



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.

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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.



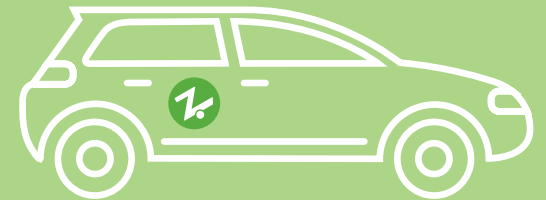
“Together, our global car-sharing community of more than a million members is changing our cities and our planet every day. Our Zipsters shed carbon-emitting activities, look for ways to build community and believe in more liveable cities. Our journey means bringing everyone along for the drive.”

–Tracey Zhen, President

THE ZIPCAR EFFECT

Zipcar sheds personally-owned cars

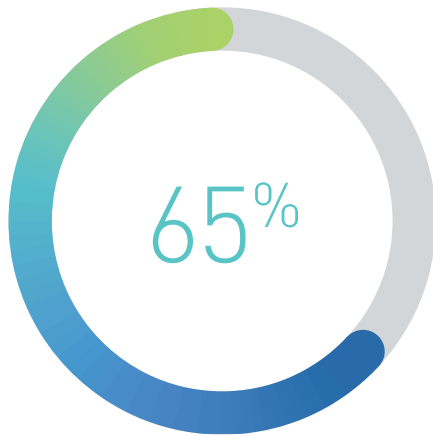
UP TO
13 personally-owned cars are taken off the road for each Zipcar.*



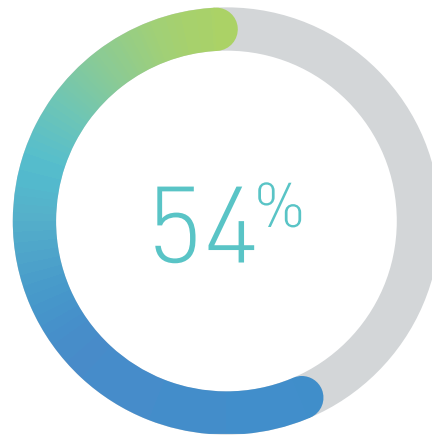
156,000

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

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.



