



CuseCar – Community Car-Sharing Program: Car Sharing Lessons Learned



The New York State Energy Research and Development Authority

Joseph D. Tario
Project Manager

and



New York State Department of Transportation

Robert Ancar
Project Manager

Prepared by

Sarah Stephens
Director of Business Development and Public Relations

CuseCar of Syracuse
Syracuse, NY

August 2011

1. Report No. C-08-26	2. Government Accession No.	3. Recipient's Catalog No.
4. Title and Subtitle CuseCar – Community Car-Sharing Program: Car Sharing Lessons Learned		5. Report Date August 2011
		6. Performing Organization Code
7. Author(s) Sarah Stephens		8. Performing Organization Report No.
9. Performing Organization Name and Address CuseCar of Syracuse, 360 Erie Blvd. East, Syracuse, NY 13202		10. Work Unit No.
		11. Contract or Grant No Contract No. 11103
12. Sponsoring Agency Name and Address NYSERDA, 17 Columbia Circle, Albany, NY 12203 NYS DOT, 50 Wolf Road, Albany, New York 12232		13. Type of Report and Period Covered Final Report (2008 – 2011)
		14. Sponsoring Agency Code
15. Supplementary Notes Project funded in part with funds from the Federal Highway Administration.		
16. Abstract CuseCar of Syracuse launched services in December 2008 with 3 Toyota Prius Hybrids. CuseCar initially, due to concerns about availability, limited membership to Origination Sponsor Locations, which in turn developed few members. In 2009 CuseCar opened to the general public and has seen a small growth in membership and usage. CuseCar to date has close to 100 members. CuseCar has vehicles centralized in the City of Syracuse Downtown area, with 4 vehicles located within a few city blocks of one another. CuseCar members have logged 1,505 trips totaling nearly 27,636.25 miles. Usage is best in Spring and Summer months. CuseCar's membership is made up of downtown residents and a few graduate students from local universities that live around or near downtown.		
17. Key Words car sharing, CuseCar, Transportation, VMT, Access,		18. Distribution Statement No restrictions

19. Security Classif. (of this report)	20. Security Classif. (of this page)	21. No. of Pages 33	22. Price
Unclassified	Unclassified		

Notice

This report was prepared by CuseCar of Syracuse in the course of performing work contracted for and sponsored by the New York State Energy Research and Development Authority and the New York State Department of Transportation (hereafter the "Sponsors"). The opinions expressed in this report do not necessarily reflect those of the Sponsors or the State of New York, and reference to any specific product, service, process, or method does not constitute an implied or expressed recommendation or endorsement of it. Further, the Sponsors and the State of New York make no warranties or representations, expressed or implied, as to the fitness for particular purpose or merchantability of any product, apparatus, or service, or the usefulness, completeness, or accuracy of any processes, methods, or other information contained, described, disclosed, or referred to in this report. The Sponsors, the State of New York, and the contractor make no representation that the use of any product, apparatus, process, method, or other information will not infringe privately owned rights and will assume no liability for any loss, injury, or damage resulting from, or occurring in connection with, the use of information contained, described, disclosed, or referred to in this report.

Disclaimer

This report was funded in part through grant(s) from the Federal Highway Administration, United States Department of Transportation, under the State Planning and Research Program, Section 505 Title 23, US Code. The contents of this report do not necessarily reflect the official views or policy of the United States Department of Transportation, the Federal Highway Administration or the New York State Department of Transportation. This report does not constitute a standard, specification, regulation, product endorsement, or an endorsement of manufacturers.

Abstract

CuseCar of Syracuse launched services in December 2008 with a fleet of three (3) Toyota Prius Hybrids. CuseCar initially, due to concerns about availability, limited membership to Origination Sponsor Locations. In 2009 CuseCar opened to the general public and experienced growth in membership and usage. CuseCar to date has over 100 members. CuseCar has vehicles centralized in the City of Syracuse Downtown area, with 4 vehicles clustered within a few city blocks of one another. CuseCar members have logged 1,505 trips totaling nearly 27,636.25 miles. Usage is best in Spring and Summer months. CuseCar's membership is primarily made up of downtown residents and a few graduate students from local universities that live around or near downtown. CuseCar currently has six (6) vehicles in its fleet, including two (2) Electric Vehicles (EV) Plug In Hybrids. The EV Plug Ins were provided to CuseCar as part of a research and development program through 2011.

