



Ostana – Smart Rural 21 –
Carpooling Intervention sheet
Sharing Multipurpose Vehicle
SO.No1: OSTANA GREEN COMMUNITY

Subject: Cargo Vehicle / persons shared not TPL purposes

Introduction

The idea of carpooling emerged from the Ostana Council and a group of inhabitants particularly sensitive to environmental issues, who succeeded in involving the local community through specific actions during the past years.

The action promotes clean energy for transportation and the reduction of fossil energy consumption for the local community and for tourists, in order to protect the environment, main asset of the village, but also to attract a more aware kind of tourism, to provide a service to enterprises.

The main challenge it aims to address is eliminating or reducing significantly private transportation and carbon emission.

Ostana is evaluating the shifting from private to public mobility through the analysis of data and different hypotheses.

Expected results

Decreasing of circulating vehicles, decrease of polluting emissions

Innovation potential

The Ostana municipality thinks of the carpooling action as one of the pillars of its smart strategy, something that has to become a model in the Alpine region.

Technical Solution: Light transport vehicle in variable combi configuration, with capacity up to 7-9 passengers and up to 700KG (for example Nissan Evolia or similar)

Vehicle purchase and management solution: long-term rental that includes basic insurance and maintenance

Management solution: platform for the management of booking, payment and vehicle monitoring (using applications already on the market and which can be integrated with those for e-bikes)

Owner: subject who signs the long-term rental contract, it can be the local administration that gives it in management, through the platform, to a local subject, which can be either from the third sector or a private person, according to an agreement of price transparency, responsibility for managing and maintaining documentation and separation of financial flows from their activities. Obviously it can also provide the place for parking and shelter of the vehicle. Alternatively, the vehicle can be made available by a person operating in the mobility sector, for public transport, the rental of vehicles, also in sharing

mode, which can directly organize the service on the territory after defining the conditions in accordance with the local administration.

Complementary services:

To complete the service, the manager must provide for the activation of the following services:

- driver insurance: while the general insurance of the vehicle, not being intended for TPL or transport with driver, covers passengers, things, etc., it is advisable, if not necessary, to also provide insurance for those who will rent the vehicle. Cost that obviously must be added to the applied rate
- characterization of the vehicle: it is necessary to provide for the preparation of some stickers, for example, to identify the vehicle well with the initiative
- communication: together with the platform for access to the service, it is necessary to provide a permanent communication action, integrated with the current channels of promotion and management of the territory (municipality, common union, etc.) to spread the presence of the service
- consultancy for the management and processing of user data: since it is necessary to collect the data of those who will use the service, it is necessary to manage the data pursuant to the GDPR and keep the information according to the scheduled times

Type of users and pricing:

Three main types of users can be identified:

- a) Commercial or fixed local operators: all economic activities that intend not to have their own professional means but to use the shared one
- b) Residents (representatives of economic activities or not): occasional rentals that allow residents to either not have their own vehicle or manage special transport needs
- c) Vacationers and other subjects: occasional rentals for specific needs that allow or manage specific transport needs or reduce access to third party vehicles (guests or part of the family unit that can access the area via medium-long distance public transport)

Obviously, the rental times can be different:

- a) preliminary, fixed booking, possibly for a fixed duration and day. Even of medium-long duration (up to 4-8 hours)
- b) reservation scheduled for a limited duration (max 4 hours)
- c) short-term booking for very limited durations (max 2 hours normally)

The rates must also be increasing, and integrate the driver insurance package as an add-on

Some criteria are proposed for the evaluation and then the calculation of the rate.

Given the advantages that are brought to economic operators of managing mobility needs as a cost-service, without specific investments and capitalizations, it would be advisable for the cost of the long-term rental of the vehicle to be covered by an adequate proportional division of use by the users a).

The revenues deriving from users b) and c), being more random, should operate to cover complementary costs, but until there is an experience in this regard, which will depend above all on the contents and pervasiveness of the communication, it can be suggested that initially everything falls within the tariff for users a). Subsequently, a discount may be granted to the latter in relation to the income deriving from users b) and c).

Funds that can be activated

Given that public grants can only be disbursed for investments or the purchase of assets, therefore capitalization, and not of services, such as long-term rental, at the moment there are no active instruments of the Piedmont Region.

To get contributions for the management of services, the only way is to finance experimental or development projects, such as Interregs or those managed by the General Directions, in support of the start-up and promotion phases.

The issue of donations by private entities which can always be activated is different, or the activation of the service by a private operator, as described above, which in agreement with the administration activates a sharing service to fixed stall.

Purchases of services provided:

- Vehicle
- Platform for sharing
- Supplementary insurance

- GDPR certification and documentation conservation
- Characterization of the vehicle
- Communication activities

Note

The tax management of the rental business remains to be verified.



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