 – Steps in Setting Up a Car Club

the response that we received and decided that the second day in Mitcham would be devoted to educating the public and passing out informational leaflets.

After promoting car clubs and surveying the residents of the Borough we felt that further promotion will be extremely beneficial. A mass email was sent to the entire Civic Centre asking for all the residents of Mitcham to reply with their name and location in the building. From this email we received two responses. Both of these residents were given a leaflet and a survey to look at and complete. The two surveys were collected a few days later for analysis and the results were added to the database.

For further promotion, we decided to create a web page that the Council could post as a link from their main web page. This web page will educate a broader range of people and will promote outside the Borough.

We then analysed the results and created charts and tables to graphically display the data. With all the data and information collected, we left the Merton Council with the necessary procedures that will help them in their efforts to establish a car club.

6.4.3 Remaining Steps for Merton to Complete

Specifically the Merton Council will need to follow a sequence of steps to start a car club.

1. Identify steering group members
2. Appoint officers
3. Define objectives
4. Adopt a constitution
5. Open a bank account
6. Identify car park locations

7. Prepare to receive funds from bids for technical support and publicity
8. More promotion
9. Locate technical support: financial and legal including insurance and bookings
10. Establish rates
11. Obtain key safe, reserve car spaces, order signs
12. Design and produce membership cards
13. Sign up members
14. Assign tasks to club members
15. Install key safe, posts and signs
16. Receive cars
17. Launch publicity
18. Launch

We will now discuss these steps in more detail. First a steering group must be established; this usually consists of a group of people, no more than six, who are more “hands-on” with the project. These volunteer members of the steering group will generally invest more time than other members of the club. Since the success of the club is dependent on them, these members usually possess a strong civic or environmental concern. Setting up the steering group is the first step in creating a formal level.

Officers of the club then need to be appointed. A minimum of three will be needed, which are: a chair, a treasurer, and a secretary. After the steering group and officers are determined, the objectives need to be defined and a constitution adopted. A constitution states the rules and procedures that all members have to abide by. A club bank account needs to be opened; this allows

the club to receive funds from bids, which are imperative for the survival of the organisation.

The initial promotion has been completed and once the local interest has been identified it is possible to determine car park spaces. After plotting the address of the interested residents on a map of the Borough, locations may be selected that are no more than ten minutes walking distance for each member.

Preparation to receive funding for both technical support and publicity of the club now need to be arranged. Once the club has received funds from a successful bid, the financial aspect is done for now and it is time for more marketing.

An information week usually follows thereafter, including house meetings and displays. Now that the members have signed the constitution and the officers are chosen, it is essential to locate technical support, both financial and legal. Technical support is necessary for leasing of cars, insurance, bookings, and invoicing. It may be useful to the Borough to contact the Community Car Share Network and Smartmoves for assistance in these areas. Their experience could prove to be quite helpful. Determination of daily rental rates and discount prices needs to be made at this time.

The following four steps are organisational developments that are vital in getting the club off the ground. First, the steering group needs to obtain the key safes, order signs, and reserve parking spaces. Then the membership cards need to be designed and produced. When the cards are completed, the members need to be signed up and tasks divided between them. Installation of the key safes and posting of the signs can then be put into place. At this point the cars can now be

delivered to the car club. The last two steps in setting up a car club fall under marketing; the first is to publicise the launch and the second is the actual launch.

Constructing a timeline of these essential tasks that need to be completed is a good way to stay organised and on schedule. A sample time line with the steps from above has already been completed. In this sample that we created the expected launch of the pilot programme is scheduled for September of 2002. This time line can be viewed on the following page (Figure 19).

By following these procedures a car club can become a reality in Merton. The order of these steps will vary between each organisation due to their individual circumstances. These steps do not ensure that the club will be successful. However, with the information from interviews with existing car clubs, surveys, observations, and analysis of data and recommendations provided to the Transport Planning Section, they now know what to expect in the future. They will also have an idea of how to deal with some arising issues that existing car clubs encounter. The Merton Council will be more acquainted with the idea of car clubs and more prepared to launch their pilot programme.

Car Club Timeline (subject to change)

