



Quantifying the Impact of Car Sharing

Reduces Vehicle Miles Traveled, Reduces Carbon Emissions

- After joining, North American Zipcar members drove an average of 2,500 miles fewer than when they owned their own vehicle.¹
- Each Zipcar member consumes approximately 100 gallons of gasoline less than when they owned their own vehicle, resulting in significant oil conservation.¹
- Considering fuel savings, in 2008 North American car sharing members will prevent more than 215,000 tons of carbon emissions.¹

Increases Use of Mass Transit

- Members of Zipcar and car sharing programs report a 46% increase in public transit trips, a 10% increase in bicycling trips and a 26% increase in walking trips.²
- 46% of Zipcar members surveyed agreed or strongly agreed that they use public transit more often since joining the service.³

Relieves Congestion, Reduces Need for Parking

- Each Zipcar takes more than 15 personally owned vehicles off the road. An independent study confirms this finding, calculating that 14.9 private cars are taken off the road for each car-sharing vehicle.⁴
- Recent surveys indicate that more than 65% of members would have kept their vehicle, or would have purchased a primary or secondary vehicle, if Zipcar did not exist. To date, Zipcar estimates it has taken more than 90,000 vehicles off the road.¹
- Since each Zipcar takes approximately 15 cars off the road, less land and financial resources are needed to provide parking infrastructure.
 - M.I.T. provides students and faculty access to more than 20 Zipcar vehicles; because of Zipcar and other transportation demand management initiatives the school reports savings of more than \$9 million, adding over one million square feet of new office space without a single new parking space.⁵
- North American car sharing programs average 24 members to every vehicle, reducing the overall number of cars on the road and decreasing the need for more parking spots.⁴

Saves Money

- An independent study of North American car sharing programs finds that an average of 20% of members give up their vehicles, while 41% postpone or avoid the purchase of a vehicle altogether. These behavior patterns result in significant savings for car sharing members.⁴
- On average each Zipcar saves more than \$5,000 per year compared to the cost of owning and operating a vehicle in an urban environment.

¹ Zipcar, Inc. *Zipcar Member Behavior Survey*, Cambridge, Mass.

² Washington Metro Area Transit Authority, (2005) *Washington Metro Transit Authority Car Sharing Program Survey*, Washington DC.

³ Arlington County, (2006) *Arlington Car Sharing Study- Program Year 2*, Arlington, Virginia

⁴ Car-Sharing: Where and How It Succeeds, Ch. 4. Transit Cooperative Research Program, Report 108; Transportation Research Board 2005. Adam Millard-Ball, Gail Murray, Jessica ter Schure, Christine Fox, Nelson Nygaard Consulting Assoc., and Jon Burkhardt, Westat

⁵ Zipcar Inc. (September, 2006). "Zipcar Expands Nation's First Car Sharing Program for Universities with Addition of Seven New Schools". Retrieved 2008, <http://www.zipcar.com/press/releases/press-53>

ZONING COMMISSION
CASE No. 08-06-2
EXHIBIT No. 58

Resulting COMMISSION
District of Columbia
08-06-2
EXHIBIT NO. 58