

2022

ZIPCAR IMPACT REPORT

# UNLOCKING ACCESS in a pivotal year



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# A message from the Head of Zipcar

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.

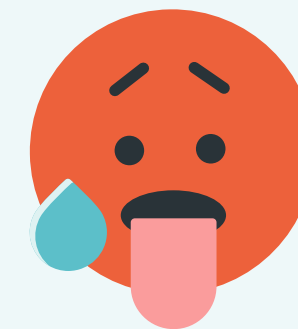
That's because we share a vision with our members, cities, and policymakers across the globe for more sustainable and equitable city living.

This shared vision was key in 2022 as the burdens of car ownership on our finances, climate, and cities made the shift towards a cleaner, more affordable multimodal transportation even more urgent.

## The growing burdens of car ownership



The cost of car ownership reached a record high of **\$10,728/year**.<sup>1</sup>



2022 was the **fifth**<sup>2</sup> warmest year on record. And transportation is the largest source of CO<sub>2</sub> in the US.<sup>3</sup>



Housing affordability hit record lows while **20%**<sup>4</sup> of land in city centers is used for parking.

<sup>1</sup>AAA. 2022. "Annual Cost of Ownership Crosses \$10K Mark."

<sup>2</sup>NASA. 2022. "NASA Says 2022 Fifth Warmest Year on Record"

<sup>3</sup>EPA: Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1991-2021

<sup>4</sup>Housing Wire. 2022. "Housing Affordability Ends 2022 at Record Low."

Thanks to Zipcar's model of car sharing, our members saved more, lowered climate-warming emissions and helped make more space for people, not cars.

Our annual Impact Report captures our impact on the communities we serve and offers insight into how our partnership with cities helped lighten those burdens.

Together with our community of members and partners, we'll continue to work toward our mission to enable simple, responsible urban living.



**Angelo Adams**  
*Head of Zipcar*



# Zipcar reduces car ownership

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



## ZIPCAR REDUCES CAR OWNERSHIP

Compared to their peers, Zipcar members own fewer cars than the general population.

82%

of members do not own a car\*

1

Zipcar takes up to 13 personally owned cars off the street<sup>5</sup>

26%

got rid of their car after joining Zipcar

47%

postponed buying or leasing a car

42%

would buy a car if Zipcar disappeared

9%

would buy 2 or more cars if Zipcar disappeared

\*Zipcar-specific data was collected as part of Zipcar's 2022 North American Transportation Survey, two surveys conducted in January and August 2022 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.

<sup>5</sup>Martin, Shaheen, and Lidicker. 2010. *Impact of Carsharing on Household Vehicle Holdings: Results from a North American Shared-use Vehicle Study.*



Seattle:

**54%**

fewer vehicles

Portland:

**58%**

fewer vehicles

San Francisco:

**29%**

fewer vehicles

Los Angeles:

**26%**

fewer vehicles

Zipcar households have fewer vehicles than the average household in our largest markets.

Chicago:

**56%**

fewer vehicles

Philadelphia:

**60%**

fewer vehicles

Wash., D.C.:

**38%**

fewer vehicles

Atlanta:

**40%**

fewer vehicles

Boston:

**38%**

fewer vehicles

New York City:

**62%**

fewer vehicles

Baltimore:

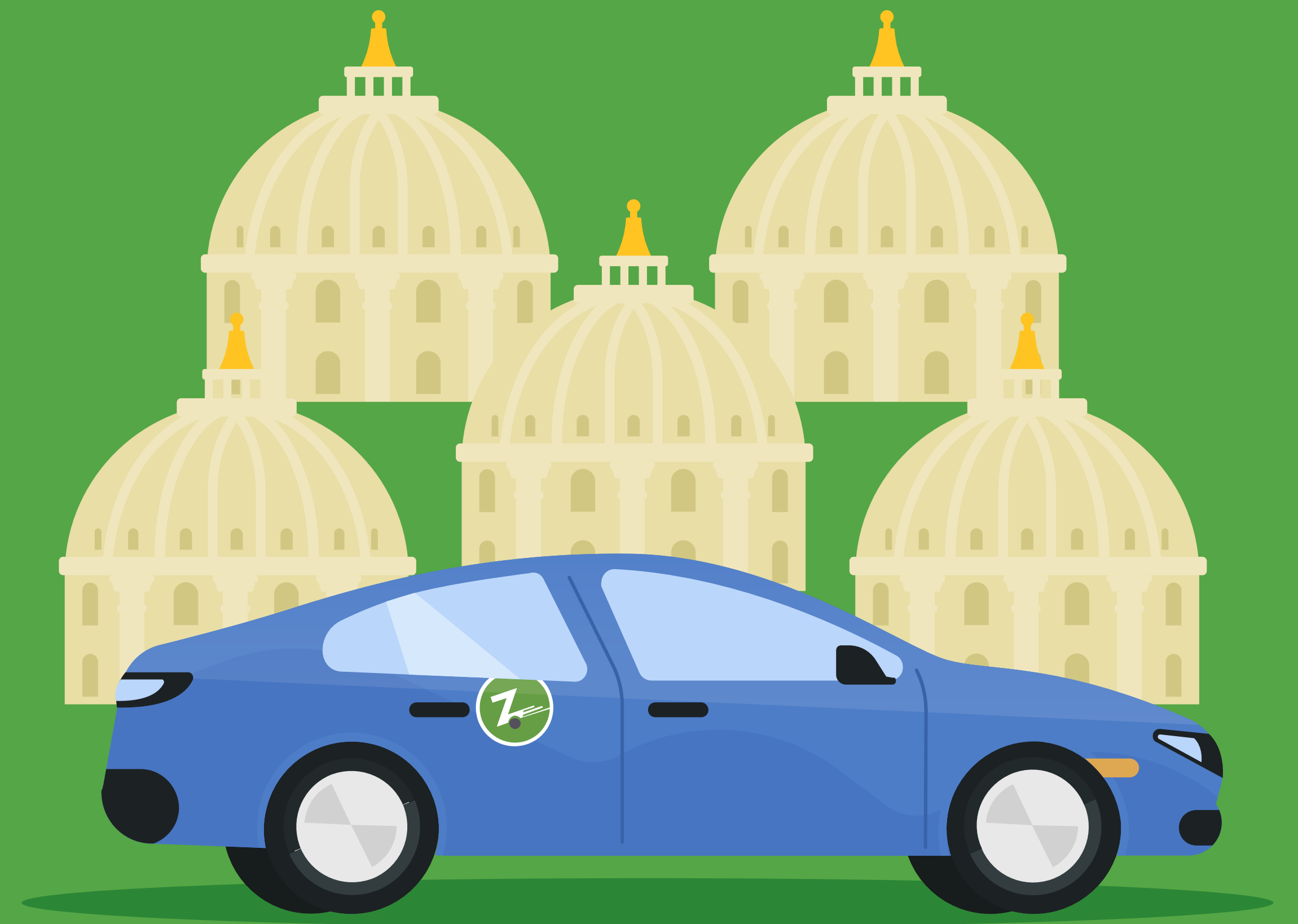
**48%**

fewer vehicles



# 125,839 cars off our streets

We're helping take personally owned cars off our streets across the U.S. and Canada. That's enough cars to fill up more than 5 Vatican Cities.





## ZIPCAR REDUCES CAR OWNERSHIP

CITY	% OF MEMBERS THAT GOT RID OF VEHICLES	VEHICLES REMOVED FROM STREETS
New York City	27%	37,716
Boston	26%	16,402
San Francisco Bay Area	23%	12,896
Chicago	30%	9,831
Washington, DC	29%	7,804
Los Angeles	12%	2,517
Philadelphia	35%	4,737
Seattle	24%	3,862
Baltimore	35%	3,235
Portland	45%	3,865
Atlanta	30%	3,235



# Zipcar's positive environmental impact

By reducing car ownership and encouraging sustainable transportation choices, Zipcar helps reduce climate-warming emissions and protect our air, water, and natural environments.



