

Entering, enduring and exiting:

Car sharing and the durability of alternative household mobility habits

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Our shared journey

1. Car sharing (CS) an arrangement of social, material and institutional elements;
2. CS arrangements are processes marked by stability and change, not static entities;
3. Number of factors shape decisions around entering, continuing with and exiting CS;
4. Take home messages:
 - a. Adoption does not end when households join a CS arrangement;
 - b. CS habits are not as forceful as those of car ownership;
 - c. Need to create conditions that support CS.



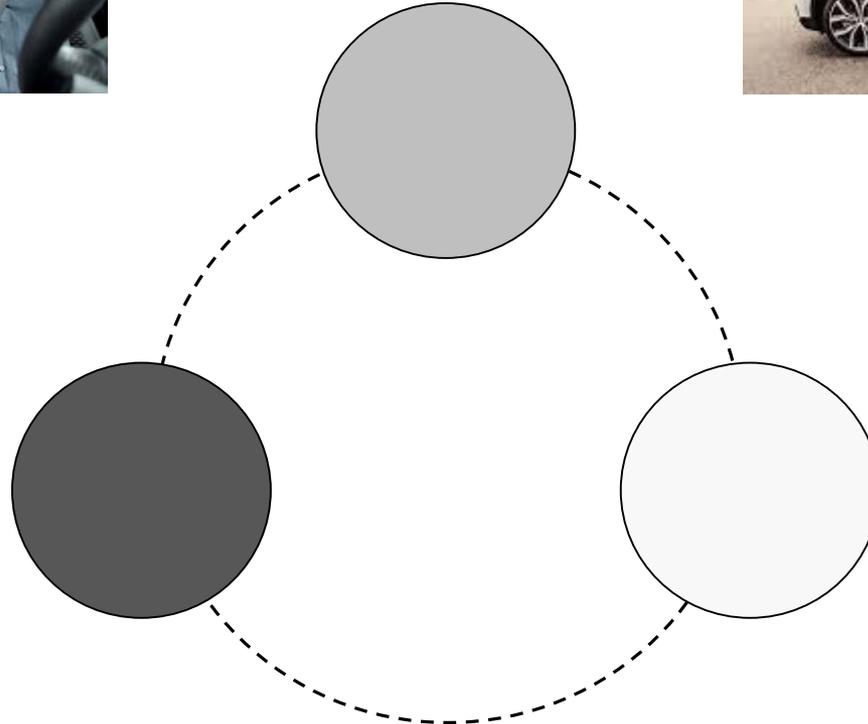
Car sharing arrangements



Social: habits, practices, experiences, encounters, social norms, household routines; visions and discourses



Material: cars (access systems; child seats; vehicle size; comfort); key fobs; online booking systems; on/off-street parking



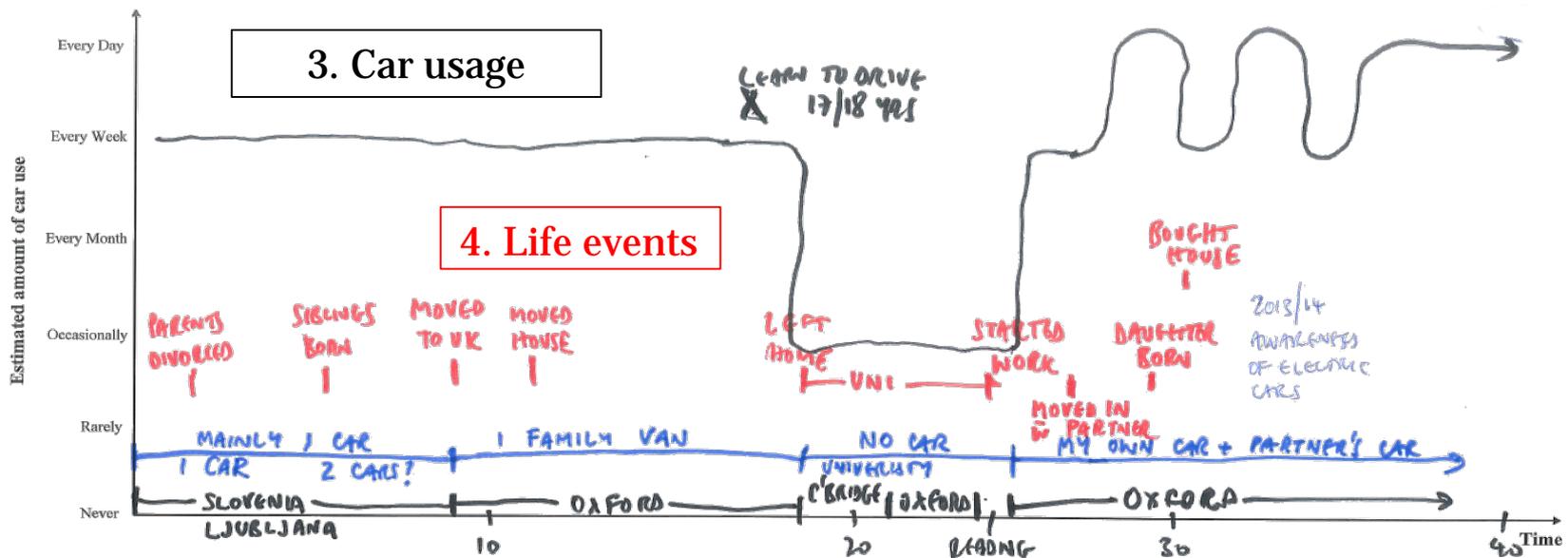
Institutional: business models; pricing; insurance; ownership; parking regulations; urban planning; public transport integration



