

'If you live in a city, you don't need to own a car.'

William Clay Ford Jr.,
CEO, Ford Motor Company Ltd.



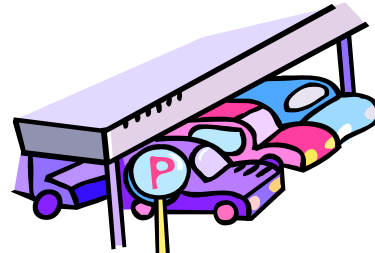
Car Facts:

- The American Automobile Association (AAA) says that, on average, it costs 52.2 cents to drive one mile.
- Household income spent on cars: 20% (1990 - 13.2%) or
- Over \$8,000 per household per year (39% of income for lower income households)



More Car Facts:

- The average N.A. car is driven just 66 minutes a day



- \$8,000 to drive about 400 hours a year
 - Or \$666 to drive about 30 hours a month
 - Or \$22 to drive an hour a day

Ranking of household transportation expenses, large MSAs: 2002/03

Metro Area	Household Expenditures	Transportation Expenditures	Transportation Expenditures as a Share of All	Rank
Houston	47,434	9,891	21%	1
Cleveland	37,487	7,702	21%	2
Detroit	44,039	9,024	20%	3
Tampa	35,776	7,231	20%	4
Kansas City	43,450	8,704	20%	5
Cincinnati	39,030	7,803	20%	6
Anchorage	54,220	10,765	20%	7
Dallas	49,599	9,815	20%	8
Phoenix	44,078	8,659	20%	9
Miami	47,696	8,348	20%	10
Denver	50,208	9,652	19%	11
Seattle	49,114	9,347	19%	12
St. Louis	44,654	8,359	19%	13
Atlanta	39,549	7,400	19%	14
Los Angeles	49,705	9,102	18%	15
San Diego	47,137	8,602	18%	16
Honolulu	44,505	8,023	18%	17
Boston	41,814	7,175	17%	18
Minneapolis	54,068	9,280	17%	19
Chicago	47,016	7,961	17%	20
Milwaukee	40,890	6,797	17%	21
San Francisco	53,125	9,002	17%	22
Pittsburgh	42,102	6,972	17%	23
Philadelphia	40,936	6,510	16%	24
Washington	50,995	7,853	15%	25
New York	50,319	7,720	15%	26
Portland	45,172	6,807	15%	27
Baltimore	39,909	5,005	14%	28

←Our Ranking

The areas with the lowest expenses are those that have the highest public transit use, probably because those areas have lower car ownership. Even a modest reduction in the average number of motor vehicles per household translates into a significant drop in average household car expenses.

Car Sharing/ Car-Sharing/Carsharing

What is it?

History...

Car Sharing, launched in 1987 in [Switzerland](#) and later in 1988 in [Germany](#), came to North America via [Quebec City](#) in 1993 and to Portland, OR in 1998.

Car Sharing: What it isn't...

- Car pooling
- Ride sharing
- Flex fuel vehicles

In the news...

Car sharing gains steam on campuses

Schools partner with services to remedy parking problems

By Laura Bruno
USA TODAY

Carnegie Mellon University has more than 7,000 students, but the downtown Pittsburgh campus offers only 2,700 parking spaces for students, faculty and staff.

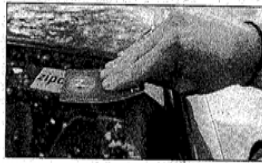
This fall, the school is among more than 70 colleges and universities nationwide partnering with car-sharing services, which provide hourly rentals to members of the campus community.

The services reduce the need for students to keep cars on campus and alleviate parking woes.

The country's two largest car-sharing companies, Zipcar of Cambridge, Mass., and Flexcar of Seattle both started and continue to operate as general consumer services. Each began campus pilot programs in 2002.

"With some 80,000 folks here a day and just 20,000 parking spaces, anybody we can encourage not to bring a car makes it better," said Mary Sienko, University of Minnesota's marketing director.

Low rental ages are one of the attractions for college students. While traditional car rental companies usually shun drivers under 25, Zipcar and Flexcar have reduced the age to as young as 18.



By Karen Manstein/USA TODAY

Wheels for a while: Drew University sophomore Alyssa Goodman of Albany, N.Y., swipes a card across the windshield to unlock a Zipcar for use off campus.

