Demand Management Strategies: Car Sharing Case Study

November 6, 2006
RailVolution Conference
What is Car Sharing?

- Neighborhood-based self-service program that provides access to a fleet of cars on an hourly basis.
- Programs use technology to link a computer-based reservation system with car access via a smart card.
- Programs include insurance, gas, maintenance, on-call service.
- Different models
  - Non-profit and for-profit
  - Differentiate by customer base, locations, types of cars, customer service, and pricing
History of Car Sharing

• Started in Europe
  – 200,000 members

• Came to US seven years ago
  – Available in several major regions around country
  – 100,000 members
I-GO Program

- Non-profit, started by Center for Neighborhood Technology in 2002 with CMAQ funds.
- 100 cars
- 32 neighborhoods in Chicago and two suburbs
- 3600+ individual members
- 100% low emission cars
- Serve individuals, businesses, government, five universities, and a variety of organizations
I-GO Members
**Reserve a Vehicle**

**My Reservations**

**Vehicle and time**

Region:  
- Chicago

Neighborhood:  
- Downtown

Vehicle Type:  
- (Any)

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<th>Tuesday, November 1, 2005</th>
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**From:**  
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**Until:**  
- [ ] on Tuesday, 11/1

[Reserve]
I-GO: Results

- Our survey data indicates:
  - 45% of households sold at least one car or postponed purchasing a car
  - 56% chose not to purchase an additional car
  - Overall auto travel of I-GO members dropped 32%
  - Members saved over $3500 a year
  - each I-GO car reduces congestion by up to 15 cars/year, for a net savings in CO2 emissions by up to 200K pounds/year
  - Biking, walking, and transit use of members increased up to 50%
Philly Car Share Results

- 2,100 fewer cars
- 9.9 million fewer miles driven
- 50% using transit, walking, biking more
- 95% reduced auto emissions
- 440,000 gallons of gas saved
- $4,078 saved annually by each former car owner
Emissions Reduction

BEFORE

Fewer Cars

Fewer Cold Starts

Fewer Miles Driven

AFTER

Cleaner Cars
Members save money

The savings are incredible. I love this program so much it is just the best thing for personal, environmental and economical purposes."

_Cara Martin Howard and family, members since March 2005_"
“Since joining PhillyCarShare and selling our car, Eric and I ride our bikes much more. I've discovered that the bike is faster for going downtown. . . . I can do minor grocery runs on my bike. But the big run for the sack of dog food and canned goods still requires a car. For the record, I'm 55 and Eric is 57.”

-Lois Wickstrom
Fairmount
City Fleet Programs: Philadelphia

- Usage city-wide
- 330 vehicles removed
- $2.0 million annual savings
- 20 departments
- Berkeley, Portland (OR), and Minneapolis have programs
- Chicago starting this month
TOD’s and Car Sharing

– Developer provides parking spaces and marketing for car sharing program
– Great amenity for residents
– Can be condos or rentals
– Can reduce total number of required spaces
  • Vancouver BC– 3 spaces per project
University Programs: U of C

- Provide free car sharing memberships to staff and faculty who agree to forego a parking pass
- Subsidize transit pass
- Provide free ride home
University Programs: Portland State

• Results from Portland State
  – Portland State employee transit use went from 36% to 44% over two years.
  – Campus added 1 million additional square feet (8 new buildings and five were built with zero parking).
Carshare/Carpool Programs: Shuttle Vans

- Minivan shuttles between campus and light rail. University hires shuttle driver.
- When not in use as a campus shuttle (i.e. mid-day), van is available to campus affiliates.
- Eves & weekends – carshare van at light rail station
The Future

The Low Carbon Diet

- CTA/PACE/METRA
- BIKING
- WALKING
The Future

- Estimate that car sharing can work for up to 20% of the drivers in a dense urban area.
- Integrate fully with transit systems through “mobility passes”
- Reduce congestion, emissions, enormous regional savings
- Add in other parts of region through carpool/carsharing and other incentives.
Thank You

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