



A multi-sites and sustainable carsharing project

To be part of the mobility transformation of an urban agglomeration

Photo credit: city of Saint-Nazaire

// The project

With a sharing of the vehicle fleet started as soon as 2013, the city of Saint-Nazaire looked for a partner to launch an innovative and connected mobility.

// Launch of the project

February 2019

// Sector

Municipality

// Goal

To analyze the fleet's use in order to make it more sustainable and reduce its size.

// Results

After one year of use, the employees fully adopted the new service. The collection and analysis of the data allowed the city to detect vehicles that could be replaced by electric ones. The service should be launched on other locations.

An already initiated pooling of resources

The vehicles fleet of the city of Saint-Nazaire has a specificity: it's shared with the urban community of La Carene. Since 2010, vehicles are shared by several colleagues working for the same department.

In 2013, the approach is further defined by creating an experimental pool gathering vehicles from different directions of the city town hall. Reservations could be made for the day, according to employees needs of transportation, by using an online booking software. Keys had to be retrieved from a secured key box.

From the very beginning the goal was cristal clear: to optimize a fleet that had too many under-used vehicles.



Even if it was efficient, and popular among the staff, this solution to share the vehicles sometimes lacked fiability and flexibility. That's why the city began to look for a telematic solution in 2017 in order to move a step further.

In february 2019, the carsharing solution e-Colibri™, developed by Mobility Tech Green, is chosen. This service combines the online reservation process and the operational logistics of shared vehicles. It also offers other functionalities with added value for the mobility of the city's team.

By developing a shared and on-demand mobility the city was able to reduce the size of its fleet by 15% between 2013 and 2019. Results that are more than encouraging! It also helped to make the fleet «greener» by introducing more electric vehicles. Indeed, the carsharing service provided by Mobility Tech Green gives access to various tools that can help quantify uses (average mileage for example) and thus make the electrification of a fleet more relevant.

“Many services and services work together, all have access to the same vehicles in the Agglomeration. Therefore, we wanted to be able to work with statistical reports, dashboards, and multiple indicators in order to be able to analyze this data according to our needs, in complete autonomy.”

Guillaume Bois Madec, City of Saint-Nazaire’s fleet manager

Goals from our client



The city was looking for a tool offering comprehensive statistical reporting.



Carsharing, by providing data, detected the percentage of use of the fleet and helped to determine the number of electric vehicles that could be deployed.



Avoid using a key box in an office, on sites that, sometimes, don’t have buildings.

The solution

e-Colibri™ corresponded perfectly to the needs of the city of Saint-Nazaire. Dedicated reservation platform, automated key management, possibility of exporting statistical reports: the software and hardware solution has enabled the city to offer a unique tool for the mobility of its agents while obtaining precise analyzes on the activity of the pooled park.

The system makes it possible to prioritize the modes of travel according to the mileage traveled and thus guide users towards more sustainable modes of transport (eg: electric vehicle).

The carpooling module has been integrated to allow agents to easily share their trips. Another special feature of this project is the implementation of a module to manage the level of fuel or charge (thermal or electrical) as precisely as possible.

60

Vehicles

550

Users

4

Sites

« The software tells us which vehicles are available and which are most relevant for our trip. We can then unlock the vehicle with our badge or smartphone and find the keys inside. Everything is done to make our job easier.

Moreover, recently we have been able to borrow a vehicle without a prior reservation, simply by unlocking it with our badge. Only an unreserved vehicle opens. This flexibility allows us to remain agile and respond to emergency situations. While our old system required us to go through the offices to collect and drop off the keys, e-Colibri™ adapts to our nomadic way of working and does not constitute an additional burden for us. »

Pierre Brizais, unit manager in the building maintenance service of the City of Saint-Nazaire and daily user of the carsharing service

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Who are we?





An engineering company specializing in B2B carsharing since 2006, Mobility Tech Green now benefits from global expertise in shared mobility in the workplace.

Thanks to our team of experts, benefit from a reliable solution and complete monitoring of your project.

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A mobility approach rewarded with a Territoria prize

Each year, the Territoria (National Observatory of Public Innovation) prize rewards projects from communities across France in terms of development, culture and governance.

Mobility is also one of the awarded categories. Indeed, this issue is increasingly important for communities. The Territoria Prize jury, chaired by Jacqueline Gourault, Minister for Territorial Cohesion, awarded a silver medal to the City of Saint-Nazaire last November. This prize rewards its professional carsharing system and highlights its commitment to encouraging soft mobility among its agents.

e-Colibri™: a scalable eco-mobility solution



Our e-Colibri™ carsharing solution is perfectly in line with a **Corporate Social Responsibility** policy.

It makes it possible to:

- **Reduce the size of the fleet:** 1 car-sharing vehicle means 12 less individual cars on the road! Carsharing helps you target the ideal type of vehicle for your employees through an in-depth analysis of your fleet activity!
- **Reducing the carbon footprint:** Reducing your vehicle fleet also means doing something for the planet by reducing your carbon footprint. Less pollution, less noise pollution and less road congestion!
- **Introduce electric vehicles:** Implementing a car-sharing service in your fleet can be an ideal entry point in order to introduce new engines and educate your employees about their use. As business travel is often urban or peri-urban over fairly short distances, electric vehicles are particularly relevant if adapted to the uses of your employees.