Zipcar began its foray into campus rentals at the Massachusetts Institute of Technology in 2002, with a minimum driver age 21, according to spokeswoman Kim Hamelburg. She said the company launched a pilot program in 2004 at Wellesley College in Massachusetts, and three other schools to include drivers as young as 18. Zipcar's 41 current campus partners are now largely in the 18-plus program. Those still at 21-plus are under review, according to Adam Brophy, Zipcar's development director.

Flexcar, which got into the college business with a pilot program at the University of Washington in 2002, began its broader "Flexcar for Undergrads" program in 2006. It has partners at 31 campuses and offers rentals

to students 18 and older in all but the original program at Washington, spokesman John Williams said. The University of Minnesota launched its Zipcar program last year for 21 and up, but when the age limit dropped to 18 this summer, 80 new members signed up, bringing the total to 400, Sienko said.

Carina Embody, 21, a senior Minnesota advertising major, said she was waiting to turn 21 to sign up, then they lowered the age. This month, she has already used the service five times.

"It's so convenient," said Embody of East Lansing, Mich. "I'd rather not have a car and have to deal with the maintenance and gas."

Both companies charge from \$25 to \$35 for an annual college membership and hourly fees range from \$5 to \$9 for use. The hourly rate covers gas and primary insurance. The companies require those younger than 21 to prove they have supplementary insurance through their own or their parents' policies.

Colleges typically subsidize the program the first two years, until usage rates meet company revenue goals. For example, Rutgers University in New Jersey owed Zipcar about \$6,600 for the past school year because hourly usage of the school's two cars ran shy of the company's revenue goal of \$36,000, according to Rutgers transportation director Jack Molenaar.

That cost is far below the average cost of \$22,000 to construct one parking spot in a lot, Molenaar said.

Bruno reports for the Daily Record in Morristown, N.J.

At U of F:

InsideUF

Your campus news source
Produced by the
University Relations Office
for faculty, staff and students
of the University of Florida
news.ufl.edu/insideuf
January 30, 2007

UF Voices

Time for UF to stand for higher education

Higher education was a big winner recently when the U.S. House of Representatives passed legislation to slash the student loan interest rate in half after the rate was doubled last year.



John Boyka

This initiative marks the first in what House and Senate leaders promise will be great progress for students in higher education this session. A companion bill will be filed in the U.S. Senate that will include the landmark policy change of increasing the maximum award under the Pell Grant program to \$5,100.

This legislation arrives after the rather grim reality of higher education financial aid and accessibility was reported by the Commission on Higher Education, charged by Secretary of Education Margaret Spellings.

Nationally, tuition rates are skyrocketing and financial aid pools are shrinking. In Florida, the Board of Governors just enacted a consultant's report, which cost \$200,000, that outlines the need for a public-based tier system of public higher education, increased resources, and more need-based financial aid programs.

As the U.S. Congressional Session continues and our own state legislative session gets up to begin on March 1, it is imperative for the University of Florida community to come together to support important initiatives that will advance higher education in our country.

The future of our great state and

Top Stories

UF car-sharing, car-pool programs promote green campus

The University of Florida kicked off 2007 by rolling out new programs to help ease its fleet and work toward the goal of a sustainable campus.

"We want to create a balance sheet of the carbon emissions that are created by campus operations," said Allan DeLongper, director of the Office of Sustainability. In January, UF teamed up with the Washington-based car-sharing service Hertz to offer rental cars by the hour to faculty, staff and students.

"We needed a way to lower utility transportation emissions," said Allan Preston, coordinator of UF's quality office. "This really was the best option that we could find for car sharing."

Any student or employee over the age of 18 is eligible to join Hertz for a one-time application fee of \$35 and an annual fee of \$40 at www.fhertz.com. The application fee is waived for UF departments using Hertz for official business.

The membership rate of \$5.50 an hour

includes gas, insurance, maintenance and roadside assistance. Hertz members lease a vehicle and make reservations online.

The car-sharing program fits the overall goal of campus sustainability by providing driving options to use resources more wisely. Some university departments already have given up their vehicles in favor of using Hertz.

"It goes beyond saying that we are going to be a green campus. It's a better use of taxpayer money," Preston said.

UF also now allows recognition car pools and has implemented an online

service to link commuters with other commuters who share specific routes.

Through the UF GreenRide Program, employees create an account through their e-mail address to accept monthly credits for potential car pools in their area. Car pools can now be matched by smoking and music preferences.

"It's a nice, easy way for people to find ways to know people they didn't know before."

