

**Colorado House of  
Representatives  
Transportation  
Committee**

**Alyssa Alt - Program Manager  
Ben Turner – Board of Directors**

**eGo CarShare – 501(c)  
[www.carshare.com](http://www.carshare.com)**

**March 7, 2011**

## CarShare Questions

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**What is CarSharing?**

**Who is CarShare?**

**Where is CarSharing?**

**Why CarShare?**

**How does CarShare Work?**

**What are CarShare's Results?**

**What's New in CarSharing?**

## What is CarSharing?

### **CarSharing**

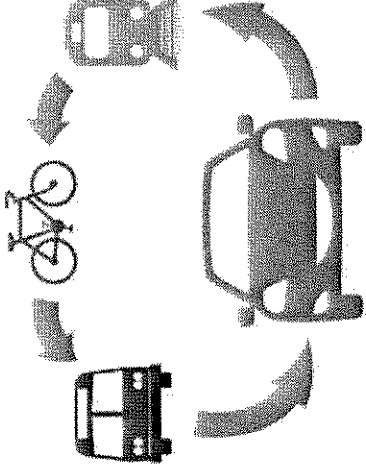
A membership based system of shared car 'ownership' and usage.

Members have access to a dispersed fleet of vehicles that can be reserved for short periods of time.

Members pay for their use through a structured rate.

