

# Monadnock Alliance for Sustainable Transportation

## CARSHARING SUBCOMMITTEE

### MEETING SUMMARY

November 6, 2017

12:00 p.m.

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

Carsharing Subcommittee members present: Doug Barrett, *Cross-Spectrum Acoustics Inc.*; Lisa Donnelly, *Keene State College (KSC)*; and Diana Duffy, *KSC student*.

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

#### **I. Welcome**

The meeting began at 12:05 p.m.

#### **II. Updates**

##### **a. Direct Outreach**

Each Subcommittee member provided a brief update on direct outreach activities. Mari Brunner reported that she met with Jessica Baum, the Sustainability Coordinator at Badger Co. to discuss the carsharing project. Jessica Baum said that Badger Co. has tried to incentivize carpooling in the past with mixed success. Some of the barriers to carpooling cited by Badger employees include the convenience of driving a personal vehicle, having a car to drive home in case of an emergency, and the desire to have time alone in the car before and after work. In her opinion, carsharing is too similar to carpooling for Badger to promote in the near future. Instead, they are focusing on other areas where they have had more success in reducing environmental impacts. Jessica Baum said she would ask upper management about sharing the carsharing survey with Badger employees. The KSC student group has offered to go to Badger during the lunch hour to survey employees using tablets.

Lisa Donnelly said that she has not reached out to anyone on her list yet, however the KSC student group may reach out to some of the organizations on her list as part of their student project. Conducting interviews is part of the student project's requirements. Doug Barrett asked if the student group would interview Smith College and/or Carshare Vermont. He is curious to know if Smith College reached out to ZipCar, or if the City of Northampton reached out to ZipCar. Lisa Donnelly said that the student group would reach out to both Smith College and Carshare Vermont for interviews.

Diana Duffy asked if she should share the survey with KSC students, or only faculty and staff. Lisa Donnelly said that the KSC student group is already surveying KSC students using a paper survey that will be distributed in classrooms on campus. Some of the questions on the paper survey overlap with the MAST carsharing survey, however the paper survey also includes questions about ridesharing and public transit.

Doug Barrett noted that some students may not be eligible to rent vehicles due to age or lack of access to a credit card. Lisa Donnelly said that ZipCar has different rules for campus vehicles. For example, the minimum age for a campus vehicle is 18 years, whereas for the general public it is 21 years. Diana Duffy said she would focus on KSC faculty and staff since the student group is already surveying the student body. Also, she plans to meet with Enterprise before the next Carsharing Subcommittee meeting.

Doug Barrett said that he has a meeting scheduled with the Director of the Keene Senior Center tomorrow. He met with the former director last month, and learned that ridesharing may be more useful for residents at the Keene Senior Center. Lisa Donnelly noted that it would make sense for the KSC student group to interview the Keene Senior Center because their project includes ridesharing as well as carpooling and public transit.

#### **b. Keene State College Student Project**

Lisa Donnelly said that the student group has been working on the first four chapters of their final report as well as a paper survey that will be distributed to KSC students. She provided an outline of the report, which will include six chapters: Introduction, Literature Review, Background, Existing Conditions, Research and Data Collection, and Conclusions. She also provided copies of the paper survey that will be used to collect data from the student body for the report. The paper survey includes questions about ridesharing (i.e. carpooling and vanpooling), carsharing, and the City Express Bus.

The group briefly discussed the definition of “ridesharing,” which is a term that is often used to refer to transportation services such as Uber and Lyft. Lisa Donnelly explained that the term “ridesharing” is an umbrella term that refers to any form of transportation where two or more people share a vehicle. Mari Brunner asked if the student group plans to include the results of the MAST carsharing survey in the student paper. About half of the people who responded to the MAST carsharing survey live outside of Keene, which could provide some useful information about the desire for carsharing among residents who live in other towns. Lisa Donnelly will check with the other members of the student group to see if this is a possibility.

Diana Duffy asked if the KSC students could include a question about how students get to campus. She is interested to know how many students commute to school. Lisa Donnelly said the paper survey is not yet final, so she can see if it is possible to add a question about commuting to the survey.

### **III. 2018 Subcommittee Work Plan**

#### **a. Subcommittee Structure**

Mari Brunner said that the MAST Steering Committee would like to continue having subcommittees in 2018 to help carry out the MAST work plan. Moving forward, each MAST subcommittee will need to elect a subcommittee chair who will schedule meetings and set the meeting agenda. SWRPC staff will still provide staff support, which includes recording meeting notes. Doug Barrett and Diana Duffy both indicated that they would like to continue serving on the Carsharing Subcommittee. Lisa Donnelly is also interested in continuing to serve on the Subcommittee.

#### **b. Goals and Objectives**

Mari Brunner asked the group what the goal and objectives of the Subcommittee should be for 2018. Lisa Donnelly said that she would like to see the results of the KSC student survey and the MAST carsharing survey before determining next steps. She also recommended reaching out to the Carsharing Association (CSA) for advice on how to proceed. Diana Duffy asked whether more responses are needed for the MAST carsharing survey. Mari Brunner said that there are currently 84 responses to the survey. The more responses there are, the better. The group decided to continue promoting the carsharing survey on Facebook and social media.

Doug Barrett said that “Phase one” of the MAST Carsharing Subcommittee was to gauge interest in carsharing and collect data about carsharing. Phase one is coming to a close with the KSC student report. Once the Carsharing Subcommittee has had a chance to review the results of the MAST carsharing survey and the KSC student report, the Subcommittee can make a recommendation to the MAST Steering Committee about next steps. The next phase would be to bring together key stakeholders and decision-makers to share the results of the data collection and begin discussions about how to move forward. Diana Duffy agreed that bringing together decision-makers is an important next step. This should include City of Keene staff, the KSC Sustainability Office, and one or more representatives from CSA to provide guidance and technical support.

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

The Subcommittee members agreed to continue reaching out to contacts on their direct outreach lists and to share the MAST carsharing survey on Facebook and other social media platforms. The Subcommittee members will also review the KSC student report when it is ready. Lisa Donnelly will invite the Carsharing Subcommittee to attend the KSC student presentation, which will take place sometime in the first half of December.

#### **V. Next Meeting**

The group decided to schedule the next meeting in January. Mari Brunner will send out a Doodle poll in December to schedule this meeting.

#### **VI. Adjourn**

The meeting adjourned at 1:10 p.m.

Respectfully submitted,

Mari Brunner  
Planner