ZIPCAR: DRIVING CHANGE IN 2018
Our Social and Environmental Impact
Methodology

Zipcar would like to recognize the research referenced throughout this report. Special recognition for our partners at the Transportation Sustainability Research Center at the University of California, Berkeley for their publications including: Impact of Carsharing on Household Vehicle Holdings, Impact of Carsharing on Public Transit and Non-Motorized Travel, and Greenhouse Gas Emission, Impacts of Car Sharing in North America.

Much of the data referenced throughout the report was collected by Zipcar as part of the 2018 North American Transportation Survey (NATS), an annual email survey conducted in December 2018 with a sample size of 21,000 respondents across North America.
Creating more space for people, not cars

This report captures Zipcar’s leadership over nearly two decades, leverages troves of trip-level user data, and paired with third-party research, offers tangible proof that round-trip car-sharing continues to offer cities and members significant and distinct benefits, even at a time when other mobility solutions are on the rise.

Car sharing delivers indisputable, long-term and sustainable social, environmental, and financial benefits to our communities.

As we look to the future, Zipcar remains a critical piece of the multimodal solutions that will drive our communities forward.
Founded in 2000 by two female entrepreneurs, Zipcar is the world’s leading car-sharing network, driven by a mission to enable simple and responsible urban living.

Today, Zipcar’s unique mission-driven business model is financially sustainable and built upon an unwavering commitment to public partnerships.

We share a vision with cities and policy makers across the globe—that it is not only possible to live car-free or car-lite—but such priorities make our lives easier, our cities less congested, and our planet more sustainable.

“Together, our global car-sharing community of more than a million members is changing our cities and our planet every day. Our Zipsters shed carbon-emitting activities, look for ways to build community and believe in more liveable cities. Our journey means bringing everyone along for the drive.”

—Tracey Zhen, President
Zipcar sheds personally-owned cars

Up to 13 personally-owned cars are taken off the road for each Zipcar.∗

Source: *Elliot, Shaheen, Lidicker/Impact of Carsharing on Household Vehicle Holdings
After all, taking cars off the road and creating a more sustainable future is what Zipcar is all about. And the numbers don’t lie.

156,000 fewer cars are on city streets thanks to Zipcar’s 12,000 vehicle fleet.

65% of Zipsters do not own a car.*

54% of Zipsters got rid of a personal vehicle after joining Zipcar.*

Zipcar is part of a multimodal lifestyle.

Zipsters report biking, using public transit or walking the same or more after joining.*

40% 70% 80%

Source: *2018 North American Transportation Survey (NATS)
Zipcar frees up curb space

Shedding cars means more space for people, and all the things that make cities fun, vibrant, and healthy places to live. Cars take up space. A lot of it. The average parking space takes 200 square feet from the urban environment.

DID YOU KNOW?

48% of Zipcar members postponed buying/leasing a car after joining

Source: *2018 NATS, **Tims, D./Can 6 to 20 bicycles fit into a single car-parking space?
Sizing it up:

4 parking spaces = average apartment

10 parking spaces = 1 tennis court

13 parking spaces = 150 bicycles

20 parking spaces = 9 subway cars

40 parking spaces = 18 transit buses

Source: Kolomatsky, M/How Big Is an Acre, Anyway?
Zipcar helps urbanites escape

Data shows Zipsters rely on walking, biking, and public transit for short trips, and turn to Zipcar for longer trips to out-of-town destinations.

Not all mobility options are created—or meant to be used—equally.

62% of Ziptrips include two or more people. *

Source: *2018 NATS
The average Ziptrip in North America is **47 mi.**

When we say Zipcar lets our members get out of town—from errands to escapes—we mean it.

Source: *Member Trip Data*
Zipcar is good for the environment

After joining, round-trip car-sharing members drive 40% fewer miles than they did previously.*

If car sharing wasn’t available, members would drive 26% more than their current levels.**

Car-sharing members reduce their CO₂ footprint by up to 1,600 pounds per year.†

77% of Zipcar’s North American fleet are SmartWay certified vehicles, with lower than average greenhouse gas emissions and smog ratings. Cleaner fleet = Cleaner drive.

80
Average number of members each Zipcar serves. More sharing = fewer cars, less parking, cleaner air, and more land for people, housing, and open space.

Sources: *Shaheen/Impact of Carsharing on Household Vehicle Holdings, **Shaheen/Impact of Carsharing on Public Transit and Non-Motorized Travel, †Shaheen/Greenhouse Gas Emissions
The average U.S. vehicle occupancy is 1.54* people per trip, while Zipcar’s is

2.06 people per trip.

That means more than just access to the carpool lane and road trip fun, it means less emissions.

Sources: *U.S. Department of Energy/2018
Whether launching in a new market or forming an innovative partnership, Zipcar had a busy year teaming up with municipalities and transit agencies across North America.

Zipcar’s public partnerships drive our success and are integral to our future. We are proud to have pioneered direct municipal partnerships that maximize the use of public assets for mobility, from Atlanta to Chicago, Denver, Kansas City, Sacramento, and Toronto (to name a few).

“Our carshare pilot will give New Yorkers a chance to try a new affordable, convenient transportation option, which we hope will also ease parking pressure at our curbs and reduce congestion...we encourage New Yorkers to give carshare a try.”