## What is CarSharing

**Transit-Oriented CarShare** is defined by its environmental and social purpose, rather than business and financial objectives.



To provide people with access to a vehicle for occasional use in a *strategic* manner that helps **support transit ridership**, promotes use of **transportation alternatives** and provides **affordable access** to vehicles for all.

# **Who is eGo CarShare?**

## **Stephanie & Jason - Boulder**



"We use carshare primarily for errands and business appointments. Using carshare is a great way to cut down on transportation costs and save money, plus there are no hassles of owning a vehicle."

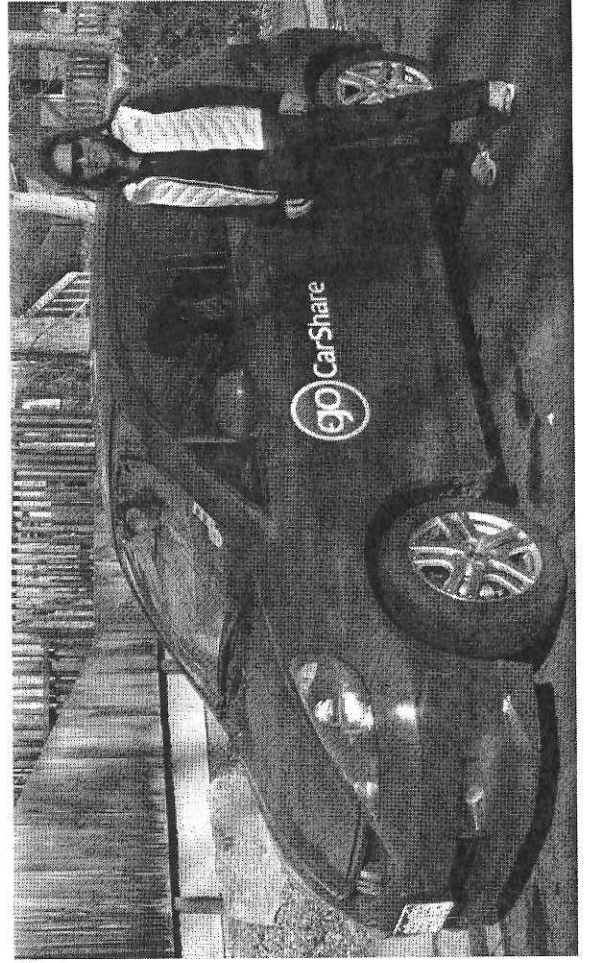
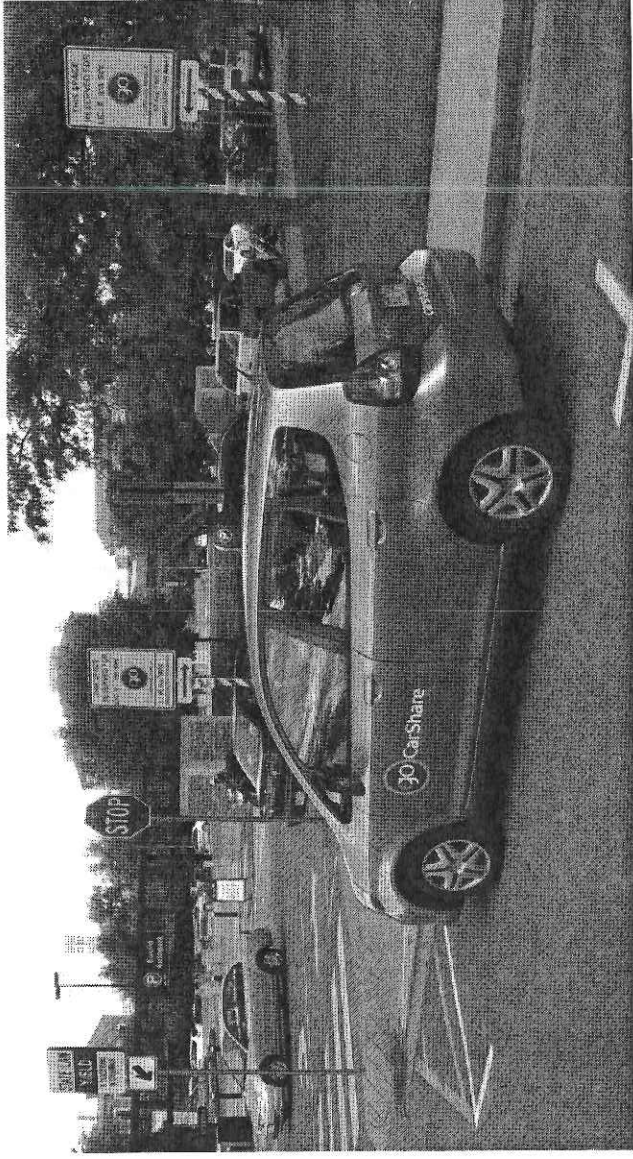
Boulder B-cycle used our truck to distribute shared bikes before their opening day in Boulder last spring, and continue to use vehicles for various operational tasks.

