



# Impact Report 2021

Enabling simple and responsible urban living



# A message from Zipcar's President

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Since 2000, our car-sharing community has been reducing the need for personally owned vehicles and making more space for people and the things they love. That's because we share a vision with cities and policy makers across the globe for a more sustainable and equitable city life.

By partnering with city leaders and policy makers, we can achieve the goal of long-term, environmental, and financial benefits for our communities.

This report captures Zipcar's impact on the communities we serve and offers insight that our partnership with cities is delivering results.

Together, we'll continue to drive a sustainable and equitable future for urban living.



Tracey Zhen  
President, Zipcar



# Table of Contents

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About Zipcar .....	4
Timeline .....	5
<b>1</b> Zipcar reduces the need for car ownership .....	6
<b>2</b> Fewer cars on the curb equals more free space .....	13
<b>3</b> Zipcar has a positive impact on the environment .....	18
<b>4</b> Zipcar members embrace sustainable transportation.....	23
<b>5</b> Zipcar provides affordable access to a car .....	29
<b>6</b> Stronger through diversity .....	32
Looking forward.....	39



# About Zipcar

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## The world's leading car-sharing network

Zipcar has played an influential role in improving city life since 2000. We continue to be a sustainable transportation option in hundreds of cities, towns and universities.



## Helping people rethink private car ownership

Our mission is to enable simple and responsible urban living to reduce the need for personally owned cars. That's why we continue to disrupt the idea of car ownership by giving our members quick, easy, reliable access to a car—without the cost and hassles of owning one.

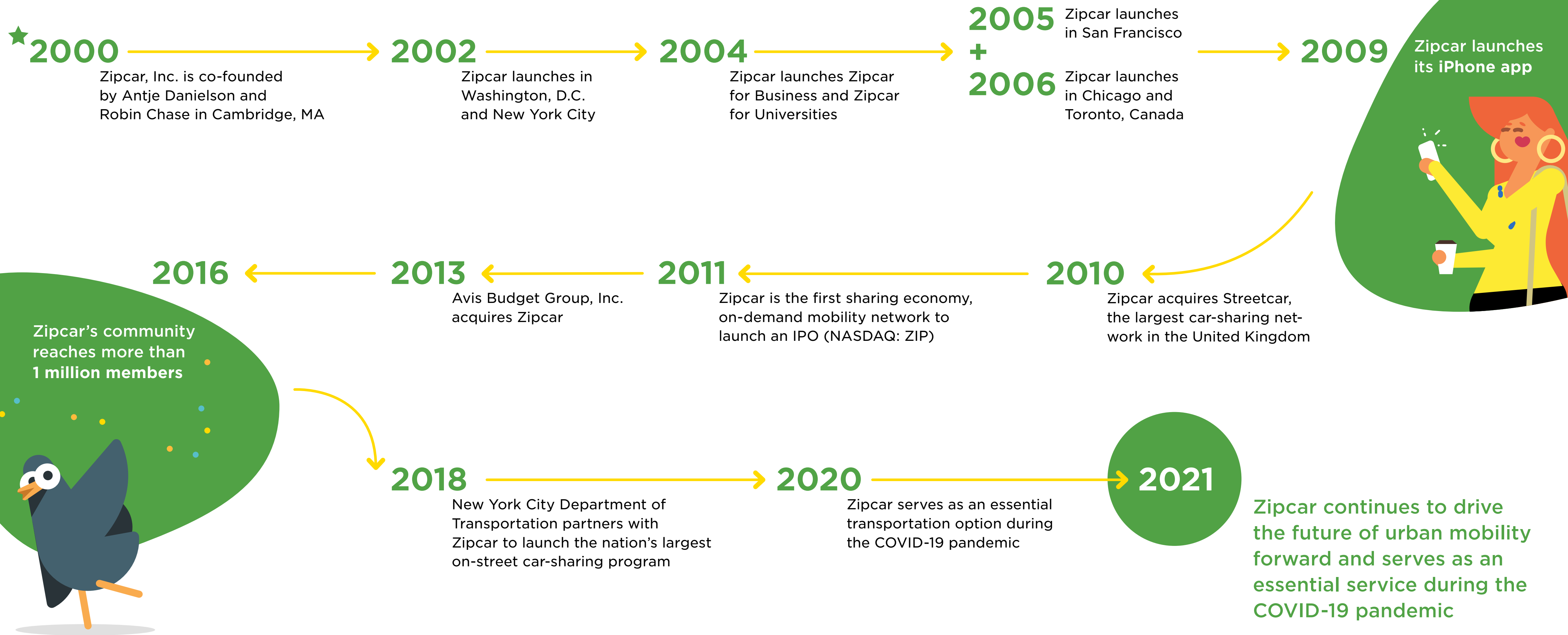
## Making space for people, not cars

Independent studies show that Zipcar's model of car sharing reduces vehicle ownership, freeing up space for people in cities. We give communities and members a socially responsible and sustainable mobility option that makes Zipcar an integral part of city life.




# Timeline

Celebrating 21 years of eliminating the need for car ownership in cities and on university campuses



# Zipcar reduces the need for car ownership

By giving our members a simple, affordable alternative to car ownership, we reduce the number of personally owned cars on our streets.



1



**I got rid of my car in the winter of 2009 and figured that, if I missed it, I could always get a new car in the Spring. It's 2021 now...still no car. I'm a huge fan of Zipcar, and the on-street spaces here make Zipcar just about as convenient as owning a car myself.**

