

# GreenTRIP

## TRAFFIC REDUCTION STRATEGIES FREE CARSHARE MEMBERSHIP



TRAFFIC REDUCTION + INNOVATIVE PARKING

### WHAT IS CARSHARING?

Carsharing is a service that gives members 24/7 access to a fleet of unattended vehicles from convenient locations on an hourly basis.

Members simply reserve a car online or via mobile app to access the car and go.

They drive a car when they need to for a fraction of the costs associated with car ownership.

AAA (2013) estimates the nationwide average monthly cost of owning a car is \$760. The average monthly bill for City CarShare members is \$60 per month.



City CarShare in Temescal, Oakland



### FREE CARSHARE MEMBERSHIP

#### GreenTRIP CERTIFICATION THRESHOLDS

- Provide **2 free** carshare memberships per unit for **40 years**, eliminating the cost barrier to participation (residents must meet eligibility requirements of the carshare provider).
- Identify an existing carshare Pod within **1/4 mile** of the project or provide one onsite, ideally inside the building.



last updated 2/2014

Developer	Application Fee	\$15*-\$25 (*\$15 for developments)	\$25 (waived for developments)
	Membership Cost	\$10-20/month or \$60/year	\$6/month or \$60/year
Residents	Average Cost per Hour Total	\$7.50/hour (mileage & hourly combined)	\$8.25/hour (mileage and gas included)
	Use Units	15 minute increments	Hourly and Daily
	Hourly	\$0.50*-\$12.50 (*midnight to 8am)	Starts at \$8.25/hour
	Mileage	\$0.10 - \$0.35/mile, or none	Up to 180 miles/day no charge
	Contact	Anita Daley Marketing Director (415) 970-6217 adaley@citycarshare.org	San Francisco Zipcar Member Services (415) 495-7478 info@zipcar.com
<b>Cars in the Bay Area</b>	430	1007	
<b>Insurance</b>	\$1 million	\$300,000 (if over 21 yrs), \$750 damage fee, additional waivers available	

### PROVEN RECORD FOR TRAFFIC REDUCTION

- 25% of City CarShare members have shed 1 or more vehicles. <sup>1</sup>
- 15,500 City CarShare members share 430 cars, equal to 36 members per car. <sup>1</sup>
- City CarShare estimates 600 to 2800 fewer cars driving on Bay Area roads at any given time. <sup>1</sup>
- Zipcar members are driving 50% fewer vehicle miles traveled than when they owned their own vehicle. <sup>2</sup>
- 62% of households in Transportation Sustainability Research Center study did not have a vehicle prior to joining car sharing service. <sup>3</sup>
- Households joining carsharing owned an average of 0.47 vehicles per household before joining, but that average dropped to 0.24 after membership. <sup>3</sup>

<sup>1</sup> <http://tinyurl.com/CCS-2013-FactSheet>  
<sup>2</sup> <http://tinyurl.com/Zipcar-membersurvey>  
<sup>3</sup> <http://tinyurl.com/ACCESS-carshare>

#### CITY CARSHARE OFFERS:

- CommunityShare Program: 50% discount to low-income prequalified households
- AccessMobile: wheelchair accessible vans

## KEYS TO A SUCCESSFUL PARTNERSHIP BETWEEN CITY CARSHARE AND NEW DEVELOPMENT

An ideal carshare location must have a mix of uses, higher density, good pedestrian environment, low vehicle ownership rates, access to basic services and transit, and an on-site parking ratio under 1:1.

Additionally:

- Carshare Pod is available to surrounding community.
- Parking is paid for separately from rent
- Site plans locate the carshare pod visibly and conveniently for both building tenants and the public.

## INFORMATION NEEDED TO DETERMINE FEASIBILITY OF CREATING A NEW CITY CARSHARE Pod

The City CarShare Representative typically asks for the following in assessing potential for creating a new pod:

- Transit service and routes within walking distance
- Parking Plan and Site Plan for proposed development
- Mix of unit types. Inventory number of studio, 1, 2, 3+ bedroom units
- Special populations served: Seniors, disabled, SRO
- Levels of Housing Affordability
- Carshare Marketing Opportunities
- Building security plan

**Some people will use carsharing instead of owning a car.**  
**Others will use carsharing instead of buying a second car.**

## CITY CARSHARE IN OVER 40 DEVELOPMENTS



Gaia Building, Panoramic Interests Downtown Berkeley (opened in 2002)

- 91 units
- 17 parking spaces
- 1 CarShare vehicle

Oxford Plaza, Resources for Community Development, Downtown Berkeley (opened in 2009)

- 97 units
- 1 CarShare vehicle



Edith Witt Senior Community, Mercy Housing, San Francisco (opened in 2010)

- 107 units
- 7 parking spaces
- 1 CarShare vehicle

Mint Collection, Martin Building Company, San Francisco (opened in 2007)

- 96 units
- 1 CarShare vehicle

## ZIPCAR IN OVER 50 SITES



Avalon at Mission Bay

- 863 units
- 4 Zipcar vehicles

[WWW.ZIPCAR.COM/SFRESIDENTIAL](http://WWW.ZIPCAR.COM/SFRESIDENTIAL)

This website has an inventory of developments where Zipcar is integrated as an amenity.

Residents of developments with Zipcar get their one time application fees waived and cost of membership reduced to \$25/year.