## **Boulder B-cycle**



# Who is eGo CarShare?

"We had some of our students at CU use it to visit schools for class."



"Now that I have my eGo CarShare fob, I can do my grocery shopping at preferred stores.."

# Who is eGo CarShare?

## Josh – Downtown Denver Resident



"Typically, I'm using it for an hour or two hours at a time, I'll go drive for a meeting somewhere and bring it right back. So, it's costing me around \$20 per trip that I use it and I maybe use it two or three times a month."

### **Social Media says:**

"Selling my car tomorrow morning and joining the @egocarshare family!"

"Riding my @Denver\_Bicycle to go pick up my @egocarshare. Love #Denver!"

"Wow! @egocarshare saves the day again! This time with the truck so I can take my broken bike to @Salvagetti!"

# Who is CarSharing

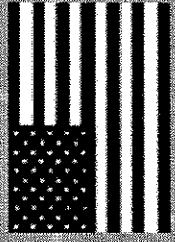


The CarSharing Association works to maximize the environmental and social impact of the carsharing industry.

Member-organizations are committed to providing sustainable transit-oriented urban mobility for the benefit of the communities that they serve.



# Where is CarSharing?



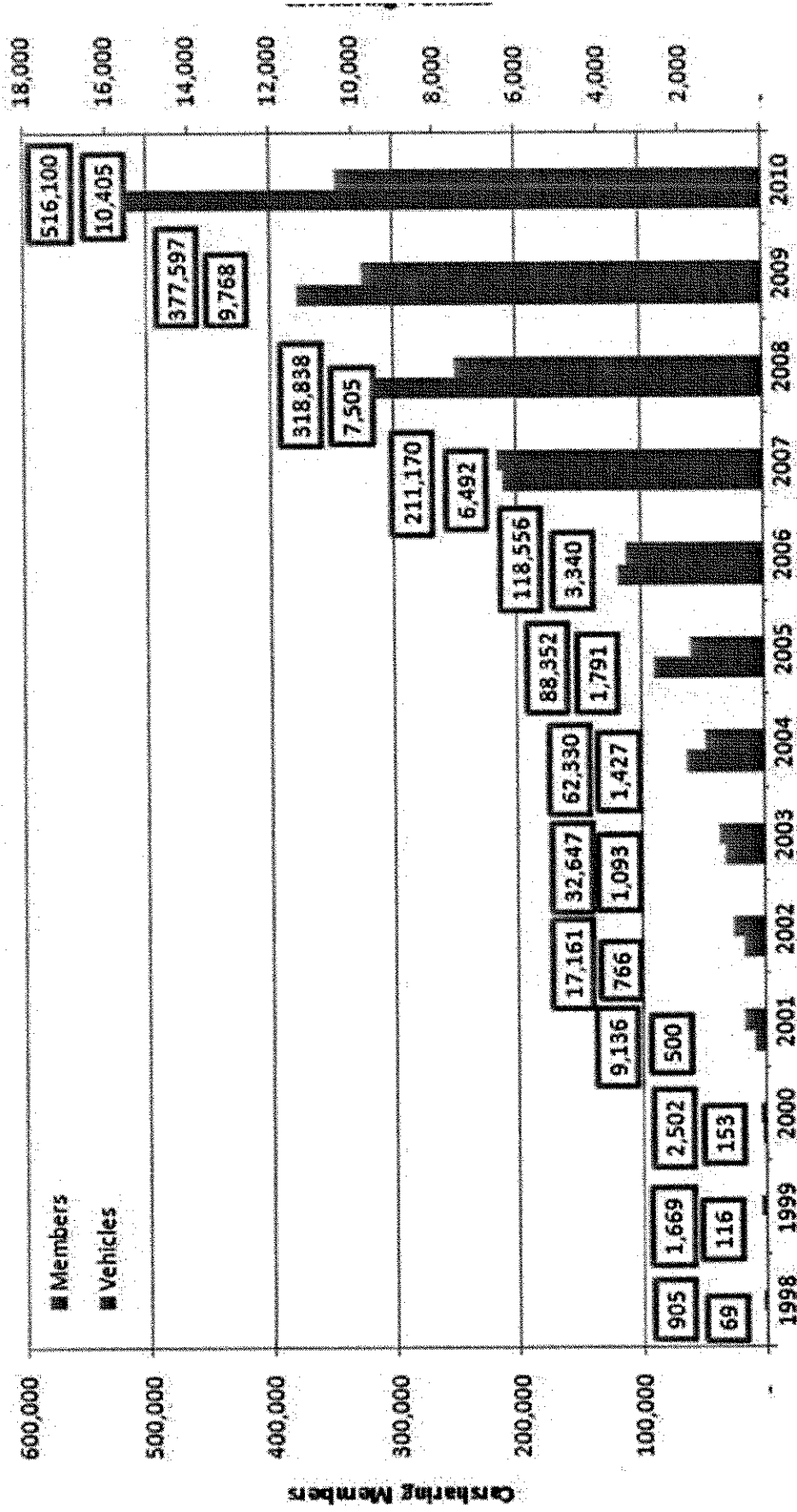
As of July 2011,  
**26** U.S. carsharing  
programs claimed  
**560,572** members  
sharing  
**10,019** vehicles.