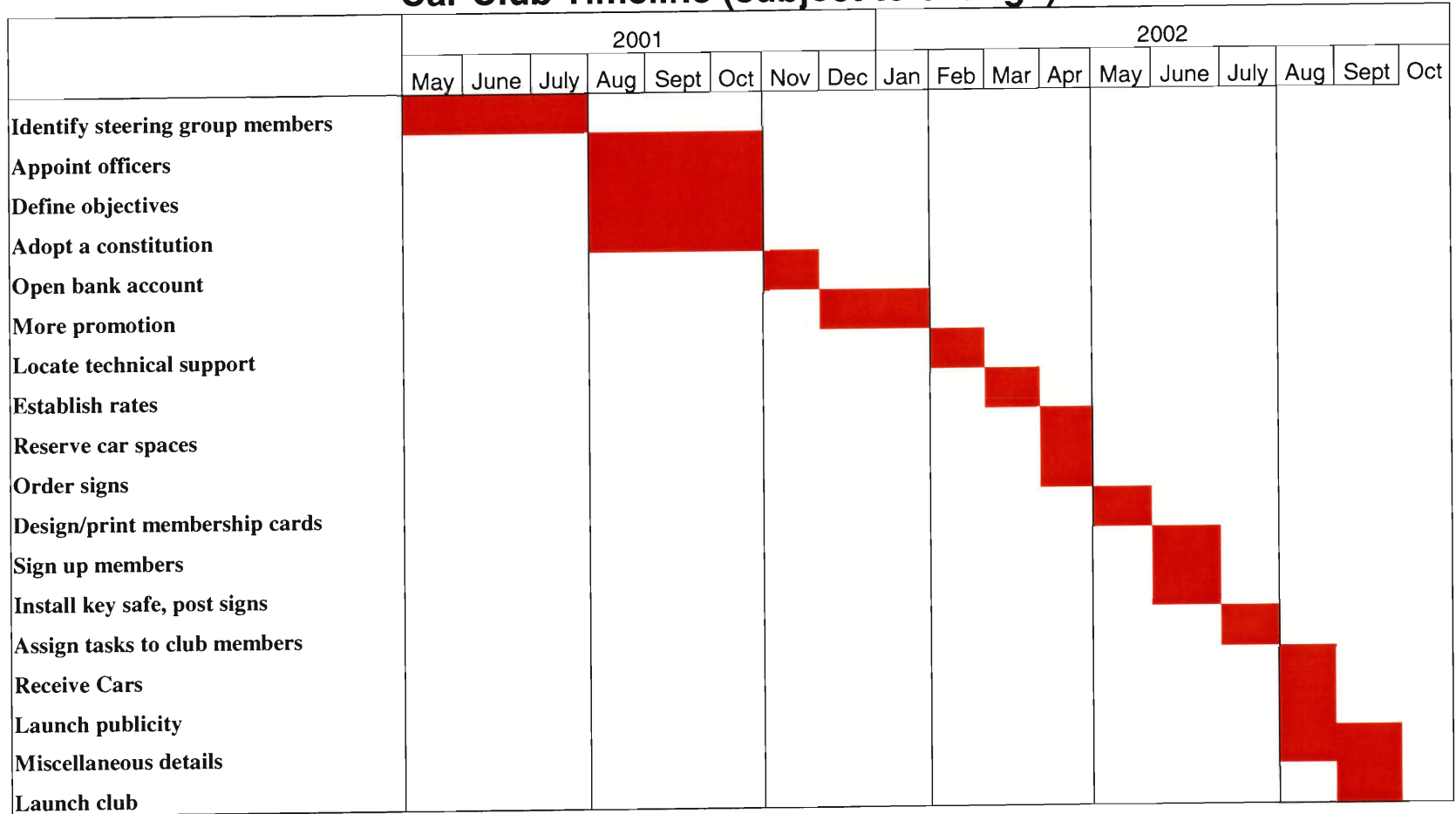


Figure 19 – Car Club Time Line

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Appendix A – Agency Information

The Merton Council is a public agency established to serve the London Borough of Merton and to raise the quality of life for its residents. The Council has a £60 million budget at their disposal for the provision of services in the community. The Merton Council also has the dedicated service of 57 elected councillors and serves the 187,000 people of Merton in addition to people commuting through the Borough.

Specifically, the Transport Planning Section is responsible for encouraging transport services and facilities that: improve and increase accessibility, reduce toxic emissions created by transport on the environment, increase transport safety in the Borough and are effective and efficient. These responsibilities are handled by developing transport policies, enhancing safety education and promoting safer and more sustainable travel. The continuing goal of the Transport Planning Section is to plan transport for a safer, greener and more accessible Borough.

Appendix B – Task Chart

Car Club Task Sheet

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Introduction to liasion	Blue						
Get to know Merton	Blue						
Interviews	Yellow, Pink, Black		Yellow	Yellow, Black	Yellow		
Construct Survey	Red, Pink			Red			
Brochure/Poster	Pink, Black	Blue					
Setting up database		Red					
Preparation for Surveying			Blue		Blue		
Surveying			Blue	Red		Red	
Enter Data into Database				Red			Blue
Write IQP	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Methodology	Red, Yellow, Red, Yellow, Black		Yellow, Black			Pink, Yellow, Black	
Literature Review	Blue	Yellow, Pink, Black			Yellow, Pink		Pink
Task Chart	Pink		Pink		Red, Pink, Red, Pink, Yellow, Black, Yellow, Black		
Results				Red, Pink, Red, Pink, Yellow, Black, Yellow, Black			
Analysis					Pink, Pink, Yellow, Black		Pink
Conclusions							Blue
Final Presentation							Blue
Turn in Project							Blue

Legend

- Everyone →
- Bill Espinola →
- Erin Jabs →
- Stephen Caldwell →
- Jahdiel Fyfield →

Appendix C-The Car Club Survey

(The layout is different due to the margins of this document)

WHAT IS A CAR SHARE CLUB?

A car share club is a way for people to have access to a car without having to pay the associated costs of owning your own car. A member can make a reservation to use a car at any time. They will pay a small fee each time they use the car. The fee will include petrol, insurance, and repairs. If you drive less than 10,000KM a year, it is possible to save up to £2,000 annually. Car share clubs are also a great way to reduce car emissions and pollution. The club will also help improve environmental conditions as they are also looking into green cars and petrol. By joining a car share club you will save money, help the environment, and reduce traffic congestion.