of Zipsters do not own a car.*



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:*

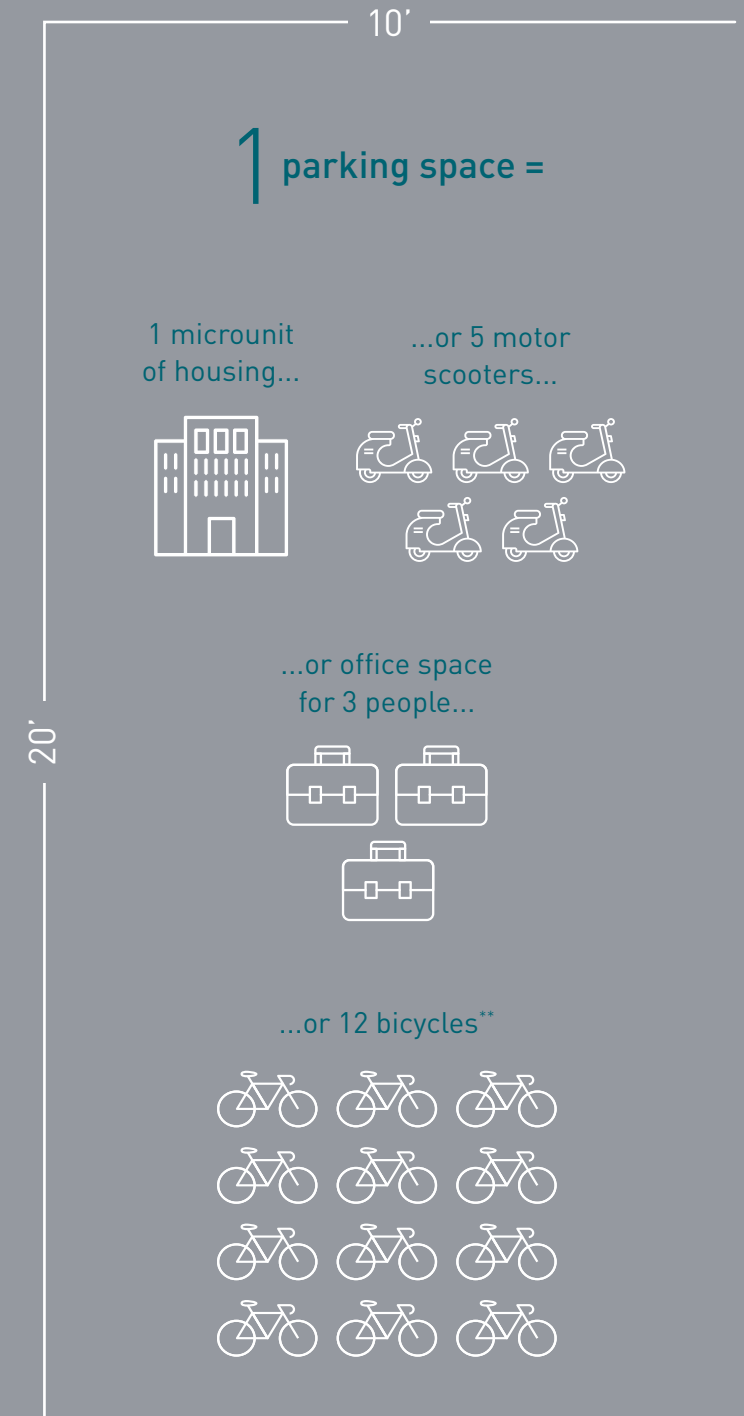


Zipcar frees up curb space

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.

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

DID YOU KNOW?



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



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.

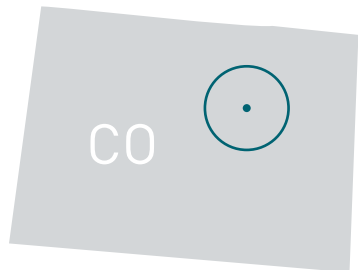
Not all mobility options are created—or meant to be used—equally.

62% of Ziptrips include two or more people.*

**DID YOU
KNOW?**



Average by city:*



58 mi.
DEN → LOVELAND SKI AREA



49 mi.
LA → LAGUNA BEACH

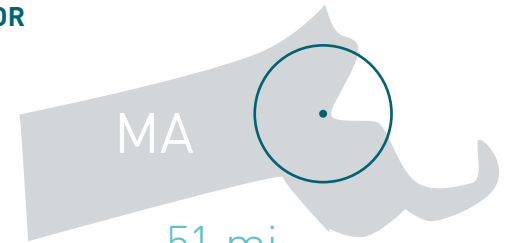
55 mi.
SF → NAPA



43 mi.
CHI → INDIANA DUNES STATE PARK



47 mi.
DETROIT → ANN ARBOR



51 mi.
BOS → PLYMOUTH ROCK



69 mi.
NYC → PORT JEFFERSON (HAMPTONS)



54 mi.
MIAMI → KEY LARGO

The average Ziptrip
in North America is

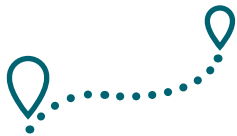
47mi.

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

Zipcar is good for the environment

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.



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.**



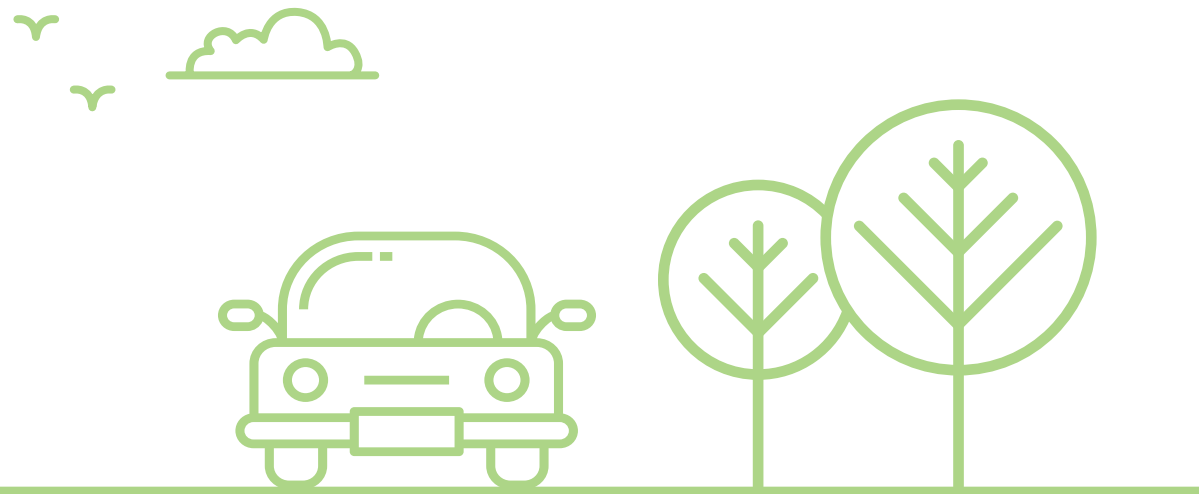
Car-sharing members **reduce their CO₂ footprint** by up to 1,600 pounds per year.†



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.**

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.



