Good Practice East Tyrol

1. General information	
Title of the practice	*Developing a region wide e-carsharing system including a new registration and booking app*
Location of the practice	

Location of the practice	Country	*Austria*
	NUTS 1	*AT3 - Westösterreich*
	NUTS 2	*AT33 - Tirol*
	NUTS 3	*AT333 - Osttirol*

2. Detailed description	
Detailed information on the practice	*The idea of launching an e-carsharing system in the region was already created before the corona pandemic occurred. The supply of vehicles has increased as planned even during the pandemic and will continue to increase until 2022. Charging and hiring stations have been established in different central places in the region. A new and simpler registration and booking app was released in mid of 2021. Demand increased especially during the pandemic and over average (if comparing it with demand of other transport modes). The vehicle fleet was used not only for renting, but for parcels services (medical products) and community transport (e.g. Gemeindemobil) with volunteers as drivers as well. This increased the range of the services and the efficiency of usage. Following the idea of mobility as a service, the same booking app can be used for bike sharing in the province as well.* *Together with the service provider itself, the operators of community transport services, flexible transport services, a bank (Raiffeisenbank) and the single municipalities are involved. All shareholders of the bank can use the car-sharing vehicle for free.* *Because of the COVID-19 pandemic a special disinfection regime has been introduced for the vehicles.*
Timescale (start/end date)	*June 2020 – ongoing* *In March 2023, it is planned to get the interface to the public transport provider programmed and to offer a combined (intermodal) booking of public transport and e-carsharing.*
Resources needed	*One additional staff member for the development of new e-carsharing stations and the search for partners with additional demand for e-cars and mobility. Other resources such as the budget for the free test campaign and the budget for advertising and promotion for the new stations. In general, a caretaker for the topic of mobility and the development of mobility in the region is needed.*
Evidence of success (results achieved, benefits)	*The release of the booking app increased the attractiveness of the service significantly (registration with driving licence can be made online now). The number of vehicles was increased from 7 to 14. The number of bookings (even considering booking per vehicle only) increased +64% during an advertisement campaign (with free contingents to use the services) but stabilised on +30% between April 2019 and April 2021.*
Difficulties encountered / barriers	*Disperse settlements reduce the number of potential clients, who can access the vehicles within walking distance. Elderly may not be able to drive the car on their own. Multipliers (e.g. hotel owners) are willing to promote the system to their guests but they fear liability problems in case of damages.*
Potential for learning or transfer / Lessons learned	*The continuous increase in the number of vehicles within the system is now starting to reach a threshold, so that more and more residents and tourists are becoming aware of the system. These developments take time, and the usage figures are slowly but steadily increasing.* *The booking system needs to be simple and integrate many transport services in the region, so that users do not have to register in many different apps (e.g. for bike sharing, different car sharing systems, scooter sharing, public transport, etc.).*
What exactly did trigger the choice of the selected measure	*Another point to be tackled is the cost structure of the service. Free testing phases are very important, so clients can make first experiences with the system and register themselves. Free usage for tourists with a tourist card could be an option (this is established for the regional buses in the region already).*

	Cooperation with companies need to be fixed (e.g. in the course of company mobility plans), where e.g. employees can use the service for free or with discount.

3. References and contacts	
Name	*FLUGS E-Carsharing*
Organisation	*Regionalenergie Osttirol reg.Gen.m.b.H.* *Kärntnerstraße 16/1* *9900 Lienz* *https://mobilitaet.osttirol.com/en/getting-around-in-east-tyrol/flugs-electric-car-sharing/ (English)* *https://flugs.mogo.de/ (German)*
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