Keywords

Car sharing

CuseCar

Transportation

Plug-In

Hybrid

(EV) Electric Vehicle

Origination Location

Destination Location

FOB

Acknowledgments

The CuseCar of Syracuse team would like to acknowledge the invaluable support and guidance from the New York State Energy Research and Development Authority (NYSERDA) and the New York State Department of Transportation (NYSDOT) in the establishment and success of our organization. The guidance and support from Joe Tario of NYSERDA and Robert Ancar of NYSDOT was invaluable and very much appreciated.

CuseCar would also like to thank members of the Steering Committee;

Ed Bogucz, Executive Director, Center of Excellence,

Chris Carrick, Senior Planner, CNY Energy Smart Communities Coordinator, CNY Regional Planning & Development Board,

Barry Carr, Coordinator, Clean Cities,

Mario Colone, Sr. Transportation Planner, Syracuse Metropolitan Transportation Council,

Jim D'Agostino, Executive Director Syracuse Metropolitan Transportation Council,

Joel Delmonico, Vice President of Marketing, Clear Channel, The Amos Project,

Ben Gembler, Marketing/ Community Outreach Coord. NE Hawley-Green Development Assoc.,

David Holder, President, Syracuse Convention & Visitors Bureau,

Michael Kelleher, Director of Renewable Energy Systems SUNY ESF,

Rich Landerkin, Director of Planning, CENTRO,

Linda Levy, Syracuse Convention & Visitors Bureau,

Mark Lichtenstein, Director of Operations and Out Reach, Center of Excellence,

Joanne Mahoney, Onondaga County Executive,

Dan Murphy, Sr. Economic Development Representative, National Grid,

Kurt Roulston, Office of Economic Development, City of Syracuse,

Rob Simpson, President Elect, Metropolitan Development Assoc.,

Benjamin Sio, Greater Syracuse Chamber of Commerce,

Kristi Smiley, Office of the County Executive,

Barry Weiss, Administrative Officer, County of Onondaga District Attorney's Office.

Further thanks go to the invaluable support by our project sponsors and Origination Station Sponsors, Synapse Partners, O'Brien and Gere, SUNY ESF, Toyota, City of Syracuse, County of Onondaga, the Westcott Community Center and National Grid.

And last but not least, much thanks and appreciation go to Jennifer Dotson of Ithaca Car Share who was always a phone call away with great advice and much needed practical learning experience. CuseCar and Ithaca Car Share learned from each other over the course of the program.

Table of Contents

Summary	8
1. Introduction	11
Operations.....	13
Leadership & Management.....	17
Pricing.....	19
2010 Carshare Symposium.....	24
Outreach & Marketing.....	25
2. Membership & Usage	28
Demographics.....	28
Usage.....	28
3. Future Developments	31
Expanding Origination Location.....	31
Deploying Electric Vehicle Infrastructure.....	31
Redesigning Membership Software and Hardware.....	31
4. Conclusion	33
 Appendices	
Appendix A	35
Appendix B	60
Appendix C	69
Appendix D	78

List of Figures and Appendices

Figure 1 – Origination Station – Syracuse map

Figure 2 – Percentage Usage

Figure 3 – Lot Usage

Figure 4 – Total Monthly usage

Appendix A

CuseCar Survey Report – 2009 – Prepared by Kyle Bell, CuseCar SUNY ESF Intern

CuseCar Survey Questions

Appendix B

Member to Member Services Sale Brochures

Appendix C

Car-sharing Club Plans to Launch in Syracuse, The Post Standard, August 12, 2008

CuseCar Revs Ride-Share Engine, The CNY Business Journal, September 19, 2008

CuseCar to be Located at SUNY ESF Campus, Sustaining the Green, SUNY ESF Campus Newsletter, September 2008

CuseCar Program Begins at SUNY ESF, News10Now, November 2008

CuseCar Vehicle-Sharing Ready to Roll, The Post Standard, November 12, 2008

City Hall becomes car-sharing pick up point, The Post Standard, December 9, 2008

Appendix D

1st Anniversary Ad, Published The Post Standard

Welcome O'Brien and Gere, Published The Post Standard

Summary

This report summarizes the development and operation of CuseCar of Syracuse, a not-for-profit community car share, launched in December of 2008. The report period covers the launch, December 2008 through April 2010 with some information updates through August 2011. CuseCar received seed funding in the amount of \$10,000 or more each from Origination Station Location Sponsorships; Synapse Partners, SUNY ESF, O'Brien and Gere and National Grid. Seed monies were also provided by Program Opportunity Notice 1239 in the amount of \$150,000 from NYSERDA and NYSDOT.

