City of Minneapolis Quarterly Update

June 5, 2014

Continued Success

ENVIRONMENTAL INITIATIVE AWARDS: 2014 FINALIST

This project has been selected as a finalist in the Sustainable Business category:

POINT-TO-POINT CARSHARING IN MINNEAPOLIS

Project Summary
The City of Minneapolis is partnering with car2go Minneapolis to help facilitate car-sharing by allowing car2go Minneapolis to operate a free-floating, point-to-point car sharing model within the city limits. The car2go fleet consists of 350 smart fortwo vehicles. The City of Minneapolis has agreed to allow car2go vehicles to park at any meter 2hrs or greater as well as all Critical Parking Areas, and any other legal on-street spaces without requiring payment from member using the vehicle.

Website URL
https://minneapolis.car2go.com

Project Partners

- car2go Minneapolis
- City of Minneapolis

How did the project partners work together?
In this partnership, the City of Minneapolis allows car2go members to park at metered spaces (2hrs or greater) without payment, as well as in Critical Parking Areas, and any other legal on-street space. In order for car2go members to reap these benefits, car2go Minneapolis and the City reached an agreement that takes into account foregone meter revenue and the cost associated with a CPA permit. City of Minneapolis officials and car2go Minneapolis also meet monthly to discuss the program's progress and shared goals, as well as future marketing and operational efforts to build on the success of the program.

How is the project groundbreaking?
This project is unique because of the nature of car2go's business model, which provides for free-floating on-demand use of vehicles for its members. Traditional car rental/ownership requires users to return the vehicle to a dedicated space, whereas car2go provides the ability for user to make one-way trips, often in conjunction with public transit, walking, or biking. This helps reduce traffic and parking congestion, as well as building acceptance of transportation alternatives amongst Minneapolis residents and helping to build a robust transit system. Another unique aspect of the model provided by car2go is the ability for users to pay by the minute, hour, or day, with gas, insurance, and parking free for a car2go member. This model helps to provide the ability for Minneapolis residents to live "car-free" or "car-light" with a substantial amount of vehicles available for use on a daily basis. The program is also working towards assisting large employers in Minneapolis with employees' daily transit needs.

What are the project goals?
The City of Minneapolis and car2go established this partnership with the overarching goal of facilitating car sharing to help promote car sharing and alternative transportation solutions as a whole, allowing residents of Minneapolis to adopt a "car-free" or "car-light" lifestyle. In addition to providing a fleet of ultra-low emissions vehicles, car2go is helping to reduce traffic volume/congestion, thus reducing the footprint that private vehicles have on the environment.

What are the project outcomes?
car2go is continuing to gain wide acceptance as a viable transportation alternative to residents of

Mugshot Monday - "Car2Go Minneapolis" travel mug with Guatemalan Dark Roast by Peace Coffee

My other car is [officially] a Car2Go!

I had contemplated testing out my transportation needs with a combo BIKE/BUS/TRAIN/CAR2GO this summer. But my Subaru Forester blew its head gasket which expedited my test. I'm happy to report that going to a one-car-family is working out REALLY good.

Car2Go works like this: Get a membership and then pay by the minute when you drive. I use their iOS app to locate available cars near me if I need one. Park for free in any legal Minneapolis parking space (non-restrictive meters included!) And you don't have to return the car. So I can take the bus home today, or catch a ride with my awesome coworker, or my awesome wife might pick me up. Flexibility is king, my friends.

I didn't endorse Car2Go immediately (see my post here questioning the service), but I've since changed my mind thanks to research and listening to my friend's $.02. The service is now an important piece of the commuting puzzle for me. I'm sure I'll lament I didn't do this sooner.

Social Media Expansion Requests

Facebook – 2,391 likes, Twitter – 1,014 followers

@car2goMPLS was my rain plan. Any chance you'll come to St Paul once LRT Green Line opens?

Really wishing @car2goMPLS would be @car2goMSP tonight. Until the Green Line opens transit between cities ain't the best.

Just signed up for @car2goMPLS limited appeal to me since they aren't in @cityofsaintpaul yet but excited for that day to come.

When does @car2goMPLS get a St. Paul sibling?