Biographical-oriented approach

Qualitative interviews in Norway, Netherlands, Sweden and UK.

Topics: household; mobility needs; CS entry and practices; future plans.



1. Locations lived in and when (year/age)

2. No. cars access to (passenger/driver)

Entering into CS arrangement (1)

Entry is a protracted process of decision making with a number of facts, considerations and dispositions playing a role.

Conditions that make households *less likely* to opt for CS:

- 1. Private car is carefully ordered** to support particular activities, goals and projects by: a) increasing speed of movement; b) durable structure (personal items); and c) helps to overcome constraints and reduce uncertainty;
- 2. Proximity requirements:** the timing and spacing of the households' everyday activities, wants and needs;
- 3. Lack of competencies and skills:** Booking, accessing and driving a car; ability and experience to get by using different modes (cycling; walking; public transport).

Entering into CS arrangement (2)

Conditions that make households *more likely* to opt for CS:

- 1. Ambiguous/indifferent orientations towards cars:** generally limited involvement with cars:
 - a) Never developed a 'need' or a 'desire' for cars;
 - b) Reluctant users because of the stress and demands;
 - c) Negative impacts of cars (public space; air pollution);
- 2. Costs and calculative practices:** Key assessment criteria/factor based on prior experiences:
 - a) Private: full costs visible (bills, maintenance, permits);
 - b) Renting: time, effort and costs;
- 3. Contingent encounters:** a) Came across CS deciding about existing car; b) easy or stress-free (included in rent; donate vehicle to the scheme).

Enduring a CS arrangement (1)

The success of CS relies on users' willingness to *endure* new technologies, infrastructures and systems and cope with any issues.

CS habits are often fragile and not ingrained deeply; the boundary between continuation and exiting is fuzzy and porous.



Enduring a CS arrangement (2)

Some factors help to make CS habits more durable:

- 1. Facilitation in the present:** Satisfies household need to occasionally access a car. Based on: a) experiences owning and renting; b) perceptions of alternatives; and c) other modes provide an alternative to the car;
- 2. Positive reinforcement/new possibilities:** reduced stress and worry (maintenance, insurance, digging out of snow); using as part of a holiday; access to parking;
- 3. Having a clear goal:** Living a 'car-lite' lifestyle (retirement; environmental concerns) or being a one-car household;
- 4. Projection of a future norm:** CS to become more normal and widespread (e.g., climate change, air pollution).

Exiting a CS arrangement (1)

Exiting considerations are driven by *frictions* disrupting conditions which previously supported entry and continuation:

- 1. New demands on ordering and affordances:** caring responsibilities (child; parent); hobby/leisure activities;
- 2. Limits to facilitation:** no/limited CS services; poorer provision of public transport; vehicle size and quality;
- 3. Dissatisfaction with costs:** pay for idle time; not ideal for extraordinary journeys (holidays; rural walks).



Exiting a CS arrangement (2)

New factors which contribute to contemplating leaving CS:

1. Opportunity to use or buy a private car:

- a) Borrow/share private (second) cars due to demands, limits to facilitation and dissatisfaction costs;
- b) In Norway purchase of EVs (policy incentives);

2. The lure of private ownership: emotional attachments; instant access; presence of personal items; set-up how you want (seat; mirror; radio).



Take home messages

1. CS arrangements are processes not static entities marked by stability and change;
2. Adoption does not end when households join a CS scheme;
3. CS habits are not as forceful as those of car ownership;
4. Enduring and exiting depend on:
 - a) (Limits to) facilitation;
 - b) Positive reinforcement/new possibilities;
 - c) Specific demands and affordances;
 - d) The lure of private ownership.



Supporting CS habits

1. Positive reinforcement:

- a) Offer information about money, emissions, etc. saved at end of hire;
- b) Compare (when possible) to renting rather than owning;
- c) Reinforce future norm: CS will become more widespread;
- d) Link with other initiatives to reduce car use.

2. Enable diversification and experimentation:

- a) Facilitate new demands through greater range of services, including EVs;
- b) Different pricing regimes for long-term members;
- c) Learn from users and promote innovative uses.