CuseCar of Syracuse provides qualifying approved members access to a fleet of well maintained, fuel efficient vehicles, placed in convenient Origination Locations. These locations are fixed for each vehicle, they are known as Origination Stations and can be thought of as "where the car lives". Members do not have to worry about fuel costs, insurance, or other vehicle ownership costs. Members have the ability to reserve the vehicles on an hourly basis with a minimum reservation of one hour. Members must return the vehicle to its Origination Location at the end of their reservation, each evening the Metavera software bills member's credit cards for the hours reserved; any mileage, overages, and/or fines at the close of the month. Reservations can be made over the internet or by phone. Access to the vehicles by members is provided by an electronic key fob issued upon approved membership with a unique member code specific to each member. This also provides membership tracking and billing.

CuseCar began its car share in 2008 with a fleet of Toyota Prius Hybrids. In 2011, CuseCar sold two Prius Hybrids and replaced them with a Chevy Cobalt and a Chevy HHR to accommodate larger cargo loads per membership needs. CuseCar hopes to add a pick-up truck in the next year.

Through an insurance agreement, CuseCar members are relieved of carrying the cost of automobile insurance. As a member of CuseCar, members are covered during their use of a CuseCar on the CuseCar auto policy.

CuseCar has also developed a network of Destination Locations. These designated locations allow CuseCar members to utilize conveniently located parking spaces around places that people like to go; shopping centers, airports, and hotels. In the future CuseCar plans to install electric vehicle charging stations at many of the current Origination and Destination Station Locations.

CuseCar, has contracted with Metavera Solutions, Inc. to provide software for a reservation and billing system. The livefleet™ hardware, which communicates with the online software, Metavera– is manufactured by OpenCar Networks, Inc. The system allows members to make reservations online and then utilize their key fob to gain access to the vehicles. Billing for the reserved time used is charged each night to the member's credit card on file. At the end of the month, OpenCar sends usage mileage and actual log in/out times to upload into Metavera software. Monthly billing can then be processed with any additional usage fees and/or fines.

CuseCar utilizes the professional staff of Synapse Partners as well as volunteer member assistants to perform the day to day operations of CuseCar. These individuals perform a variety of tasks, including member and fleet maintenance, technical assistance, installation of new vehicles, member services, and community outreach.

CuseCar has developed a variety of membership plans to appeal to all users: the Origination Location Sponsor Plan; Student Plan; Out and About Plan; and Commuter Plan. The plan details are as follows:

Student Plan:

- \$20 annual membership plus a onetime \$30 registration fee.
- Hourly usage rate – \$7.95 per hour.
- \$.20 per mile

The Commuter Plan

- \$18 monthly membership – no registration fee
- Hourly usage rate- \$5.95 per hour
- 60 miles free per reservation/ \$.20 per mile after that.

Out and About Plan

- \$60 annual membership plus a onetime \$30 registration fee.
- Hourly usage rate – \$7.95 per hour.
- \$.20 per mile

Origination Location Sponsor Plan ***

- Become a member for \$20 annual membership plus a onetime \$30 registration fee.
- With Hourly usage rate – \$5.95 per hour.
- \$.20 per mile

*****Only Available** to the Employees of National Grid, Synapse, SUNY ESF, O'Brien and Gere, and City and County employees.

Household Membership Plan

- One account covers up to two drivers.
- Additional drivers may be added for an additional charge.
- There is also a \$30 application fee, which also applies to additional drivers on an existing account.

Most active members of CuseCar are between the ages of 37-42. Well over 50% of members are either a student or faculty/staff of one of the local Colleges or Universities. CuseCar members are predominantly Caucasian and are low middle income level. Most CuseCar members live or work Downtown in close walking proximity to CuseCar vehicles.

Most CuseCar initial reservations are made via the internet; however, a few of the reservation extensions are made over the phone. While reservations can be made up to 3 months in advance most members make it less than 24 hours prior to use. 42.3% of all reservations made since the beginning of CuseCar lasted more than 12 hours, while 23.5% lasted 1 hour and 11% last for 2 hours. CuseCar sees the highest usage in warmer months, with June being the busiest month for usage.

