

US EPA ARCHIVE DOCUMENT

Car Ownership vs Carsharing : A Shift Toward Servicing



June 23, 2011

Presentation Outline



1. Overview of Carsharing
2. The Shift Toward Servicing
3. Drivers and Barriers
4. Future Opportunities



What is Car Sharing?



- **Car Sharing:** A cost effective, environmentally friendly alternative to vehicle ownership
 - Vehicles shared between members
 - Available by the hour
 - Vehicles in neighborhood locations
 - Self-service (On-line reservation/smart card)
 - Trip starts and ends at same location



I-GO Mission and Perspective



I-GO's Mission:

Reduce car ownership rates, decrease transportation costs, reduce urban congestion and improve air quality in Chicagoland neighborhoods

- Increase and improve transit usage
- Increase level of service region-wide
- Provide service to all neighborhoods and communities
- Maximize environmental impact and affordability
- Continue to innovate and partner to make improvements



15,000 Members and 250 cars have had these results



- ◆ 35 neighborhoods and 5 suburbs
- ◆ Increases transit use by 18%
- ◆ Decreases vehicle miles traveled by 119,558,985 miles annually.
- ◆ Reduced emissions in 2010 by 45,718 metric tons.
- ◆ Cumulatively, I-GO members save more than \$48,000,000 annually.
- ◆ 73% of members either sell or postpone buying a car
- ◆ Job creation- 75 direct/500+ indirect
- ◆ New CarSharing Association



How it Works



- Become a Member
- Pick your rate Plan
 - Charge by the hour or the day
- Make reservation
- Gas, Insurance, Maintenance included
- 24/7 Call Center

CHOOSE from a variety of vehicles at convenient locations in your community.



RESERVE a vehicle online or call us 24/7/365.

ACCESS the car with a CTA/I-GO Joint Card or I-GO Smart Card. The ignition key is in the electronic keypad inside the glovebox.



DRIVE OFF! Gas and insurance are included in the low, hourly rate.



RETURN the car to its reserved parking space, return the key to the keypad, and lock the car with your Smart Card.

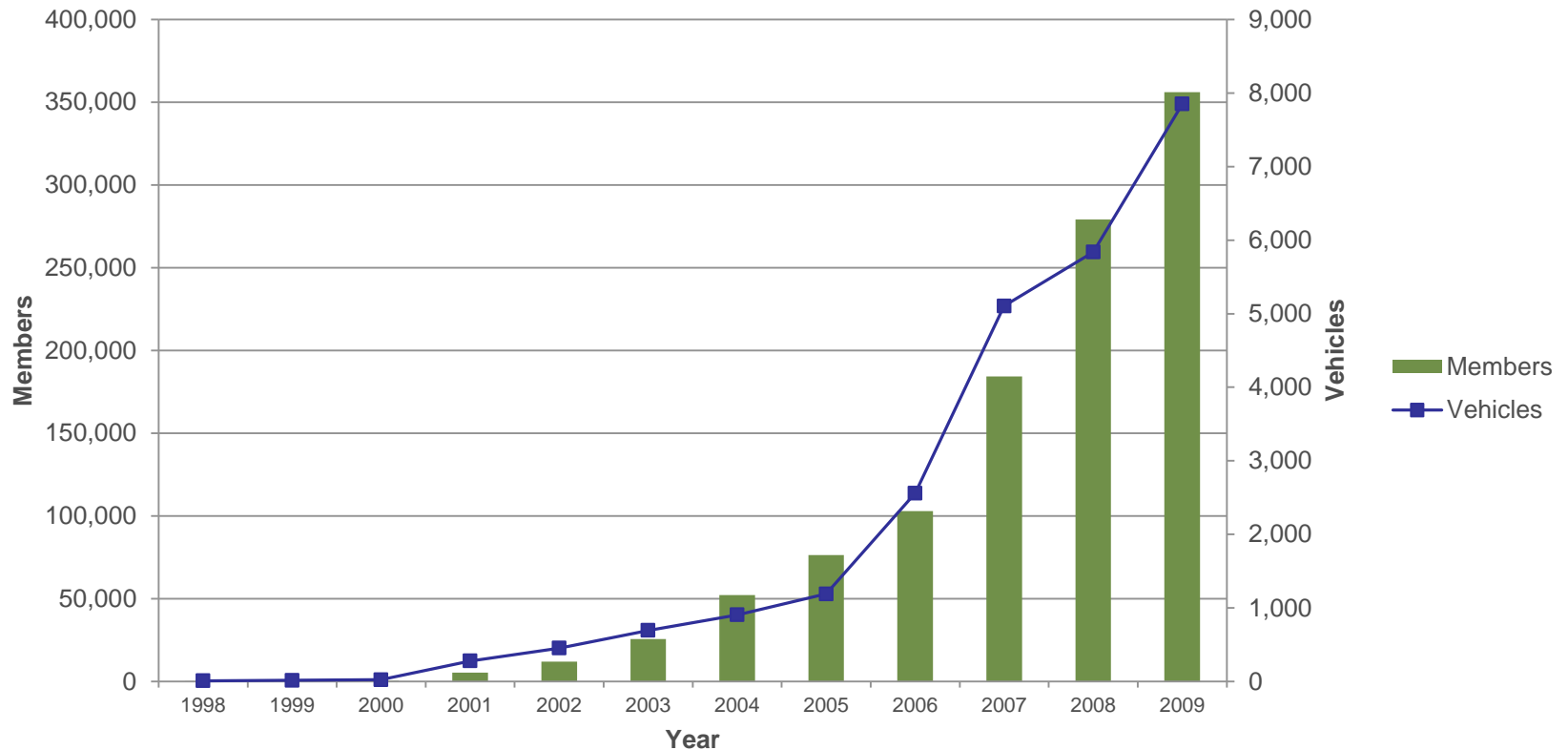
How non-profit Carsharing differs from for-profit Carsharing



