

SHARED MOBILITY - How to re-organize the mobility Infrastructure



Sandra Phillips is an award-winning expert on the subject shared mobility. She is also founder and CEO of the Canadian shared mobility consulting agency „movmi“. Her goal as a shared mobility architect is to build better and more sustainable transportation systems for communities all over the world by combining public transit with shared mobility.

[Find out more](#) about Phillips

THE SWISS ARMY KNIFE OF TRANSPORTATION

Since about **30% of all greenhouse gas emissions are tied to personal transportation**, it is obviously an area in which changes will have to be made. Sandra Phillips believes that the answer to this problem is **shared mobility**. Ideally there should only be one tool for everything you need to get around. This could be in form of an **App** or a **fare card** for instance.

REPURPOSING THE INFRASTRUCTURE TO MAKE IT MORE SUSTAINABLE

Phillips uses the city of Vancouver as a positive example for **implementing change into their infrastructure and adopting shared mobility**. Shared mobility gives the user access whenever they need it to have the same amount of freedom as having a personal car. In most cases where shared mobility did not work the infrastructure simply was not ready for it yet. In some cases, **the infrastructure simply did not provide safety**.

LESS CARS ON THE STREET

The city successfully **repurposed their parking spaces** to be more accessible for shared vehicles. In Vancouver shared cars users can park in residents only parking zones and at meters **without charge**. This has led to **an increase in membership from 7,500 in 2010 to over 200,000 memberships** today. A quarter of the users have even gotten rid of one of their cars which makes **50,000 cars less on the street**. 40% of all members have refrained from buying a car altogether. In total that's **80,000 cars less on the street**¹. The city of Vancouver has also experimented with a shared mobility fare card ².

CONCLUSION

Phillips believes **that if the infrastructure is repurposed the users will come and adapt**. The shift towards shared mobility has to be made **easier, more attractive, social and timely** for people. If cities can achieve this, the personal car can be a thing of the past.

Watch the full keynote here: <https://youtu.be/JMZYYOpVivA?t=96>

¹ City of Vancouver, 2021; Vancity carshare Report, 2017

² Shared mobility Pilot Report, 2020