To participate, each member of the car pool purchases an annual car pool parking decal for \$60, about one-quarter the cost of an orange or blue decal. Members of a car pool must be full-time UF or Hertz employees. Students are encouraged to use the UF GreenRide Program to share rides with other student commuters. More than 100 people have created a UF GreenRide account since its debut earlier this month.

"Every day we are striving to create car pools that are forming, so we are looking at different ways on campus to increase car pool sizes," said Ron Fuller, assistant director of transportation and parking services.

Last May the U.S. Environmental Protection Agency named the University of Florida one of the best workplaces in the country for commuters after looking at issues like air quality, energy conservation and reduction of traffic congestion. UF was the only university in Florida to make the list for offering commuter benefits meeting the EPA's National Standard of Excellence.

By Peter Panagiotou

"It goes beyond saying that we are going to be a green campus."

Allan Preston
Coordinator of UF's Quality Office



New car pools are forming every day at the University of Florida, due in part to campus sustainability efforts.

Photo by Benjamin

SAN FRANCISCO Business Times

Zipcar speeds toward expansion; car-sharing seeks inside track
San Francisco Business Times - July 14, 2006

by **Eric Young**

Fueled by an injection of cash, a car-sharing service said expansion plans in the San Francisco Bay Area are moving full speed ahead.

Zipcar Inc., which started service in San Francisco last September, said it has expanded into Berkeley and Oakland. The company also plans to double the number of vehicles based in San Francisco to 300 by this time next year.

Zipcar rents cars for a few hours at a time so drivers can avoid the higher cost of traditional car rental agencies or the expense of owning a vehicle.

Monday, May 20, 2002, 12:00 AM

Filling 'missing link' in transit. By Sara Jean Green

Seattle Times Eastside bureau

At Kirkland's farmers market, Stacey Rush bought salad mix, arugula and cinnamon bread. She picked out plants for her garden: pumpkin, cucumber and broccoli. She purchased a big bouquet of red and white tulips, cradling the flowers in the crook of her arm.

"This is my problem — too many things to take on the bus," said Rush, 35, a city storm-water-utility engineer on her lunch break.

But she didn't have to juggle her groceries and briefcase on public transit. Instead, she walked a block from the market to a parking lot at the corner of Lake Street and Park Lane. There, she popped the trunk on a Honda, one of two Flexcars introduced to the city a month ago.

Flexcar, a Seattle-based company founded in 1999, now has a little more than 5,000 members nationwide participating in its car-sharing programs, said John Williams, a company spokesman. The bulk of the members — 3,700 — live in Seattle.

In Bellevue, 100 people have signed up to drive the three Flexcars parked around the city since the fleet was introduced eight months ago. In Kirkland, Rush is one of 50 city workers to embrace the program that is now being rolled out to the larger community.

Flexcar is meant to be a flexible alternative for commuters, people without cars or those who occasionally need a second car for quick, close-to-home trips. The company pays for maintenance, parking, insurance and gas on the 70-plus sedans and pickups in its Puget Sound fleet, while members pay for the time and miles they drive. All Flexcar vehicles are less than 3 years old.

And because most people use a Flexcar only weekly or monthly, chances are good members can get a vehicle — even on short notice — whenever they need it, said Williams.

Now in the greater Seattle area; Portland/Vancouver, Wash.; Washington, D.C.; and, most recently, Long Beach, Calif., the company hopes to expand to 30 additional regional markets in the next five years, Williams said.

People who could car pool, bus or bike to work are often loath to do so if they think they might need their car during the day to run errands or make emergency trips home, said Williams. So they drive, using their cars as "mobility insurance" — even if their vehicles sit in a lot all day, he said.

"Flexcars are the missing link in neighborhood transit systems because, sometimes, you just need a car," Williams said.

From <http://www.masstransitmag.com/>

Residents Call for Car Sharing - Zipcar Responds

BROOKLYN, N.Y., June 12 /PRNewswire/ -- **In response to high demand for alternative transportation options from local residents and community leaders, Zipcar, the world's largest car sharing company, today announced it will launch service into Fort Greene and Clinton Hill. With the help of local community members and organizations, Zipcar has responded to hundreds of requests from local residents by placing vehicles at convenient locations throughout the neighborhoods, giving local residents easy and affordable access to cars when they need them.**