- Christopher, Zipcar Member



# Members are able to get rid of their car or avoid buying one



**75%** of members do not own a car

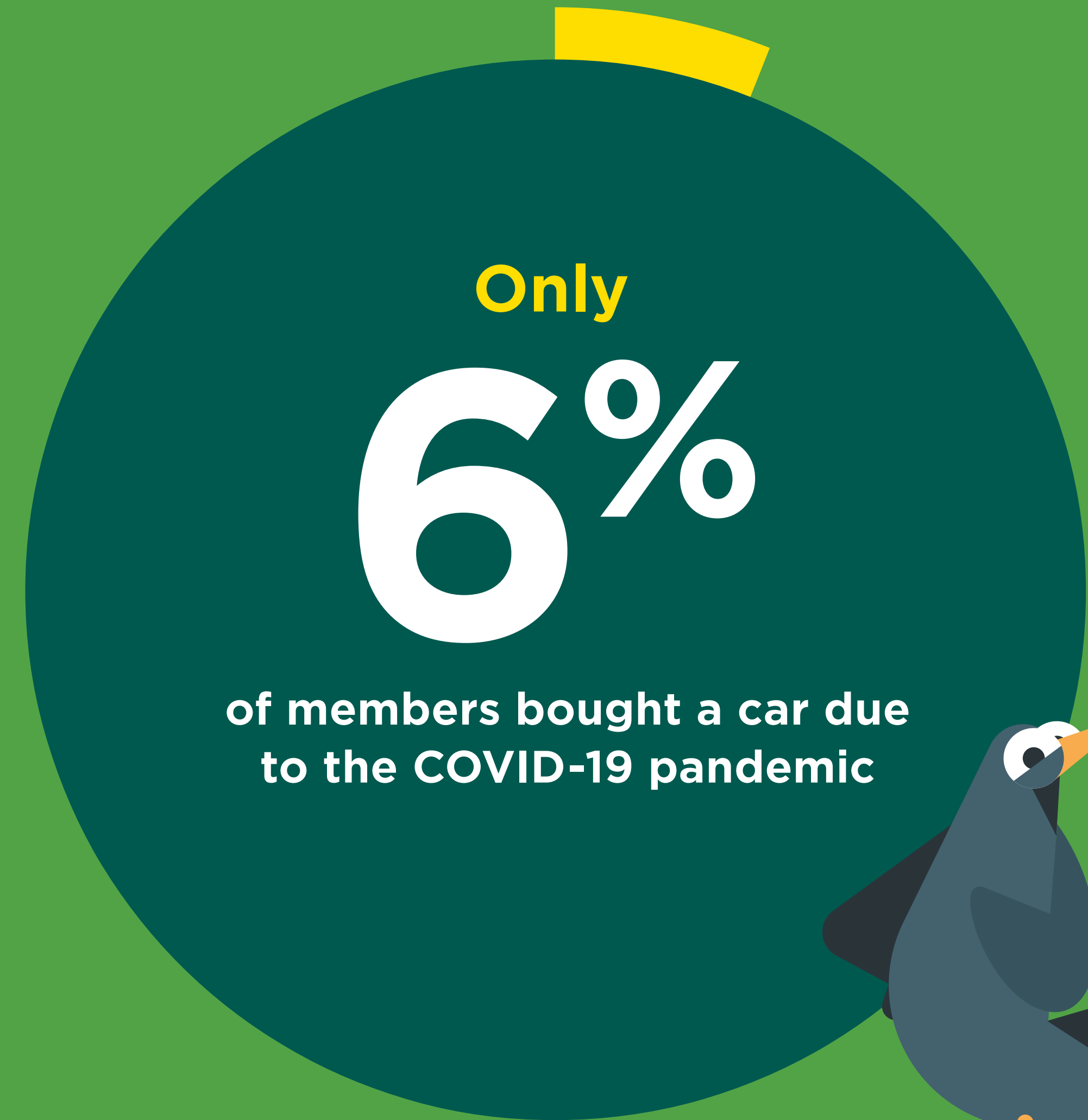
- 19%** got rid of their car after joining Zipcar
- 45%** postponed buying or leasing a car
- 41%** would buy a car if Zipcar disappeared





# During the COVID-19 pandemic, as car buying increased, our members didn't see the need to buy a car

They maintained their low rates of car ownership and sustainable travel behaviors.



**In fact, in many communities, Zipcar members reduced their average vehicles per household, while non-members increased**

**Average vehicles per household from 2019 to 2021**

	<b>ZIPCAR MEMBERS</b>	<b>NON-MEMBERS</b>
<b>Seattle</b>	<b>↓ 34%</b>	<b>↑ 13%</b> overall in King County <sup>1</sup>
<b>Chicago</b>	<b>↓ 15%</b>	<b>↑ 7%</b> overall in Chicago <sup>2</sup>
<b>Portland</b>	<b>↓ 22%</b>	<b>↑ 11%</b> overall in Multnomah County <sup>3</sup>

<sup>1</sup> Washington State Department of Licensing. 2019-2021. Motor Vehicle Registration by Class and County.

<sup>2</sup> Office of the Illinois Secretary of State. 2019-2021. Vehicle Counts by County.

<sup>3</sup> Oregon Department of Transportation. 2019-2021. Vehicle Registration by County.



Seattle:

**54%**

fewer vehicles

Toronto:

**59%**

fewer vehicles

Boston:

**25%**

fewer vehicles

San Francisco:

**32%**

fewer vehicles

**Zipcar households  
have fewer vehicles  
than the average  
household in our  
10 largest markets<sup>4</sup>**

Chicago:

**53%**

fewer vehicles

New York City:

**50%**

fewer vehicles

Los Angeles:

**35%**

fewer vehicles

Philadelphia:

**11%**

fewer vehicles

Washington, D.C.:

**27%**

fewer vehicles

Atlanta:

**15%**

fewer vehicles

<sup>4</sup>US Census Bureau. 2020. American Community Survey.



**Across the U.S.  
and Canada,  
we're helping take  
tens of thousands  
of personally  
owned vehicles  
off our streets**

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**140,000  
cars off our streets**

In Zipcar's 10 largest markets, our members have helped keep more than 140,000 cars off our streets. That's enough cars to fill the National Mall in Washington, D.C. twice or Boston Common seven times.

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# Fewer cars on the curb equals more free space



2

Personally owned vehicles are parked about 95% of the time.<sup>5</sup>

Across the U.S., there are an estimated 2 billion parking spaces.<sup>6</sup> (Yes, billion.) That's about 8 spaces for every car.

<sup>5</sup> Shoup, D. 2011. The High Cost of Free Parking.

<sup>6</sup> Shoup, D. 2018. Parking and the City.



