Carshare Permanent Program

Queens Community Board 2 Presentation
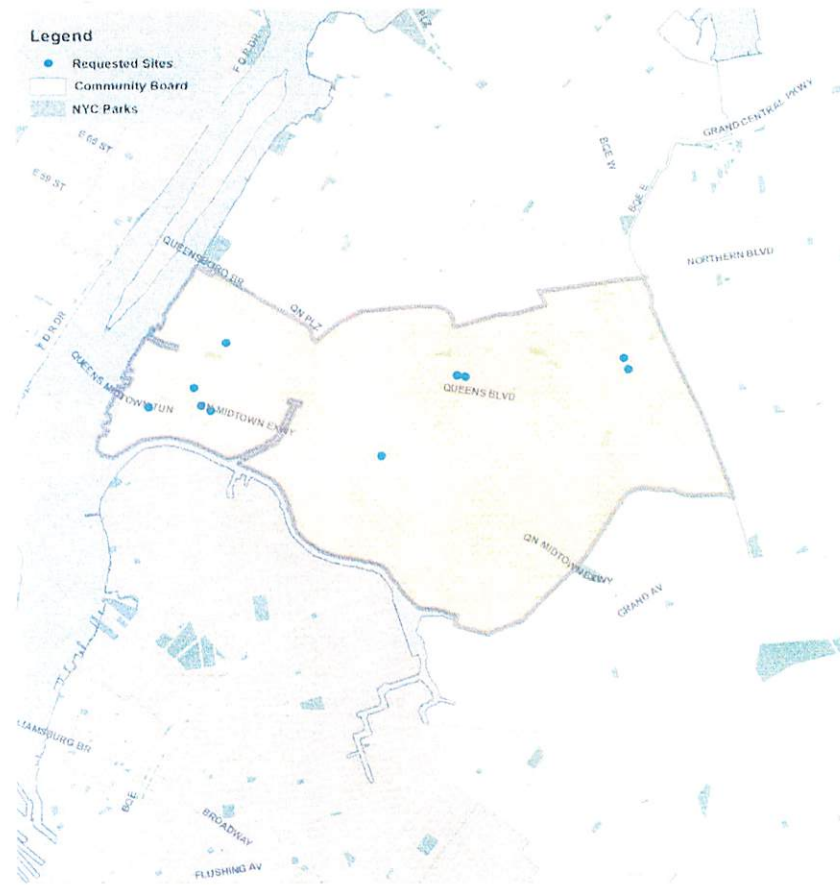### November 2022

NEW YORK CITY DOT

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Background

- Carshare provides on-demand, short-term access to a shared fleet of vehicles, typically through a membership and hourly or annual fee.

- Carshare Parking Pilot Program launched in June 2018 with Zipcar and Enterprise Carshare, comprising 230 on-street spaces and 55 municipal parking facilities spaces.

- The 2-year pilot averaged 24 trips per space per month with an average of 17 households per available vehicle per month.

- The pilot saw greenhouse gas emissions and vehicles mile traveled decline 7% and 6%, respectively.

- Using detailed customer surveys, researchers concluded that for every **1 car shared vehicle, 4 personal vehicles** were either **not purchased or sold.**

Map

- 10 Requested sites
  - Each site is 2 parking spaces
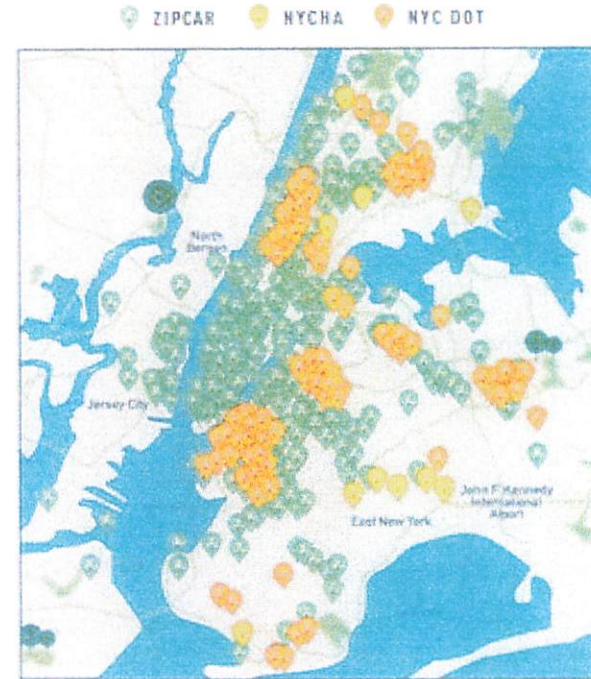 - Located on same blockface at corner