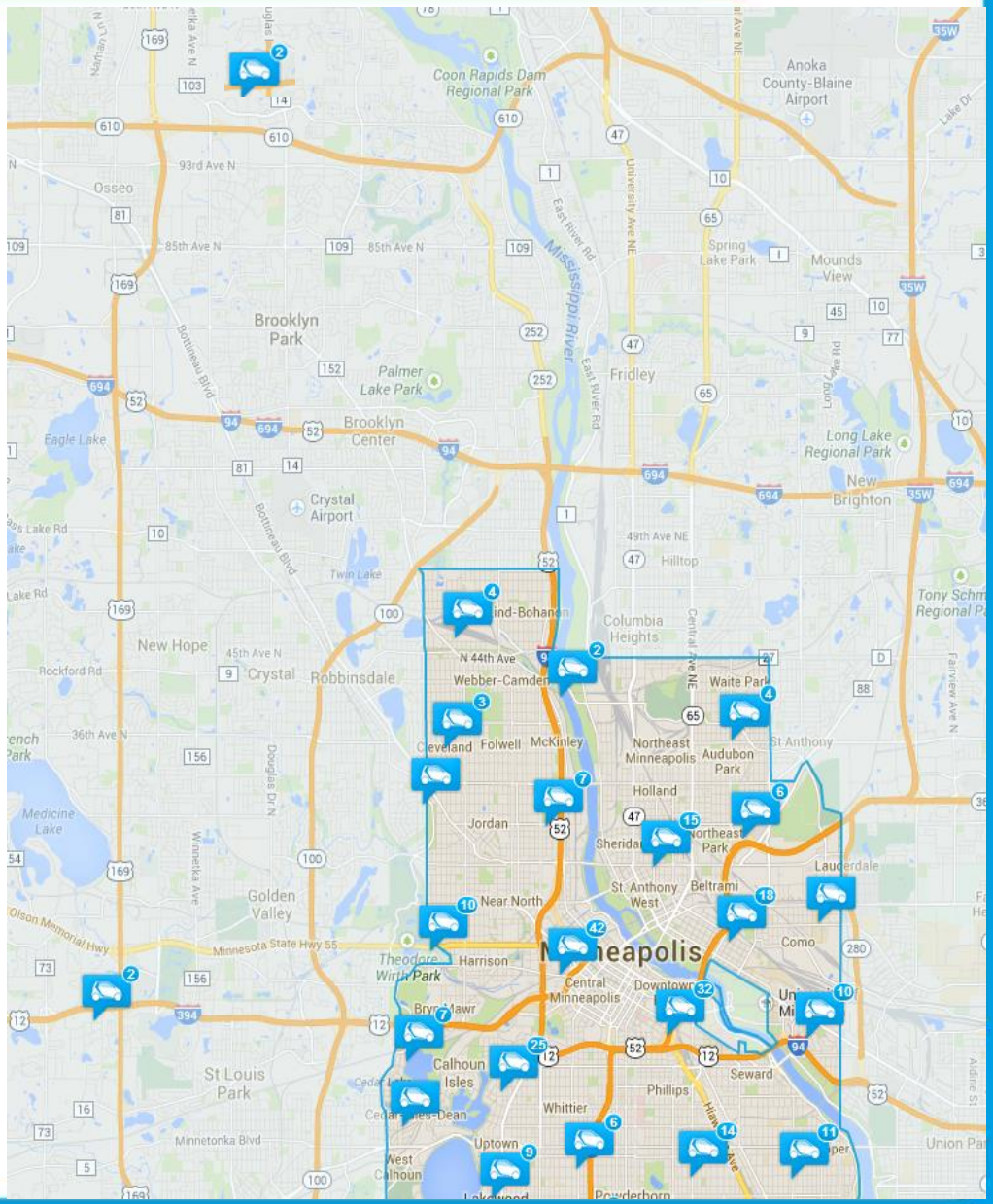
@car2goMPLS please move to St Paul, at least to Midway! Do it, I'll sell my car the next day!

@ajongaro @car2goMPLS now we just need car2goTwinCities so I can take one to work in #StPaul on dreary days like today.

