OUR JOINT METHODOLOGY

Introduction

Electric car-sharing can help cities cut emissions, reduce private car ownership, and make mobility more inclusive. Yet successful implementation requires more than just vehicles and chargers. It needs clear policies, strong partnerships, and active community engagement.

This guide condenses STEER-NWE's joint methodology into *seven practical steps* to plan, launch, and scale e-carsharing. Each step highlights the

essentials for public authorities and partners, from shaping policy to engaging residents and monitoring impact. Together, these steps offer a roadmap for creating greener, smarter, and more resilient urban mobility systems. Via the QR code below, you can access all information and newest updated about the STEER-NWE project.


Overview

Vision & Policy

A successful e-carsharing programme begins with a clear vision. **Define what you want to achieve:**

- ○ reducing emissions,
- ○ cutting parking pressure,
- ○ or shifting mobility habits.

Integrate e-carsharing into your city's wider mobility and climate plans and clarify your own role: coordinator, facilitator or operator. This alignment creates the foundation for every other decision. Additionally, a solid combination of supply, demand and framework is essential for creating the right environment for e-carsharing.

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        OFFER
      ↗       ↘
FRAME-         DEMAND
WORK
      ↖       ↙
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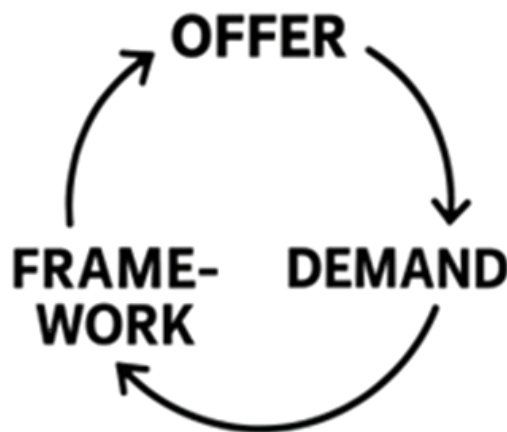
Market Exploration & Partnership

Next, look outward. **Map all stakeholders** (etc. operators, charge point providers, grid managers) and explore the operational models that best suit your city. Station-based, free-floating, shared chargers, or mobile charging,

each option affects space, energy, and regulation differently. Assess market readiness and decide whether to introduce open licenses or public support to kickstart the system.
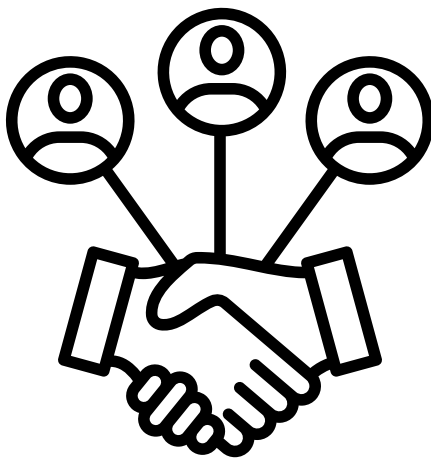
Procurement & Permitting

Procurement and permitting determine who operates and under what conditions. ***Define the service standards, quality criteria and data-sharing requirements upfront***. Decide on incentives, dedicated parking spots, subsidies, or reduced fees for underserved areas. Clear, fair rules attract reliable operators and protect public interest.

Open License	Limited License	Limited License Strong Oversight	Multi-Operator Partnership	Single-Operator Partnership	Municipal Program
Any eligible operator can receive a license if they meet the license terms	Any eligible operator can apply for a license, but limited number available (granted either first-come-first-serve or competitive process)	Any eligible operator can apply for a license, but limited number available; City works closely with operators to regulate service	Competitive process used to select operators for multi-year contracts to partner with City in developing and operating a program	Competitive process used to select one operator for multi-year contract to partner with City in developing and operating a program	City develops and operates program with internal resources and owns infrastructure; City may contract out for support services