Zipcar

Zipcar

- World's leading carsharing network and largest carsharing provider in NYS
- Operating in NYC since 2002
- 2500+ vehicles (60+ makes/models) in NYC fleet at 600+ locations
- 190,000+ members in NYC
- 60+ locally employed and countless small local businesses supported
- Focused on enabling simple, sustainable and responsible urban living
    - 85% of NYC members don't own a car
    - 25% got rid of their car after joining Zipcar
    - Members drive 40% fewer miles than they did before joining Zipcar
    - Zipcar reduces the number of personally owned cars on NYC streets
    - 70% of Zipcar members ride public transit at least 5x/week

Using Zipcar in NYC

Zipcar offers an easy, convenient and affordable transportation option:

- Book a car instantly via our app or online
- Zipcars available 24/7 at hourly and daily rates
- Members save $784/mo on average compared to car owners
- Each reservation includes:
    - Gas
    - Dedicated home parking spot
    - Insurance options
    - Maintenance & 24/7 roadside assistance
    - 180 miles per day
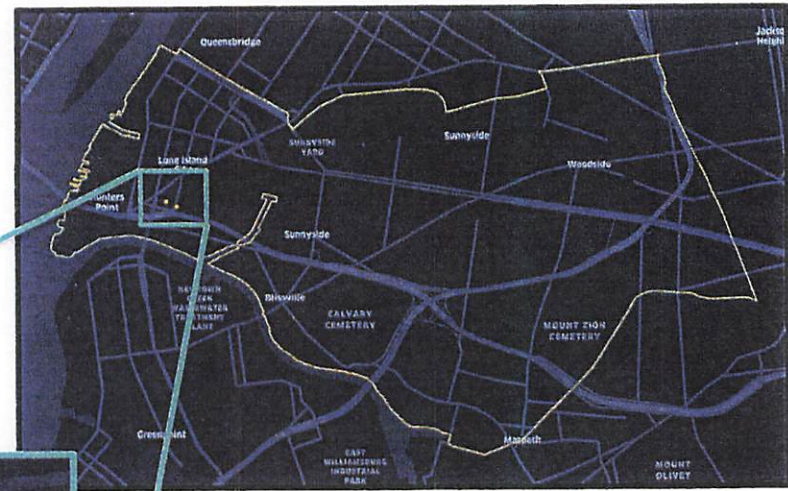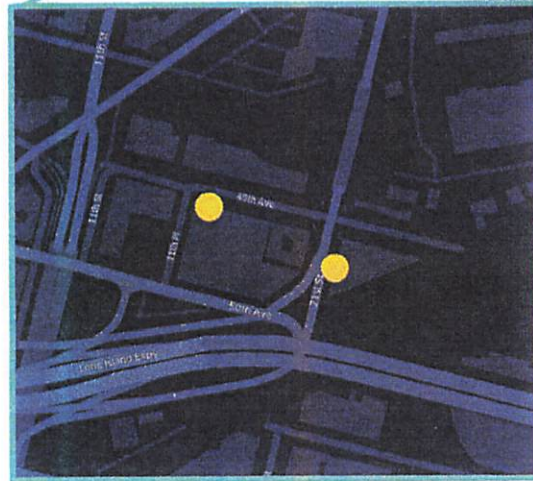

ZIPCAR   NYCHA   NYC DOT

Zipcar enables all New Yorkers to have access to a car without owning one

- Zipcar's expansion in NYC provides a convenient and affordable mobility alternative to diverse neighborhoods and low- and moderate-income New Yorkers across NYC
  - Our NYC members are from all income levels, and we're committed to supporting every community we serve
- Zipcar members make a positive impact on the environment
  - Fewer emissions
  - Less driving → cleaner air in our communities
  - More carpooling → reduced congestion
  - More space
    - Each Zipcar takes up to 13 personally owned vehicles off city streets, transforming curb space and returning it to the community

Zipcar Locations

2 sites

Equity and Outreach Plan

Focus on equitable and affordable access:

- NYCHA partnership
- SNAP program
- Equity sites
- Local community partnerships
- Support and outreach to promote awareness
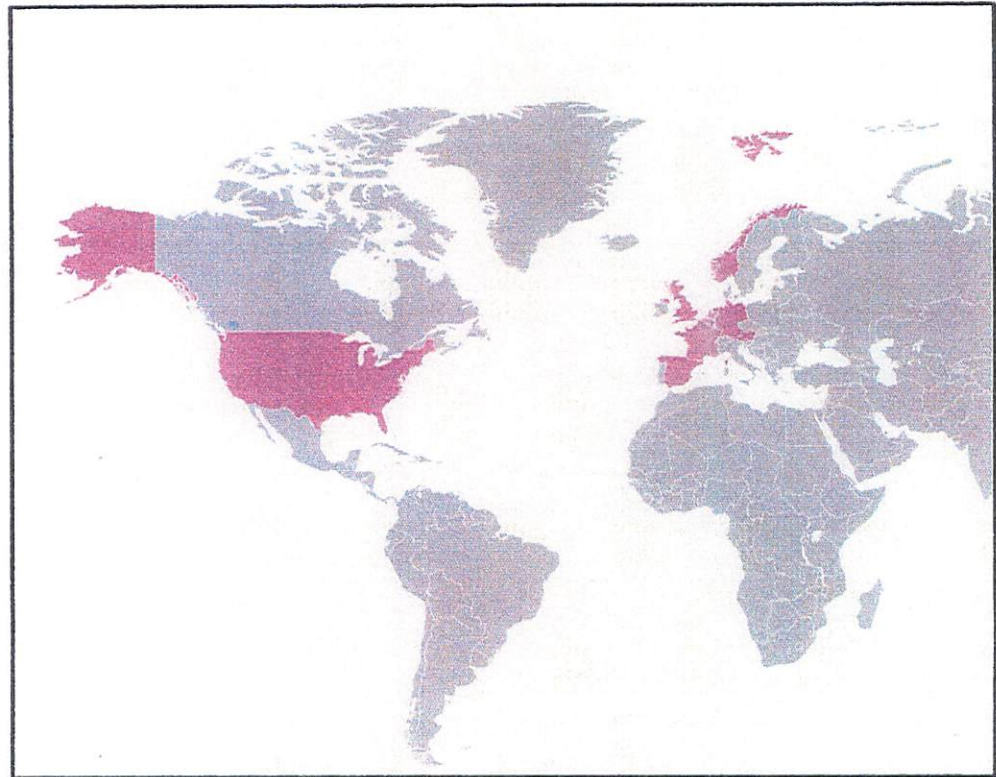
Getaround

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Getaround: About Us

2009
Getaround is founded

950
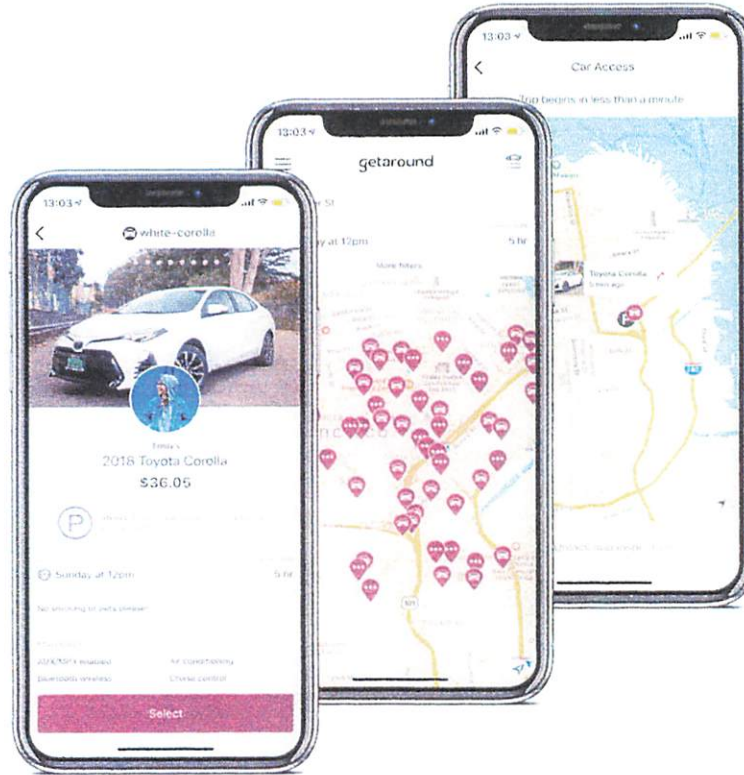Cities across the globe where
Getaround operates

6M
Trips users have taken on
Getaround

Getaround: About us

- **Search**: Vehicles are available by the hour or the day

- **Book:** Instant access so you can unlock with your phone and go

- **Drive**: Trips are covered with insurance and customer support.

