



TRB Conference
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About CarShare Vermont

Founded in 2008, CarShare Vermont is a nonprofit organization committed to reducing car dependence and increasing mobility.

Our mission is to provide a **convenient, affordable, and reliable alternative to private car ownership** that enhances the **environmental, economic, and social** wellbeing of our region and planet.



Why Nonprofit?

- Believe it is the most effective business model for meeting our social change objectives
- Financial self-sufficiency is a more realistic and sustainable goal
- We are well poised to collaborate with a range of nonprofits, community groups, businesses, and institutions
- Our business decisions are truly mission driven (e.g. per mile charge, development of low-income program, vehicle models, etc.)



Overview of Carsharing in the U.S.

- Concept originated in Switzerland in late 80s and introduced to U.S. a decade later as urban solution to traffic, congestion, and car dependence
- Mobility service that replaces or reduces private vehicle ownership
- Compliments transit, walking, and biking
- Today there are 28 car-sharing operators in the U.S. serving over 388,000 members.
- CarShare Vermont is among the first “rural” car-sharing programs
- Similar programs exist in Ithaca, NY and Ashland, OR



Key Distinguishing Features

- Decentralized network of vehicles available to members 24/7
- Automated reservation system (phone & web)
- All vehicles are self-accessible (often facilitated by in-vehicle technology)
- Different types of vehicles for different purposes
- Members pay by the hour (or day) *and* mile
- Rates are inclusive of gas and insurance

How It Works

- Join CarShare Vermont (anyone 18+ is eligible to apply).
- Reserve any car for as little as 30 minutes or as long as needed.
- Pick up the car from its designated pod and use a key fob to unlock it.
- Pay by the hour and mile (gas and insurance are included).
- Return the car to its pod.





Local Need for Carsharing

- In Vermont, the transportation sector accounts for 46% of greenhouse gas emissions.
- 80% of these emissions come from private vehicle use.
- Car ownership poses a huge financial burden for many individuals and families.
- There is limited public transportation in our rural region, which means those who cannot afford to own a vehicle are restricted.
- Excess driving contributes to sprawl and poor land use.



Need for Carsharing, cont.

- Vehicle ownership is the number one determinant for car use — when people own a car, they drive it more than necessary.
- Carsharing gives people the choice to own fewer vehicles, which results in a significant reduction in VMT.
- Carsharing is proven to support the increased use of public transit, walking, and biking.

Connecting Carsharing and Transit

- Car-sharing is *not* intended for everyday commuting, nor is it cost-effective.
- It facilitates commuting by alternative means.
- It can be used by downtown employees who regularly commute by bus, but occasionally need a vehicle during the day.
- Employer-paid carsharing provides further incentive to commute by alternative means.
- It can be used as part of an emergency ride home program.





Who are our members?

- Households seeking to reduce ownership or avoid purchasing an additional vehicle
- People who choose to live car-free
- People who cannot afford to own a vehicle
- 17 businesses and their employees
- College students, faculty, and staff
- City of Burlington (6 departments)

Personal Motivators

- Cost savings
- Convenience
- Less hassle
- Flexibility
- Freedom
- Increased mobility
- Environmental benefits





Cost Comparison

Owning a car is expensive. Most people don't realize it because the majority of the costs are fixed. Car-sharing breaks down these costs into bite-sized pieces so they become more apparent with every use.

	Monthly	Annually
Sharing (assumes 10 hrs & 100 mi per month)	\$89	\$1,038
Owning (<u>NOT</u> including driving)	\$477	\$5,724



Impacts of Carsharing

- Car-sharing results in an average 50% net reduction in VMT among members.
- 30% of members get rid of a vehicle or avoid purchasing one.
- Each shared car replaces 7 to 20 privately owned vehicles.
- Car-sharing results in a per member reduction in GHG emissions by an average of 0.82 metric tons per year, even when accounting for the fact that many members increase their VMT by gaining access to a vehicle!

Current Stats

- 530 members
- 9 cars and 1 truck at 8 pod locations
- The vehicles are used on avg. 4.5 hours / day
- Operating at 60% self-sufficiency
- 2.5 staff





Thanks to the early supporters

- Chittenden County Metropolitan Planning Organization
- Campus Area Transportation Management Association
- Vermont Energy Investment Corporation
- A number of Vermont foundations



Biggest Challenges

- Culture of car-dependence is deeply embedded
- Individual behavior change takes time
- Securing public funds for start-up and early expansion
- Getting the business community to join and support the venture



Future Plans

- Expand to Winooski in 2011
- Launch coordinated behavior change campaign with CCTA, Local Motion, and CCMPO in 2011
- Develop how-to guide for other VT towns—in support of expansion effort
- Grow membership to 1,200 by 2015
- Maintain daily utilization of 6 hours per vehicle
- Achieve financial self-sufficiency in core market



References

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- www.carsharing.net
- www.carsharevt.org

Thank you!