Car Ownership vs Carsharing: A Shift Toward Servicing

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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

➤ 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

I-GO’s Mission:
Reduce car ownership rates, decrease transportation costs, reduce urban congestion and improve air quality in Chicagoland neighborhoods.
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?
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

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