**Because of Zipcar, I've been able to live in Boston for 16 years without the stress of owning my own vehicle!**

- Corey, Zipcar Member

# Reimagining street space in our cities

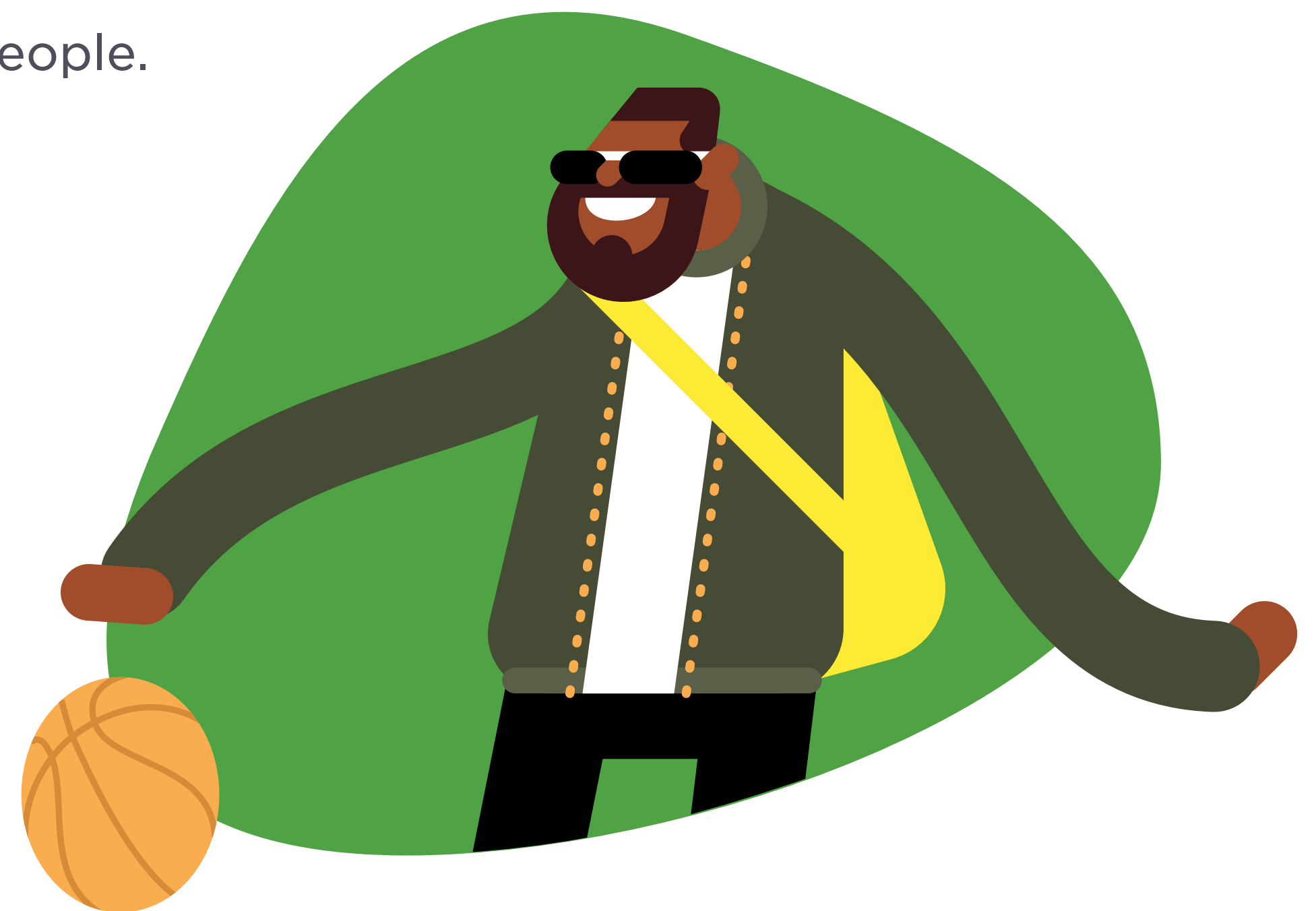
Spending more time close to home during the pandemic showed everyone the importance of livable neighborhoods with safe spaces for socializing and recreation.

Transforming space that was used for personally owned cars into social spaces for people has been a lifeline for many communities and businesses.

That's why many cities, including New York, Seattle, and San Francisco, are making these changes to their streets permanent after seeing the positive impact on consumer activity.<sup>7</sup>

And many more across North America are reimagining curb space as an asset that can be used for more than just storing personally owned cars.

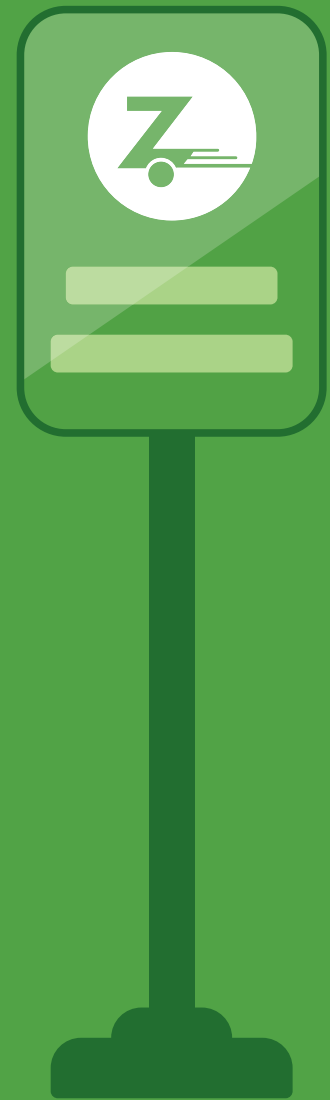
Because fewer cars on the curb equals more space for people.



<sup>7</sup> Bliss, L. 2021. Where Covid's Car-Free Streets Boosted Business.

# Each Zipcar replaces up to 13 personally owned vehicles<sup>8</sup>

That reduces the need for parking spaces in our cities and frees up curb space.



What could we replace 13 parking spaces with?

**4** Studio apartments



**1** Neighborhood pocket park



**1** Community garden



**20** Farmers market stalls



<sup>8</sup>Martin, Shaheen, and Lidicker. 2010. Impact of Carsharing on Household Vehicle Holdings: Results from a North American Shared-use Vehicle Study.





# 13 parking spaces =

200 seats for outdoor dining



# Zipcar has a positive impact on the environment

We reduce our members' reliance on cars by enabling sustainable transportation choices. That helps reduce climate-warming emissions, which decreases negative impact on our air, water and natural environment.



3

# Zipcar reduces emissions

**Fewer cars on the road. More carpooling. Less driving.**

And a commitment to a greener fleet. It all adds up to fewer planet-warming emissions and cleaner air in our communities.



than they did before  
joining Zipcar<sup>9</sup>

Vehicles in  
Zipcar's fleet get

**23%**  
more MPG

than the U.S. average<sup>10</sup>

With Zipcar,  
members drive

**73%**  
fewer miles

than they would if Zipcar  
wasn't available<sup>11</sup>

In New York City,  
Zipcar members drove

**90%**  
fewer miles

than the average number of  
miles driven each year by  
NYC households<sup>12</sup>

<sup>9</sup> Martin, Shaheen, and Lidicker. 2010. Impact of Carsharing on Household Vehicle Holdings: Results from a North American Shared-use Vehicle Study.

<sup>10</sup> US Environmental Protection Agency. 2021. Automotive Trends Report.

<sup>11</sup> Martin and Shaheen. 2011. Greenhouse Gas Emissions Impacts of Car Sharing in North America.

<sup>12</sup> Center for Neighborhood Technology. 2021. H+T Affordability Index.



# Compared to the average driver, Zipcar members carpool more for their trips

That further reduces the number of vehicles on the road, total miles driven, plus emissions and pollution.

Zipcar reduces single-occupancy trips:

**1.85 people** per Zipcar trip **vs.** **1.67 people** per trip nationally<sup>13</sup>



Each Zipcar serves 50-80 members.

For every 100 trips, Zipcar takes six cars off the road through higher vehicle occupancy.