Satellite Locations/Employer Partnerships

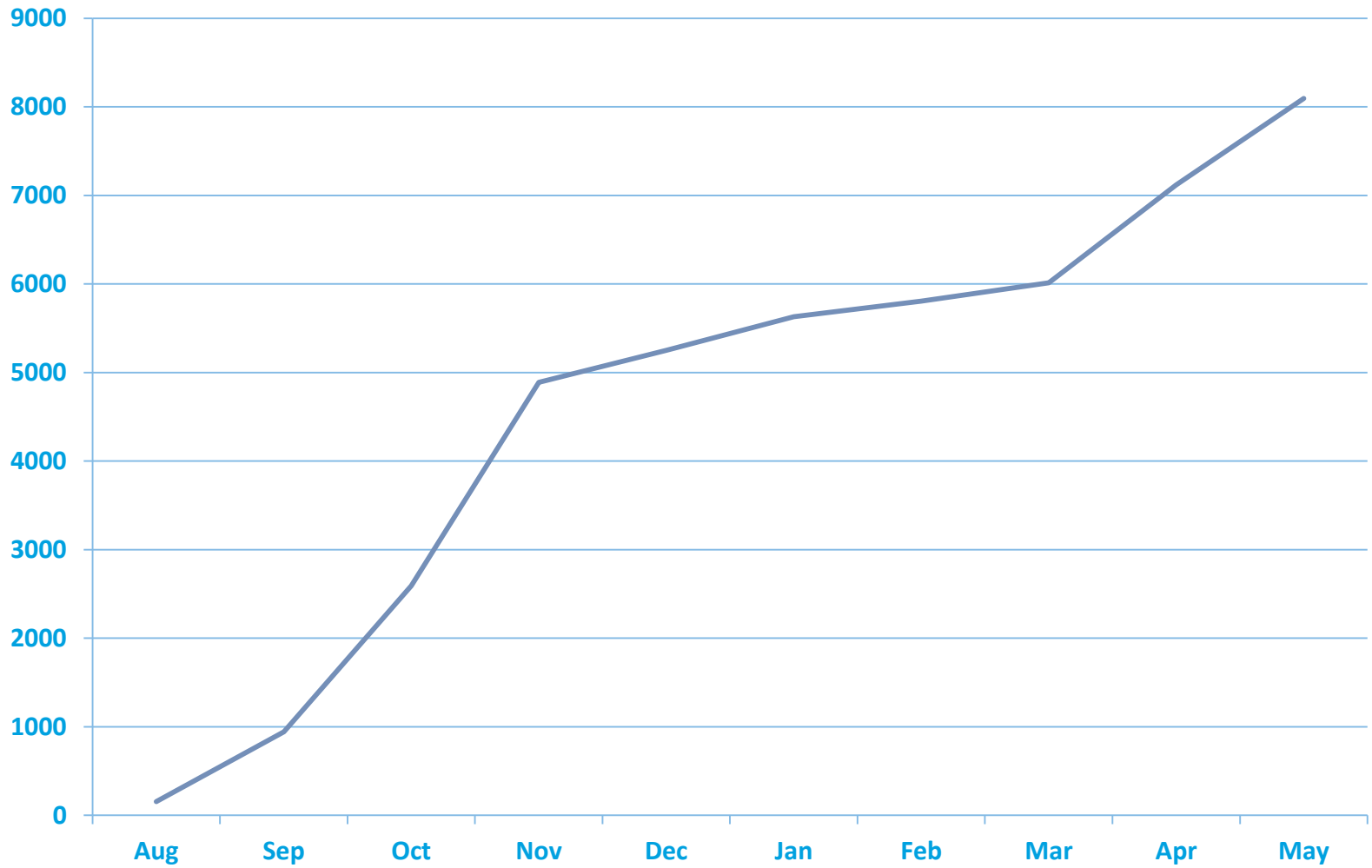
- Target North Campus

- Metropoint Office Complex



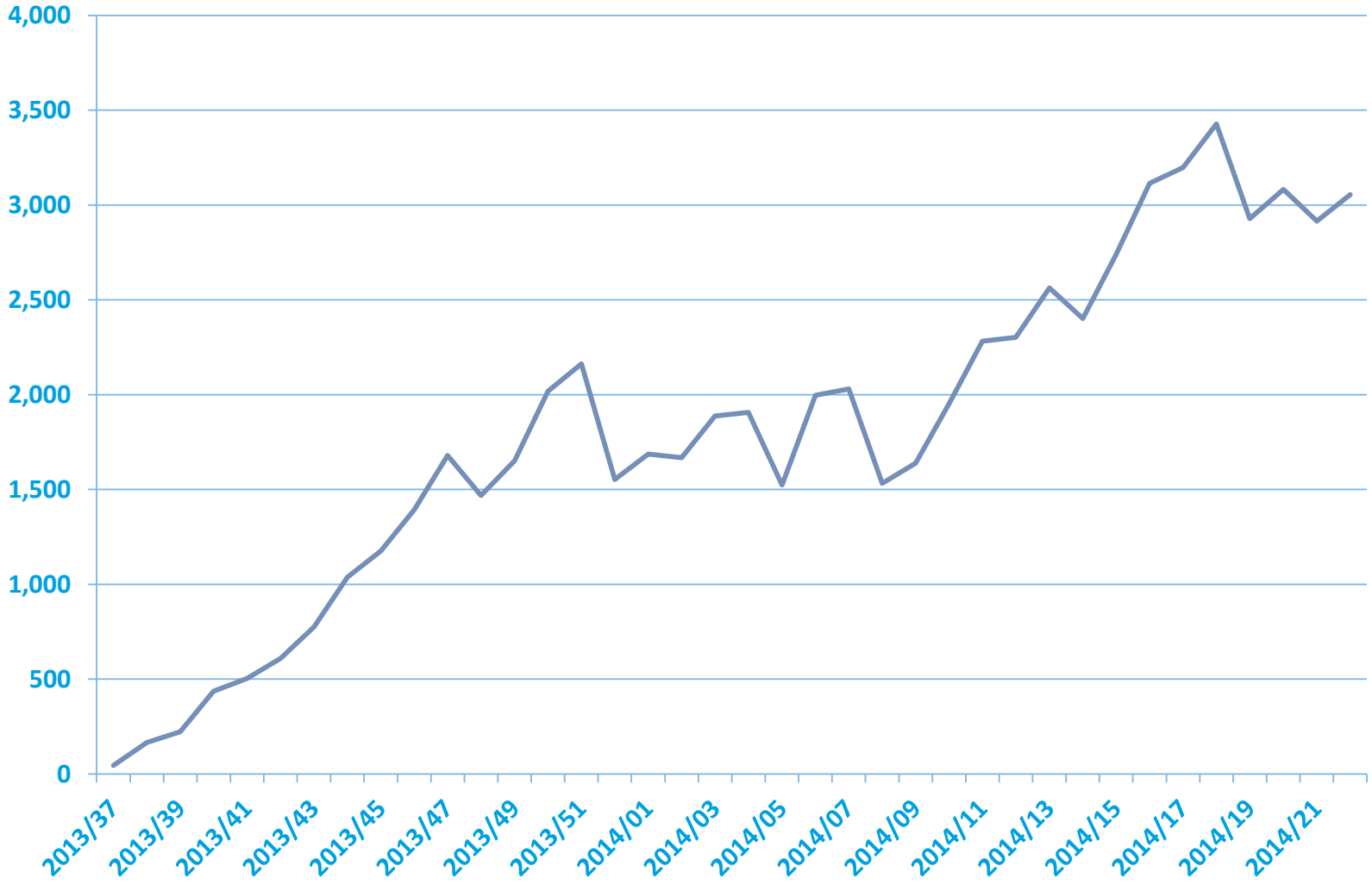
Member Growth

Currently 8,224 registered members