Usage is quite sporadic for days of the week. There are some weeks where the weekends see the highest usage, while others see peaks during weekday afternoons. CuseCar seems to have spikes in membership surrounding media announcements and weather. There are relatively few new members during winter months, with peaks in the Spring and Fall. Between 2008 and March of 2011 CuseCar members logged 1,505 trips totaling 27,636.25 hours.

CuseCar continues community outreach, marketing and education in an attempt to increase membership and usage. Over the 1st quarter of 2011 CuseCar has seen positive growth and reached over 100 members.

Introduction

CuseCar is a not-for-profit, community-based car sharing organization whose threefold mission is to provide a sustainable transportation program in Onondaga County.

Environmental Mission:

To reduce vehicle miles traveled (VMT) in Onondaga County, while lowering the regional carbon footprint, improving air quality, and assisting in developing innovative green energy fuel distribution throughout Syracuse and Onondaga County.

Social Mission:

CuseCar is integrated into the Syracuse community to enhance the existing transportation systems by offering an additional, complementary alternative. Through innovative technology installed in the CuseCar fleet, enhanced safety for member drivers is achieved. The Member-to-Member services promote a community approach to daily activities and needs as well as the long-range quality of life in the region.

Economic Mission:

CuseCar offers Member-to-Member Services aimed to promote and encourage the local economy and provide safe transportation services. In collaboration with leaders from area businesses and government, CuseCar strives to be the implementing arm of vital change in the profile of transportation in Syracuse and Onondaga County.

CuseCar envisions a prominent role in the greater Syracuse community to help implement innovative sustainable transportation programs supported by area businesses and residents who benefit from driving state-of-the art alternative fuel vehicles for both business and pleasure.

CuseCar seeks the most advanced alternative fuel technology in the fleet of vehicles to reduce the area's overall carbon footprint.

CuseCar aims to develop a network of fueling stations throughout Onondaga County to support emerging fleets of alternative fuel vehicles.

CuseCar promotes a community-wide effort to work together to improve and sustain the environment.

CuseCar strives to offer safety and security to all members in meeting their transportation needs through the CuseCar mission.

CuseCar community car-share provides approved members with access to a fleet of well-maintained, fuel efficient vehicles on an hourly basis. Members reserve vehicles for the time they need to use it, paying for only what they reserve. Members can bike, walk or take the bus to the reserved vehicle when the reservation begins, entering the vehicle with the electronic key, otherwise known as a "fob". Members are billed for the time and mileage they have accrued over the course of their reservation. Vehicles are returned to the same location that the member took the vehicle from in the beginning of the reservation, known as the Origination Location Station – "where the car lives".

Car-sharing provides its members a convenient, affordable, and sustainable transportation option. For members who cannot afford to own a vehicle or require a second vehicle for their family, car sharing provides access to shopping, tourism and other trips that would otherwise be difficult to access. Upon joining, many members decide to forego vehicle ownership or delay the purchase of a secondary vehicle.

CuseCar has worked diligently to include car-sharing in the business sector as well. CuseCar developed commercial/employee programs and Member Services, Go-Safe, Go-Valet, Go-Shop and Go-Ambassador to encourage car-sharing amongst businesses and employees. CuseCar encourages alternative transportation methods such as car pooling or mass transit to commute to work. Employees can then rely on CuseCar for the occasional time when they need to leave work for an; appointment, unexpected family issue, meeting, etc. CuseCar car sharing does not replace any type or mode of transportation; it is simply an extension of the existing transportation system.

CuseCar invested in a fleet of green vehicles, purchasing four (4) Toyota Prius Hybrids in the first year of operations, equipping one with a trickle charger to prepare for the upcoming electric vehicle deployment. CuseCar sought the newest and most innovative technology to promote and deploy clean vehicle technology, promoting social change and engaging the public to not just say that car-sharing was a good idea, but challenging them to join and do it.

CuseCar continues to be engaged in community outreach and education, attending festivals, events, trade shows, symposiums, charrettes, community meetings, neighborhood associations, visiting with elected officials, Universities, Colleges, and other local organizations. CuseCar enlists assistance from Member Assistants, volunteers as well as interns.