<sup>13</sup> FHWA National Household Travel Survey, 2017



# Zipcar reduces short vehicle trips

**Short vehicle trips contribute significantly to congestion and climate issues.** And nearly half of all vehicle trips in the U.S. are less than three miles.<sup>14</sup> In cities, many of these trips could be easily accomplished by walking, biking, or transit.

However, since Zipcar members have car sharing as an alternative to owning a car, they take most of their trips by walking, biking, or using transit. And when there's no alternative to driving, our members take longer, purpose-driven trips.

<sup>14</sup> Inrix. 2019. Managing Micromobility to Success.



Average Zipcar member trip length = **50 miles**

Average Zipcar member trip duration = **8 hours**



Zipcar members reduce their carbon footprint by up to

**1,600 pounds per year**<sup>15</sup>

That's like planting about an acre of forest<sup>16</sup> and their combined carbon savings add up to about 10,000 tanker trucks of gasoline.<sup>17</sup>

<sup>15, 17</sup> Martin and Shaheen. 2011. Greenhouse Gas Emissions Impacts of Car Sharing in North America.

<sup>16</sup> EPA Energy Greenhouse Gases Equivalency Calculator



# Zipcar members embrace sustainable transportation



4

Zipcar remains a key part of cities' multi-modal transportation systems. Our members can access a car when they need one while relying on walking, biking, and transit for most of their day-to-day trips.

# Zipcar is part of a multi-modal lifestyle

During the pandemic, Zipcar members walked and biked more.



**Walk** ↑ 1% vs. 2019



**Bike** ↑ 32% vs. 2019

for transportation at least every other week







# Zipcar members have remained frequent transit users

While overall public transit ridership decreased in the U.S. and Canada due to the COVID-19 pandemic, Zipcar members have remained frequent transit users.



**ride transit at least five times per week**  
(COVID-19 pandemic notwithstanding)

## Public transit usage 2021 vs 2019

### ZIPCAR MEMBERS



### NON-MEMBERS



Zipcar members are key participants in our public transit systems. When compared to public transit usage in 2019, **Zipcar members only decreased their usage by 5%** in 2021, compared to a 53% decrease in U.S. transit ridership.<sup>18</sup>

<sup>18</sup> American Public Transportation Association. 2021. Second Quarter 2021 Ridership.



# Zipcar members walk, take public transit, bike and scooter to pick up their Zipcar



take public transit



walk



bike or scooter  
(up 33% since 2019)

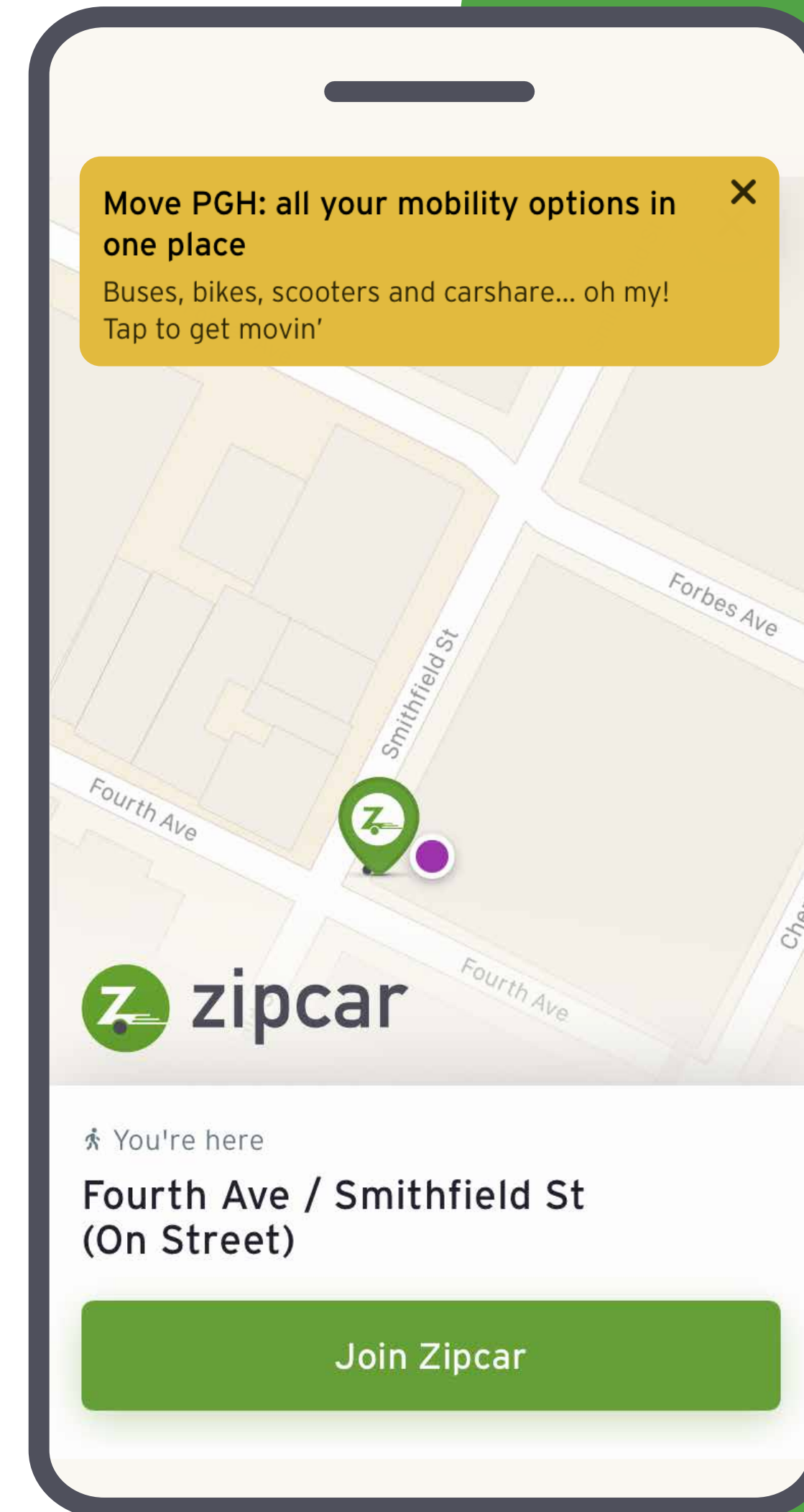


# SPOTLIGHT: Pittsburgh

Zipcar is part of the Pittsburgh Mobility Collective and its innovative program, MovePGH, which provides all Pittsburghers with access to shared transportation options via online (Transit app) and off (Mobility Hubs) to improve and simplify mobility access for all.



