

## ENVIRONMENTAL AND COMMUNITY IMPACT

Zipcar's service has had a significant, positive impact on the environment and local communities. According to a recent member survey, drivers who use Zipcar as an alternative to owning a car ultimately spend less time behind the wheel and, in many cases, have surrendered ownership of their vehicles or have halted their purchasing decision.

### **At full scale each Zipcar takes over 20 privately owned vehicles off the road.**

More than 180,000 Zipcar members share 5,000 car club vehicles around the world. Recent surveys indicate that over 40% of members would have kept their vehicle, or would have purchased a primary or secondary vehicle, if Zipcar had not provided a realistic alternative to car ownership. To date, Zipcar estimates it has taken more than 50,000 vehicles off the road.

This results in less congestion on the roadways and fewer greenhouse gas emissions and atmospheric pollutants. Older cars are replaced with new Zipcars with more stringent pollution controls and more green space is preserved because fewer parking spaces are required to meet the needs of the same number of people.

### **Since each Zipcar takes over 20 cars off the road, less land and financial resources are needed to provide parking infrastructure.**

Government agencies, University officials and urban planning developers have told Zipcar that each new parking spot can cost between £15,000 and £25,000 to develop. To illustrate the impact of car sharing, M.I.T., the world-renowned university in Boston, Massachusetts provides access for students and faculty lecturers to over 25 Zipcar vehicles. As a result of Zipcar and other transportation demand management initiatives the school reports savings of more than \$9MM USD, alongside the addition of over one million square feet of new office space without a single new parking space.

### **Zipcar members are more likely to shop locally.**

On average, members state they save just under £250 per month or £3000 per year using Zipcar - money that is likely to be spent locally.

### **Zipcar members drove 5295 miles/year prior to joining Zipcar. The average Zipcar member currently drives only 1200 miles/year.**

Paying for a vehicle by the hour or day changes driving and personal behaviour patterns. It also results in decreased fuel consumption and urban emissions. Each Zipcar member consumes 219 less gallons of petrol per year. Overall, it is estimated that Zipcar saved over 8.5 million gallons of petrol, or 17 million gallons of crude oil from being consumed in 2006 alone.

**Members of Zipcar and car sharing programs report a 47% increase in public transport journeys, a 10% increase in bicycle journeys and a 26% increase in walking.**

Zipcar is an integral part of the urban transportation mix. With Zipcar, members are more likely to take advantage of all methods of transportation. Zipcar members use cars only when they need to, and often walk or cycle more, resulting in healthier residents.

**At Zipcar's current membership adoption rates, Zipcar and other agencies anticipate that well over 10% of an urban population will participate in Zipcar's car club.**

In London, for example, with a current population of over 2.5 million residents over 21 with a driving licence, a conservative 5% adoption would result in close to 125,000 car club members throughout the city. At this scale, more than 50,000 vehicles would be taken off the road. Zipcar already has a 5% adoption in areas throughout all of its established metro markets.

For more information, visit [www.zipcar.co.uk](http://www.zipcar.co.uk)