1. Do you live in the Borough of Merton or do you commute here? **Live - Commute**
(circle answer)

If you live here, which section do you reside in? _____

2. Do you currently own a car? **Yes - No**

3. How many cars are owned by members of your household? _____

4. Are you/your household thinking of getting a car/extra car within the next six months? **Yes - No**

5. Do you have a car provided by your employer? **Yes - No**

6. Do you share, lend, or borrow a car? **Share - Lend - Borrow - No**

7. When do you use your car and what for? (tick the appropriate boxes)

	Mon - Fri	More than once per week	Once per Week	Weekends	Once a month	Less than once a month	Never
Commuting							
Taking children to school/childminder							
Taking children to leisure activities							
Main food shop							
Additional shopping							

Evenings out							
Days out							
Work journey under 200 miles							
Work journeys over 200 miles							
Weekends Away / Holidays							

8. Do you use a rental car for some journeys?

Yes – No

If yes, please outline:

(A) Hires per year

(B) Journey purpose (circle all that apply)

a. Work

b. Annual Holidays

c. Weekends away

d. Other

9. What are your main concerns about transport in your area?

10. What other modes of transport do you use? (tick the appropriate boxes)

	Mon – Fri	More than once a week	Weekly	Weekends	Monthly	Less than monthly	Never
Local Bus							
Taxi							
Train							
Coach							
Car Lift							
Motorbike							
Bicycle							
Walk							

11. Do you see joining a car club as: (circle only one)

a. A main way of having access to a car?

b. A way of reducing the number of cars in your household?

c. A way of having access to an additional car?

12. Please indicate your prime motivation for considering car club membership.
(circle only one)

a. Cost

b. Convenience

c. Environmental Concerns

Survey Findings: The data collected in this survey will be recorded and analyzed. Summary results will be published, but no personal information will be disclosed.

Appendix D – Interview Questionnaire

Interview with: *Mr./Ms. "X"*

car club name here

telephone number here

Q: Are you a for-profit or not-for-profit organization?

A:

Q: Do you have any sponsors (providing cars, taking care of financial and insurance accounts)?

A:

Q: When was your car club first established?

A:

Q: What was the time frame to establish the car club?

A:

Q: How many members did you start off with and how many do you currently have?

A:

Q: How many vehicles do you currently have?

A:

Q: How many and what types of vehicles did you start off with?

A:

Q: What were the most popular types of vehicles?

A:

Q: Did you make any changes to types of cars that are available to the members?

A:

Q: Does your car club offer the use of hybrid/electric cars?

A:

Q: Have they been accepted? If so, how?

A:

Q: Did you encounter any issues or problems during the initial trial runs?

A:

Q: If so what kinds of issues? How were they dealt with?

A:

Q: What aspects have been successful in creating a new car club?

A:

Q: What do you think the benefits/drawbacks of a car club are?

A:

Q: Do you have a sufficient public transport system in your area?

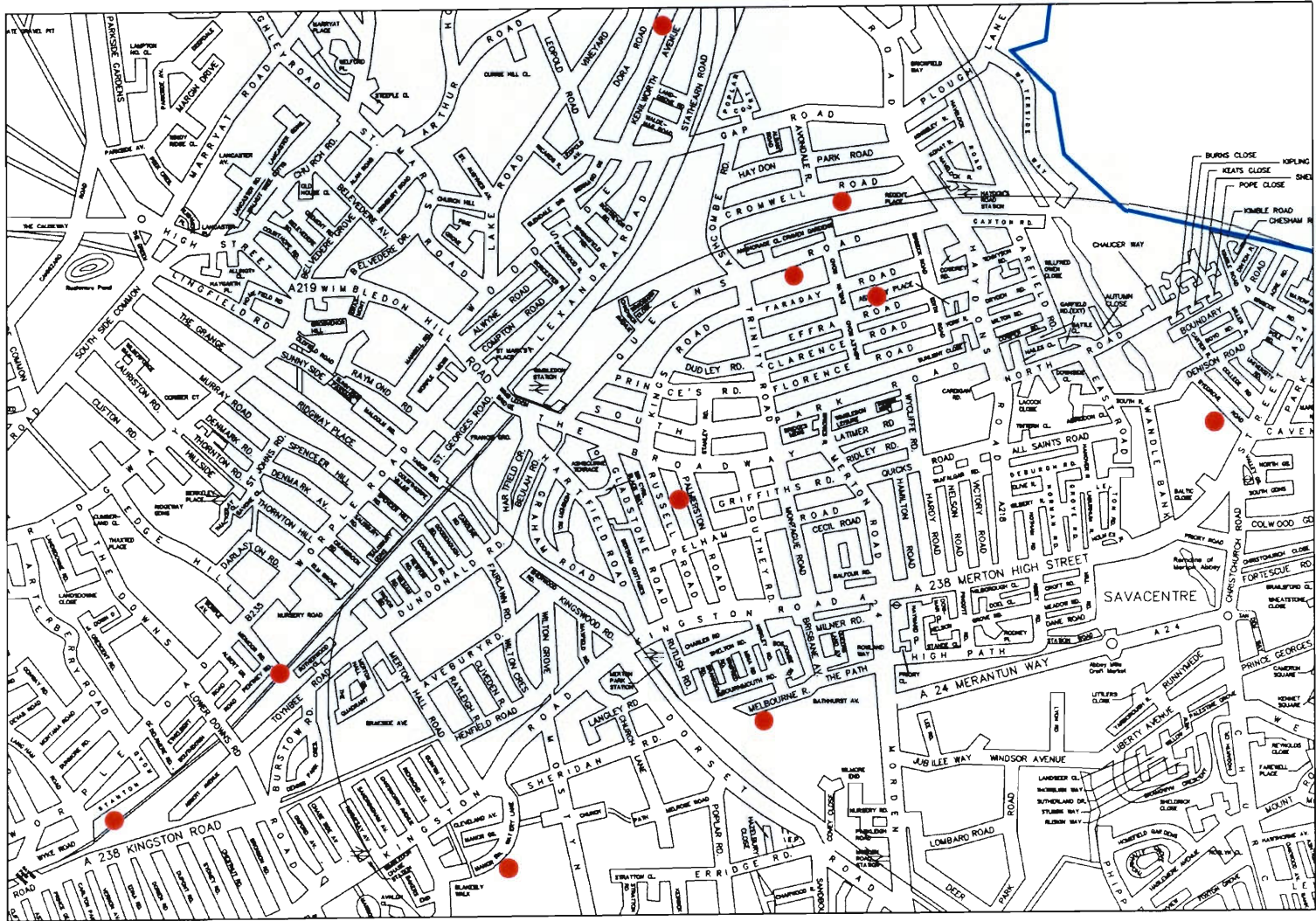
A:

Q: If so, do you think they complement each other?

A:

Thank you for your time and good luck with your car club!

Appendix E – Plot of Wimbledon Interest



Appendix F – Leaflet for Wimbledon

Advantages of Joining a Car Share Club

- Cheaper than owning a car
- Flexible
- Beneficial to the environment
- Save and easy to use
- Reduces traffic

Reply Form

This form will be used to help determine the local interest in car share clubs. If you are interested, please return the following:

NAME:.....
ADDRESS:.....
.....
POSTCODE:.....
TELEPHONE(S):.....
E-MAIL:.....

Please Return to:
Environmental Services Department – Transport Planning
London Borough of Merton
Civic Centre
London Road
MORDEN SM4 5DX
Tel: 020 8545 3830
Fax: 020 8543 6085



Is a Car Share Club for You?



Car Share Club



Tired of traffic?
Concerned about the environment?
Interested in saving money?

Be part of the solution and help initiate a car share club in Merton. The aim of a car share club is to move away from being dependent on a privately owned vehicle. This entails using public transport to get around on a daily basis, therefore relying on a car only when necessary. You can easily obtain a car on request from your local agency.

Car clubs also have environmental benefits. By utilising public transport, you can decrease the amount of traffic and improve air quality.



Car Share Club

- Q • Do you occasionally need a car for private use, but don't want to own one?
- Q • Are you running two cars but only need one?
- Q • Do you have a small car and could occasionally use an estate?
- A • Join a Car Club!

History of Car Sharing

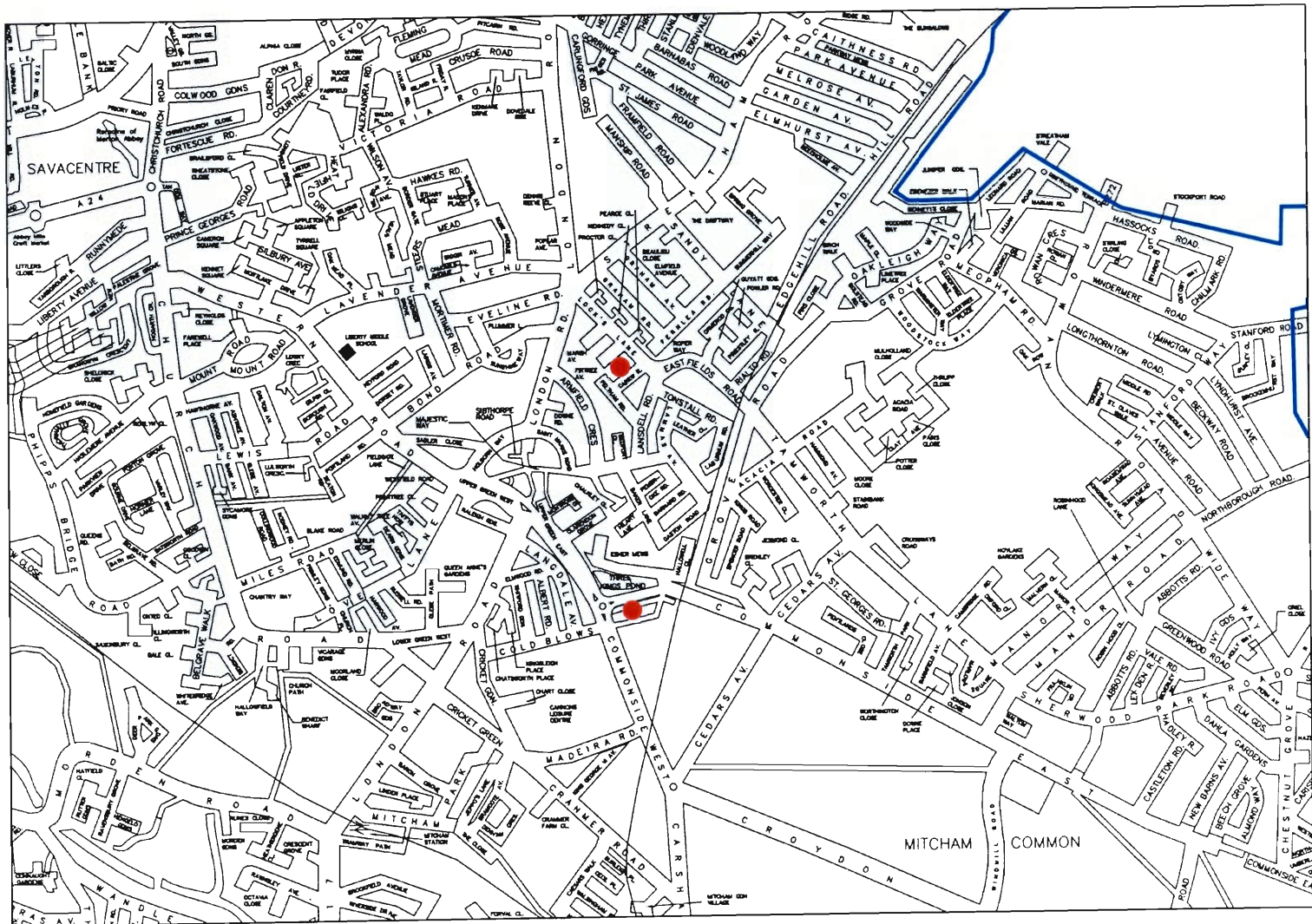
Car Clubs originated in Germany in 1988 with 5 people sharing one car. In 1999 there were 7,600 members sharing 300 cars throughout 5 cities