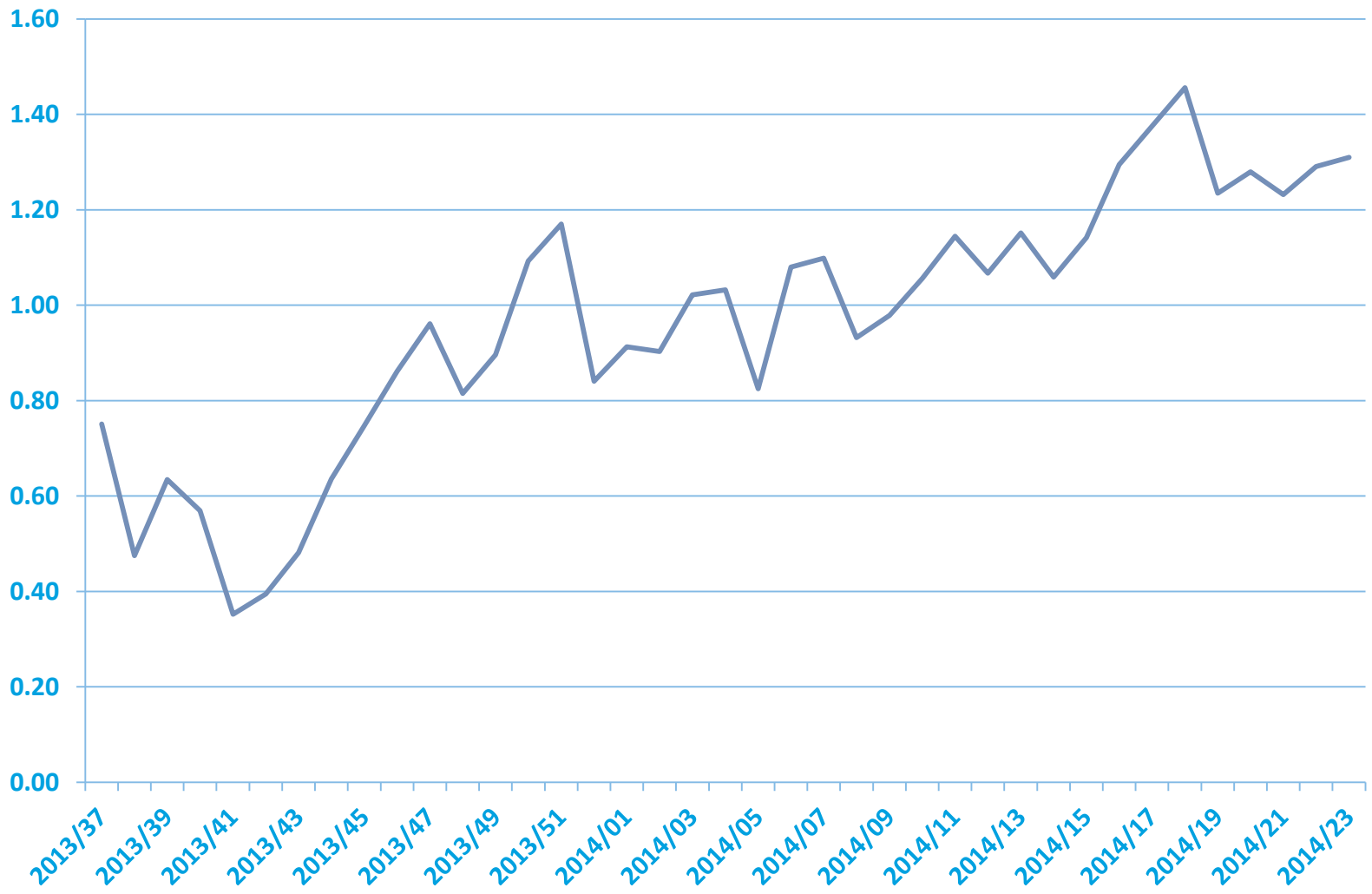
Rentals per Week

Averaging about 3,150 rentals per week since March



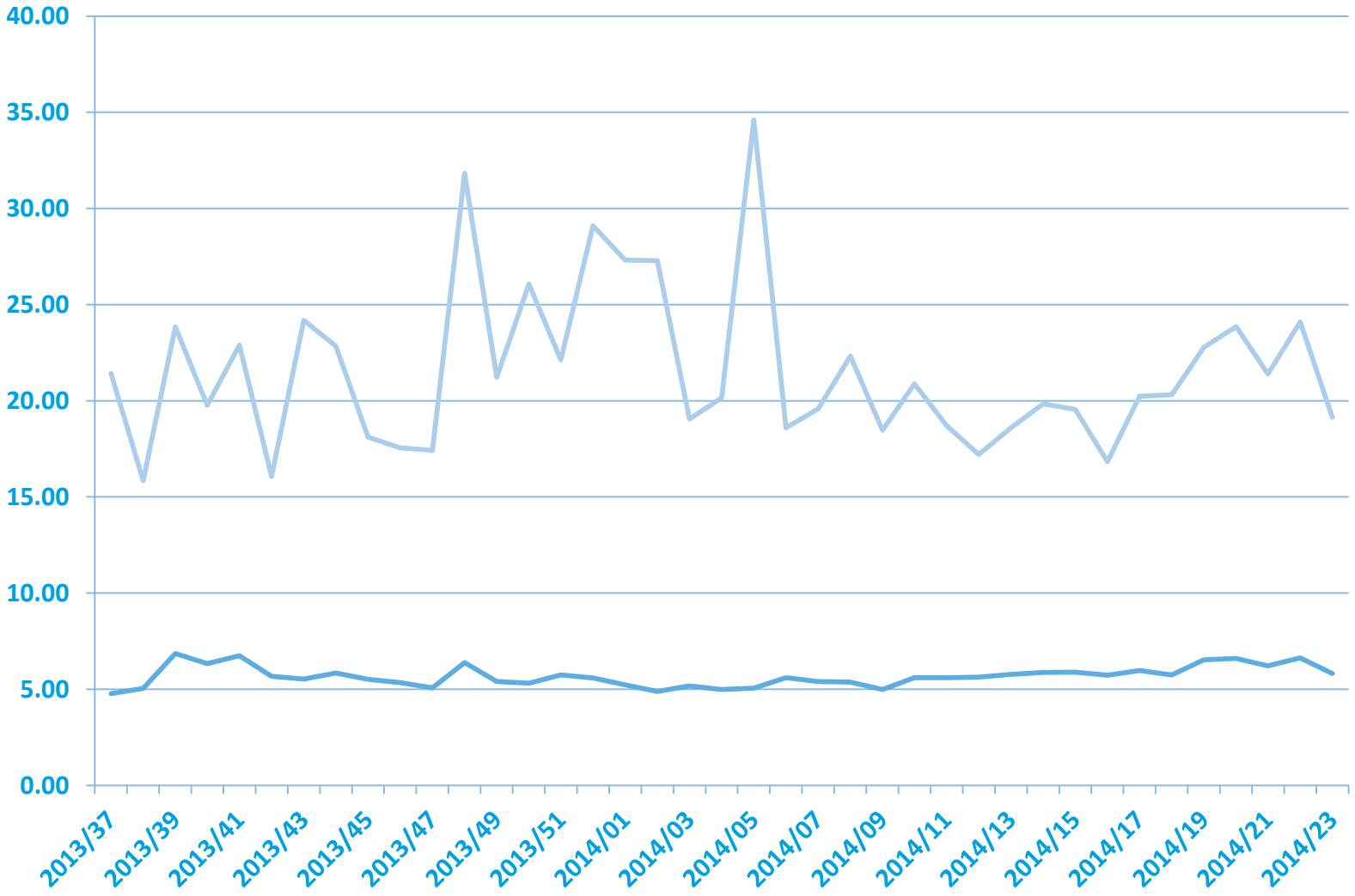
Average Rentals per Car