**of members would likely purchase a car if Zipcar exited Pittsburgh**

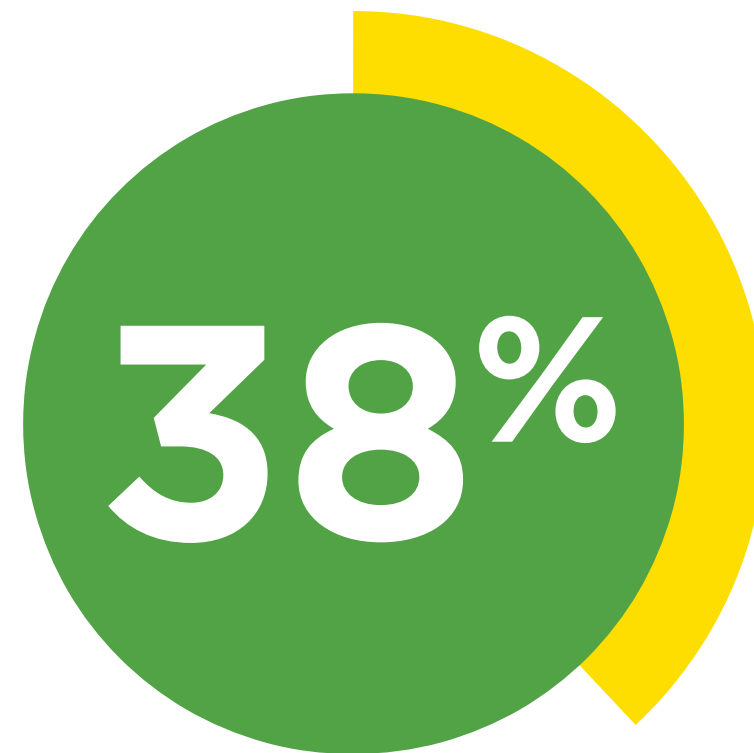


## SPOTLIGHT: Pittsburgh

The transportation habits of our members in Pittsburgh show how we can complement and support diverse, sustainable transportation choices in cities of all sizes.



**ride transit at least five times per week**



**bike or use bike share at least once every other week**



# Zipcar provides affordable access to a car

Owning a car is expensive, especially since it sits unused 95% of the time. With Zipcar, members pay for their membership and what they drive, nothing more.



5

Zipcar members  
save \$784/mo on  
average compared  
to car owners



PRIVATE VEHICLE  
MONTHLY COSTS

**\$552<sup>19</sup>**  
ownership costs

**\$254<sup>20</sup>**  
operating costs

**\$180**  
parking

**TOTAL:**  
**\$986**  
PER MONTH

ZIPCAR  
MONTHLY COSTS

**\$7**  
membership fee (\$70/year)

**\$195<sup>21</sup>**  
average trip costs

**\$0**  
parking

**TOTAL:**  
**\$202**  
PER MONTH

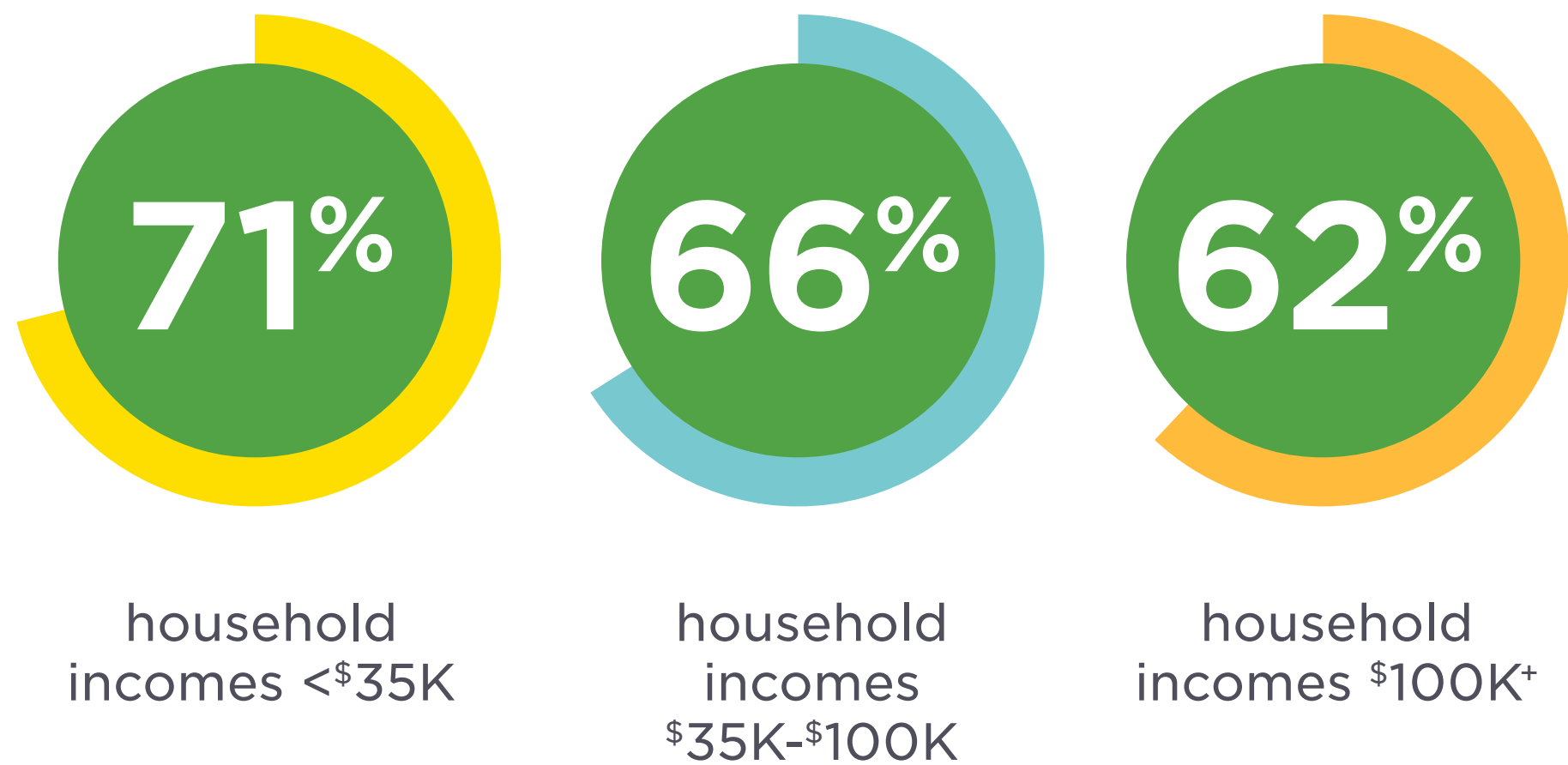
Members save  
\$784/mo!



<sup>19, 20</sup> AAA "How Much Does it Really Cost to Own a New Car?" 2021  
<sup>21</sup> Monthly average for Zipcar members

The benefits and cost savings of Zipcar are important to members across all incomes, but are particularly important for members of lower-income households.