Due to the overwhelming demand, Zipcar is immediately bringing five vehicles to both the DMK Garage at 116 Waverly Avenue and the Armory Parking Garage at 172 Vanderbilt Avenue, with plans to bring as many as 10 additional cars to Fort Greene and Clinton Hill during the next several months. The fleet will include a range of self-service Zipcars, including Honda Civics, Mazda 3s, and Volkswagen Jettas. Zipcars will be immediately available to all members by the hour or day, **allowing residents the freedom of car ownership when current transportation options do not meet their needs.**

[http://www.masstransitmag.com/web/online/Top-Transit-News/Residents-Call-for-Car-Sharing---Zipcar-Responds/3\\$3663](http://www.masstransitmag.com/web/online/Top-Transit-News/Residents-Call-for-Car-Sharing---Zipcar-Responds/3$3663)

By [PILAR ULIBARRI de RIVERA](#)

Palm Beach Post Staff Writer

Wednesday, June 27, 2007

Most people are familiar with timesharing, where a group of people chip in to maintain a condo that they all use at different times.

Imagine doing that with a car.

The concept of car-sharing is being used in about 600 cities worldwide — and it could be coming to Delray Beach next.

On June 12, Seattle-based Flexcar, a car-sharing business, made a presentation to the city commission to introduce the idea.

"The idea certainly has merit," said City Commissioner Woodie McDuffie. "I've seen cases where I would be interested in doing it."

Under Flexcar's program, which is used in 12 cities nationwide, the company parks vehicles in neighborhoods throughout a participating city, university or company.

Clients must become members and make reservations online or by phone. Then the user swipes a card on an automated device on the car to open the vehicle door, Williams said. The ignition key is left inside.

Vehicles in other Flexcar locations, such as the University of Florida in Gainesville, range from sport utility vehicles to minivans, sedans and sports cars, among others. Williams said 30 percent of the company's vehicles are hybrids.

From <http://www.carsharing.net/>

Car Sharing provides flexible wheels for an urban lifestyle. It's instant-access to a network of cars throughout the city, 24 hours-a-day, paying-per-trip, without commitment or inconvenience:

- as **EASY** as hailing a cab,
- the **FREEDOM** of your own car,
- as **AFFORDABLE** as a latte,
- **FASTER** than renting, and
- lets you **KICK the CAR HABIT**



a daily magazine on the Web. Founded in 1996, we are a general-interest publication offering analysis and commentary about politics, news, and culture.

ZIPCAR MAKES CAR SHARING SEXY, NOT SORRY.

By Paul Boutin

Posted Tuesday, Sept. 5, 2006

One of Zipcar's Mini offerings

Carpools, hybrids, buses that run on banana peels—it's too bad car sharing gets lumped in as another save-the-Earth guilt trip. Here in San Francisco, a hybrid plastered with [City CarShare](#) logos is the only politically correct way to be seen behind the wheel by your poetry-slam buddies. Challenge CarShare members on their dubious eco-friendly stance (they're still driving, aren't they?) and they retreat to liberal high ground: "[It's a nonprofit.](#)" **If only City CarShare could lose \$50 million a year, it'd be as hip as public transit.**

The dirty secret of car sharing is that it's not just for the environmentally or economically conscious. Car sharing is the ultimate pedal-to-the-metal lifestyle option for upwardly mobile, status-conscious, free-spending yuppies like me. So far this year, I've blown close to \$4,000 on [Zipcar](#), the unabashedly for-profit counterpart to City CarShare. I joined in January when my own vehicle needed long-term repairs. After it came back from the shop, I found myself making excuses to keep renting Zipcars instead.

What is Car Sharing?

"Car-sharing is a service that provides members with access to a fleet of vehicles on an hourly basis." TCRP Report 108

"Car sharing, essentially short-term car rental, has true believers praising its cost-effectiveness and convenience." December 25, 2006 U.S. News & World Report.

"...several major rental-car companies have joined the car-sharing movement by offering rentals by the hour at select location, and opening more neighborhood locations near mass-transit stops and major employers. The hourly rentals are a good option for families who need the occasional second car." Sept. 2007 Alaska Airlines Magazine.