**Colorado CarShare:**  
Boulder (includes CU)  
Denver  
City of Aspen  
CSU  
Colorado College

**The majority of US CSOs are  
independent, community-based,  
non-profit organizations**

# Where is CarSharing?

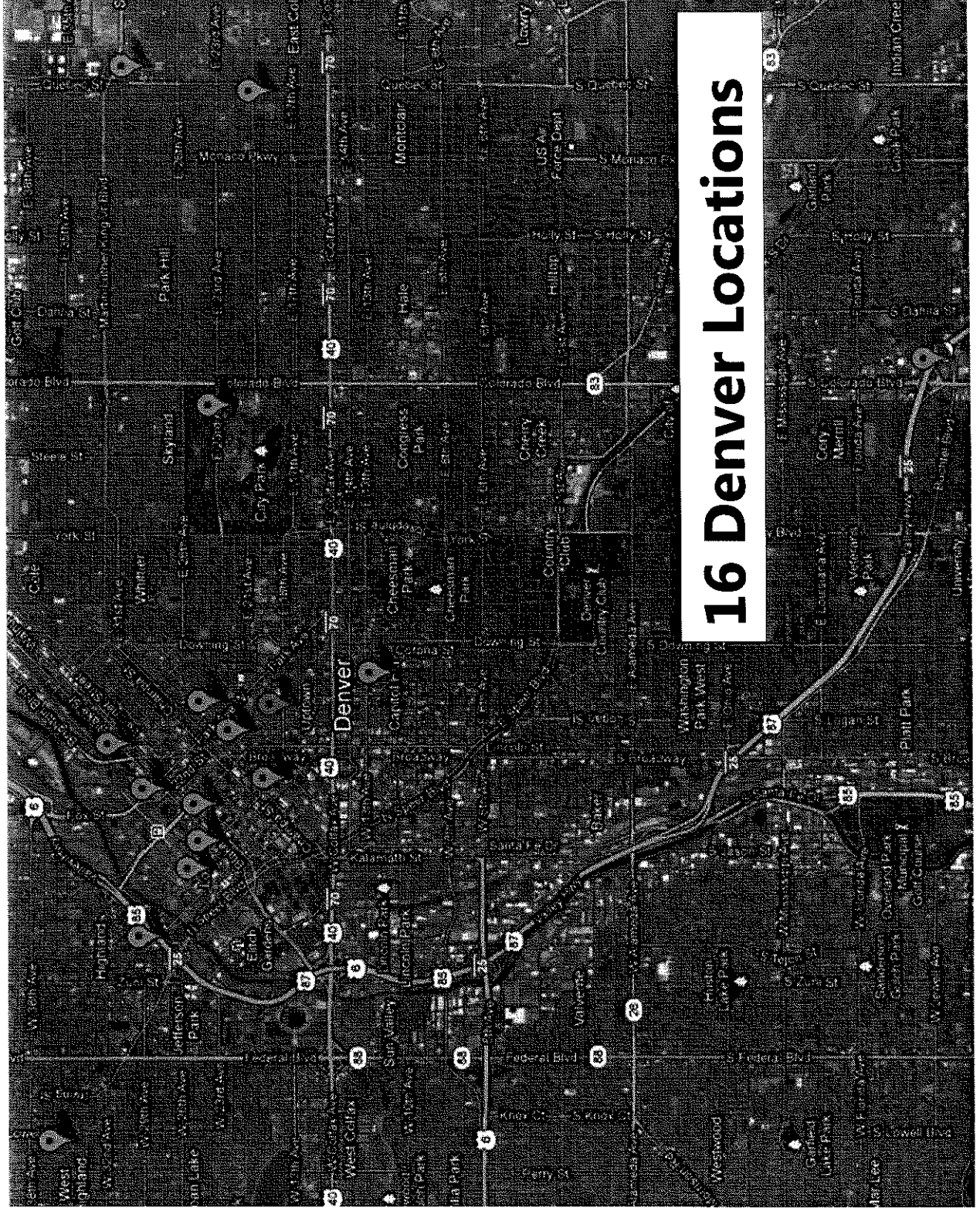
## North American CarSharing Members & Vehicles



