

Abstract

Seoul Car-sharing Service Evaluation and its Operation Strategies

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This study evaluates the effectiveness of the Seoul car-sharing service and proposes strategies for providing better service. The car-sharing service was officially launched in 2013. In this study, a survey is designed to examine the characteristics and attitudes of participants. The majority of the members are males ranging in age from their 20's to 30's. Most members were found to be generally satisfied with the service, as suggested by the average satisfaction score of 4.01 out of a total of 5 points.

These results suggest that the car-sharing program has reduced car ownership by 6,200 passenger cars previously owned by the car-sharing members. Broken down, it results in a ratio of one shared car replacing every 3.5 privately owned cars. The surveyed shared car use patterns implied the service might generate an additional 7,900 daily car trips, which can be a negative impact for road traffic conditions. However, it is only 0.02% of the total number of trips made in Seoul, thus likely a negligible impact on the overall transportation system. In general, the service was deemed positive in its effects on Seoul transportation systems, and may need to expand its fleet size and number of members. This study proposes that when the car-sharing system is expanded the following aspects should be considered: 1) public transit and car-sharing systems should complement each other, 2) more environmentally friendly cars should be included in the fleet, and 3) more weights should be put on the provision of social services as its role.

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