**Percent of members who say Zipcar has improved their quality of life:**

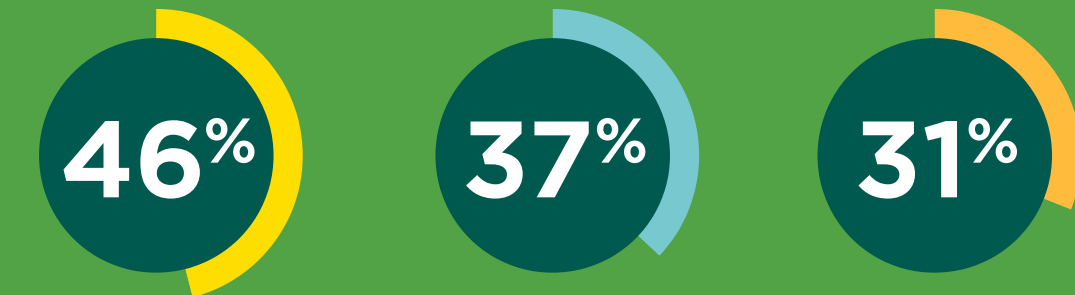


# Zipcar gives members:

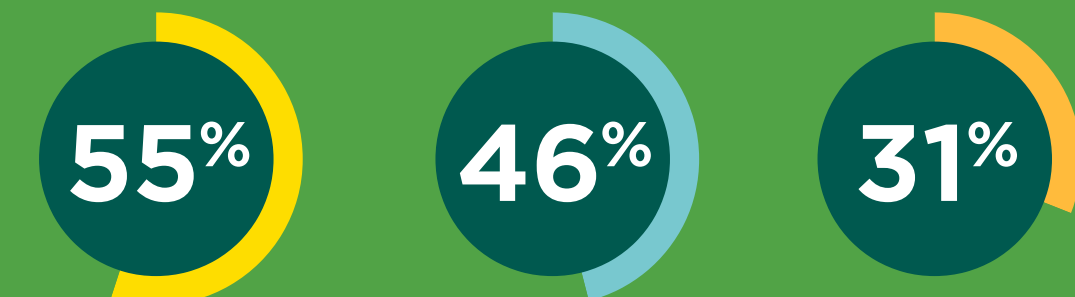
**Members with household incomes:**

<\$35K      \$35K-\$100K      \$100K+

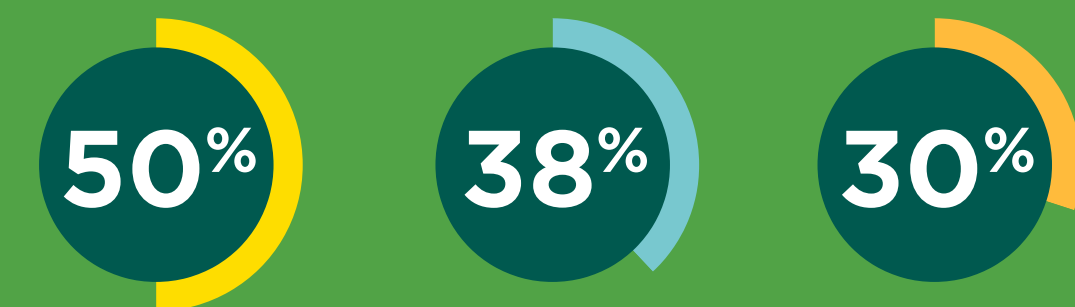
Financial freedom and control over their expenses



Equal access to opportunities



Affordable access to important places like school and work



# Stronger through diversity

Over the last five years, our membership has become more diverse as we expand our footprint and strengthen community partnerships.



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# Serving a diverse community

Share of members identifying as

**BIPOC:**  **8%**  
Black, Indigenous, People of Color

**Black:**  **27%**

**Hispanic:**  **21%**

has grown over the last five years.

 **In Los Angeles, more than 70% of our members now identify as BIPOC.**

Over the last five years in LA, we've grown the number of members who identify as Black, Hispanic, or American Indian by more than 25%.

Our BIPOC members value the benefits of Zipcar membership:



**68%**

say their quality of life improved after joining Zipcar

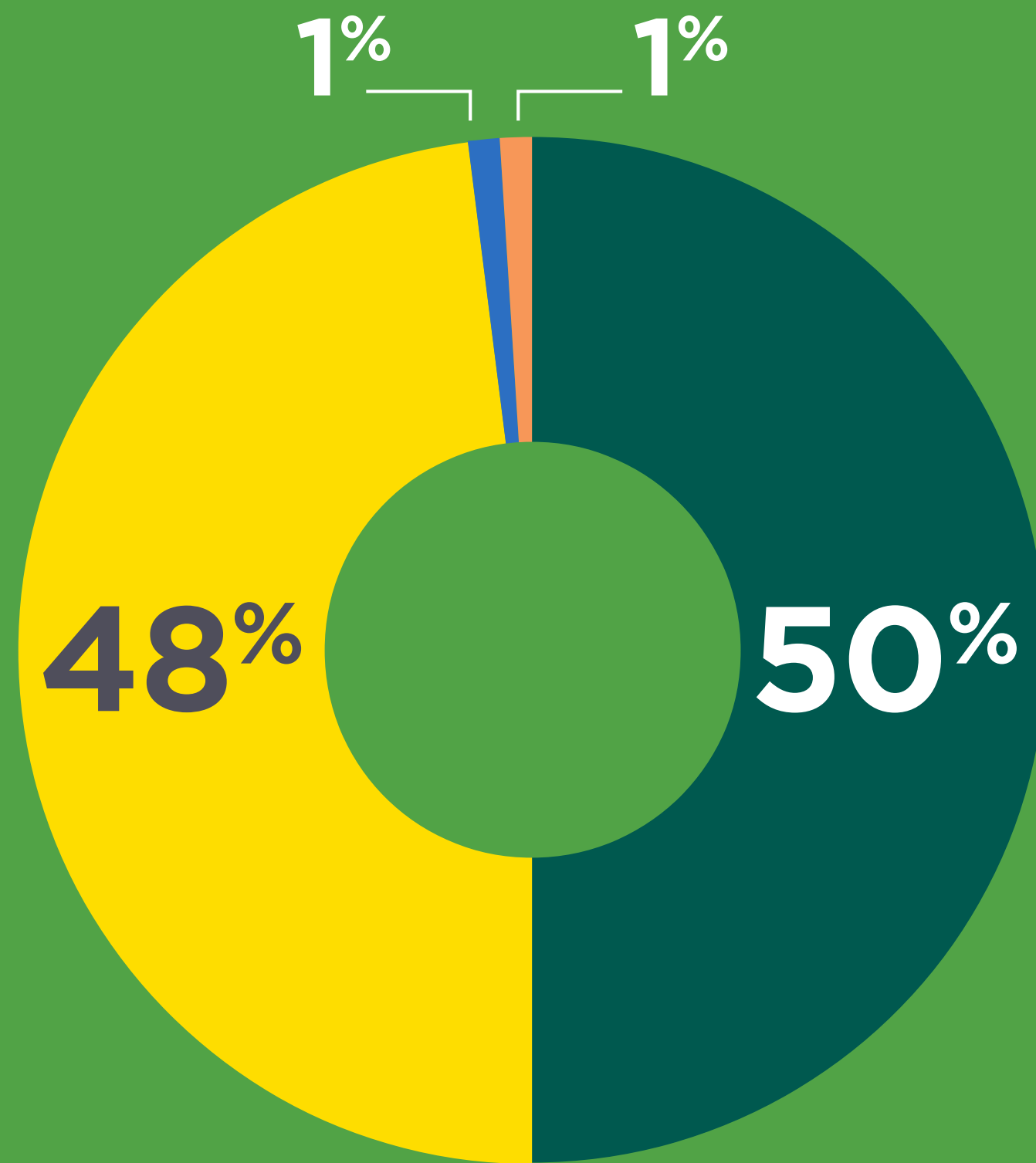


**69%**

feel that Zipcar is an important or very important factor in their satisfaction with transportation in general



# Zipcar members represent the diverse communities we serve across North America



- male
- female
- non-binary/third gender
- did not answer



identify as BIPOC



are college students



live in multifamily housing



live with a spouse or partner



have a household income below the national median (\$67,500<sup>22</sup>)

<sup>22</sup> US Census Bureau. 2021. Income and Poverty in the United States.



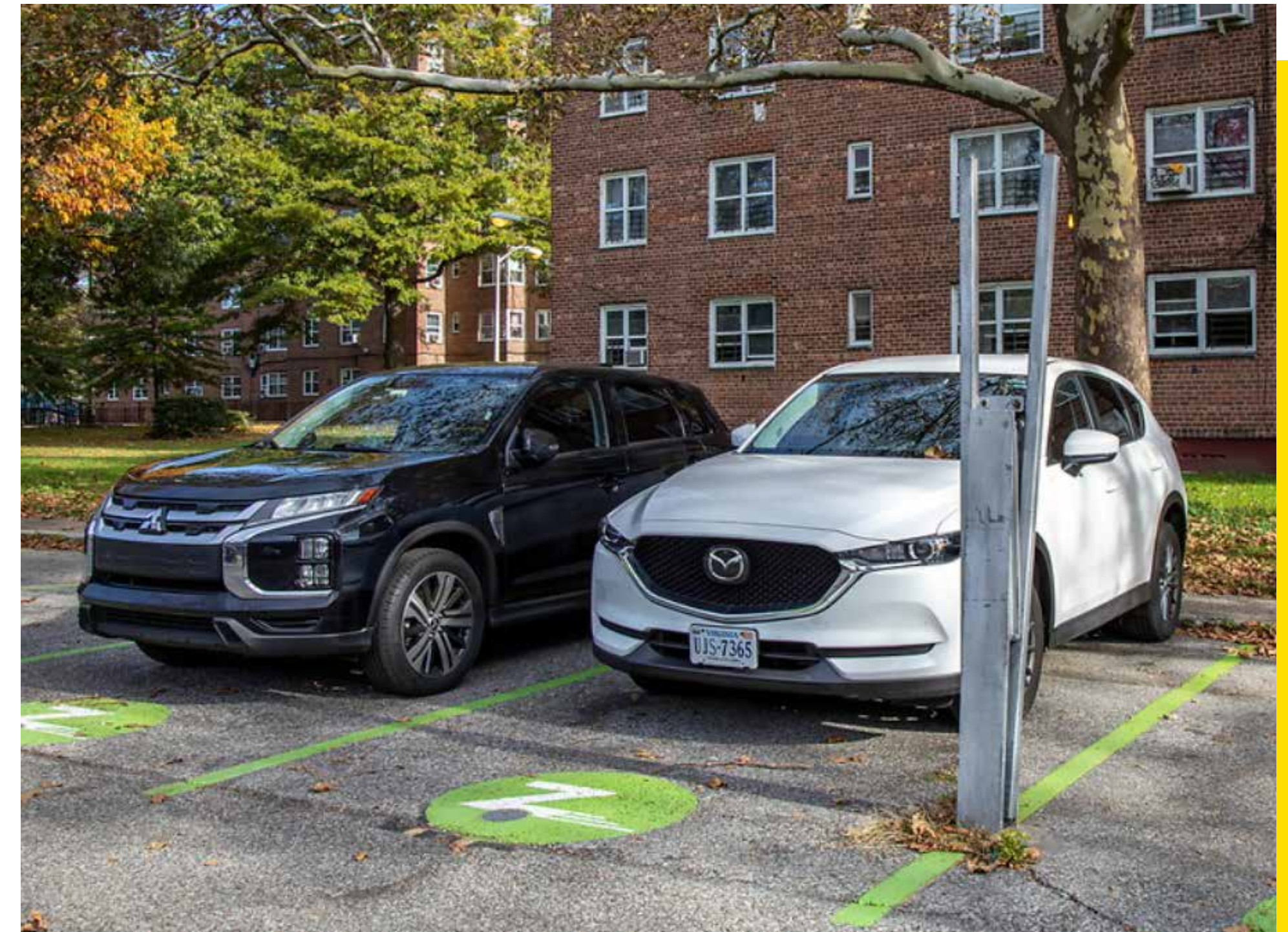
SPOTLIGHT:

# New York City

In New York City, our partnerships with the New York City Housing Authority (NYCHA) and New York City Department of Transportation (NYC DOT) are bringing Zipcar to more residents.

From Brooklyn to the Bronx, we've added over 80 vehicles across 25 NYCHA properties throughout the city. And we offer discounted rates for all NYCHA residents.

Additionally, the NYC DOT Carshare Pilot has designated hundreds of parking spaces around the city for carshare vehicles, with a focus on expanding a convenient and affordable mobility alternative to diverse neighborhoods and low- and moderate-income New Yorkers across the city.

