Zipcar Impact Report 2021
Enabling simple and responsible urban living
A message from Zipcar’s President

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
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About Zipcar

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.
Zipcar, Inc. is co-founded by Antje Danielson and Robin Chase in Cambridge, MA

2002
Zipcar launches in Washington, D.C. and New York City

2004
Zipcar launches Zipcar for Business and Zipcar for Universities

2005 + 2006
Zipcar launches in San Francisco and in Chicago and Toronto, Canada

2009
Zipcar launches its iPhone app

2010
Zipcar acquires Streetcar, the largest car-sharing network in the United Kingdom

2011
Zipcar is the first sharing economy, on-demand mobility network to launch an IPO (NASDAQ: ZIP)

2013
Avis Budget Group, Inc. acquires Zipcar

2016
Zipcar's community reaches more than 1 million members

2018
New York City Department of Transportation partners with Zipcar to launch the nation's largest on-street car-sharing program

2020
Zipcar serves as an essential transportation option during the COVID-19 pandemic

2021
Zipcar continues to drive the future of urban mobility forward and serves as an essential service during the COVID-19 pandemic

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.
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

![](chart.png)

<table>
<thead>
<tr>
<th>ZIPCAR MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td>↓ 34%</td>
</tr>
<tr>
<td>Chicago</td>
<td>↓ 15%</td>
</tr>
<tr>
<td>Portland</td>
<td>↓ 22%</td>
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</table>

³ Oregon Department of Transportation. 2019-2021. Vehicle Registration by County.
Zipcar households have fewer vehicles than the average household in our 10 largest markets.  

- New York City: 50% fewer vehicles
- Boston: 25% fewer vehicles
- San Francisco: 32% fewer vehicles
- Chicago: 53% fewer vehicles
- Seattle: 54% fewer vehicles
- Toronto: 59% fewer vehicles
- Los Angeles: 35% fewer vehicles
- Philadelphia: 11% fewer vehicles
- Washington, D.C.: 27% fewer vehicles
- Atlanta: 15% fewer vehicles

Across the U.S. and Canada, we’re helping take tens of thousands of personally owned vehicles 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.
Personally owned vehicles are parked about 95% of the time.\(^5\)

Across the U.S., there are an estimated 2 billion parking spaces.\(^6\) (Yes, billion.) That’s about 8 spaces for every car.

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.¹

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.

Each Zipcar replaces up to 13 personally owned vehicles.

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

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2021 Zipcar Impact Report
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.
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.

Members drive 40% fewer miles than they did before joining Zipcar.

Vehicles in Zipcar’s fleet get 23% more MPG than the U.S. average.

With Zipcar, members drive 73% fewer miles than they would if Zipcar wasn’t available.

In New York City, Zipcar members drove 90% fewer miles than the average number of miles driven each year by NYC households.

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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\(^3\)

Each Zipcar serves 50-80 members.

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

\(^3\) 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. 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.

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Average Zipcar member trip length = 50 miles

Average Zipcar member trip duration = 8 hours

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Zipcar members reduce their carbon footprint by up to 1,600 pounds per year
d
That’s like planting about an acre of forest and their combined carbon savings add up to about 10,000 tanker trucks of gasoline.

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16 EPA Energy Greenhouse Gases Equivalency Calculator
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 91% 1% vs. 2019
Bike 28% 32% vs. 2019

for transportation at least every other week
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.

$\text{ZIPCAR MEMBERS}$
- 95% maintained

$\text{NON-MEMBERS}$
- 47% maintained

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.\(^\text{a}\)

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

- **85%** walk
- **13%** bike or scooter

(85% and 13% are up 33% since 2019)

28% take public transit
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.

50% 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.

- 52% ride transit at least five times per week
- 38% bike or use bike share at least once every other week
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.
Zipcar members save $784/mo on average compared to car owners

<table>
<thead>
<tr>
<th>PRIVATE VEHICLE MONTHLY COSTS</th>
<th>ZIPCAR MONTHLY COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$552 ownership costs</td>
<td>$7 membership fee ($70/year)</td>
</tr>
<tr>
<td>$254 operating costs</td>
<td>$195 average trip costs</td>
</tr>
<tr>
<td>$180 parking</td>
<td>$0 parking</td>
</tr>
</tbody>
</table>

**TOTAL:**

| $986 PER MONTH | $202 PER MONTH |

Members save $784/mo!

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1. 19, 20 AAA “How Much Does it Really Cost to Own a New Car?” 2021
2. 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:

- Household incomes <$35K: 71%
- Household incomes $35K-$100K: 66%
- Household incomes $100K+: 62%

Zipcar gives members:

- Financial freedom and control over their expenses:
  - <35K: 46%
  - 35K-100K: 37%
  - 100K+: 31%
- Equal access to opportunities:
  - <35K: 55%
  - 35K-100K: 46%
  - 100K+: 31%
- Affordable access to important places like school and work:
  - <35K: 50%
  - 35K-100K: 38%
  - 100K+: 30%
Over the last five years, our membership has become more diverse as we expand our footprint and strengthen community partnerships.
Serving a diverse community

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

Share of members identifying as

- BIPOC: \( \uparrow 8\% \)
- Black: \( \uparrow 27\% \)
- Hispanic: \( \uparrow 21\% \)

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%.
Zipcar members represent the diverse communities we serve across North America

**Gender Distribution:**
- Male: 50%
- Female: 48%
- Non-binary/third gender: 1%
- Did not answer: 1%

**Identity:**
- 52% identify as BIPOC

**Demographics:**
- 29% are college students
- 81% live in multifamily housing
- 48% live with a spouse or partner
- 43% have a household income below the national median ($67,500)

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."

"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.

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.

<table>
<thead>
<tr>
<th>Members with household incomes:</th>
<th>&lt;$35K</th>
<th>$35K-$100K</th>
<th>$100K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Zipcar has helped me reach important places like work or school affordably.”</td>
<td>47%</td>
<td>31%</td>
<td>21%</td>
</tr>
<tr>
<td>“Zipcar has helped me feel safe when making necessary trips.”</td>
<td>68%</td>
<td>58%</td>
<td>43%</td>
</tr>
<tr>
<td>“Zipcar has helped give me opportunities equal to others.”</td>
<td>56%</td>
<td>48%</td>
<td>35%</td>
</tr>
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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

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., and air pollution is responsible for 500,000 premature deaths each year. Transportation is also the second biggest expense for U.S. households. The average household spends half their budget on transportation and housing.

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

26 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-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.