Averaging 1.25 rentals per car per day since March



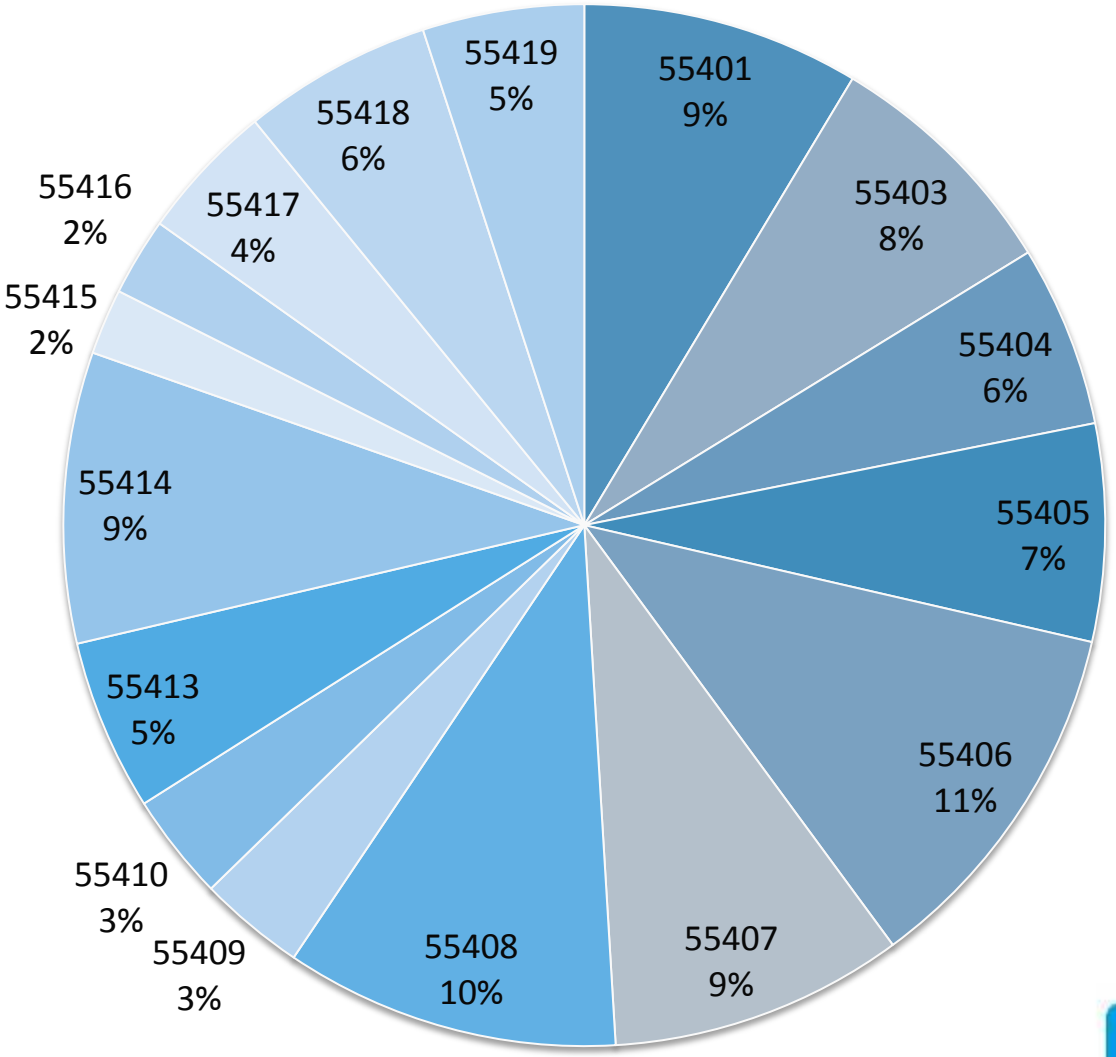
Mileage/Minutes per Trip

Averaging 5.66 km/rental and 21.34 min/rental since March



Member Distribution by Zip Code

