



E-Carsharing Hauffgasse © Smarter Together

Factsheet

E-car sharing in the BWSG Hauffgasse estate

Facts & Figures



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housing complex,
3 e-cars,
1 active group

1

car reservation app

~ 70-80

active users

Contact

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Project partners:

- **BWSG housing cooperative**
- **Participation: wohnbund:consult**
- **On-site maintenance/support: Aktivgruppe**
- **E-car sharing provider: Caruso**
- **Wien Energie GmbH**



Follow this QR-code for the e-car sharing film!



Here you can find more info about e-car sharing Hauffgasse!

**For more details see
www.smartertogether.at**

Project context

E-mobility contributes to achieving climate goals. At the end of 2017, community-based e-car sharing was launched as part of Smarter Together against the backdrop of a comprehensive building renovation in the BWSG housing complex, which has around 500 rental flats. This is a first for an existing non-profit housing complex.

Smarter Together measures

- project idea, project initiative
- networking of actors
- support for the implementers.

Boosting the process

A central task in the development of e-car sharing is mediation. In this instance, wohnbund:consult was commissioned by the housing association BWSG to run an on-site information point from 2013 to accompany the renovation measures. This information point, which was continuously supervised by the project partner, proved to be an important contact point for the residents for questions regarding both the renovation and e-car sharing.

Already in the conception phase, intensive involvement of the residents was promoted by means

of workshops and surveys. An initial information event took place within the framework of Smarter Together during a tenant meeting.

Practical implementation

Since spring 2018, residents have had access to three electric cars: a sporty BMW i3, a Renault Zoe suitable for everyday use and a Nissan Evalia, a people carrier. The selection of the cars was based, among other things, on various mobility surveys as well as on conversations with the residents on site. The Renault Zoe is widely regarded as the most popular e-car sharing vehicle as it is quick and easy to use for trips around town. The BMW i3 has been acquired as an eye catcher).

The three e-cars are easily visible in the space in front of the residential complex and can be booked via the car sharing provider's online platform. The vehicles can be opened using a radio-frequency identification (RFID) card.

The active group

An 'active group' was formed from among the residents to look after and maintain the cars. Its members take care of the e-cars on an ongoing basis, inform and support the users, and in return benefit from reduced



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usage rates. The active group also makes a significant contribution to publicising the project in the housing complex and, in particular, to getting potential users involved. As a general rule, new users are only allowed to use the e-cars after they have been trained by the active group.

Tariffs

The initial tariff model provided for usage costs of €1 per hour plus €0.10 per km. These comparatively low tariffs were made possible mainly due to the EU funding. When the project ends in 2021, tariffs will have to be adjusted to ensure the sustainability of the service.

Monitoring

Data-based monitoring is carried out via the ICT infrastructure.

Lessons Learned

- Processes of change (e.g. redevelopment, densification) often provide a good entry point for the introduction of new mobility concepts.
- Proactive involvement of stakeholders is essential. The active participation of users must be initiated and intensively supported.
- A participative e-car sharing system of this kind also contributes to the promotion of good relations in the housing complex.
- The choice of vehicles should be made together with the future users.
- The presence of a caretaker is crucial. An 'active group' can take care of the e-car sharing on site.
- It is advantageous to have a service partner who can carry out all work on site in a timely manner. Any future changes in tariffs should be communicated well in advance.



Mayor Michael Ludwig visiting the E-Carsharing Hauffgasse © PID - Gökmen

Replication

E-car sharing has been widely promoted as a best practice by the project partners and the umbrella organisation of non-profit housing developers GBV. The experiences with e-car sharing at the BWSG Hauffgasse complex provided essential input for the development and implementation of a new funding scheme by the City of Vienna to support the establishment of this type of location-based e-car sharing system in housing estates.

Holistic thinking about e-mobility

- With the e-car sharing project in Hauffgasse, Smarter Together was able to introduce new, future-oriented topics into the renovation process of the housing complex and thus also contribute to an increased understanding of the renovation measures.
- Through the participatory development of the project, a product has been developed that is suitable for the target group and has a positive effect on communal life in the housing complex. This also has an influence on the image and value of the complex.



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