## ZIPCAR'S ENVIRONMENTAL IMPACT

Our members walk, bike, or use transit for most of their trips. When they do drive, they take longer, purpose-driven trips where there is no alternative to driving.

**56.6  
miles**

average length  
of Zipcar trips

**8.9  
hours**

average trip  
duration

**50-90**

members served  
by each Zipcar

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

**2.18**

people per Zipcar trip

**1.67**

people per trip nationally<sup>7</sup>

**14**

cars taken off the road for every 100 Zipcar trips through higher vehicle occupancy



<sup>7</sup>FHWA National Household Travel Survey, 2017

## ZIPCAR'S ENVIRONMENTAL IMPACT

Zipcar members have a lighter carbon footprint than their peers.

# 233,000

Estimated number of cars our members would buy if we exited their communities across North America.

# \$282 million

Value of the time saved where they'd otherwise be stuck sitting in traffic. Avoiding that much driving is like taking a coal power plant offline for three months.<sup>8</sup>

# 1600 lbs.

How much Zipcar members reduce their carbon footprint per year.<sup>9</sup>

# 40% fewer

Miles driven after members join Zipcar.<sup>10</sup>



<sup>8</sup> US Department of Transportation, 2023

<sup>9</sup> Martin, Shaheen, and Lidicker, 2010

<sup>10</sup> Martin and Shaheen. 2011. Greenhouse Gas Emissions Impacts of Car Sharing in North America.

# 2.1 billion fewer miles driven

That's 4,500 trips to the moon and back. Our members say they'd buy a car if we left their communities. Which means they'd drive billions of miles if they drove their cars the typical amount of time.<sup>11</sup>



<sup>11</sup> National Household Travel Survey, 2017



# Spotlight

## Our Community Carshare EV program

Zipcar has partnered with Sacramento Metropolitan Air Quality Management District (SMAQMD) and the City of Sacramento to provide affordable electric vehicle access to underserved residents through the Our Community Carshare program.

Since 2019, Zipcar has delivered over 19,000 electric vehicle trips from key locations at affordable housing communities and mobility hubs around the city.



# Zipcar members embrace sustainable transportation

From more and better bike lanes to public-private partnerships, North American cities are introducing new, sustainable ways to travel.

And we're a key part of their multimodal transportation systems.



## ZIPCAR IS PART OF A MULTIMODAL LIFESTYLE

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

85%

walk

27%

take transit

12%

bike or scooter

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**Zipcar members don't just walk, bike and take transit to access Zipcars. They also use these modes for most of their day-to-day trips.**

65%

more walking than the average resident in major US metro areas<sup>12</sup>

82%

more biking trips than the average resident in major US metro areas

<sup>12</sup>FHWA National Household Travel Survey, 2017





# 3 cities that rule the bike lane

Why stop at 82% more biking trips than the typical resident? Zipcar members in these three cities really outdo their peers.

NEW YORK CITY

**97%**

more biking trips than the average resident

CHICAGO

**259%**

more biking trips than the average resident

PHILADELPHIA

**296%**

more biking trips than the average resident



## ZIPCAR IS PART OF A MULTIMODAL LIFESTYLE

As transit ridership rebounds in the US and Canada, Zipcar members remain frequent transit users.

**158%**

more transit trips than typical residents in major US metro areas

**52%**

ride transit at least five times per week

**39%**

have a monthly pass for public transit

Zipcar members across North American markets ride transit at higher rates than peer residents in their cities.

### LOS ANGELES

**126%**

more transit trips than the average resident

### PORTLAND

**162%**

more transit trips than the average resident

### ATLANTA

**249%**

more transit trips than the average resident



# Spotlight

## San Francisco BART effort

Through our Bay Area Rapid Transit (BART) partnership, Zipcar serves 18 locations across the Bay Area, from Concord and Richmond to Millbrae and Daly City.