Shaheen & Cohen, 2010  
published @ carsharing.net

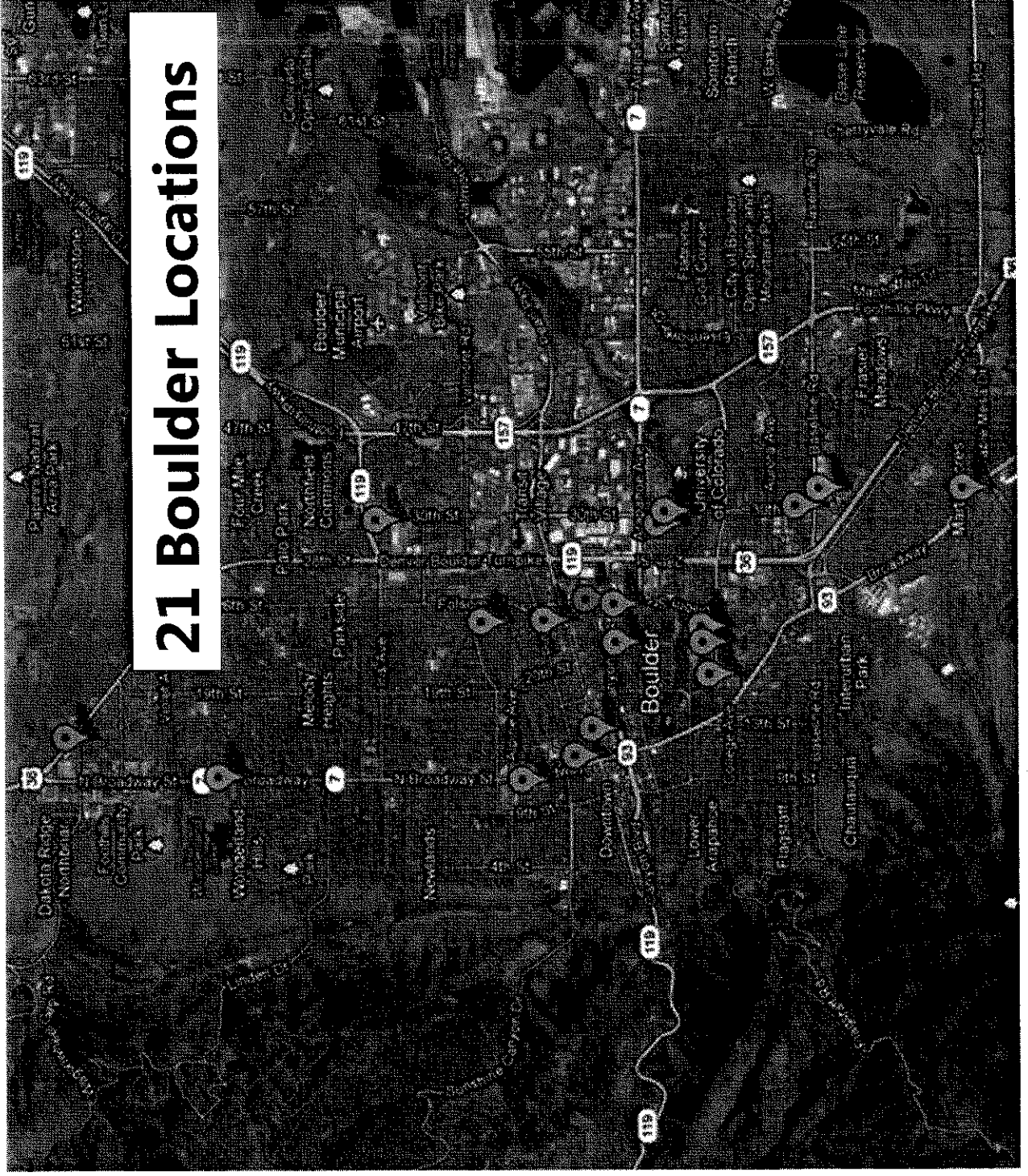
# Where is CarSharing

## Denver eGo Vehicle Locations



# Where is CarSharing

## Boulder eGo Vehicle Locations



# Where is CarSharing?

## Part of the overall Transportation Network



Carsharing provides another transportation option

# Where is CarSharing?

## Case Study: Ithaca, NY

City of Ithaca Pop: **30,000** (100,000 in all of Tompkins County)  
Ithaca Carshare: **1,200** Members; **15** fuel-efficient vehicles  
Launched 2008, steady 30%-50% annual growth

### Results:

- Each Ithaca Carshare vehicle replaces 15 privately owned vehicles
- Fleetwide average fuel economy (2010): 24.38 mpg
- 67% of members said, "Since become a carshare member its is easier for me to get around"
- 83% reported also getting around using local public transit, 67% walk, and 58% bike & 33% reported also getting around using a car borrowed from a family

# Why CarSharing?

**Carmakers' next problem: Generation Y  
People in their teens and twenties are more  
interested in gadgets than cars**

16 years olds by the  
numbers:

- 1994 = 42% licensed
- 2008 = 31% licensed

**'I didn't need it'**



<http://www.msnbc.msn.com/id/39970363/ns/business-autos/t/carmakers-next-problem-generation-y/#.TpWg07JtS70>

# Why CarSharing?

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## **Convenience**

- Locations located within walking/transit distance to home & work

## **Control**

- Members choose best vehicle to fit needs (car, AWD, truck)
- Self-service means Members can do everything via website, mobile or phone
- Choose length of reservation, 15 min up to several days

## **Cost Effectiveness**

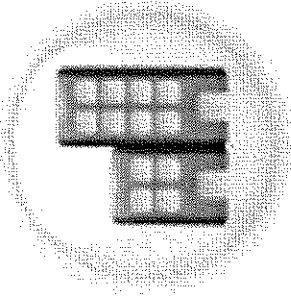
- Members pay per trip, everything included (insurance, gas, maintenance, registration, parking)  
*(annual average of \$7,319 to own, operate, and maintain a personal car, according to the AAA)*

