



Quantifying the Impact of Car Sharing

Reduces Vehicle Miles Traveled, Carbon Emissions

- Each car share member reduces their personal CO2 emissions by between 1,100 and 1,600 pounds per year.¹
- On average, car sharing members drive 40 percent fewer miles after joining a car share program²
- 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.³
- *Zipcar Impact: For the year ending 2011, based on 625,000 members, the estimated CO2 reduction from Zipcar members is between 685 million and 1 billion pounds.*

Reduces Car Ownership, Parking Demand

- A Transportation Research Board/National Academy of Sciences study finds each shared car takes about 15 private cars off the road.⁴
- The average car sharing household reduces vehicle ownership by 50 percent⁵
- North American car sharing programs average 49 members to every vehicle, reducing the overall number of cars on the road and decreasing the need for more parking spots.⁶
- *Zipcar Impact: Zipcar estimates it has removed more than 120,000 vehicles since inception.*

Saves Money

- Frost & Sullivan estimates that car sharing can reduce the total transit costs for its members by 70%⁷
- *Zipcar Impact: Zipcar members report saving an average of \$600 per month compared to owning a car.*

¹ Greenhouse Gas Emission Impacts of Car Sharing in North America. June 2010, Susan Shaheen & Elliot Martin

² 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

³ 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

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 The Impact of Carsharing on Household Vehicle Holdings: Results from a North American Shared-Use Vehicle Survey. March, 2010, Elliot Martin, Susan Shaheen, Jeffrey Lidicker,

⁶ Strategic Analysis of Carsharing Market in North America. January 2010, Frost & Sullivan