And as in other Zipcar cities, San Francisco members are frequent transit users.

**24%**  
take transit to  
access Zipcars

**74%**  
use transit more  
than once per  
month

**38%**  
ride public transit  
more than 5 times  
per week



# Zipcar provides affordable access to a car

The cost of private car ownership is up 9% since 2021, making owning one more expensive than ever.<sup>13</sup> With Zipcar as an alternative, our members skip the high costs of ownership and save more.



## AFFORDABLE ACCESS FOR ALL

With Zipcar, members pay for what they drive and nothing more. Parking, maintenance, and insurance options are all included.

### PRIVATE VEHICLE COSTS:<sup>14</sup>

Monthly expenses = \$894/month

Parking = \$180/month<sup>15</sup>

TOTAL:

**\$1,074/month**

### ZIPCAR COSTS:

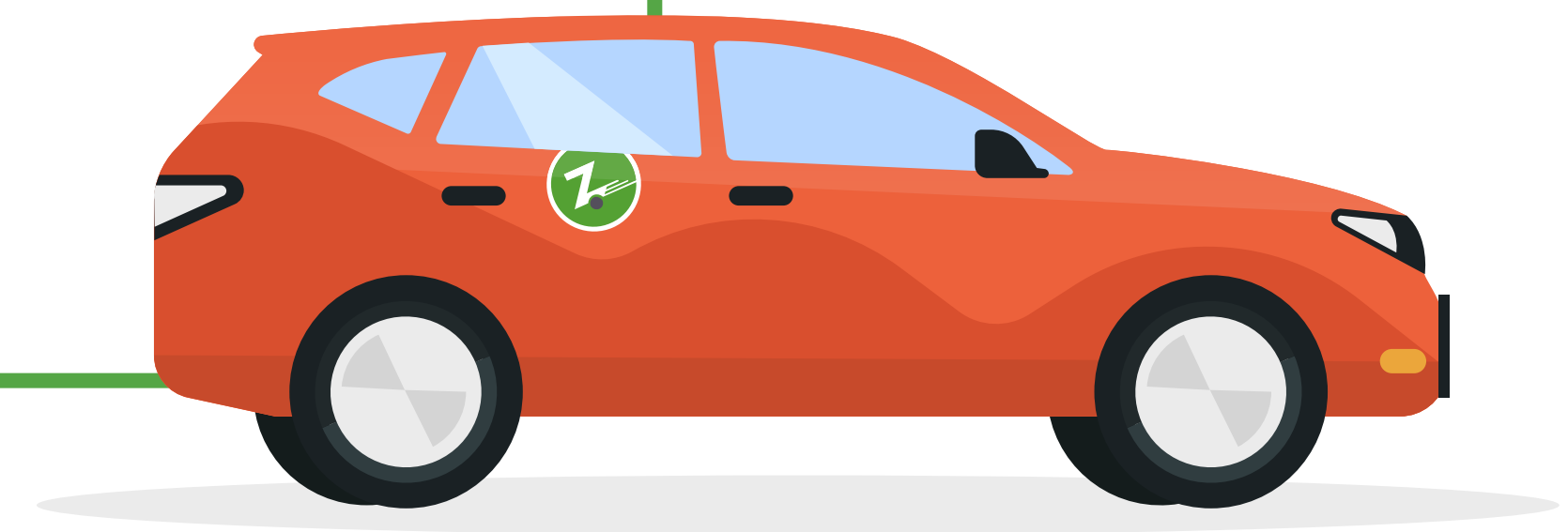
Membership fee = \$9/month (\$90/year)

Average trip costs = \$48/month

Parking = \$0

TOTAL:

**\$57/month**



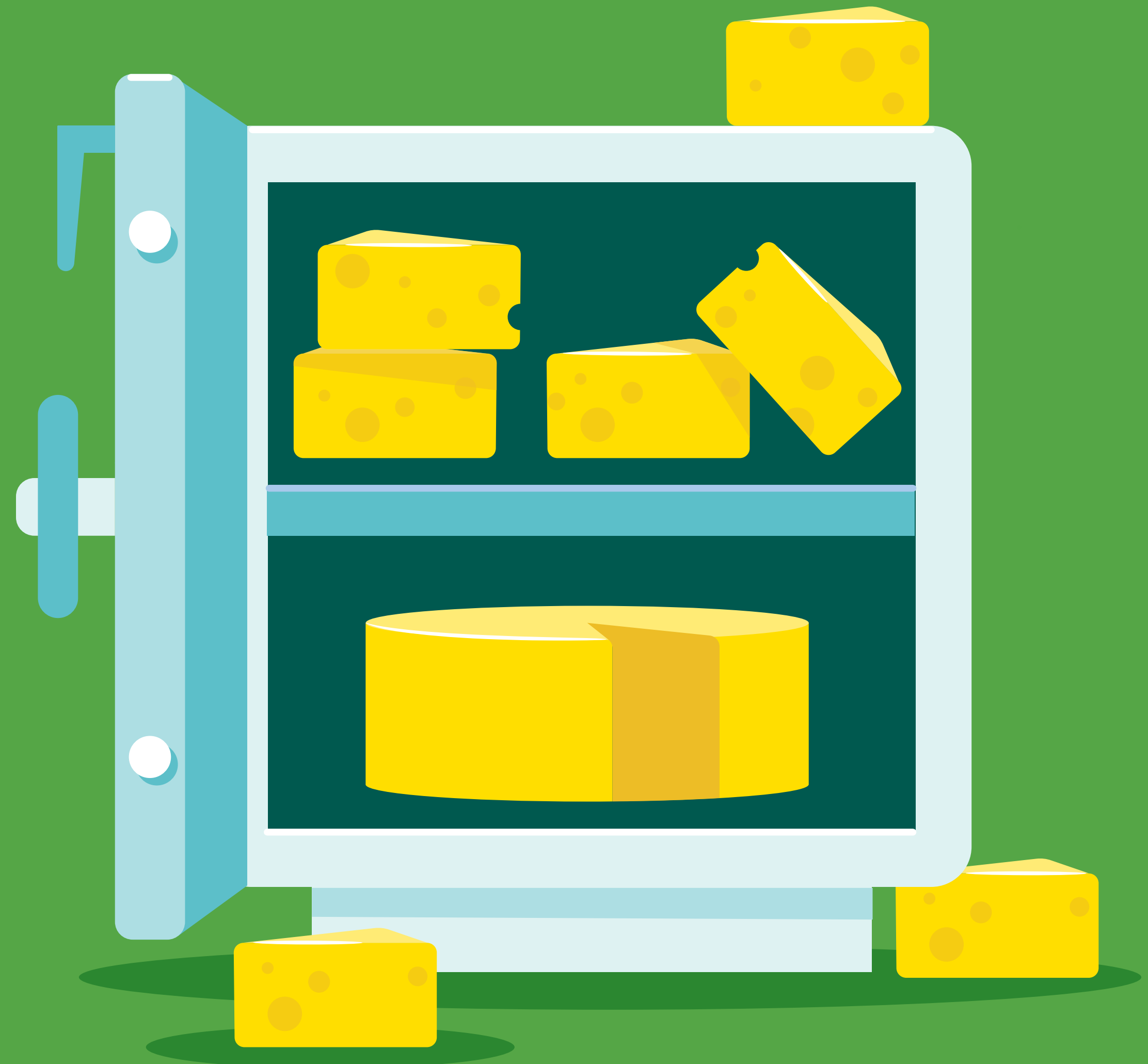
<sup>14</sup> AAA. 2022. *Your Driving Costs*

<sup>15</sup> Parkopedia, 2019 North America Parking Index



# \$1018 saved each month

Yes, Zipcar members may save that much on average compared to car owners.



