



# CarShare Vermont



Presentation to House Committee on Transportation

May 12, 2021

# Intro to Carsharing

- Carsharing originated in Europe in the 1980s and made its way to North America in the 1990s as an alternative to private vehicle ownership.
- Carsharing is distinct from ridesharing, carpooling, ride-hailing, and taxis. Key features include:
  - Decentralized network of vehicles available for short-term use
  - Membership-based
  - Self-accessible system (no hired driver)
  - Pay per use, all-inclusive rates
- Today there are several models of carsharing, including station-based, one-way, and peer-to-peer.
- Auto rental companies and auto manufacturers dominate the U.S. carsharing market with a handful of independent operators.
- In the US, carsharing primarily exists in large urban areas.



# About CarShare Vermont




- Founded in 2008 as a nonprofit with a mission to provide an affordable, convenient and reliable alternative to vehicle ownership that enhances the environmental, economic, and social wellbeing of our region and planet.
- Provide a fully automated, self-accessible carsharing service in Burlington and deliver a range of programs that advance our mission.
- Serve 900+ members, including residents of Burlington and nearby towns, employees of local businesses, and college students.
- CarShare Vermont is one of the few carsharing providers in North America to serve a community as small as Burlington.

# How does it work?


- Vehicles are decentralized and located in public and private parking spaces all over Burlington near where our members live and work.
- Vehicles are available 24/7 and self-accessible with an electronic key fob (or a smartphone), billing is automated.
- Members pay according to how much they drive (distance and time).
- Rates are inclusive of insurance, fuel, cleaning, and maintenance, making it easier to budget for driving.

**Step 2: Use your key fob, campus ID, or the app to unlock the car.**



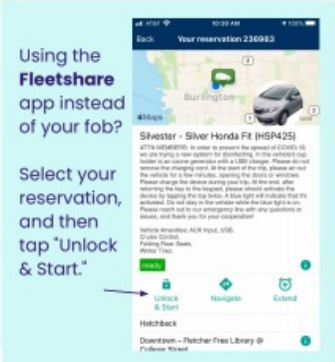
The fob reader is located on the inside of the windshield on the driver's side. Hold your fob or campus ID up against the glass until the lights on the reader go from red to yellow. This will unlock the car and you will be able to enter. *Try to avoid waving the fob past the reader; hold it in place until the lights change — this can take a moment.*

**Step 3: Retrieve the car key from the console inside the glove box.**



Remove the key and return the console to the glovebox. You can use this keypad to extend your trip as needed, however, unless you are verifying a campus ID, there is no other reason to use the keypad.

Using the **Fleetshare** app instead of your fob?



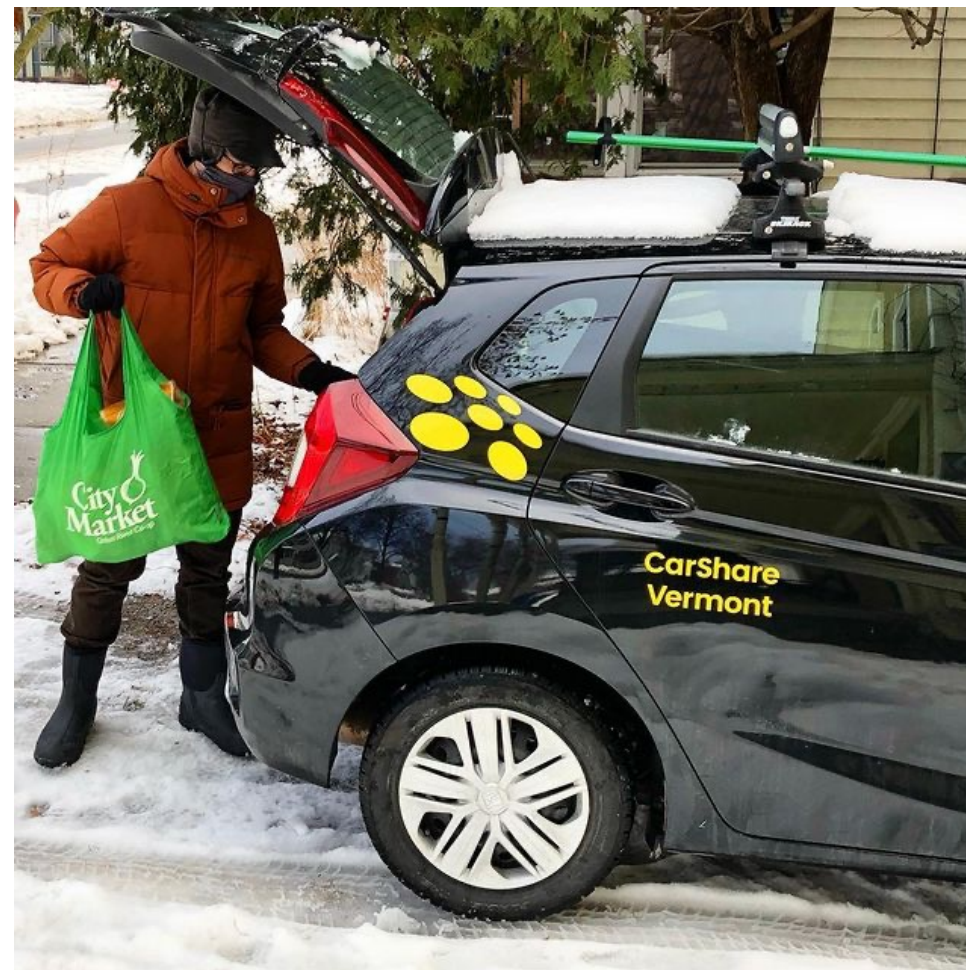
Select your reservation, and then tap "Unlock & Start."

