

CAR-SHARING FEASIBILITY REPORT

In Keene, NH and the Monadnock Region



Carsharing

- Vehicles distributed throughout service area
- Hourly (or less) rates available
- Self service access 24/7
- Members pre-approved to drive
- Fuel/insurance is included
- Best option for people that drive less than 5-10k miles per year



Car Rental

- Entire fleet in one central location
- Daily rates
- Access is limited by storefront hours
- Driving record check at time of rental
- Fuel/insurance is paid for out-of-pocket
- Best option for rentals longer than a few days



Ridesharing

- Sharing of vehicles by passengers
- Includes carpool, vanpool, and public transport
- "Transportation Network Companies" like Uber and Lyft are also sometimes called ridesharing
- Best option for daily commuting

What is Carsharing?



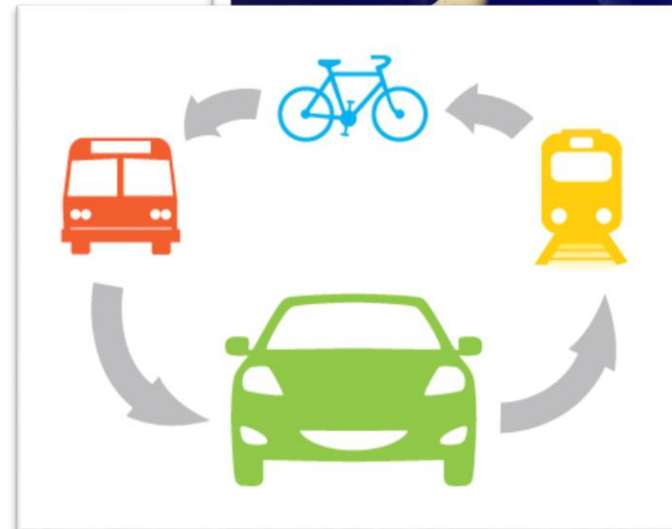
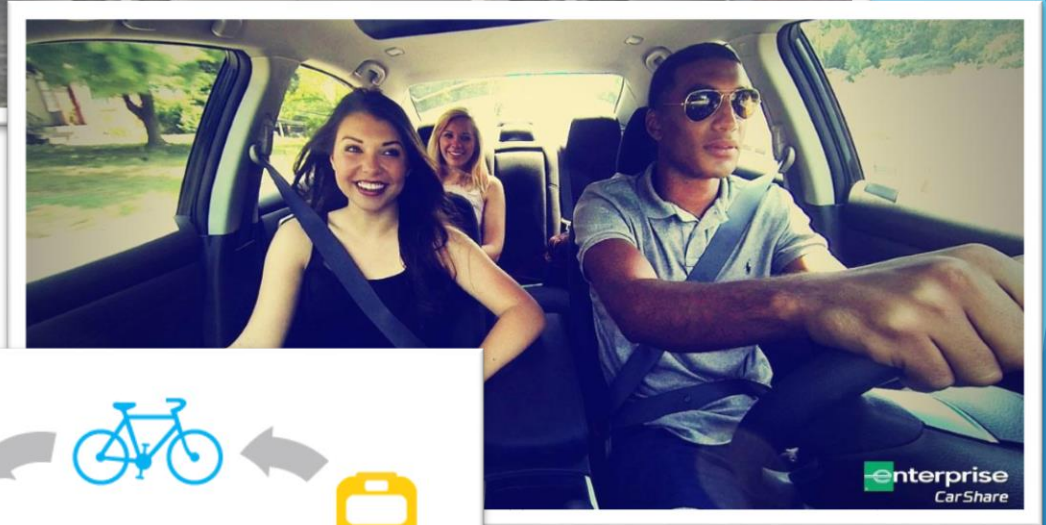
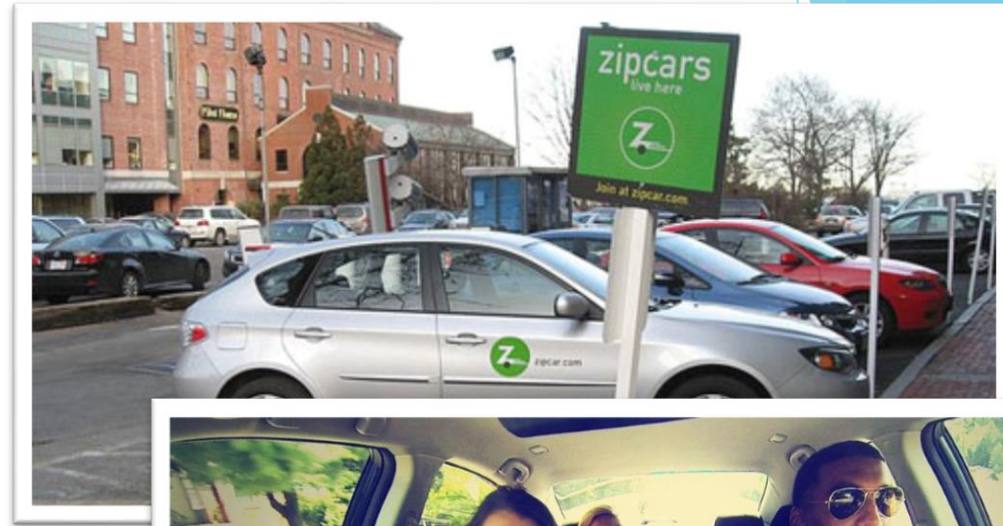
▶ [CarShare Vermont - Cars & Locations](#)

Organizational Models

- ▶ Business to Consumer (B2C)
 - ▶ ZipCar
 - ▶ Enterprise Carshare
- ▶ Not for Profit (NFP)
 - ▶ CarShare Vermont
 - ▶ Kootenay Carshare Cooperative
- ▶ Peer to Peer (P2P)
 - ▶ Turo
 - ▶ Getaround

Who uses carsharing?

- ▶ Urban neighborhoods or college and university campuses
- ▶ Young adults age 25 to 45
- ▶ Single or childless couples
- ▶ High levels of education
- ▶ Middle to upper class income
- ▶ Heavy users of public transportation



Benefits

- ▶ Stress reduction
- ▶ Physical health
- ▶ Cost savings
- ▶ Mobility
- ▶ Less dependence on fossil fuels
- ▶ Social and economic benefits

Challenges

- ▶ Operational problems
- ▶ Startup cost
- ▶ Access to parking
- ▶ Day to day management
- ▶ Financial stability

Case Study -Northampton, MA - Smith College

- ▶ Started with two Zipcar cars on campus
- ▶ Expanded into the larger community
- ▶ Impacts - parking relief, reduced emissions, revenue for the City
- ▶ Challenges - snow removal, meeting usage requirements for growth



Northampton Mayor David Narkewicz and Craig Burns, Sr. Mgr. of University Accounts for Zipcar
(Mary Serreze Photo)

Case Study: CarShare Vermont

- ▶ Idea into reality
- ▶ Mission
- ▶ Community Impact
- ▶ Challenges
- ▶ Cultural Change



Case Study: Kootenay Carshare Cooperative

- ▶ Environmental Organization
- ▶ Rural Carshare
- ▶ Social Capital
- ▶ How it works
- ▶ Challenges



Next Steps for Keene

- ▶ Committee
- ▶ Community needs
- ▶ Market research
- ▶ Business partnerships
- ▶ Keene State College
- ▶ Monadnock Sustainability Network