CuseCar is most proud of the movement for social change that transpired over the course of the program development. CuseCar listened to the community, members and stakeholders and designed programs to meet those needs. CuseCar learned from the experience that although people say they want something or that something is a good idea, i.e. car-sharing, it does not mean that they are necessarily ready to make the behavioral change themselves to incorporate it into their lives.

Operations

Vehicles in the fleet



“The Green Fleet”

As stated in CuseCar’s threefold mission CuseCar “seeks the most advanced alternative fuel technology in our fleet of vehicles to reduce our area’s overall carbon footprint”. When CuseCar started the car-share, it was important to only utilize the greenest most energy efficient vehicles available. At that time the Toyota Prius Hybrid was that vehicle. CuseCar formed a relationship with Burdick; a major car dealership located in Syracuse and awaited the arrival of the highly demanded vehicle.

Toyota Prius Hybrids get 48 miles per gallon City driving and 45 miles per gallon Highway driving, getting close to 500 miles per tank. The Prius has a vehicle system comprised of two (2) batteries a small 11 volt battery and then a larger battery more traditional battery. The larger battery runs the vehicle when in electric mode, this battery is recharged as the car is driven via petroleum. The 11 volt battery is what starts the vehicle, and is what the OpenCar fleet management hardware is connected to. Connection to the larger battery voids the manufacturer warranty. Due to the OpenCar unit’s continual trickle drain, the smaller battery became an issue during colder months or when usage was low. The battery was depleted and did not have enough energy to start the car, requiring the CuseCar team to jump start the Prius Hybrids often.

To combat the battery issues, CuseCar decided to sell two (2) of the Prius Hybrids and purchase other fuel efficient vehicles. One important component for the new vehicle was that it had to receive a 40 or higher on the American Council for an Energy Efficient Economy (ACEEE) ranking for energy efficient vehicles.

As of July 2011, CuseCar’s fleet consists of 2 Toyota Prius Hybrids, 1 Chevy HHR, 1 Chevy Cobalt and 2 Toyota Plug In Prius Hybrids. The Plug In models are research vehicles on loan to CuseCar from Toyota and give 14 miles of (electric only) driving per charge. CuseCar added the Chevy HHR to the fleet in response to requests from members wanting more storage capacity. Due to costs CuseCar could not afford a pickup truck and instead went for a more economical HHR. The HHR and Chevy Cobalt both have ratings of 40 or better on the ACEEE, making them fuel efficient vehicles and acceptable for use with (Leadership in Energy and Environmental Design (LEED) certifications when wanting to apply for innovative transportation credits.

Insurance

CuseCar contacted Philadelphia Insurance to obtain reasonably priced liability insurance. Thanks to already established car-shares like Ithaca and Philly Carshare, CuseCar did not have the struggle of familiarizing the insurance industry with the concept of car-sharing. CuseCar easily obtained a very good policy for members. CuseCar was able to obtain a packaged policy with general liability coverage in addition to standard auto coverage. CuseCar’s policy provides

up to one million dollars in coverage. CuseCar insures drivers 18 and over. Drivers between the ages of 18 and 21 must provide additional primary policy coverage in case of an accident with the CuseCar policy providing secondary coverage.

Parking



Early on CuseCar tried to follow the model that Ithaca Carshare had set forth. CuseCar worked with the City of Syracuse, bringing representatives down to Ithaca to meet with representatives from the City of Ithaca regarding designated on street parking for car sharing vehicles. The City of Syracuse determined, based on state law, that they could not designate street parking for car sharing. The City of Syracuse suggested having the state law amended to allow for designated on street parking. CuseCar has spoken to many state law makers to move forward that request. To date the law remains unchanged.

CuseCar obtained designated parking spaces in many open surface lots strategically placed near bus stops, business districts, and neighborhoods. The City of Syracuse designated two (2) Origination Locations and the County of Onondaga designated one as well. CuseCar developed an Origination Location network of parking spaces throughout Downtown Syracuse, SUNY ESF, and the nearby Westcott neighborhood as shown below.