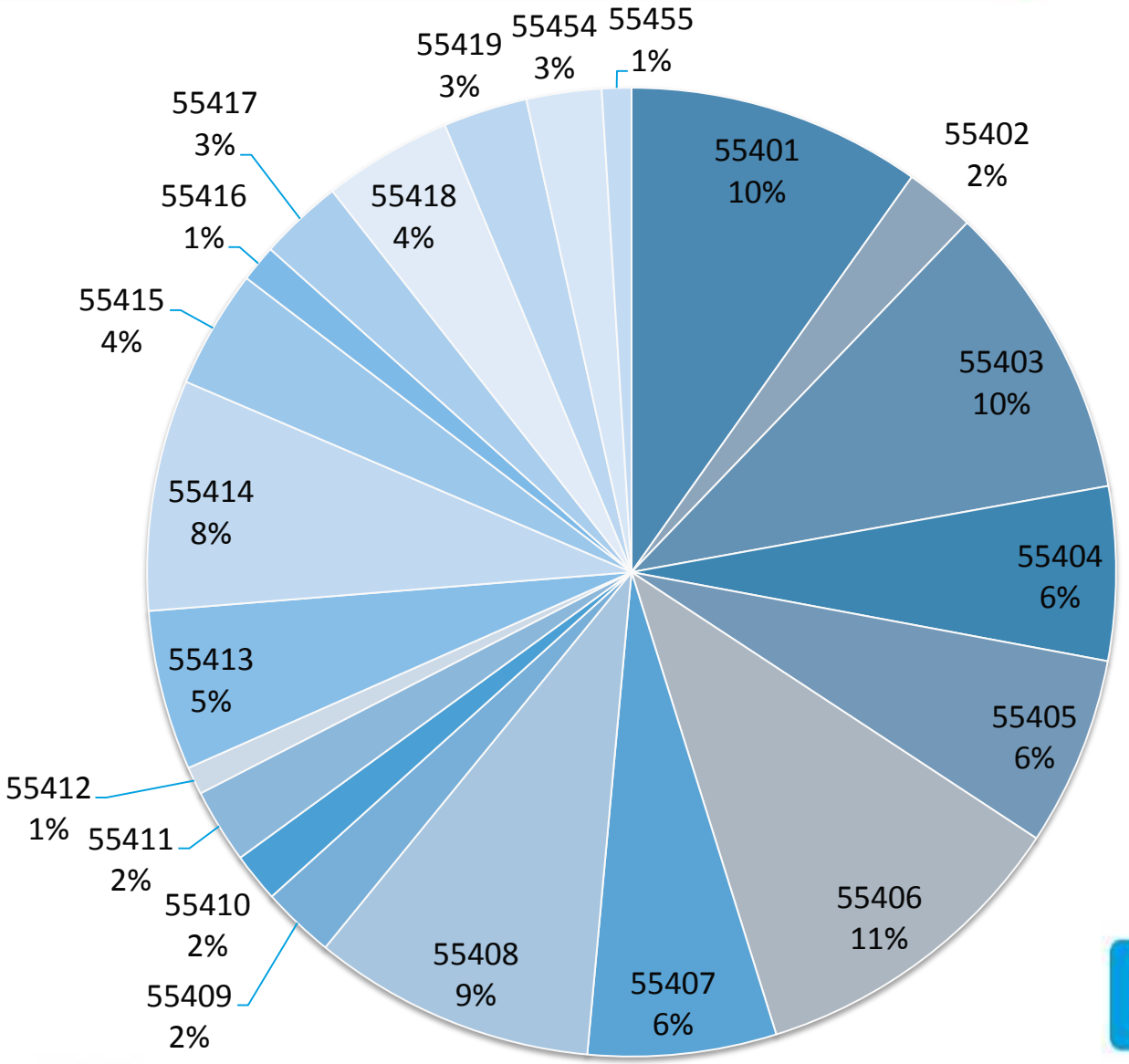
Zip Code	Members
55401	502
55403	444
55404	328
55405	393
55406	659
55407	532
55408	605
55409	192
55410	193
55413	310
55414	526
55415	119
55416	141
55417	249
55418	343
55419	292
Others	2267