## **Community**

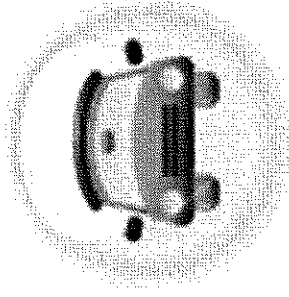
- Reduces VMT & cars on the road (On average 1 carshare vehicle replaces 15 personal vehicle)



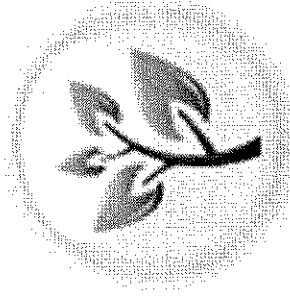
# Why CarSharing?



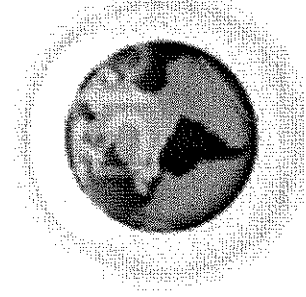
**Economic stimulus** - Anticipated average member savings of \$250 to \$300 per month



**Reduced demand for parking** – carsharing can be used to earn LEED credits & to reduce minimum parking requirements



**Green image** - carsharing is quickly becoming the norm in metropolitan areas



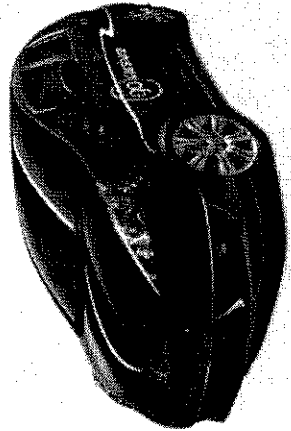
**Environmental gains** - Reduce VMT and auto-related GHG, and encourage alternative mode usage

# How does CarShare work?

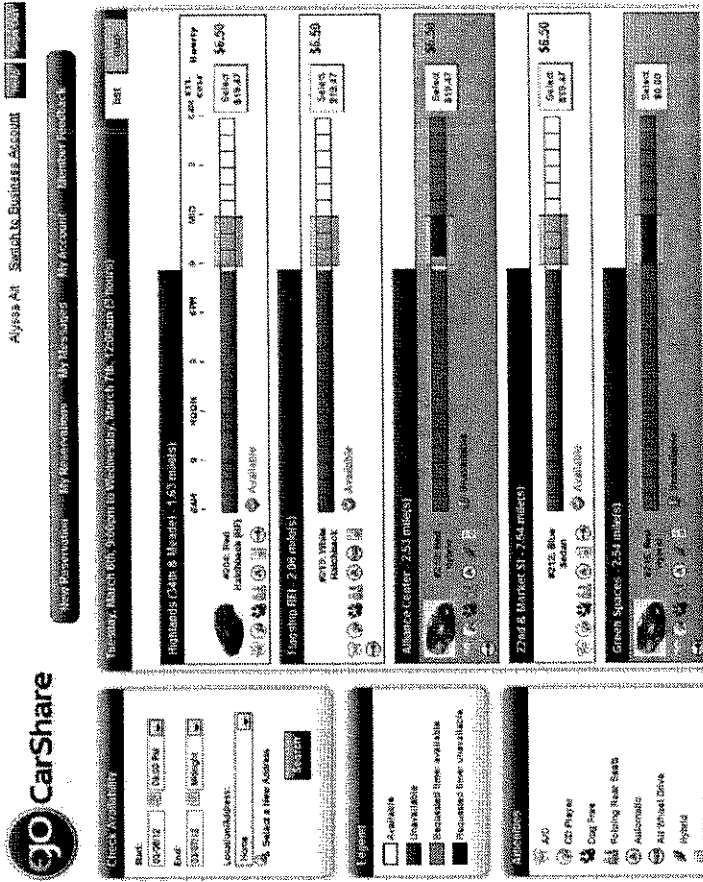
## 1. Join - Online

Individual, Organizational, Dual

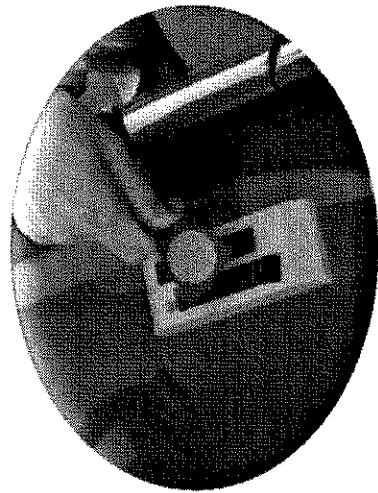
## 2. Reserve - Online, mobile or phone



Choose a car by its location or type!