**AFFORDABLE ACCESS FOR ALL**

In Zipcar's largest markets, most annual transportation expenses go to owning and maintaining a private car.<sup>16</sup>

**\$10,500**

spent on transportation each year by the typical resident\*

**\$2,631**

spent on transportation each year by Zipcar members—an average savings of 75%

**LOS ANGELES**

**\$10,224**

saved on transportation each year by Zipcar members—a net savings of 81%

**BOSTON**

**\$9,693**

saved on transportation each year by Zipcar members—a net savings of 80%



<sup>16</sup> Center for Neighborhood Technology. 2022. *Housing + Transportation Index*

The benefits and cost savings of Zipcar are particularly important to members with lower household incomes.

<b>MEMBERS WITH INCOMES:</b>	<b>&lt; \$35,000</b>	<b>\$35,000-\$100,000</b>	<b>+ \$100,000</b>
Say Zipcar has improved their quality of life.	<b>76%</b>	<b>76%</b>	<b>72%</b>
Say Zipcar has helped give them financial freedom and control over their expenses.	<b>50%</b>	<b>43%</b>	<b>31%</b>
Say Zipcar helps them have opportunities equal to others.	<b>61%</b>	<b>51%</b>	<b>33%</b>
Say Zipcar helps them affordably reach important places like school and work.	<b>55%</b>	<b>47%</b>	<b>32%</b>
Say Zipcar gives them the opportunity to explore places inaccessible by transit.	<b>78%</b>	<b>76%</b>	<b>71%</b>





# Car sharing's social impact

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



## THE SOCIAL IMPACT OF CAR SHARING

Zipcar membership is representative of the diverse communities we serve across North America.<sup>17</sup>