"... the missing link in neighborhood transit systems because, sometimes, you just need a car." May 2002 Seattle Times

An alternative to car *ownership* that provides convenience, control, cost effectiveness, and benefits the community

- **Convenience**
 - Multiple cars conveniently parked in reserved neighborhood parking spaces
 - Most are walking distance to home, work, or public transportation and available 24/7
- **Control**
 - Members select the car that best fits their need (hybrid sedans, SUVs, convertibles)
 - Easy to use web-based (or phone) system
 - Members reserve vehicles for 30 minutes to several days at a time
- **Cost effectiveness**
 - \$9/hour includes gas, insurance, maintenance, parking; \$60/day
 - No hidden charges
 - Members cite savings of \$200-\$500 dollars/month
- **Community**
 - Reduces traffic by removing 1 out of every 14 vehicles from the road
 - Helps reduce emissions and fuel consumption

Car-sharing in the United States

- **18 Organizations in the United States (as of January, 2007)**
 - 3,637 Vehicles
 - 134,094 members
 - Zipcar and Flexcar, the 2 private, national, for-profit companies merged November 2007
- **Growing in popularity**
 - Membership and revenues have *doubled annually* since 1998
 - Average Age: 30 to 40 years (21-75 are typical limits)
 - Transit, bike & carpool commuters who live and/or work in the city
 - Well-educated
 - Socially, Financially and Environmentally Conscious

Source: TRB / TCRP "Carsharing Where and How It Succeeds"
- **Where? Large metro areas and university campuses**
 - NYC, LA, Washington DC, Philadelphia, Boston, Seattle, San Francisco, Atlanta, San Diego, Portland
 - UCLA, University of Maryland, University of Washington, Emory University, University of Portland, UCSD, Berkeley, Harvard, MIT, NYU, etc.

Example: University of Florida, Gainesville

[Membership Plans](#) > [On Campus](#) > [UF On Campus](#) > [UF Details](#)

Vehicle Locations at UF

Here are the vehicle locations on UF's campus:

Sedan Hybrid 2	Southwest Archer and North-South Drive (SHANDS Hospital and Health Services)
Minivan 3	Southwest Archer and North-South Drive (SHANDS Hospital and Health Services)
Sedan Hybrid 4	University Avenue and Buckman
Sedan 5	University Avenue and Buckman
Utility Vehicle 6	Inner Road and Route 441 (College of Art)
Pickup 7	Inner Road and Route 441 (College of Art)
Minivan 8	Museum Drive and Center Road (Reitz Student Union)
Sedan Hybrid	Museum Drive and Center Road (Reitz Student Union)

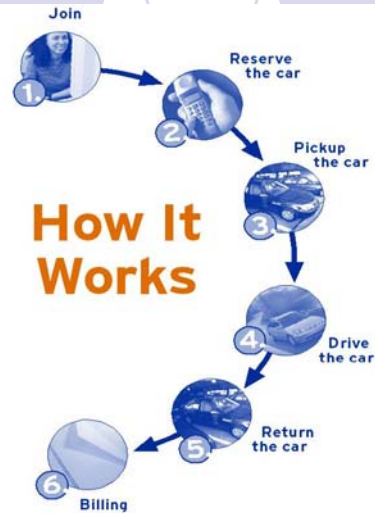


Vehicle Options

- New, reliable, fuel efficient
- Gas-electric hybrids, sedans, vans, pickup trucks and AWD vehicles
- Professionally cleaned and maintained
- 24x7 roadside & on-call assistance



How does Car-sharing Work?



How It Works

Web Reservations

The nation's first and best car-sharing company. [Login](#) [Join Now](#)

[How It Works](#) [Is It for You?](#) [Membership Plans](#) [Cars & Locations](#) [Check Rates](#)

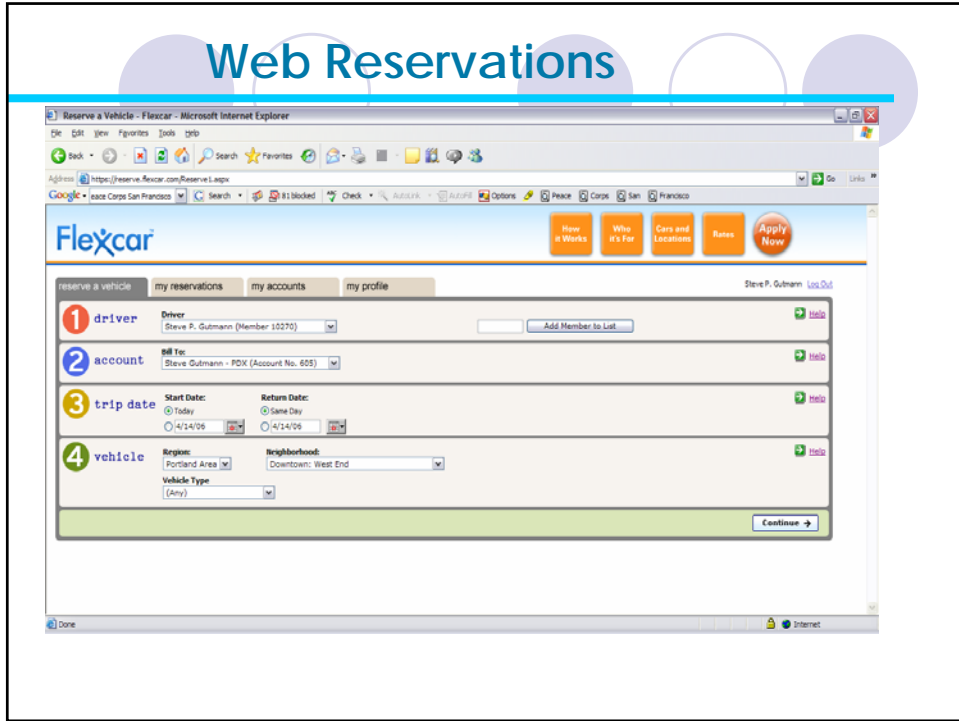
Car-sharing: it's transportation, simplified.