Getaround: Shared Goals

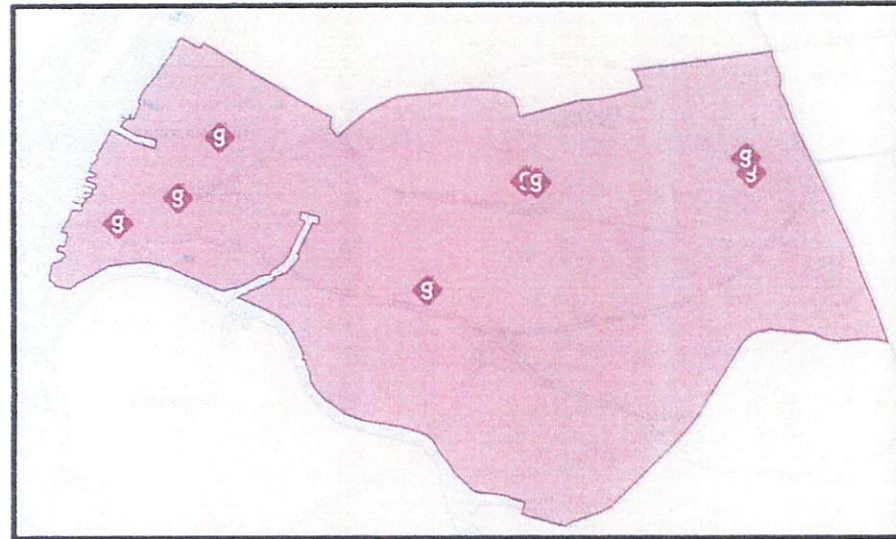| Equitable Mobility	76% communities of color	40% low income families	90% rent their homes
Reduce Congestion	10% sold or donated a car since joining	83% did not buy a car because of Getaround	97% use personal car and rideshare less since joining
Environment Friendly	74% trips include 2 or more people	41% greenhouse gas reduction per household	74% live in zero car households

Getaround: Locations

- **Co-Location**: Located with or near other modes of shared transportation (e.g., bike share, subway, ferry

- **Visibility**: Located on or near highly trafficked pedestrian streets and shared transportation access points

- **Safety**: Located at well-lit, well traveled intersections.

Getaround: Locations

8 locations in Queens CB 2

- **Opportunity**: Additional shared options for New Yorkers

- **Affordability**: Affordable access to low income New Yorkers and working families

- **Equity**: Accessible transportation for those who need it most

Getaround: Education and Outreach

Discounts for Users

- **Introduction to carsharing**: Provide a discount to encourage uses to try carsharing for the first time

- **Community Organizations**: Partner with community organizations to donate discounted rides

- **Underserved Residents**: Reduce the cost of carshare for low income NYC residents by offering a recurring discount and educational materials.

SIGN UP NOW FOR
$25
DRIVING CREDIT

get.co/signup

getaround

Sites

Carshare	On Street	From	To	Address	Side
Getaround	21st St	44th Dr	44th Rd	11-57 44th Drive, New York, NY 11101	W
Getaround	63rd St	37th Ave	39th Ave	37-75 63rd Street, New York, NY 11377	E
Getaround	64th St	Woodside Ave	Roosevelt Ave	39-23 64th Street, New York, NY 11377	E
Getaround	44th St	Skillman Ave	43rd Ave	41-44 44th Street, New York, NY 11104	W
Getaround	45th St	43rd Ave	Skillman Ave	41-49 45th Street, New York, NY 11104,	E
Getaround	11th St	47th Rd	48th Ave	47-28-47-98 11th St, New York 11101	E
Getaround	51st Ave	Vernon Blvd	5th St	5-11 51st Avenue, New York, NY 11109	N
Getaround	37th St	Greenpoint Ave	48th Ave	37-05 Greenpoint Ave,NY 11101	E
Zipcar	49th Ave	11th St	21st St	11-40 49th Ave, New York, 11101	W
Zipcar	21st St	49th Ave	50thAve	49-1 21st St, New York 11101	E

Thank You!

Questions?