Countries that have adopted Car Sharing

United Kingdom
Denmark
Germany
Italy
Switzerland

Austria
Canada
Sweden
France
United States

Appendix G – Plot of Mitcham Interest



Appendix H – Leaflet for Mitcham

Advantages of Joining a Car Club

- Cheaper than owning a car
- Flexible
- Beneficial to the environment
- Save and easy to use
- Reduces traffic

Reply Form

This form will be used to help determine the local interest in car clubs. If you are interested in receiving more information about the proposed Mitcham Car Club, please return the following:

NAME:.....
ADDRESS:.....
.....
POSTCODE:.....
TELEPHONE(S):.....
E-MAIL:.....

Please Return to:
Environmental Services Department – Transport Planning
London Borough of Merton
Civic Centre
London Road
MORDEN SM4 5DX
Tel: 020 8545 3830
Fax: 020 8543 6085



Mitcham Car Club Is this for You?



A Car Club is...

- **NOT** offering or taking lifts with friends or neighbours
- **NOT** sharing your personally owned car if you already have one

What is a Car Club?

The goal of a Car Club is to move away from being dependent on the use of a private car. The Mitcham Car Club will allow members to have a car for personal use without the high maintenance and running cost associated with private ownership. Members can reserve a car from the Car Club pool which can be easily accessed at predetermined sites. At the same time this club will encourage alternative means of travel, such as walking, cycling, and public transport



Car Club

- Q • Do you occasionally need a car for private use, but don't want to own one?
- Q • Are you running two cars but only need one?
- Q • Do you have a small car and could occasionally use an estate?
- A • Join a Car Club!

History of Car Clubs

Car Clubs originated in Germany in 1988 with 5 people sharing one car. In 1999 there were 7,600 members sharing 300 cars throughout 5 cities

Countries that have adopted Car Clubs

United Kingdom
Denmark
Germany
Italy
Switzerland

Austria
Canada
Sweden
France
United States

Appendix I – Promotional Poster

Mitcham Car Club

A Car Club is...

- **NOT** offering or taking lifts with friends or neighbours.
- **NOT** sharing your personally owned car if you already have one.



What is a Car Club?

The goal of a Car Club is to move away from being dependent on the use of a private car. The Mitcham Car Club will allow members to have a car for your own use without the high costs associated with private ownership. Members can reserve a car from the Car Club pool which can be easily accessed at predetermined sites. At the same time this club will encourage alternative means of travel, such as walking, cycling, and public transport.

Advantages of joining a Car Club

- Cheaper than owning a car
- Reduces traffic
- Safe and easy to use
- Beneficial to the environment
- Flexible
- Fewer parking hassles

History of Car Clubs

Car Share Clubs originated in Germany in 1988 with 5 people sharing one car. In 1999 there were 7,600 members sharing 300 cars throughout 5 cities.

Countries that have adopted Car Clubs

United Kingdom
Switzerland

Denmark
France

Germany
Canada

Italy
Sweden

For Additional Information

Visit our display at McDonalds in the Mitcham Town Centre on the 11th and 12th of April from 10 to 2



Appendix J – Email to Civic Centre

03 April 2001

Residents of Mitcham,

We are a team of WPI students from the States working with the Transport Planning Section of the Merton Council. We are trying to obtain your views toward car share clubs. It would be greatly appreciated if you would reply to this e-mail at MERTONCARS@wpi.edu with: your Name, E-mail address, postcode, and your location in the building. Thank you.