Flexcar's modern fleet of Ultra Low Emission Vehicles and fuel-efficient hybrids is permanently parked around town and at convenient spaces near homes and workplaces; members just use them when they need them, paying only by the hour. The gasoline, car insurance, parking and maintenance are on us.

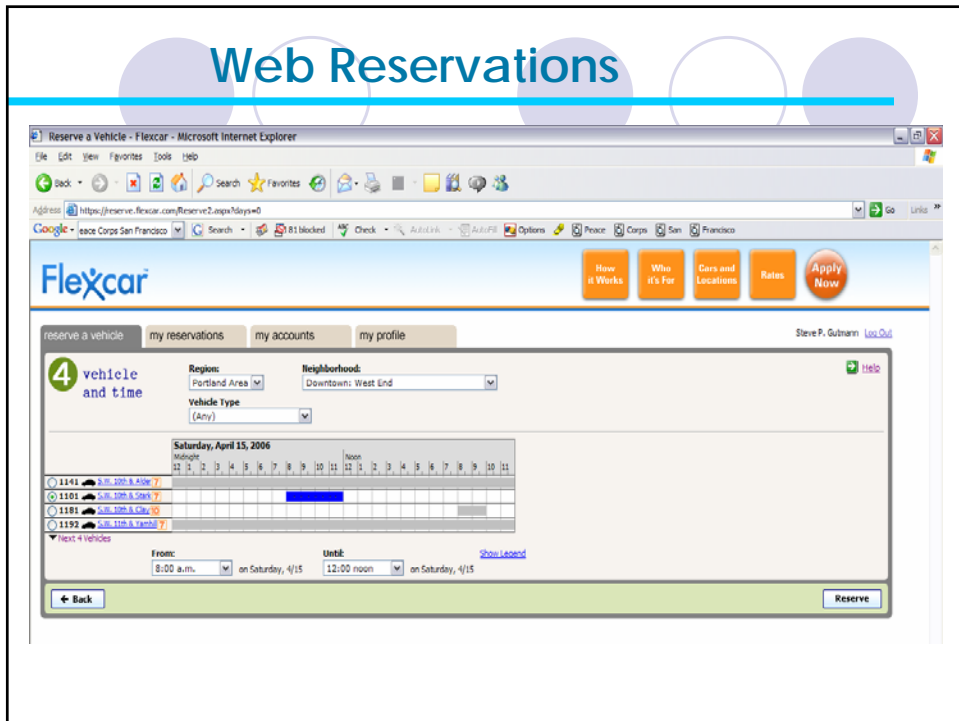
[Flexcar for Businesses and Organizations](#)
[Special Offers and Events](#)
[Subscribe to Newsletter](#)

[News](#) -> [New Special Offers in Atlanta area!](#)

