

Sharing Mobility in Parma

INFOMOBILITY

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ZERO CARBON INFRASTRUCTURE – MASTERCLASS

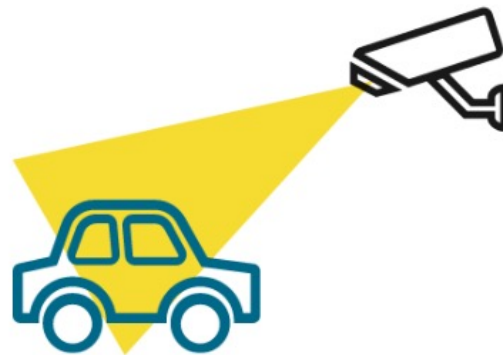
Parma, 30th January 2024

Infomobility: mission

Joint-stock company 100% owned by the Municipality of Parma

The main activities of the company are:

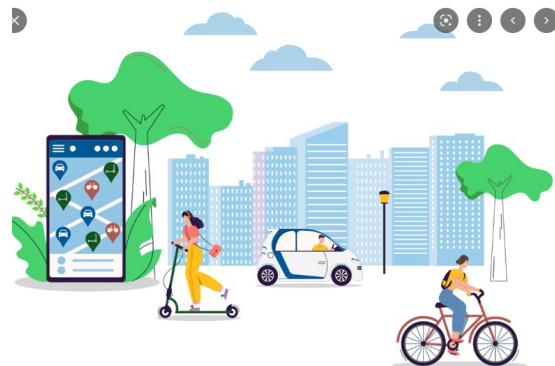
- Parking management: permits and controlling parking spaces in the urban area
- Management of electronic access gates to LTZ and bus lanes
- Management of sustainable mobility services
- Management of contracts with sharing mobility private companies operating in Parma



Sharing Mobility Development

Sharing mobility sector is continuously transforming and evolving...

- Shared mobility has been growing even in the 2023 (in Parma and in Italy)
- **The offer** of sharing services and vehicles has been growing in Parma (1,400 shared vehicles)
- With **vehicles** ever **lighter** and ever **more electric**...
- A **concrete alternative** to the private car for urban travel:
 - ❖ it helps to reduce traffic and improve the quality of the air
 - ❖ it allows people to make green travel choices



Sharing Mobility development

Micromobility success: national trends

- The average **weight** of a sharing vehicle has decreased in the last 5 years, from 400kg to 120 kg
- **91%** of shared vehicles in Italy are micromobility vehicles (scooters - bicycles - motorcycles)

People prefer to rent vehicles that:



they are easy to park and take up little space



reducing travel times in urban area



they limit environmental impacts because they have small electric motors or small batteries



Sharing mobility development in Parma



- ✓ Management of Bike and Car Sharing services station based
- ✓ Public management - Infomobility

- ✓ Reduction of numbers of micromobility companies

- ✓ New 5 private companies arrive to operate in Parma
- ✓ Change of role : tenders published by the Infomobility for private companies
- ✓ Car sharing services, scooters sharing , ebikes sharing free floating