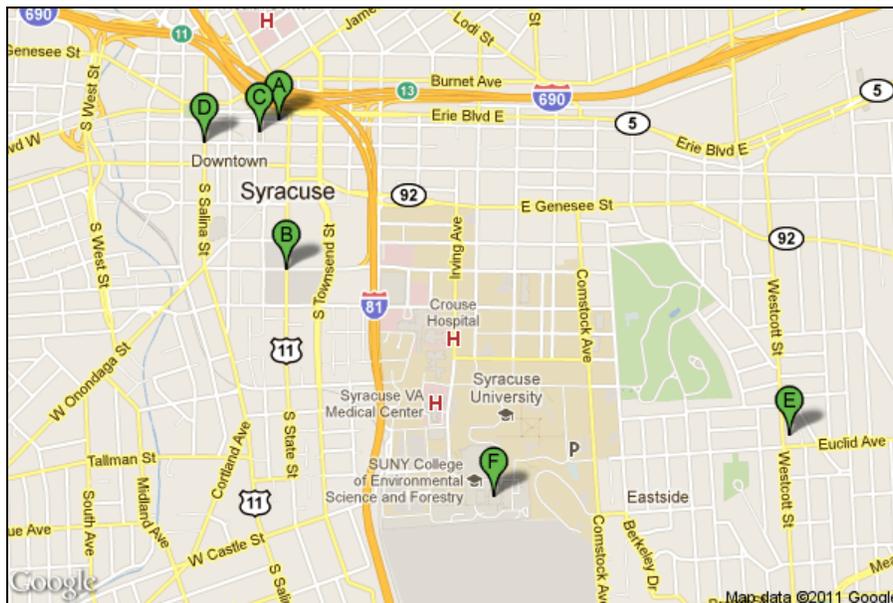


Figure 1: Origination Station – Syracuse Map

- A) 360 Erie Blvd., Syracuse – CuseCar Headquarters
- B) OnCenter Complex, 800 S. State Street
- C) Syracuse City Hall
- D) Farmers Market Lot, Corner of S. Salina Street and E. Washington Street
- E) Westcott Community Center, Westcott St
- F) SUNY ESF 1 Forestry Drive, Syracuse
- G) Erie Blvd. and S. State Street

Parking Challenge



Given the lack of enforcement and regulations for car-sharing, CuseCar struggles with non-CuseCar vehicles parking in designated spaces. CuseCar has no authority to tow vehicles and ticketing is very rare. CuseCar continues to get phone calls from members that are unable to park the vehicles in the designated space following their reservation. The member has to notify CuseCar, park in the closest space possible and then CuseCar staff has to monitor the parking space for when it becomes available. CuseCar has signage posted at each location, the only location that is strictly monitored and vehicles are towed is the location at the airport. There is also enforcement at the OnCenter Parking Lot, because it has an on-site attendant.

CuseCar pays for the designated Origination Locations that it currently uses at Erie Blvd. and S. State Street. CuseCar pays \$85 per month to have a Destination Location at the Syracuse Hancock Airport, and \$5 per month per space for the locations in the lot on Erie Blvd and S. State Street.

Maintenance and Cleaning

CuseCar Member Assistants clean CuseCar vehicles on a regular basis. CuseCar uses cleaning services on Erie Blvd at Delta Sonic, and encourage CuseCar members to clean the vehicle before the end of their reservation, if it needs it. CuseCar rewards members with free usage for service provided.

Due to the young age of the fleet, the vehicles maintenance is pretty minimal. There is only the occasional flat tire, fobbing error or confused member. However, one major maintenance issue experienced particularly in the winter is the dead battery.

As part of the threefold mission of CuseCar, the fleet of vehicles needed to be as green as possible. Therefore, CuseCar first introduced the fleet consisting of Toyota Prius Hybrids. Due to the design of the Prius Hybrid with the two battery system, the OpenCar component under manufacture warranty was only able to be installed to the 11 volt smaller battery. The continual trickle drain of this component on the smaller battery coupled with cold temperatures caused the Hybrids when not used daily to die, sometimes daily in extreme cold even if it had been driven. Member Assistants had to regularly jump the vehicles then run them for awhile to recharge the battery. After many jumps to the batteries, they would no longer hold a charge and had to be replaced.

CuseCar has seen a decline in the number of times the Hybrids require a jump now that membership and usage has increased. CuseCar also sold 2 Prius' and replaced them with a Chevy Cobalt as well as a Chevy HHR, which was requested by CuseCar membership for its enlarged storage capacity. To date neither of these vehicles have experienced any battery issues.

Routine maintenance such as oil changes, annual inspections, and tune ups are done by local Valvoline, Firestone, or Burdick Driver's Village (where the initial fleet of vehicles was purchased). OpenCar units were serviced and installed at a local installer, Installations Unlimited and C-tronics.