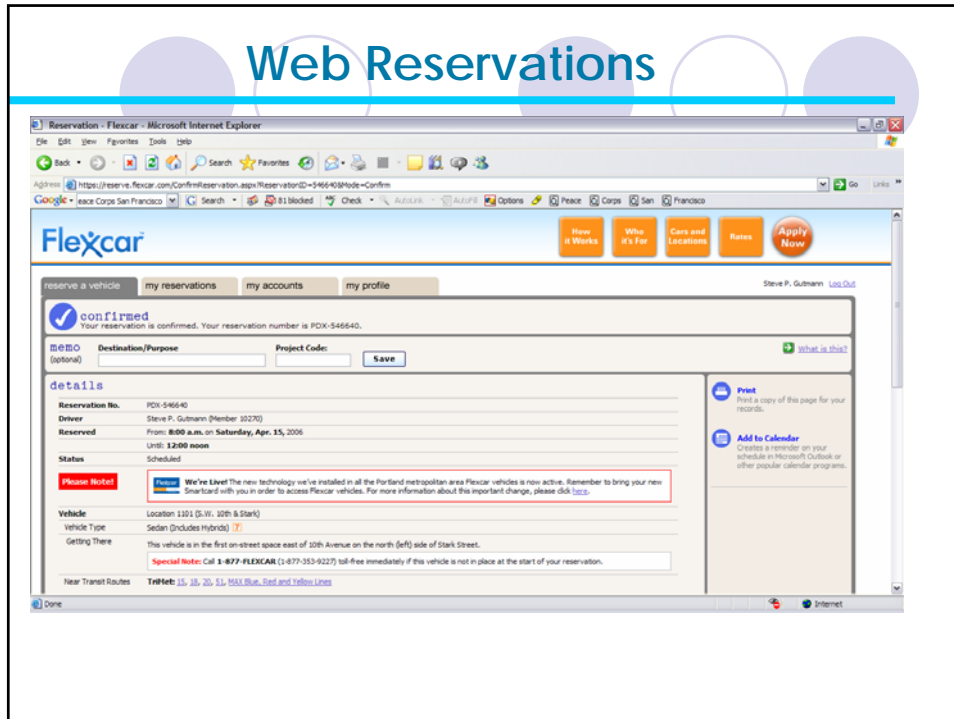
Web Reservations



Web Reservations



Web Reservations



How Much Does it Cost?

Hourly Rates

- \$8-12

Daily Rates

- Approximately \$60 per 24-hour period

Rates Include:

- Fuel
- Full insurance
- Cleaning, maintenance
- Reserved parking
- 24x7 on-call & roadside assistance
- 150 miles/day

Options for Businesses:

- **Advantage Plans** (Bulk purchase reduces rate on available vehicles)
- **Vehicle Placement Fee** (Subtraction model – You pay for key vehicle placement of a vehicle for your worksite and then earn back any revenue generated on the vehicle).
- **Exclusive Use or Semi-Exclusive Use** (Flat rate fee – You pay for exclusive use of vehicle during specific times)

Private Benefits of Car-sharing

● Individuals

- \$\$\$\$ Cost Savings \$\$\$
- Flexibility, choice of vehicles
- Greater mobility
- Healthier, lower stress lifestyle

● Institutions

- \$\$\$\$ Cost Savings \$\$\$
- Reduced parking demand (*14 fewer spaces!*)
- Reduced administrative burden
- Employee benefit

More Benefits...

□ Transportation System

- *Increased* transit ridership
- More bicycling and walking
- Reduced parking congestion
- 70% lower VMT for members
- Improved mobility for formerly transit-dependent (costs less than ownership, but \$9/hour discourages excessive driving)



□ Community and Environment

- *14 fewer cars!* (source: TRB Report #108)
- Can cut developers' parking requirements
- Less congestion; lower emissions; cleaner air
- Members' "Walking Around Money" helps local businesses

Service Models Options for Florida

- ❑ Car-sharing for Individuals and Businesses
- ❑ Transit Tie-ins: Gap Filler
- ❑ Universities & Hospitals
- ❑ Public and private fleet replacement



Universities and Hospitals

Campus Car Program

- Compliments TDM strategy
 - Reduces traffic and parking demands
 - Reduced cost relative to adding more parking
 - Land available for more productive uses
- Improves Neighborhood relations
- Kick starts community carsharing
- Demonstrates university commitment to innovation and the environment



Public and Private Fleets

1. 30%+ savings, vs. owned fleets
2. Decreased parking demand (e.g. "City" Car Sharing cars are used by the community, too)
3. Supports employees' transit ridership
4. City partners with the community
5. Many precedents – Cities, Counties, and State offices

Developers, Condo Associations & Commercial Building Managers

- Reduce demand for parking
- Earn LEED points
- Residential or commercial building amenity
- More \$ available for resident to spend on housing



Car-sharing and Florida

Why car-sharing will work in Florida:

- Increases in High Density Residential and Commercial Development
- Improves public transit and pedestrian environment; opportunity for individuals to reduce vehicle ownership
- Part time residents
- Several universities, walkable downtowns, business parks near transit

Startup barrier: Achieving a sustainable scale quickly

Upshot: *Pace of implementation is dependent on progressive community and a few innovative leaders, stakeholders and agencies.*

How is Car-sharing Different than a Rental?