Sincerely,

WPI Students

Appendix K – Databases

Survey Database

Resident/Commuter	<input type="text"/>	Rental	<input type="checkbox"/>
Section of Merton	<input type="text"/>	Hires/Year	<input type="text"/>
Own a Car	<input type="checkbox"/>	Journey Purpose	<input type="text"/>
# of cars	<input type="text"/>	Transport Concerns	<input type="text"/>
Car purchase	<input type="checkbox"/>	Local Bus	<input type="text"/>
Employer provide	<input type="checkbox"/>	Taxi	<input type="text"/>
share/lend/borrow	<input type="text"/>	Train	<input type="text"/>
Commuting	<input type="text"/>	Coach	<input type="text"/>
School/Childminder	<input type="text"/>	Car Lift	<input type="text"/>
Leisure activities	<input type="text"/>	Motorbike	<input type="text"/>
Food Shop	<input type="text"/>	Bicycle	<input type="text"/>
Additional Shopping	<input type="text"/>	Walk	<input type="text"/>
Evenings Out	<input type="text"/>	Reason to Join	<input type="text"/>
Days Out	<input type="text"/>	Motivation	<input type="text"/>
Work < 200 miles	<input type="text"/>		
Work > 200 miles ³	<input type="text"/>		
Weekend/Holiday	<input type="text"/>		

Contact Database

First Name	<input type="text"/>
Last Name	<input type="text"/>
Address	<input type="text"/>
City	<input type="text"/>
Postcode	<input type="text"/>
Telephone	<input type="text"/>
Email	<input type="text"/>

Appendix L – How To Guide

***This is a document provided by Co-Drive of Leeds with the understanding that the Merton Council is the only one to use it.**

A “How-to” guide for all members of Co-Drive

What is car sharing

Rather than owning a car, members of a car-sharing club pay a small monthly administration fee and then they decide when they would like to book a central pool of cars. They are then charged on a “pay-as-you-drive” basis for the number of hours they have booked the car and the number of miles they have driven.

Making your journeys easier, greener and cheaper

So why a car-sharing scheme? Membership of city car clubs in Europe and North America is growing fast because they offer a range of benefits for each member:

- provide convenient access to transport EASIER
- promote alternative transport use GREENER
- save people money CHEAPER

A car-sharing scheme encourages people to make an informed decision about each journey they are planning to make and use an appropriate means of transport; walking, cycling, bus, train ... or car.

At the same time car-sharing schemes have a direct environmental impact. Fewer car journeys mean less congestion and pollution and a reduction in the amount of land needed for roads and parking.

Leeds Co-Drive Limited

Co-Drive was set up as a Limited Company in August 1998 to start a car-sharing club based in Chapel Allerton in Leeds. It followed a period of intense research and planning by local people involved in the Chapel Allerton Transport Project. It is one of the first formal car-sharing schemes in this country.

... and the cars

Co-drive is still in its early development. There is currently one car, shared between 15 members. We expect to acquire a second car when we get nearer 20 members.

Location

The car is currently situated in central Chapel Allerton in a barriered car park in the central shopping area.

Can anyone join?

Not quite! We are currently hiring a car through Willhire rentals who cover our named drivers through their insurance policy. So firstly you have to be between 21 and 70 years old and have been driving for at least one year. If you have certain motoring offences (e.g. dangerous driving, drink

driving) then you will be ineligible. Willhire have to have sight of a copy of your licence and they will make a decision on your eligibility.

Insurance cover

Members are covered for all normal driving situations - whether for business purposes or otherwise. There are various clauses in Co-Drive's contract with you regarding things like carrying passengers for money, taking part in a race or rally or towing vehicles or trailers without consent. Common sense really but please do check through the contract before you sign.

The contract also gives you information about the excess payment that you are liable for:

- £25 for any minor damage
- £100 for any major damage
- £50 for theft of the vehicle

Co-Drive does ask you to drive in a responsible manner at all times with particular regard for pedestrians and cyclists.

Breakdown cover

24 hour breakdown recovery is provided by Willhire - the phone number is on the key fob.

How much does it cost to join

The current charges are as follows:

One off costs

Initial joining fee £10

Members deposit £100 (this will be returned should you decide to leave Co-Drive)

Safe Key deposit £5 (refundable on return of the key)

Ongoing costs

There is a two-tier membership system:

MEMBERSHIP CATEGORY	<i>Regular Member</i>	Occasional Member
Annual subscription charge *	£120	£60
Hourly rate	£1.50	£1.50
Daily rate	£25.00	£25.00
Charge per mile	£0.20	£0.32

* 1. Discounted to £110 (Regular) and £55 (Occasional) for payment in full and in advance; 2. Limited to a total of £200 per household per annum on a cumulative basis

The system is designed so that anyone who does an annual mileage of less than 500 miles a year would be best off becoming an "Occasional Member". Anyone doing a mileage of more than 500 miles a year would be best off joining as a "Regular Member".

Co-Drive is still piloting these charges and it may be that they have to be amended to cover costs over time.

There are no other charges for use - petrol costs are covered within the pricing. The only additional financial outlay might be cleaning the car if you have made it particularly messy.

So how do I join?

Call or e-mail us to register your interest and, once you have decided to proceed, we need to see your driving licence to get a copy of it and a few details to our insurers (currently Willhire). We will then ask Willhire to confirm that they will cover you for insurance purposes and, if that's OK, we will ask you to sign a contract covering all the main details of membership ... and you have joined. Send your licence to Adrian/Linda 32 Methley Terrace, LS7 3PB

And to use a car?

Co-Drive uses an internet booking system. On joining, you will be registered on the system and you just need to go on-line 24 hrs a day to make a booking. You will be able to see when the car is free, and at what time it is booked out by other members. You can make one or as many bookings as you want as far in the future as you want

For those members who do not have access to the internet, you can book by phone. To book the car you call the following numbers and speak to Adrian or Linda:

Weekday office hours 0113 237 4001

Evening and weekends 0113 262 9223

We encourage people to call the office during office hours as there are two phone lines and a booking can be made for you whilst you are calling. If you call at week-ends or evenings, we will have to call you back with confirmation.