47%

have a household income below the national median (\$67,500)<sup>18</sup>

34%

are college/university students

47%

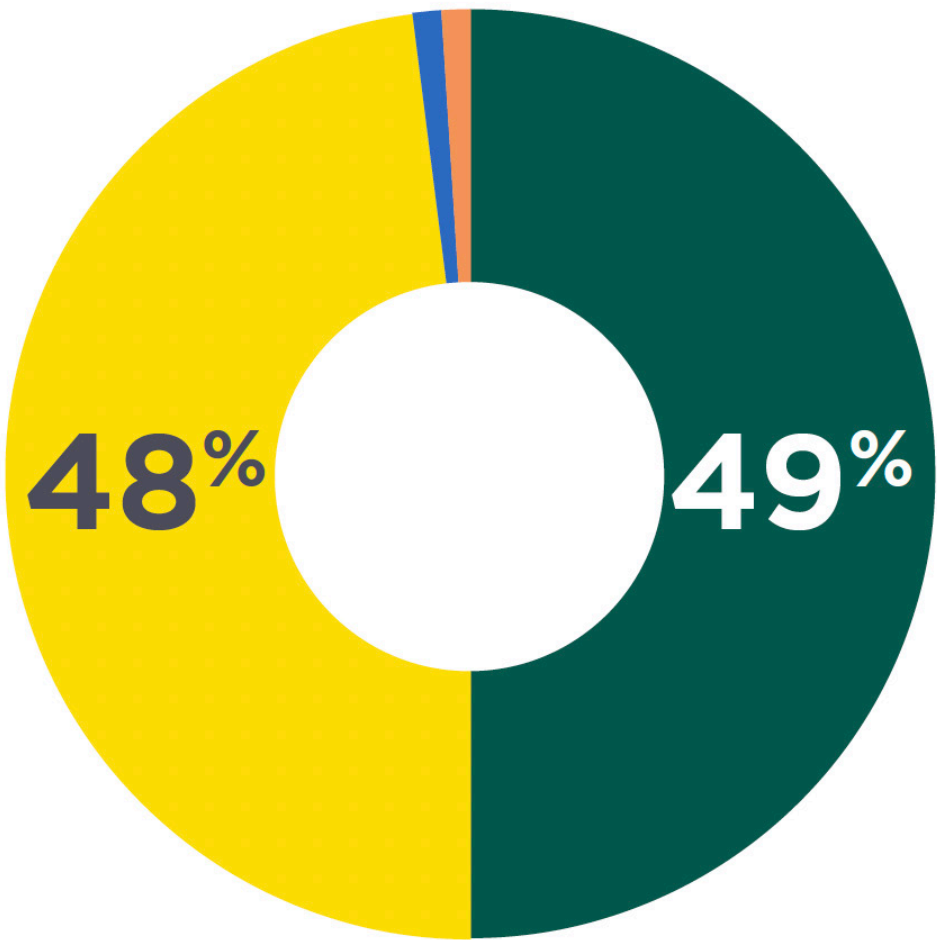
live with a spouse or partner

83%

live in multifamily housing

53%

identify as BIPOC



male

non-binary/third gender

female

did not answer



<sup>17,18</sup> US Census Bureau. 2020. American Community Survey.

## THE SOCIAL IMPACT OF CAR SHARING

The 2022 member survey was the first ever survey with a plurality of female and a majority of BIPOC respondents.

**+15%**

increase in share of members identifying as BIPOC

**+22%**

increase in share of members identifying as Black

**+15%**

increase in share identifying as Hispanic



# 2+ million trips in 2022

A Zipcar was booked on average every 11 seconds last year in North America. We're proud of our car-sharing community where members help unlock access for all.



## THE SOCIAL IMPACT OF CAR SHARING

Members are increasingly using Zipcar to reconnect with family and enjoy life.

32%

use Zipcar for out-of-town trips (up 68% from 2021)

27%

use Zipcar to visit family and friends (up 53% from 2021)

22%

use Zipcar for local outdoor recreation like beach trips, hiking or skiing



# Fewer cars equals more free space

By helping take cars off the road, Zipcar is helping cities reallocate public space that was previously dedicated to storing private vehicles towards active, healthy social spaces for people.



## FEWER CARS EQUALS MORE FREE SPACE

Zipcar is helping cities reimagine curb space as an asset that can be used for more than just storing personally owned cars.

# 95%

of time personally owned cars sit unused<sup>19</sup>

# 2 billion

parking spaces across the U.S.—about 8 spaces for every car<sup>20</sup>

# 13

personally owned cars replaced by each Zipcar—that's more space for parks, housing, and more people-centered needs<sup>21</sup>



<sup>19</sup> Shoup, D. 2011. *The High Cost of Free Parking*

<sup>20</sup> Shoup, D. 2018. *Parking and the City*.

<sup>21</sup> Martin, Shaheen, and Lidicker. 2010.

## FEWER CARS EQUALS MORE FREE SPACE

1 Zipcar takes 13 personally owned cars off the road.  
That's enough space for:

8

bikeshare  
stations

4

studio  
apartments

200

farmers  
market stalls

1

community  
garden

200

seats for  
outdoor  
dining

1

neighborhood  
pocket park

In Zipcar's largest markets, reducing demand for private vehicle parking has the power to create transformative changes.

For example, our fleet of 3,000 vehicles in New York City is estimated to replace over 39,000 parking spots (1.3 times the size of Governor's Island), enough space to build 149 miles of protected bike lanes.





# Spotlight

## New York City Carshare Program

Zipcar has operated in New York City since 2001. Over the last five years, we've partnered with the NYC DOT to expand access to car sharing by adding more on-street parking spaces. By the end of 2023, we plan to triple the number of on-street parking spaces based both on demand and our goal to provide more equitable and sustainable transportation to Equity Zone Areas, as defined by NYC DOT.

From installation to implementation, we've undertaken extensive community outreach to get feedback from community boards, residents, and stakeholders.