*Others includes any zip code less than 1% of total

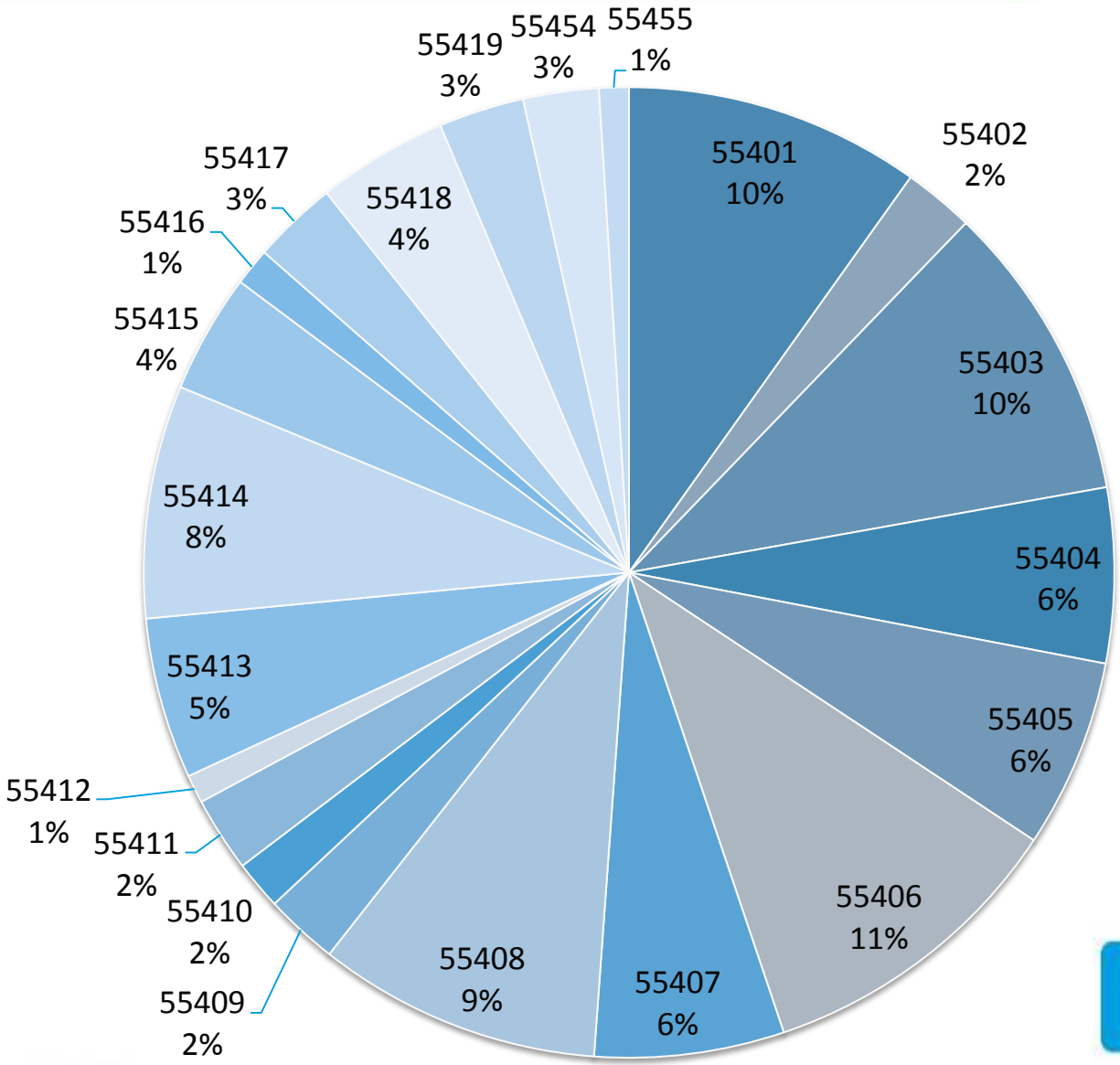
Trip Starts By Zipcode

Zip Code	Trip Starts
55401	4482
55402	1078
55403	4553
55404	2645
55405	2883
55406	4982
55407	2871
55408	4306
55409	1110
55410	750
55411	1136
55412	422
55413	2440
55414	3518
55415	1804
55416	563
55417	1276
55418	1962
55419	1282
55454	1142
55455	450