The sharing mobility services in Parma in 2023

BIKE SHARING



BS STATION BASED



BS FREE FLOATING

TIER

CAR SHARING



CAR SHARING FREE FLOATING



ELECTRIC SCOOTERS



SCOOTER FREE FLOATING

**HELBIZ
TIER**

KM TRAVELLED



1 MILION

USERS



35.000

RENTAL



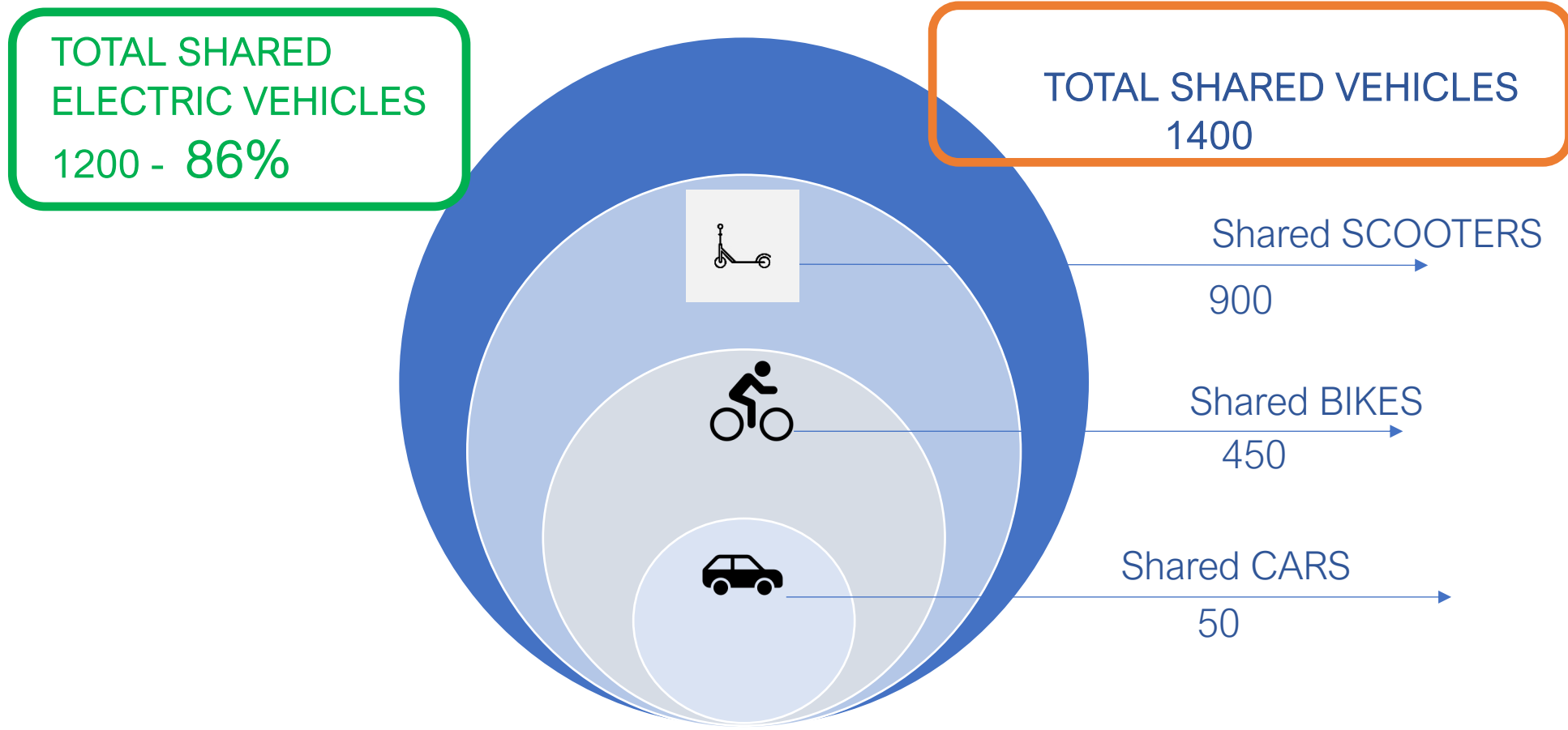
500.000

SHARED VEHICLES



1400

The sharing mobility fleet in Parma in 2023



Different Target Groups for different services of sharing mobility

- **Scooters** preferred by **younger** users and **tourists**, because they are cool and fun
- **E-bikes** favorite vehicles for **adults**, especially for **women** thanks to their versatility and safety
- **Traditional bicycles** preferred by **students** thanks to its affordable prices and they are used by different type of users



The Car Sharing service development in Parma

2007

2020

2022

2023

- Until the 2020 the Car Sharing station based service in Parma was managed by Infomobility (with only 14 vehicles)
- In 2020 a new car sharing free floating service - Allways - was launched by a private local company - from 15 to 50 cars in 4 years
- In 2023 the car sharing service station based closed
- In 2023 a market research show that car sharing service with electric cars :
 - ❖ has very high costs (logistic, annual long term rental fee)
 - ❖ needs an economic support from the Municipality



Mobility sharing company market: economic context

Micromobility is a very young industry in a period of big transformations :

WICH IS THE ECONOMIC CONTEXT TODAY?

- Covid period (2020-2021) : decrease of number of uses due to travel restrictions
- Since 2022 failures of over 50% of the companies, acquisitions and mergers. Than companies start to seek for economic balance and sustenaible business model
- No more loans from banks
- Increase in energy costs
- Most of the sharing companies are now loss-making and unprofitable



SOME CRITICAL ISSUES FOR SCOOTER SHARING SECTOR IN ITALY

- unsafety, mess in city center, new national policies (obligation to wear helmets??)



Mobility sharing company market

Our suggestions in order to support sharing mobility companies

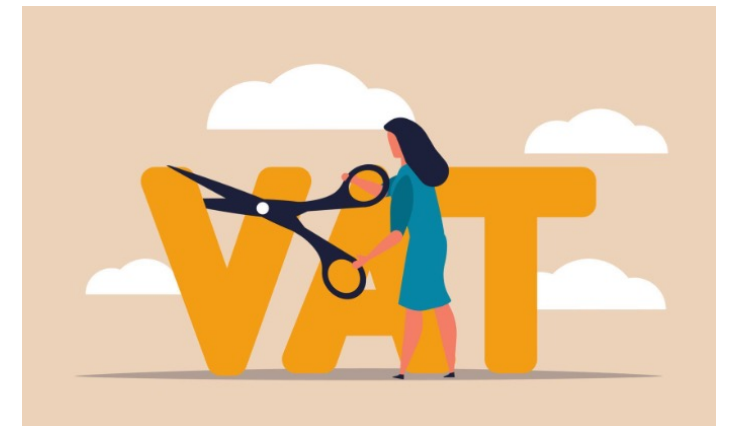
SUGGESTIONS FOR PUBLIC ADMINISTRATIONS:

- To define the public tenders with economically sustainable requests
- To talk with the companies to define public tenders and to implement the service
- To define the minimum number of vehicles in the city and the criteria in order to increase the fleet:
- ❖ better control order on the street reduces the risk to have unused vehicles parked in the city without turnover



SUGGESTIONS ON NATIONAL REGULATION:

- To reduce taxes on private companies in the mobility sharing sector (VAT from 22% to 10%)
- To define traffic rules for electric scooters (limit of speed, helmet requirement, circulation area....)



Micromobility in Parma: critical success factors

Lessons learned

- **Intermodal services** - integration with urban mobility services is strategic
- The service should be **available not only in central area** but also in the surrounding area
- To **limit the number of companies** managing the service in the city
- To make **more efficient logistic costs** (use of **long-lasting battery**)
- To give **real benefits for end-users**: Micromobility requires affordable prices to become a daily habit
- To **limit mess** of vehicles: **intermodal virtual stations** in city center
- To have vehicles built with anti-vandalism technologies

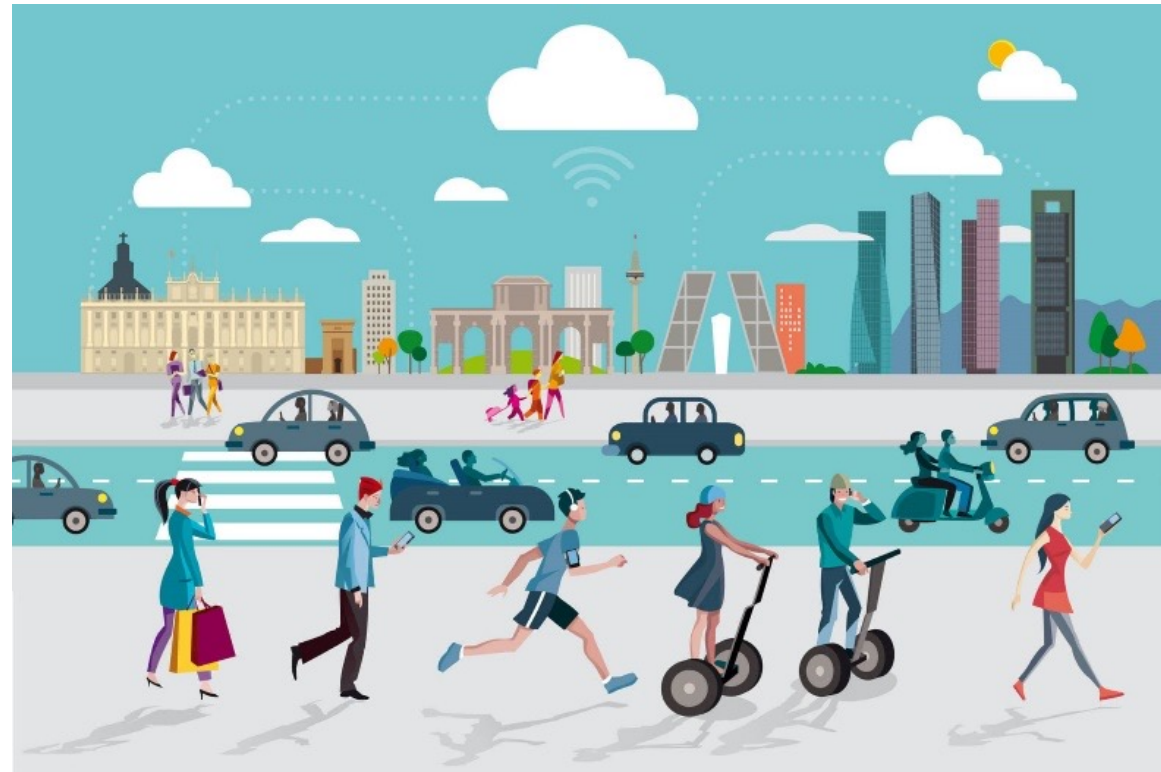


Micromobility in Parma: critical success factors

Lessons learned

Different type of users need different rates:

- **Frequent users:** residents and commuters should pay a long term subscription
- **Occasional users:** tourists and business man dont care about tariffs and could pay more for daily ticket
- **Students** should pay low prices





THANKS FOR YOUR ATTENTION

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