## 3. Drive - Pick up and return vehicle to same location



Key fob gets you in!

Sample Trip: 2 hours + 10 miles

**Peace of Mind**

(\$0/mo admin fee)

\$6.50/hr x 2

+ \$0.30/mi x 10

**\$16**

**Free Wheelin'**

(\$10/mo admin fee)

\$4.00/hr x 2

+ \$0.30/mi x 10

**\$11**

# eGo CarShare Results

## eGo CarShare Members & Vehicles

	2010	2011	Increase	Growth Factor
# of Accounts	1,018	1,700	682	1.7
# of Vehicles	25	31	6	1.24
# of Reservations	9,521	14,886	5,365	1.6
# of Hours Reserved	46,352	63,917	17,656	1.4

**As of February 2012**

Total Vehicles = **37**

Denver = **16** Boulder = **21**

# eGo CarShare Results

	Before Joining eGo	After Joining eGo	Change	% Change
Average Annual VMT/member	3,780	1,829	Reduction of 1,951	<b>52% Decrease</b>
Cars/household	1.24	0.69	0.55 fewer cars	<b>44% Decrease</b>
Members who live Car-free	31%	46%	15%	<b>48% Increase</b>
Member who Drove alone to work	13%	5%	8%	<b>61% Decrease</b>

**Therefore our program is currently yielding an overall reduction of 3,316,700 VMT / year**

(1951 VMT/member \* 1,700 members = Total annual VMT reduced)

# eGo CarShare Results

## eGo CarShare Vehicles

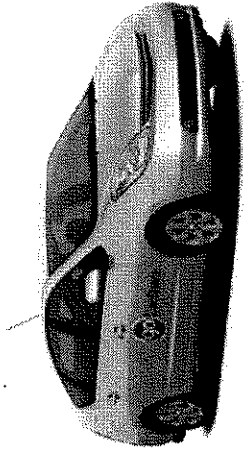
**33.7 MPG** Average fuel efficiency of our entire carshare fleet  
(20.3 MPG National Fleet Average )

These combined VMT and Fuel Efficiency factors translate into:

**224,230 gallons** of gas saved/year =

**4,351,150 lbs of GHG** avoided/year =

**1,978 mtCO<sub>2</sub>e** avoided/year

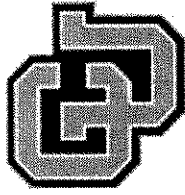


### Primary Vehicle Types:

- Hybrids (Toyota Prius, Honda Accord, Insight)
- Fuel efficient compact cars (Honda Fit, Nissan Versa)
- Specialty Vehicles: 2 trucks & 2 AWD Toyota Matrixs
- 2 CNG converted vehicles (truck & sedan)

# eGo CarShare Results

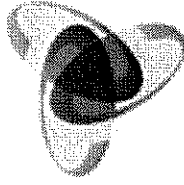
## Partnerships



University of Colorado Boulder



JOHNSON & WALES  
UNIVERSITY



Alliance  
for Sustainable Colorado

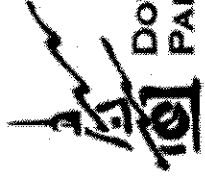
Naropa  
UNIVERSITY

BOULDER **B** *cycle*

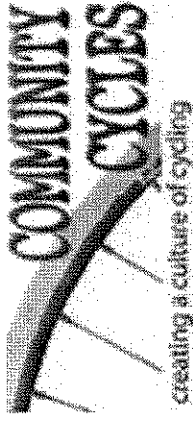
DENVER **B** *cycle*



Transportation  
**SOLUTIONS**



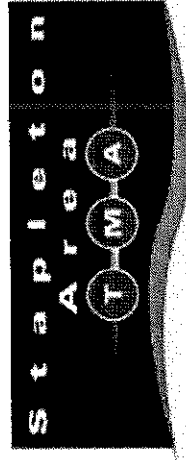
DOWNTOWN DENVER  
PARTNERSHIP, INC.



