

# Monadnock Alliance for Sustainable Transportation

## CARSHARING SUBCOMMITTEE

### MEETING NOTES

July 17, 2017

12:00 p.m.

Southwest Region Planning Commission  
37 Ashuelot Street  
Keene, NH 03431

Carsharing Subcommittee members present: Doug Barrett, *Cross-Spectrum Acoustics Inc.*; Diana Duffy, *Keene State College*; and Andrew Harmon, *Keene Resident*.

SWRPC Staff members present were Mari Brunner, *Planner* and Lisa Donnelly, *Intern*.

#### **I. Welcome**

Mari Brunner called the meeting to order at 12:10 p.m. The group decided to start with agenda item II. (b.) which relates to the contact list of businesses and organizations the group would like to reach out to directly.

#### **II. Direct Outreach to Organizations**

##### **b. Contact List**

Mari Brunner provided printed copies of the outreach contact list and proposed that the group go through the list together and assign a subcommittee member to each organization. Each subcommittee member will be responsible for reaching out to the organizations assigned to him or her. Lisa Donnelly asked if this would involve setting up a phone conversation or an in-person meeting. Diana Duffy said she prefers in-person meetings. The goal of the direct outreach is to introduce the concept of carsharing to potential partners and ask if the business or organization would be willing to distribute the carsharing survey to employees and/or members of the organization. Lisa Donnelly added that additional questions could be asked depending on the type of organization. For example, businesses might be able to provide a parking space or incentives for employees and/or customers to use carsharing. A nonprofit may be able to share the carsharing survey on their website, newsletter, email list, social media, etc. Everyone agreed with this approach.

In going through the list, the group decided to remove Monadnock Paper Mills because of its remote location. Lisa Donnelly suggested that the group add local car dealerships to the list, and Andrew Harmon suggested reaching out to the Fenton family because they own multiple dealerships. He also suggested adding New Hampshire Vocational Rehabilitation to the list and the Monadnock Time Exchange. The group discussed reaching out to insurance companies, but decided not to include them on the list in the interest of time and volunteer capacity. Doug Barrett suggested contacting the City of Keene, and the group agreed.

##### **a. Talking Points**

The group re-iterated that the talking points for direct outreach should be adjusted based on whether the organization is a business, a non-profit, or another type of organization. Doug Barrett suggested that in-person conversations would be preferable to phone conversations, and that bringing a hard copy of outreach materials and the survey to the meeting would be helpful. The group also agreed that the best place to start

would be to ask whether the contact person is familiar with carsharing, and to let the answer direct the conversation. While it is too early to ask for financial support or other major commitments, the group agreed that it would be a good idea to start building relationships with potential partners.

Other possibilities for organizations to get involved in the future include providing one or more parking spaces for carshare vehicles, providing incentives for employees to use the carshare, and helping to promote carsharing. Outreach activities might include posting information on a company bulletin board, sharing the survey with employees, and sharing the survey and other outreach materials with organizational members and/or the public through email lists or newsletters. Andrew Harmon mentioned that it might be worth contacting NH Vocational Rehabilitation for additional outreach opportunities. Doug Barrett suggested that asking to follow up with interviewees in the future would be a good idea.

### **III. Draft Carsharing Survey**

Lisa Donnelly introduced the most recent version of the survey to the group for review. Doug Barrett suggested moving the question asking if the participant had ever heard of carsharing prior to taking the survey to the beginning of the survey. The group agreed and decided to move the basic demographic questions to the end of the survey. Diana Duffy suggested rewording the modes of transportation question to say “in the past month” and to change ‘carpool’ to ‘rideshare’ in order to include services like Uber and Lyft as an option. The group debated about the multiple choice options for the question on how far the participant would be willing to travel to pick up a vehicle, and decided to change 20 and 40 minutes to 15, 20, and 30+. Diana Duffy suggested adding other vehicle types besides vans and trucks, such as hybrid or SUV, in the examples given in the question on available features. It was suggested that a short answer question be added at the end asking participants to leave an email address for updates or more information.

### **IV. Next Steps**

Mari Brunner offered to create tabs in the contacts google document for each subcommittee member with their contact assignments. Lisa Donnelly will continue to work on creating and editing outreach materials, including the survey, talking points, and maps/charts that depict demographic information.

### **VI. Next Meeting**

Due to summer vacation plans, the group decided to schedule the next meeting using an online poll in mid-August.

### **VII. Adjourn**

The meeting was adjourned at 1:25 p.m.

Respectfully submitted,

Lisa Donnelly