Convenient: *automated; self-service; immediate; no lines or paperwork*

Decentralized: *many vehicles, distributed across a region*

Incremental: *pay-as-you-drive; by the day or by the hour*

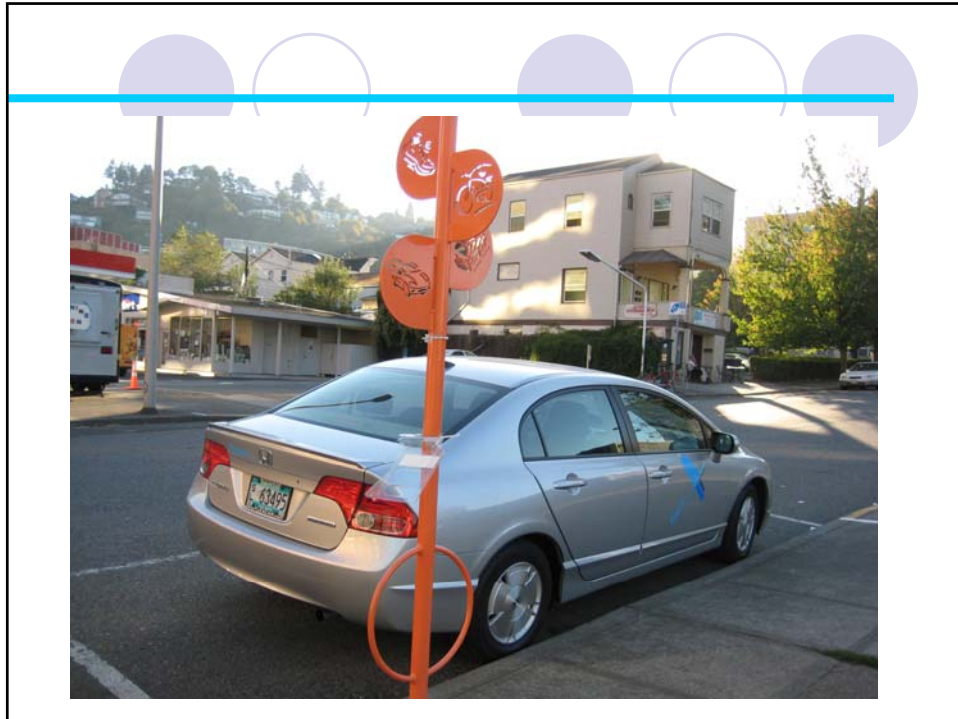
Predictable: *rates include everything; no "surprise" charges*

Transformative: *when combined with transit for commuting, it's a viable substitute for private vehicle ownership*

Some Stats:

- **1 shared car replaces 14 individually owned cars**
 - Members giving up a car when they join - **15%**
 - Members not buying a new one because they joined - **25%**
- **Car Sharing increases transit usage:**
 - Members using Transit MORE - **27%**
 - Members using Transit LESS - **7%**
- Trips made by transit Before joining - **35%**
- Trips made by transit AFTER joining - **53%**
- **Car Sharing increases other forms of travel:**
 - Members biking/blading MORE - **25%**
 - Members biking/blading LESS - **8%**
- **People drive less:**
 - Ave. driving reduction, former Car owner - **72%**
 - Ave. driving reduction, all car sharing members - **55%+**





In Conclusion:

Car-sharing:

- Reduces the need for parking
- Reduces traffic/congestion
- Reduces transportation costs for low income residents
- Increases job access
- Reduces pollution through the use of new, efficient, often hybrid vehicles
- Provides transportation for “missing” markets or part time residents: boaters, tourists, snowbirds, splitters.
- Provides the use of a variety of vehicles
- Provides a more economical operation of fleets
- Provides supplemental transportation to transit
- Provides an additional draw to a community and provides more dollars spent in the community and not on transportation
- Builds business in downtowns.

For more information...

- General Car Sharing Information
<http://www.carsharing.net>
- Dave Brook, founder Carsharing Portland, USA's first car share <http://carsharing.us/>
- Zipcar <http://www.zipcar.com/>
- World Car Share Consortium
<http://ecoplan.org/carshare/>
- Arlington, VA information on car sharing program
<http://www.commuterpage.com/carshare.htm#pilot>

