

Monadnock Alliance for Sustainable Transportation

CARSHARING SUBCOMMITTEE

MEETING NOTES

May 25, 2017

12:00 p.m.

Monadnock Food Co-op
34 Cypress St, Keene, NH 03431

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

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

I. Results of Earth Day Outreach

Mari Brunner ~~said~~reported that all of the Carsharing Subcommittee's surveys were handed out during the 2017 Monadnock Earth Festival and that a total of 37 surveys were filled out and returned. She handed out a summary of the survey responses that was prepared by Lisa Donnelly. Andrew Harmon mentioned that some surveys were given to Susan Ashworth from Home Healthcare, Hospice and Community Services (HCS). Mari Brunner said that many people seemed interested in the carsharing concept, however, most did not have any personal experience with carsharing. She directed these people to the online MAST report for more information. The carsharing flyer was also handed out during the event.

The results of the carsharing survey show that the majority of respondents have never used a carshare service before, and that most are not sure if they would use a carshare service if it were available. Lisa Donnelly pointed out how the results reinforce the importance of outreach and education. Doug Barrett mentioned that Carshare Vermont partners with the American Association of Retired Persons, which helps with outreach. He also suggested collecting student surveys at events on the Keene State College campus, such as Parents' Day or during orientation week.

Lisa Donnelly referred to some of the participant comments, including a recommendation to make child car seats and a variety of vehicle types available. She also said that some carshare organizations have designated vehicles that are pet friendly. Mari Brunner shared a map that shows where survey participants live. The majority live in Keene, however, several people live in other towns in the region as well as Brattleboro, VT and Medfield, MA.

Andrew Harmon asked about survey results from the rural areas around Keene, which led to a discussion on population in the rural areas of the region. Lisa Donnelly explained that the sample size was too small to do a separate analysis for people who live outside Keene.

II. Carsharing Subcommittee Work Plan

Mari Brunner referred to the MAST Carsharing Subcommittee work plan and shared a list of characteristics of successful carshare organizations as well as a preliminary population density map that were prepared by Lisa Donnelly. Lisa Donnelly spoke briefly about the list of characteristics of successful carshare organizations, explaining the data she used to create the map. She said that the public transportation system in Keene connects the areas in the city with the highest population densities, which could help support

carsharing since it would allow people to access cars more easily. Doug Barrett asked if a regional map using the same data could be produced that includes the entire region, not just Keene. Mari Brunner agreed and Lisa Donnelly explained that more research would be needed to establish appropriate population density thresholds to represent high, medium, and low population densities on the map. She also talked about including other characteristics on the map, including land use, public transportation, and parking availability.

III. Next Steps

Doug Barrett suggested that outreach may be the most important step, because it puts carsharing on peoples' minds. A summer outreach plan might include the following:

- Develop a list of talking points for outreach to businesses relating to parking, financial support, and business incentives for customers and employees.
- Post pamphlets or one-pagers on bulletin boards in community spaces throughout the region. Some of the community spaces might include recycling stations, farmer's markets, libraries, and town halls.
- Reach out to towns in Vermont that have connections to the region, such as Brattleboro and Bellows Falls.
- Create a list of community events that might make good outreach opportunities, such as music festivals and sporting events.
- Connect with Keene Housing and Southwestern Community Services.
- Include Antioch University and Franklin Pierce University as potential partners that may benefit from carsharing in the region.

Mari Brunner suggested developing a more in-depth paper or online survey to be used over the summer to better understand the needs of residents, with another survey done by the student group in the fall that includes the student population. She also suggested working with HCS to collect surveys on the City Express busses. The goal of the survey is to narrow the focus of the project for the student group in the fall and to begin raising awareness about carsharing among the general population.

IV. Next Meeting

The next meeting was scheduled for Thursday, June 22, 2017 at 12:00 p.m. at 37 Ashuelot Street in Keene, NH.

V. Adjourn

The meeting adjourned at 1:00 p.m.

Respectfully submitted,
Lisa Donnelly