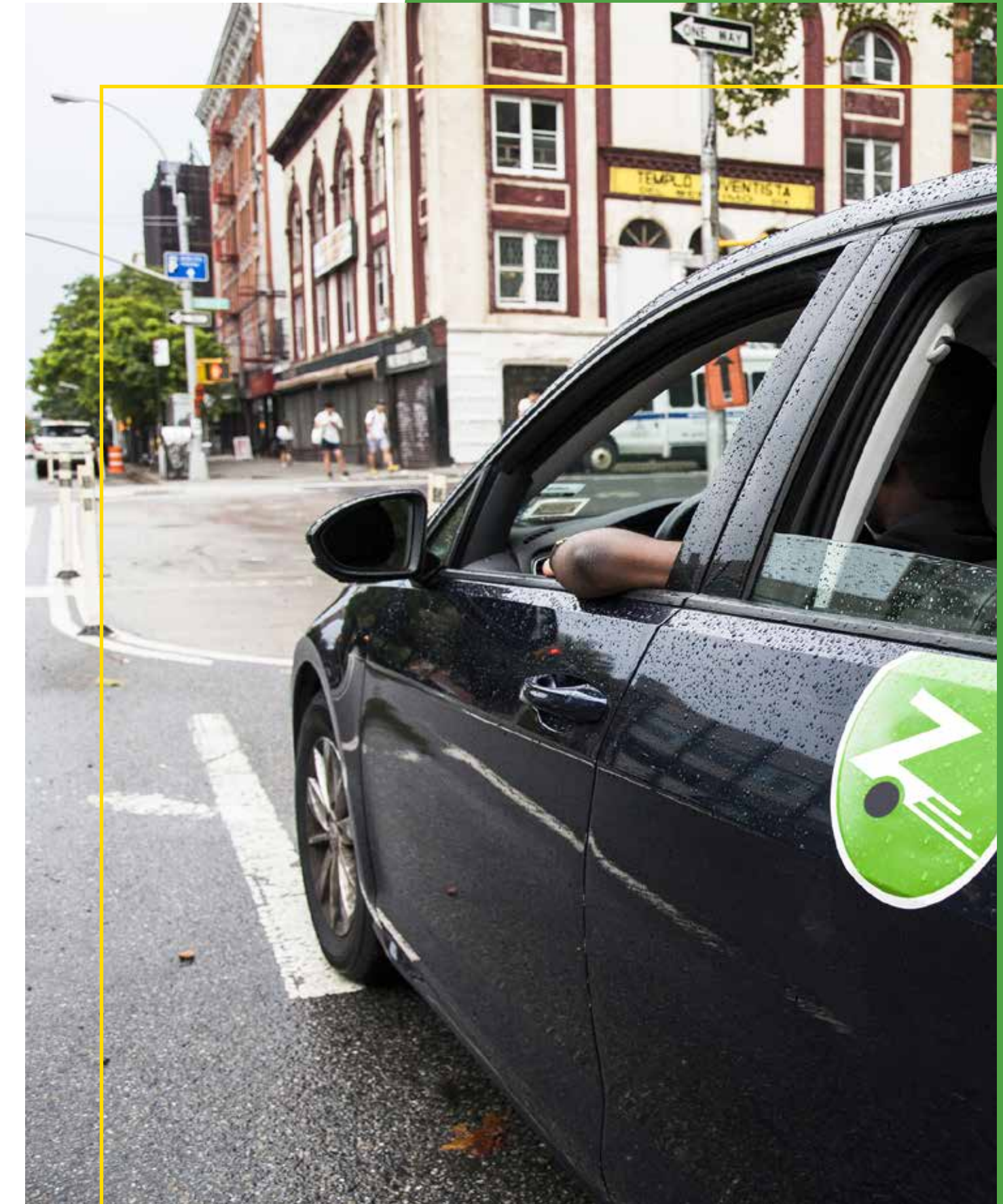


SPOTLIGHT: New York City

# Zipcar enables all New Yorkers to have access to a car without owning one

People who joined car-sharing services during the NYC DOT Carshare Pilot were more likely to be female, Black, or Hispanic and less likely to have a four-year college degree or post-graduate degree compared to members prior to the pilot.<sup>23</sup>

Our members in New York are from all income levels, and we're committed to supporting every diverse community we serve. We provide a mobility alternative for thousands of New Yorkers without the financial burden of buying a personally owned car. More than any city we serve, New Yorkers turned to us to keep moving during the COVID-19 pandemic.



<sup>23</sup> New York City Department of Transportation. 2020. Carshare Parking Pilot: First-Year Progress Report.

## SPOTLIGHT: New York City



**New Yorkers turned to us to keep moving during the COVID-19 pandemic.**

**of new members in New York City joined for an alternative transportation option during the pandemic.** This was especially true for low-income members. For many, life didn't stop during the COVID-19 pandemic, and we're proud to support affordable transportation for all New Yorkers during this difficult time.

### Members with household incomes:

<\$35K

\$35K-\$100K

\$100K+

*“Zipcar has helped me reach important places like work or school affordably.”*

**47%**

**31%**

**21%**

*“Zipcar has helped me feel safe when making necessary trips.”*

**68%**

**58%**

**43%**

*“Zipcar has helped give me opportunities equal to others.”*

**56%**

**48%**

**35%**





**I truly believe that shared car services benefit the community as a whole. They eliminate the need for individual car ownership, reducing the need for parking and encourage use of public transit, reducing congestion. They also make cars available to people who are unable to afford owning one.**

- Arturo, Zipcar Member



# Looking Forward

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## Building cities that put people first

Our communities have been resilient and creative as we all adapted during the COVID-19 pandemic. And we'll need even stronger partnerships and deeper collaboration on low-car policies that make more space for people (and the things they love). That's how we'll avert the worst impacts of climate change and cultivate cities that offer accessible opportunities to everyone.

## Transportation is critical to healthier, more affordable cities

Contributing to 29% of total emissions, transportation is the largest component of greenhouse gases in the U.S.,<sup>24</sup> and air pollution is responsible for 500,000 premature deaths each year.<sup>25</sup>

Transportation is also the second biggest expense for U.S. households. The average household spends half their budget on transportation and housing.<sup>26</sup>

More sustainable, affordable, and equitable transportation options, like car sharing, are critical to overcoming the societal and environmental challenges we face.

<sup>24</sup> US Environmental Protection Agency. 2021. Fast Facts on Transportation Greenhouse Gas Emissions.

<sup>25</sup> Vohra et al. 2021. Global mortality from outdoor fine particulate pollution generated by fossil fuel combustion: results from GEOS-Chem.

<sup>26</sup> US Department of Transportation. 2015. Housing and Transportation Affordability.



# Zipcar will continue to make an impact

We've been partnering with cities and communities for more than 21 years to enable a shift away from personally owned vehicles. Reducing car ownership means less driving, less parking, and more space for people and the things they love.

**By owning less, we all have more.**







[zipcar.com/impact](https://zipcar.com/impact) | [cities@zipcar.com](mailto:cities@zipcar.com)

Zipcar-specific data was collected as part of Zipcar's 2021 North American Transportation Survey, two email surveys conducted in January and August 2021 with a sample size of nearly 17,000 and 6,000 respondents respectively across North America. Industry-specific data was made possible by Zipcar's partners at Sam Schwartz Consulting and credible industry parties.