Trip Ends By Zipcode

Zipcode	Trip Ends
55401	4498
55402	1076
55403	4553
55404	2659
55405	2873
55406	4807
55407	2883
55408	4311
55409	1117
55410	744
55411	1139
55412	430
55413	2453
55414	3542
55415	1815
55416	570
55417	1290
55418	1988
55419	1299
55454	1149
55455	452



Trip Mileage By Zipcode

Zip Code	Miles
55401	17140
55402	3729
55403	15190
55404	9298
55405	11091
55406	24806
55407	10632
55408	14852
55409	5074
55410	5043
55411	8432
55412	2911
55413	9342
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55415	6909
55416	3587
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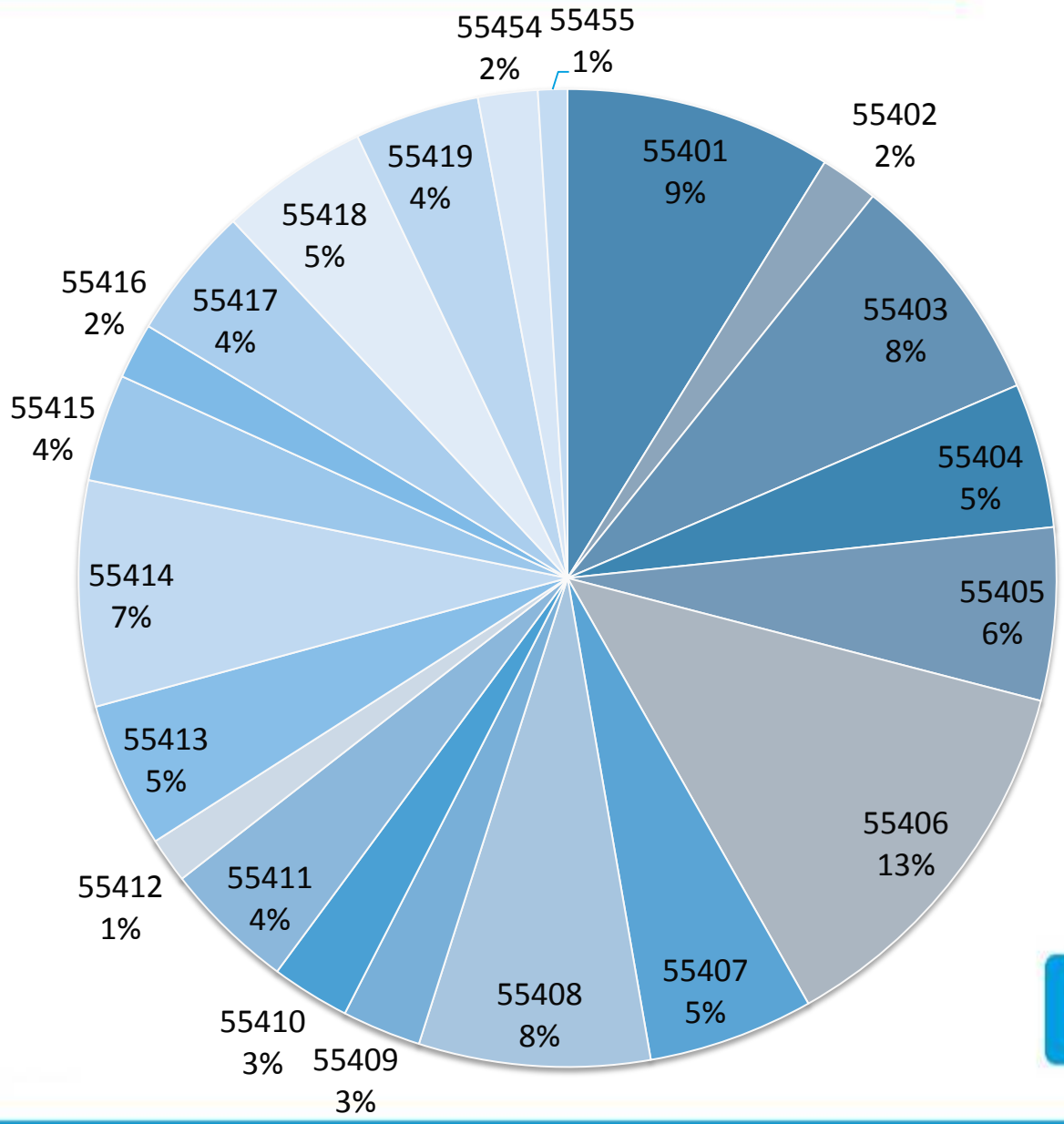
55419	8016
55454	3827
55455	1886



Moving Forward

- Continue to educate and build acceptance of point-to-point carsharing among Minneapolis residents, especially targeting North MInneapolis neighborhoods.

- Continue to focus on expansion to St. Paul, agreement is going before the Transportation Committee on June 16th and then the City Council on June 18th, targeted to launch in July

CAR2GO