- Commitment to serving all communities
- Choose most environmentally sound approach
- More focus on customer service
- Sustainable business model
- Interested in broader mobility goals- integration with public transit



National Market for Carsharing, 1998-2010



CarSharing Association



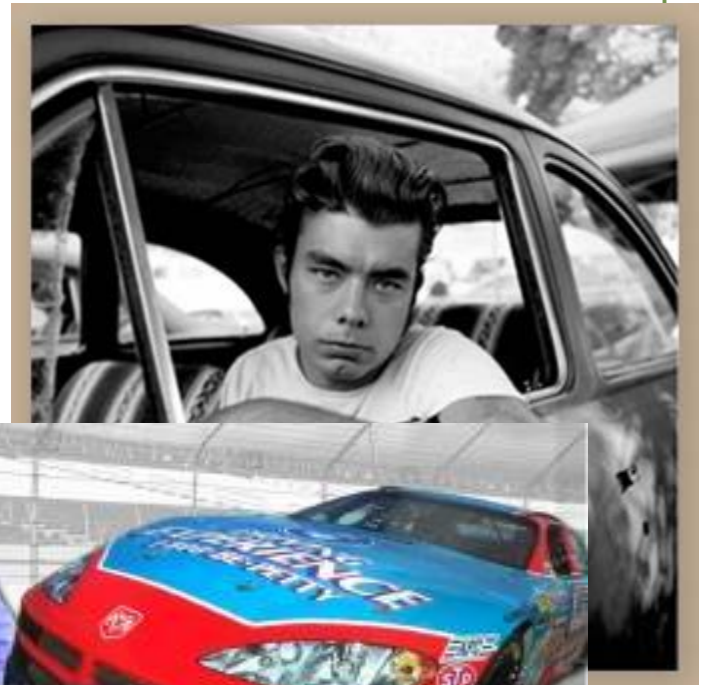
- 18 Companies –growing
- 25% US market/ 80% Canadian market
- Code of Ethics
- Promotes transit-oriented carsharing
- Roaming agreements
- Share best practices, yearly conference, other informal sharing throughout the year.
- International in scope



US Car Culture



I am my car



How do we use valuable real estate?



Ownership Identity to Carsharing Community



- Benefits of Joining Carsharing Community
 - Many cars in the neighborhood
 - Different kinds of cars
 - Available one minute after make reservation
 - Make it easy
 - Include gas and insurance
 - Self-service
 - Affordable
 - Events and Parties
 - Sharing with neighbors

Create Community



Drivers of Growth of Carsharing



- Congestion
- High cost of gasoline and car ownership
- Problems with oil extraction and scarcity of resource
- Climate Change
- Urban living becoming attractive to younger and older populations

New Trends in Carsharing



- One way carsharing --Car2Go
- Rental Car extension – Enterprise and Hertz
- Peer to Peer Carsharing – Relay Rides and Getaround
- Dynamic Ridesharing

Challenges



- High emotional and functional connection to car ownership
 - Shift thinking
 - show emotional and functional benefits of car sharing
- Inertia hard to overcome
 - Give up car and change lifestyle
 - Continue to use new forms of mobility
- Scale and availability

Future Opportunities



- Replacement of Fleets with Carsharing for business and personal use
- Policy
 - Parking requirements for developers
 - Taxation guidelines
- Defining Carsharing as part of Transit
- Create measurement standards so that best practices are supported

Thank You

The iGo Car Sharing logo is centered at the top of the flyer, set against a bright yellow sunburst background. Below the logo, the text "I-GO to be green. And save green." is written in a bold, black, sans-serif font. Underneath this, in a smaller font, it says "Drive I-GO. Chicago's only home town, non-profit car sharing company." At the bottom left, there is a logo for "WHOLE FOODS" and the website "igocars.org" with the tagline "Simplify Your Life, Share Our Cars." At the bottom right, there is a side-view image of a silver Toyota Prius with the iGo logo on its side.

**I-GO to be green.
And save green.**

Drive I-GO. Chicago's only home town,
non-profit car sharing company.

WHOLE FOODS **igocars.org**
Simplify Your Life, Share Our Cars.

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