

# Monadnock Alliance for Sustainable Transportation

## CARSHARING SUBCOMMITTEE

### MINUTES

February 24, 2017

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

SWRPC Staff member present as Mari Brunner, *Planner*.

#### **I. Welcome**

Mari Brunner called the meeting to order at 12:00 p.m. She thanked everyone for attending and introductions were made.

#### **II. Carsharing Project Background**

Mari Brunner asked each committee member to briefly explain their interest and/or knowledge of carsharing. Doug Barrett and Diana Duffy both used ZipCar when they lived in the Boston area. Diana Duffy said that she would still use carsharing if it were available in Keene. Andrew Harmon heard about carsharing at the MAST annual meeting and would like to learn more. He said that carsharing could provide another transportation option for him.

Mari Brunner said that the MAST carsharing report, titled “Carsharing: An Alternative to Private Vehicle Ownership” provides background information and three case studies about carsharing. She asked Lisa Donnelly, the author of the report, to give a brief overview of the information provided in the report. Lisa Donnelly gave the group a brief introduction to the history, benefits, and different organizational models of carsharing. The group agreed to read the full report before the next meeting. The report can be accessed online at [www.mastnh.org](http://www.mastnh.org), and Mari Brunner will send the report to the group via email.

#### **III. Subcommittee Goals, Objectives, and Work Plan**

Mari Brunner passed out a “Carsharing Work Plan” handout. She explained that each MAST subcommittee has been asked by the MAST chair to create a work plan, which will be shared with the MAST Steering Committee at the April meeting. The work plan should include one or more goals, 2 or 3 strategic objectives for each goal, and action steps under each strategic objective. The action steps should include a timeline, that will implement the action item, and target metrics.

Mari Brunner asked the group what they thought of the proposed goal on the handout, which states “To determine the feasibility of establishing a carsharing operation in Keene and/or the Monadnock Region.” The group decided that this should be the subcommittee goal.

The group decided that one objective should be to determine which organizational model would best fit the needs of Keene and the surrounding region. The discussion focused on two models, including business to consumer (B2C) models like ZipCar, and not for profit (NFP) models like CarShare Vermont and the Kootenay Carshare Cooperative. The group decided that the choice of model depends on whether or not the carsharing service would be available to the region surrounding Keene, in addition to the downtown/campus area. The possibility of starting in downtown Keene with plans to expand into

surrounding towns was discussed. Doug Barrett suggested that the first objective in the work plan should be “To determine the geographic area that will be covered in the feasibility study.” Everyone agreed to make this the first objective, followed by a second objective, “To determine the carsharing organizational model(s) that could work within the identified geographic area.”

Mari Brunner asked the group how they would like to proceed with creating the work plan. She said that the subcommittee members could work on it during the next meeting, or the group could work on it individually before the next meeting. Diana Duffy suggested that the group work on the document before the next meeting. It was decided that Mari Brunner would post the work plan on Google Drive and share it with the subcommittee members by email. Everyone agreed to add ideas and comments to the document before the next meeting.

#### **IV. Next Steps**

Several next steps were discussed, including the development of a work plan, working with KSC students to do a feasibility study that would include surveys, and community outreach. Educational outreach and Earth Day events were two of the outreach ideas. The group also discussed the need to study local available data on population density and parking space options. The group talked about the potential for partnerships with local businesses and educational establishments like River Valley Community College and Antioch University.

#### **V. Subcommittee Meeting Schedule**

The group agreed that the next meeting should take place on Friday, March 24, 2017 at 12:00 p.m. In general, Fridays during the lunch hour are a good time for everyone.

#### **VI. Adjourn**

The meeting adjourned at 1:00 p.m.

Respectfully submitted,

Lisa Donnelly