COMMUNITY  
CYCLES  
creating a culture of cycling



Living  
City  
Block



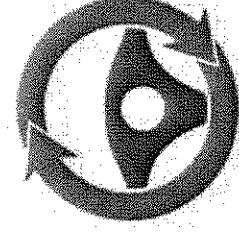
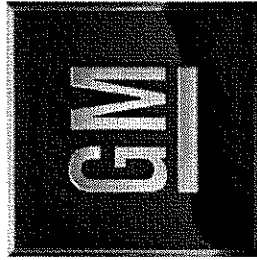
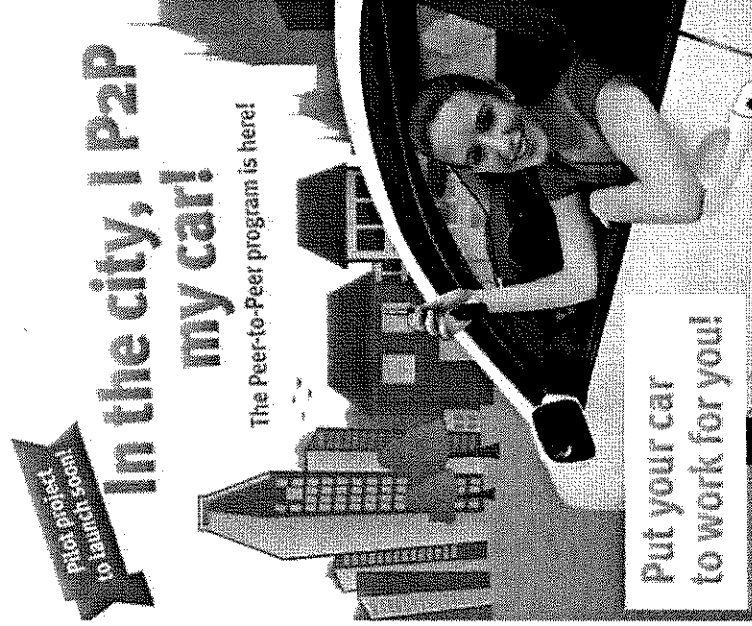
Stapleton  
Area  
TMA



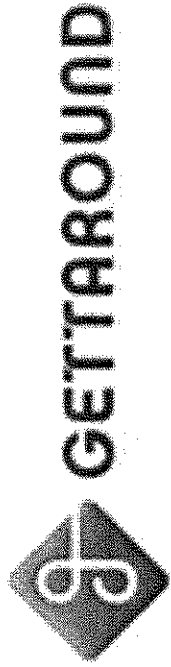
BIKEDENVER.ORG

# What's New is CarSharing?

## Peer-to-Peer (P2P) CarSharing

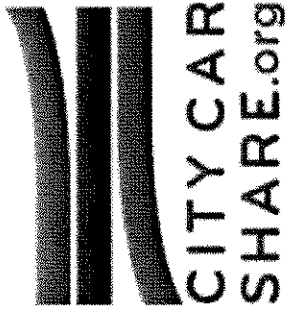


RelayRides



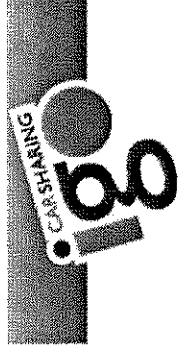
# What's New is CarSharing?

## New Technology



### Electric Vehicles

All of the large (200+ vehicles) Independent CarShare Operators have EVs in their fleet



### One-way CarSharing

Daimler (car2go) & BMW (Drive Now) are testing this concept in a few markets in North America & Europe (Austin, TX; Vancouver, BC; Washington, DC; Nice, France)







Our mission is to **provide and promote alternatives** to individual car ownership, thereby **reducing the environmental and social impacts** associated with motor vehicle use.

**Alyssa Alt – Program Manager, [alyssa@carshare.org](mailto:alyssa@carshare.org)**  
**Karen Warminghaus – Executive Director, [karen@carshare.org](mailto:karen@carshare.org)**

**[www.carshare.org](http://www.carshare.org)**

**303.720.1185**