(If you have a non-urgent booking you can e-mail codrive@heads.demon.co.uk)

Our experience is that it takes a little time to get into the swing of judging the length of your journeys accurately - please be considerate to other members; late returns could be a real problem for someone else. Booking for an extra hour to cover all eventualities only costs £1.50!

And if it is already booked?

We have to admit it - it does happen! - about one in every twenty booking requests. Many of these were for requests made at short notice (i.e. less than 24 hours notice). We can only suggest that if the journey is very important you book well in advance. As demand grows we will acquire

more vehicles, but we need to be sure of a certain level of usage before we take on the costs of another car.

How long can I have the car and how far can I go?

The minimum booking period is one hour but you can book the car for as long as you want and go as far as you want to go. Obviously cost is the limiting factor and it may be cheaper for you to look for a standard car rental. Again, as we grow, we will be looking to get good deals for members on extended rentals...

And what about the key

The car keys are kept in a safe close to the car location. Members are given a key on joining and taken through the practicalities of accessing the keys and using the car.

Do I have to fill the car with petrol every time?

No. We just ask you to ensure that the tank is at least half full when you return it. If you need to buy petrol then there is an Esso charge card provided. You simply note down on the log sheet and leave the petrol receipt with the card in the car glove compartment. If you need to go to a petrol station other than Esso then you make a note and claim the expenditure against your next invoice.

What's the log sheet?

It's the sheet in the car (on a clipboard) that you record your journey on. The start time and end time of the booking (please use the 24 hour clock e.g. 21.30) and the start and end mileage reading. **Please note you must enter the time your booking ended even if you bring the car back early.**

There's a space for any other notes or comments/suggestions and a tick box to indicate if you have made an inspection of the car for damage. You can cross check against the Damage sheet also attached to the clipboard.

So how do I pay?

At the beginning of each month you will receive an invoice for payment which will detail all the journeys you made in the previous month plus membership charges. **We ask that you send us payment of your account within two weeks of receiving your bill.**

What if I get a parking ticket?

That's something we don't share - you are responsible for paying it!

A clean car...

Of course sharing a car means that the car has to be kept in a clean state. There is no smoking allowed in the car and we ask you not to carry animals. Obviously cars get dirty and Co-Drive will regularly clean the cars (outside and inside). But we ask you to make sure that the interior is clear of all rubbish after each trip and after a long or messy trip we expect you to clean the car yourself - as a courtesy to other members.

What if I need to cancel a booking?

Please let us know as soon as you can. The same procedure is used to cancel a booking, by going on-line. Obviously there are all kinds of reasons why you might need to change or cancel a booking and we are

trying to find a line that is as fair as possible without ending up with too much lost income for Co-Drive.

- As long as you cancel your booking at least 24 hours before you are due to pick up the car then there will be no charge.
- If you have to cancel less than 24 hours before your booking then we will charge half the hourly rate for the period you have booked.
- If you don't cancel your booking, then we will charge the full hourly rate.

And if I can't get the car back on time?

Again let us know as soon as possible. There are phone numbers for Adrian and Linda in the car. If you are held up (and not near a computer to check on-line yourself), then contact us immediately and we will be able to inform the next user. Obviously there can be unforeseen events, breakdowns etc, but we do reserve the right to charge a premium e.g. the cost of a replacement car for another member if you don't return the car on time. For reasons of safety people who book the car to midnight or later are allowed to return it at 6.00a.m. subject to it not being booked by another member.

Do I get a say in Co-Drive

Absolutely. First of all we welcome feedback from members both regarding the systems we are using to run Co-Drive and any ideas for future development. We are proud that we have got to this stage of development and hope that you will feel involved and act as ambassadors for Co-Drive and for car-sharing more generally.

We will also be holding Members' meetings to discuss developments and would welcome your involvement in the running of Co-Drive.

Leeds Co-Drive Limited - March 2001

Appendix M – Car Club List

Community Car Share Network - Useful Contacts and Links

(taken directly from <http://www.carshareclubs.org.uk/links/section1.htm>)

* indicates that the club is operational

Driveshare Car Club, Coventry *

Jo Rathbone

78 Newcombe Road,

Earlsdon

COVENTRY CV5 6NL

Tel: 02476 678735

Email: dan&jo.rathbone@cwcom.net

The Driveshare Car Club was successfully launched on 20 July 2000.

It was set up by the Earlsdon Sustainable Transport Association, founded in 1999 to promote sustainable transport options in the Earlsdon

area of Coventry.

BEST Car Club, Bristol *

Kate Geary

Tel: 0117 908 0376

Email: info@bestcarclub.co.uk

Web: www.bestcarclub.co.uk

The Best (Bristol Environmental Sustainable Transport) Car Club was launched in July 2000 in the Knowle and Totterdown area of Bristol.

It was set up by the Bristol Community Car Club Association, who have plans to launch more schemes across the city, with support from Ecolane. An information pack is available from the contact details above.

Bristol Community Car Club Association

Tel: 0117 908 0376

Email: knowle@bccca.co.uk

Ecolane Limited Transport & Environment Consultancy

Director: Ben Lane

49 Colston Street,

BRISTOL BS1 5AX

Tel: 0117 908 5937

Fax: 0117 908 4182

Email: ecolane@bigfoot.com

Web: www.ecolane.co.uk

Ecolane is a transport consultancy, which offers a transport emissions audit service and provides advice on how to reduce the environmental impact of road transport. Services are offered to industry, European and national government, local authorities and individuals.