–Commissioner Polly Trottenberg
New York City Department of Transportation
2018 highlights included:

- Partnering with the New York City Department of Transportation to announce North America’s largest on-street round-trip car sharing program, featuring nearly 230 converted spaces to car-sharing use.

- Joining Mayor Ginther in Columbus to launch a new Zipcar market.

- Launching vehicles at Maryland MTA rail stations, connecting Zipsters with regional commuter and public transit rail.

- Rolling out a partnership with the New York City Housing Authority (NYCHA), home to one in fourteen New Yorkers. NYCHA residents join for free and are eligible for discounted hourly rates.

- Expanding the Our Community CarShare program, which provides free electric vehicle car-sharing to residents of six Sacramento Housing Authority properties.
Zipcar's mission is brought to life through our investment in local communities. In 2018 alone, Zipcar donated over $100,000 in driving credit to 36 local non-profit organizations across North America that combat homelessness, green our cities, and promote equality.

412 Food Rescue
Active Transportation
All Hands & Hearts
Bicycle Coalition of Greater Philadelphia
Bike New York
Blue Water Baltimore
Boston Cyclist Union
Brooklyn Greenway Initiative
CAIR Coalition
Cascade AIDS
Chicago Cares
Common Good City Farm
Family Reach
Friendship Place
HandsOn Bay Area
Health and Home Care Society of BC
Johns Hopkins University Center for Educational Outreach
Lutheran Children Family Services
MANNA
Mass Mentors
Miriam’s Kitchen
Nationalities Service Center
New York League of Conversation
Voters Education Fund
New Yorkers for Parks
Openhouse
PACT
Pennsylvania Horticultural Society
Project Bread
Red Sox Foundation
Sage Mentorship Project
SF CASA
Sketch
Sunday Breakfast Mission
The Family Center
The LGBTQ Center NYC
Toronto Outdoor Picture Show Inc
Urban Gateways
The Family Center strengthens families affected by crisis, illness, or loss to create a more secure present and future for their children. Last year, it was able to serve 46 additional families, including 103 individuals in their homes throughout NYC thanks to Zipcar, and its number of clients rose by five percent.

“We are grateful for the increased service delivery efficiency that Zipcar facilitates!”
The Zipcar team is passionate about even more than car-sharing. We’re driven to make our world better, safer and more sustainable.

PRIDE
Equality shouldn’t be up for debate. That’s why Zipcar was an early supporter of LGBTQ organizations and equal rights. We continue to show our support to LGBTQ partners, at Pride events, and in how we do business every day. We believe people can overcome anything on their own—but we’ll always be stronger together.

WOMEN’S EQUALITY
Empowering women is part of our DNA. We support a number of non-profits including the Boston Women’s Workforce Council, Strong Women, Strong Girls and the Women’s Audio Mission. By committing to #stopmanels (all-male panels), Zipcar ensures that every speaking engagement we participate in has at least one female voice.

CLIMATE CHANGE
Zipcar is dedicated to making cities better places to live by reducing carbon emissions, decreasing congestion, and encouraging multimodal behavior. We are proud to have joined over 3,000 governors, mayors, investors, universities and businesses as members of We’re Still In, declaring our united commitment to the Paris Climate Agreement.

VOLUNTEERISM
Zipcar employees are given paid time off and driving credit to volunteer for causes near and dear to them. For us, volunteering is how we put our wheels where they matter the most. In addition, our local teams dedicate several days a year to volunteer in their local communities. We believe it’s invaluable time well spent.
True fulfillment of Zipcar’s mission—to enable simple and responsible urban living—means investing in social, geographic, and economic equity to reach as diverse a pool of Zipsters as possible.

56% of Zipsters describe Zipcar as very important or important in their lives.*

Source: *2018 NATS
In 2018 we grew our amazing member family. Zipsters are:

35 years old, on average.

Across the educational spectrum:

- 33% do not have a college degree
- 34% have a college degree
- 3% are current students

Racially diverse:

- OVER 49% of Zipsters are non-white.

Economically diverse:

- UP TO 40% of Zipsters have a household income below the U.S. median.

- 50% men
- 48% women
- 2% non-binary or decline to state

Source: 2018 NATS
Given the freedom to escape the city and the ease of connecting with family and friends, Zipsters:

- 25% feel safer on the streets and at home.
- 43% are able to affordably reach critical destinations like school and work.
- 64% feel empowered to be themselves and move independently.

87% of Zipsters spend less per month on transportation, compared to the U.S. monthly average.

ZIPSTER AVERAGE: $300
U.S. AVERAGE: $706*

Source: 2018 NATS, *AAA/2018
$4,872,000,000

total member savings per year*
THE ZIPCAR REACH

1 million members
500 cities and towns
600 university and college campuses
12,000 vehicles
60 different makes and models

Endless opportunities

DID YOU KNOW?

A Zipcar is reserved every 6 seconds.
The strength of the Zipcar community is deeply rooted in a culture of partnership, and Zipcar would not be where it is today without a large network of city leaders. This network is critical to our future, and we are eager to work together as we drive our shared mission forward. Thank you to our partners across North America and the globe.

Zipcar also acknowledges those who made this report—and our ongoing work to enable simple and responsible urban living—possible. This includes the amazing Zipcar team who brought the vision of this report to life.

Finally, thank you to our members, or Zipsters, who for nearly two decades have made Zipcar the leading car-sharing network across the globe. You inspire us each and every day, thanks for making it #WorthTheTrip.