PARTNERSHIPS

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.



Photo: Zipcar launches in Columbus, OH | June 2018

Zipcarma Grant Program

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



Photo: Courtesy of The Family Center

PARNTER SPOTLIGHT: The Family Center

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!”

Zipcauses

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.



THE ZIPSTER

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.

DID YOU
KNOW?

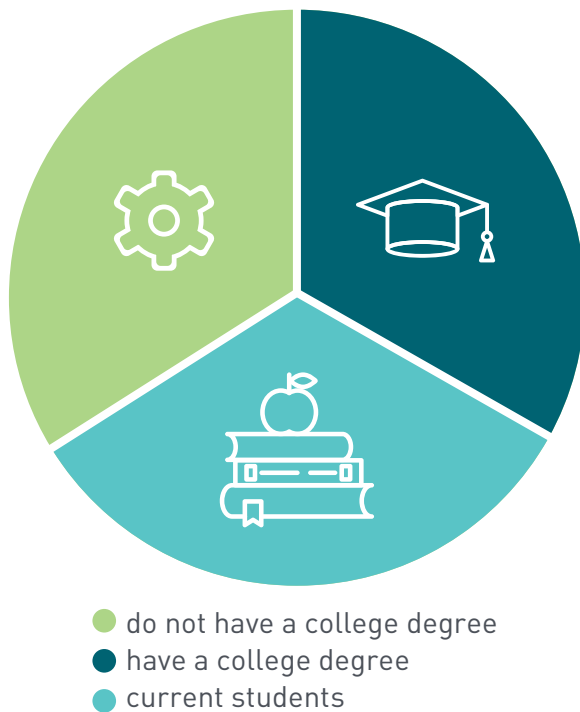
56% of Zipsters describe Zipcar as very important or important in their lives.*



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

35 years old, on average.

Across the educational spectrum:



Racially diverse:



of Zipsters are non-white.

Economically diverse:



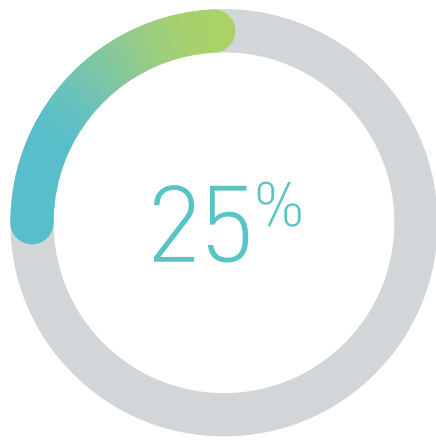
of Zipsters have a household
income below the U.S. median.

50%
men

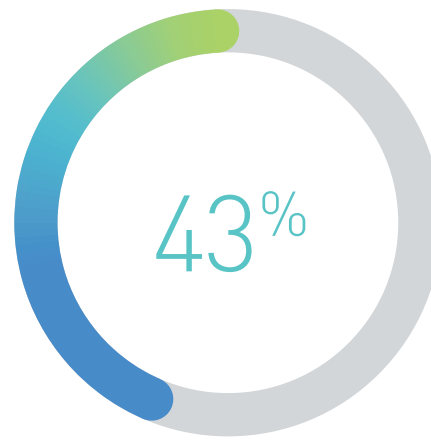
48%
women

2%
non-binary or
decline to state

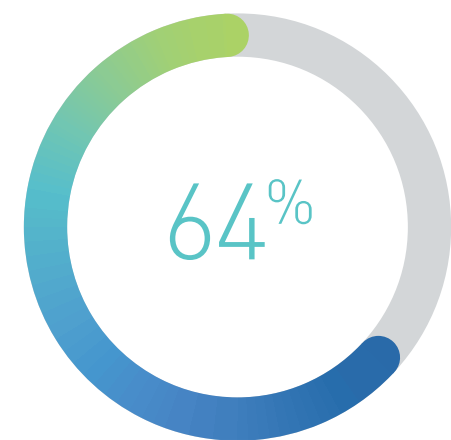
Given the freedom to escape the city and the ease of connecting with family and friends, Zipsters:



feel safer on the streets and at home.



are able to affordably reach critical destinations like school and work.



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*



\$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**.



cities@zipcar.com | zipcar.com/impact