Woodgate Car Club, Leicester *

Lucy Pates

Email: lucybp@ntlworld.com

The Woodgate car club was launched in Leicester in July 2000, with assistance from Environ.

Environ

Sal Porter

Parkfield

Western Park

LEICESTER LE3 6HX

Tel: 0116 222 0240

Fax: 0116 255 2343

Email: sporter@environ.org.uk

Web: www.environ.org.uk

Environ is an independent charity helping people and organisations to improve the environment and contribute to sustainable development through advice and practical projects.

Co-Drive *

Adrian Sinclair

11A Allerton Park

Chapel Allerton

LEEDS LS7 4ND

Tel: 0113 216 5146

Fax: 0870 055 3627

Email: co-drive@heads.demon.co.uk

Co-Drive is a small scale car share club, which was established in Leeds in 1998. They now use internet booking through www.u-reserve-it.com.

Manchester Airport Employee Car Club *

Kate Dibble, Manchester Airport Ground Transport

Tel: 0161 489 8740

Claire Oakes/ Amanda Connor, Enterprise Rent-a-Car

Tel: 01925 848100

Reservations: 0800 800 227

The Manchester Airport Employee Car Club, operated by Enterprise Rent-a-Car on behalf of Manchester Airport, is open to everyone who works on the Airport site.

Campus Cars, Cranfield University *

Dr Steven Cousins

Ecotech Research Centre
Cranfield University
CRANFIELD
Bedfordshire MK43 0AL
Tel: 01234 750111
Fax: 01234 750163
Email: s.cousins@cranfield.ac.uk
Web: www.cranfield.ac.uk/campuscars

CampusCars is a car sharing system for students and staff at the University. Cars are available from a Car Station and booking is made via the internet. Members, mainly students, tend to use the cars at weekends and evenings; non-members, mainly staff on university business, hire by the hour during the day.

Edinburgh City Car Club *

394 Ferry Road
EDINBURGH EH5 3QD
Tel: 0131 453 5300
Web: www.citycarclub.co.uk

Edinburgh City Car Club was established in 1999. The club offers a choice of 9 vehicle types including a Ford Fiesta, Mondeo and Transit minibus. Vehicles are available at 22 parking stations across the city - check out their website for the exact locations. The Car Club is administered by Budget Car and Van Rental.

Avis CARvenience, Oxford *

Reservations and Helpline: 0870 909 2200
New members joining line: 0870 902 6900
Avis CARvenience has 6 cars in 3 parking stations in the Jericho and Parktown areas of Oxford. It has been in operation since summer 2000.

BathCar

Barry Maunder
envolve
The Environment Centre
Green Park Station
Green Park Road
BATH BA1 1JB
Tel: 01225 787910
Fax: 01225 460840
Email barrym@envolve.co.uk
Web: www.envolve.co.uk

Envolve, formerly Bath Environment Centre, is a local charity that

initiates projects to promote living and working more sustainable. Envolve Travel Projects works to increase travel awareness in the community and provide advice on Travel Planning issues to employers. They will be launching a car club in Bath in March 2001.

ZEDcars

BedZED

Peabody Trust
45 Westminster Bridge Road
LONDON SE1 7JB
Tel: 0800 028 6298
Web: www.bedzed.org.uk

BedZED - the Beddington Zero Energy Development - is an environmentally-friendly, energy-efficient mix of housing and work space which will turn a disused sewage works in Sutton into an affordable, attractive and viable example of alternative living. The plans incorporate a car share club - ZED cars - which is due to launch in August 2001.

BioRegional Development Group

Jo Taylor
Sutton Ecology Centre
Honeywood Walk,
CARSHALTON
Surrey SM5 3NX
Tel: 020 8773 4095
Fax: 020 8773 2878
Email: jt@bioregional.com
Web: www.bioregional.com

The BioRegional Development Group, who initiated the BedZED development, is an independent environmental organisation bringing local sustainability to the mainstream. BioRegional offer solutions to make sustainable living easy, attractive and affordable.

BioRegional projects use local resources from sustainable farming, forestry, solar energy and recycled waste to meet more of our everyday needs including housing, paper, wood, energy, food and textiles.

AutoNett Enterprises Ltd

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MANCHESTER M14 6WH
Tel/Fax: 0161 224 4814
Email: office@autonetcarclub.co.uk
Email: matchnride@autonetcarclub.co.uk
Web: www.autonetcarclub.co.uk

AutoNett is a not for profit company founded in 2000 to develop and

implement car-sharing schemes within the Greater Manchester area. The scheme offers a preferential data matching service to promote ride-sharing and maximise on vehicle use. Further plans incorporating a car club scheme will offer telephone, email and internet access. Our aim is to have a powerful impact on the quality of life, safety, urban form and economic efficiency to build a sustainable and healthier environment.

Appendix N – Contact List

Smartmoves

<http://www.smartmoves.co.uk/>

e-mail: info@smartmoves.co.uk

Tel: 024 7623 6292

Vauxhall

<http://buypower.vauxhall.co.uk/index.jhtml>

Community Car Share Network

<http://www.carshareclubs.org.uk>

e-mail: office@carshareclubs.org.uk

Tel: 011 3234 9299