# Looking forward: Fully electric by 2030 >>

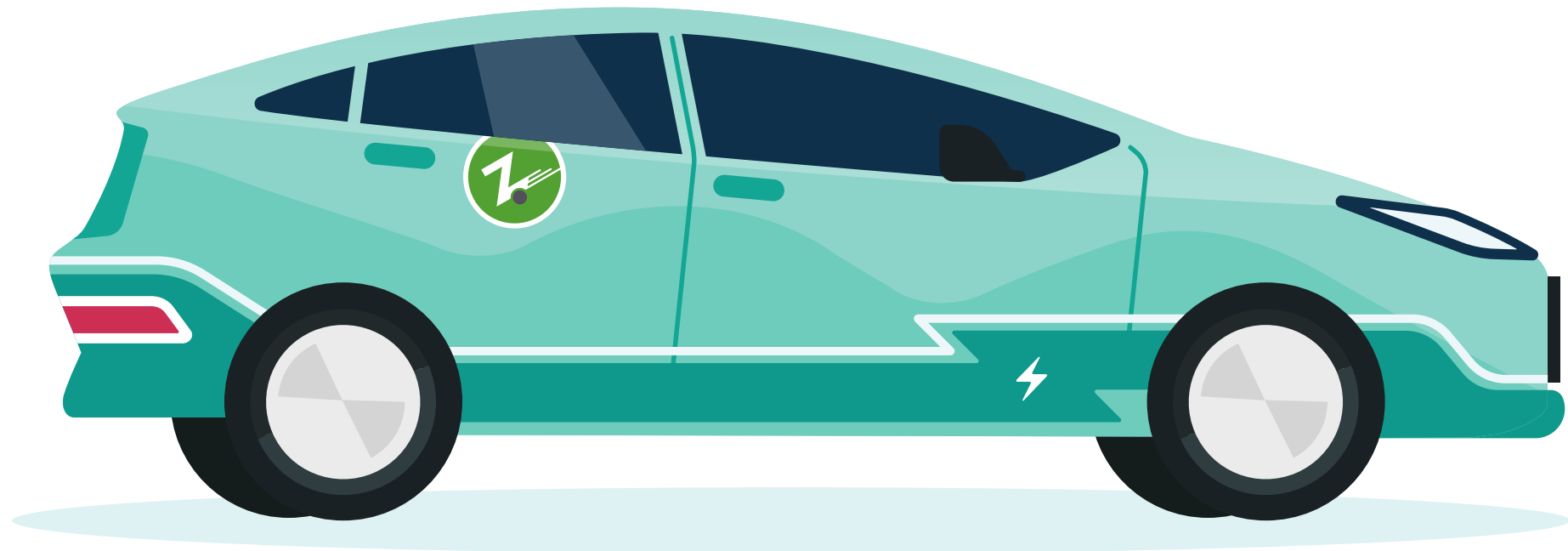
In April of this year, we joined the White House EV Acceleration Program with a goal of transitioning to an all-electric fleet by 2030. Because equitable access to transportation and environmental sustainability are core benefits of the car-free and car-lite lifestyle Zipcar enables in communities across North America.

We're at a pivotal moment in the transition to electric vehicles and a shift towards a cleaner, healthier, more multimodal transportation system. And we're committed to working with public and private partners nationwide to provide more disadvantaged communities with access to Zipcar's professionally maintained fleet of electric vehicles and bringing the benefits of car sharing to even more communities.

**25% of our fleet**  
is pledged to underserved communities as part of the White House EV Acceleration Challenge

**30,000 metric tons**  
of greenhouse gas emissions will be removed as we transition from gas-powered cars to EVs over the next two years—the same reduced by all the street trees in New York City over nine months<sup>22</sup>

**\$15 million**  
in environmental and health benefits will be delivered to Zipcar's communities by 2030 by electrifying our fleet<sup>23</sup>



<sup>22</sup> US Environmental Protection Agency, 2022  
<sup>23</sup> US Department of Transportation, 2023



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