If you are using a **campus ID**, you must enter your PIN into the keypad at the beginning of your first trip. This PIN is provided in the 'welcome' email sent to you after your application was accepted. After your first trip, it will not be necessary to re-enter the PIN.

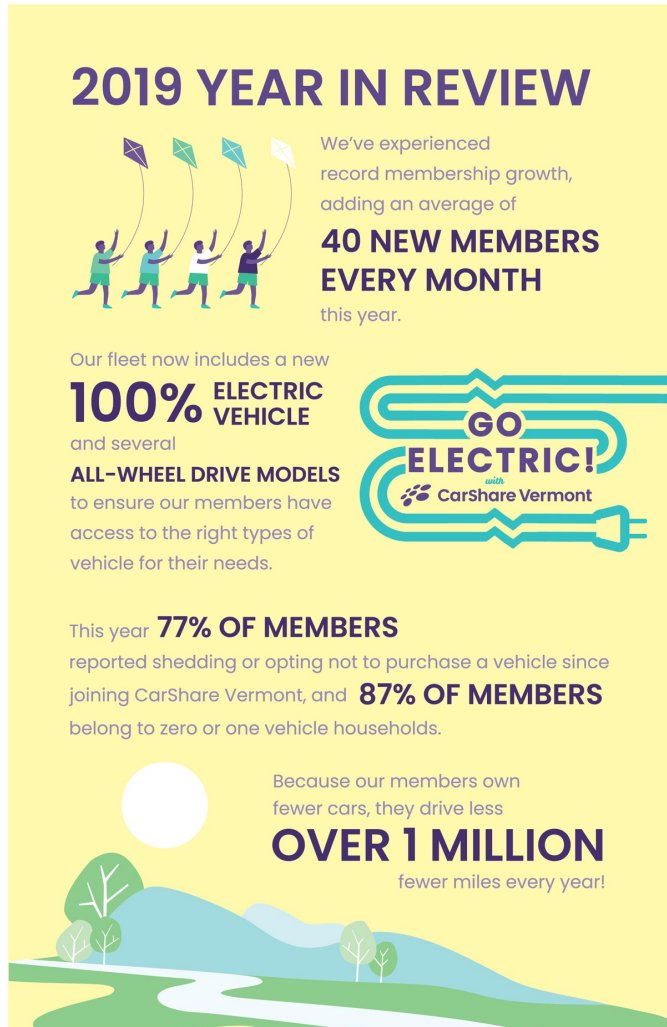
# CarShare Vermont today



- Today we have 17 vehicles (including 1 BEV and 3 PHEVs) with 3 more EVs about to come online
- We serve 900+ members ranging in age from 18 to 80+
- CarShare vehicles are used an average of 6+ hours/day
- Members spend an average of \$100/month to carshare compared to \$600+/month to own and operate a vehicle



# Our impact



- In 2020, 44% of members reported being car-free with 86% belonging to one or zero vehicle households
- For every vehicle CarShare VT puts in service, 15 are removed from the road
- 75% of members reported shedding or opting not to purchase a vehicle
- CarShare VT members reduce their VMT by more than one million miles per year, a reduction of over 500 tons of CO<sub>2</sub> emissions
- CarShare VT offers free memberships to households with low to moderate incomes through our MobilityShare membership— participation in this program doubled in 2020

# Expanding electric carsharing

**GREENLINING SHARED MOBILITY**  
WE HAVE MORE NEWS TO SHARE ABOUT OUR WORK IN THE YEAR AHEAD:

Thanks to a recent grant from the VT Agency of Transportation, we'll be adding **5 EVs**, making **30% OF OUR FLEET ELECTRIC**

In partnership with **BED, CHAMPLAIN HOUSING TRUST**, and other affordable housing partners we're expanding to **4-6 AFFORDABLE HOUSING** developments to make carsharing more convenient to many people who lack mobility.

**WE'LL ALSO BE OFFERING FREE MEMBERSHIPS** to ALL RESIDENTS at these locations, with a goal to grow our MobilityShare program by over **250 HOUSEHOLDS IN 2021!**

- Received \$100K Mobility & Transportation Innovation (MTI) grant from VTrans to increase access to electric carsharing for households with lower incomes by:
  - Locating directly at 4-6 affordable housing developments in the Burlington area (partnering with CHT, Cathedral Square, BHA, and possibly others)
  - Providing necessary infrastructure to make the vehicles electric
  - Conducting widespread outreach and offering free memberships to all residents with goal of increasing MobilityShare membership to 250 households
  - Offering discounted driving rates during weekdays for enhanced affordability

# Proposed changes to H.433

Section 10:(4) provide not more than five incentives of either \$3,000.00 for a PHEV or \$4,000.00 for a BEV, or a combination thereof, to a tax-exempt organization incorporated in the State for the purpose of providing Vermonters with transportation alternatives to personal vehicle ownership; and

The above provision would make it more viable for nonprofit organizations like CarShare Vermont to integrate electric vehicles into our fleets for the purposes of:

- Increasing access to EVs for people who cannot afford to own them (or choose not to)
- Encouraging adoption of EVs by exposing more community members to them through carsharing
- Further enhance the environmental impacts of carsharing by utilizing EVs in a service that already facilitates a significant reduction in VMT and GHG emissions



# Thank you!

Annie Bourdon, Founder & Executive Director

[annie@carsharevt.org](mailto:annie@carsharevt.org)

[www.carsharevt.org](http://www.carsharevt.org)