Increasing City Involvement, Investment, Ownership, Control and Accountability for Outcomes →
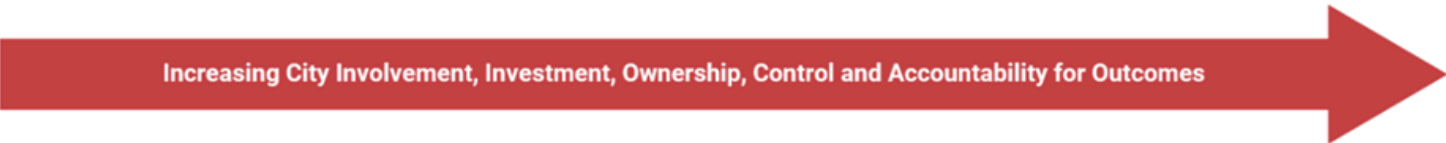
Source: Mark Bennett, Sam Schwartz

Site Selection & Spatial Integration **04**

Location matters. **Choose sites where demand and visibility overlap**: near public transport, dense housing, or workplaces. Check grid capacity, safety, accessibility, and opportunities for multimodal integration. **Engage residents early** to boost acceptance and refine hub design.

Technical Planning **05**

It's time to get technical. **Align the delivery of vehicles with the installation of charging infrastructure**. Define technical specs for vehicles and chargers, ensure interoperability, and explore adding solar or V2X systems to ease grid pressure. A coordinated plan reduces delays and surprises.

VEHICLES DELIVERY

- SELECT VEHICLE TYPES AND QUANTITIES EARLY
- ALIGN PROCUREMENT TIMESLINES WITH OPERATOR READINESS
- COORDINATE LOGISTICS WITH OPERATORS FOR FLEET ARRIVAL DATES
- ENSURE BRANDING AND ONBOARDING TECH READY BEFORE LAUNCH

CHARGER INSTALLATION

- CONFIRM GRID CAPACITY AND PLAN CHARGER LOCATIONS BEFORE INSTALLATION
- CHOOSE CHARGER TYPES AND INTEROPERABILITY STANDARDS
- SECURE PERMIT, SIGNAGE, AND PUBLIC WORKS SCHEDULES IN ADVANCE
- INSTALL CHARGERS BEFORE VEHICLE DEPLOYMENT FOR FAST USABILITY

Communication

People are at the heart of e-carsharing. Communicate clearly, co-create hubs where possible, and offer test rides. Use ambassadors, visible branding, and cost calculators to help potential users understand benefits. Involve your community at every step to turn skepticism into support.

AWARENESS → EXPLORATION → DEEPENING → ADOPTION
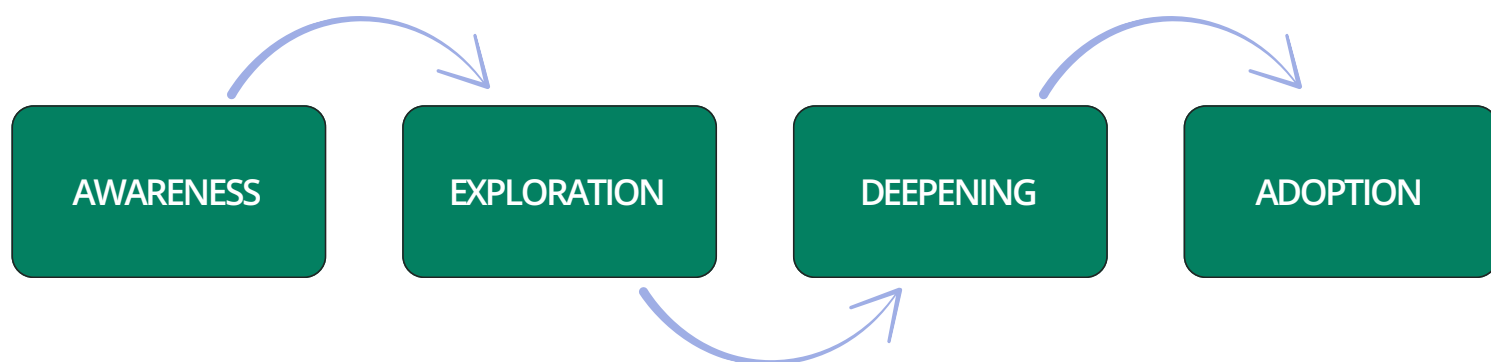
Monitoring, Evaluation & Scaling

Measure, learn, and adapt. From day one, secure the right data through procurement contracts. Track usage patterns, emissions reductions, and user feedback. Use these insights to improve services and scale them to more areas, creating a continuous improvement loop.