Software & Hardware

Like many other North American not-for-profit community Carshare organizations, CuseCar has contracted with Metavera Solutions, Inc. to provide software for the reservation and billing system. The liveFleet™ hardware communicates with Metavera through online cell tower communication. When a member makes a reservation through the Metavera system, the information is then registered in the liveFleet™ system, allowing only that member to enter the vehicle at their appointed time. liveFleet™ is a product of OpenCar Networks, Inc. Through this system CuseCar can lock, unlock, download usage, and enable or disengage the ignition - all from a computer.

Leadership & Management

CuseCar, as of January 2011, hired a fulltime Executive Director to run the initiatives of the Synapse Sustainability Trust, which includes CuseCar of Syracuse, Inc. as a d/b/a. CuseCar also utilizes the professional staff of Synapse Partners as well as volunteer Member Assistants to assist in the day to day running and maintenance of the CuseCar fleet. Al Stirpe serves as Executive Director, Sarah Stephens serves as Director of Business Development and Public Relations and her time is donated by Synapse Partners.

Steering Committee

CuseCar began its program with a Steering Committee consisting of community members:

- Ed Bogucz, Executive Director, Center of Excellence
- Chris Carick, Senior Planner, CNY Energy Smart Communities Coordinator, CNY Regional Planning & Development Board
- Barry Carr, Coordinator, Clean Cities
- Mario Colone, Sr. Transportation Planner, Syracuse Metropolitan Transportation Council
- Jim D'Agostino, Executive Director Syracuse Metropolitan Transportation Council
- Joel Delmonico, Vice President of Marketing, Clear Channel, The Amos Project
- Ben Gemblar, Marketing/ Community Outreach Coord. NE Hawley-Green Development Assoc
- David Holder, President, Syracuse Convention & Visitors Bureau
- Michael Kelleher, Director of Renewable Energy Systems SUNY ESF
- Rich Landerkin, Director of Planning, CENTRO
- Linda Levy, Syracuse Convention & Visitors Bureau
- Mark Lichtenstein, Director of Operations and Out Reach, Center of Excellence
- Joanne Mahoney, Onondaga County Executive
- Dan Murphy, Sr. Economic Development Representative, National Grid
- Kurt Roulston, Office of Economic Development, City of Syracuse
- Rob Simpson, President Elect, Metropolitan Development Assoc.
- Benjamin Sio, Greater Syracuse Chamber of Commerce
- Kristi Smiley, Office of the County Executive

- Barry Weiss, Administrative Officer, County of Onondaga District Attorney's Office

Board of Directors

- Albert Stirpe – Executive Director
- Eckardt C. Beck
- Vita DeMarchi
- Rhea Jezer
- Richard Pertz

Interns

CuseCar has been able to access and hire a variety of interns through Syracuse University and SUNY ESF. These interns came from the Newhouse School of Communications, I-School and School of Management at Syracuse University and the Graduate program at SUNY ESF. The interns provided technical work and design of the CuseCar website, advertising, promotion and community outreach of the CuseCar program, attended trade shows and community events, designed brochures, media pieces and video advertising as well as conducted surveys of potential usage of car-sharing and transportation needs to the student base.

Volunteers

CuseCar obtained a full-time Volunteer, Rosemary Painter that assisted in the promotion and daily operations of CuseCar along with the Member to Member Services. Ms. Painter oversaw the interns, production of Member Services promotional materials and provided community outreach.

Pricing

Car-sharing Pricing Structure

Similar to many other not-for-profit car shares, CuseCar charges a one-time application fee, recurring membership fee, hourly reservation rate, and an incremental mileage charge. Membership in the CuseCar car-share removes the driver's costs of vehicle ownership (car payments, insurance, maintenance, and fuel), paying for the car only when they use it via the hourly usage rate and mileage.

In addition to usage fees and mileage, members are charged County of Onondaga sales tax of 8 percent (8%) and New York State Special Passenger Car Rental tax of 6 percent (6%)

Membership Plans

CuseCar initiated its program with an Origination Station Location Sponsorship program, where groups and/or companies "sponsored" a location and vehicle by donating \$10,000 to CuseCar as well as a designated parking space. As part of their sponsorship, employees and/or members of their group or company were eligible for membership to CuseCar under the Origination Location Sponsor Membership plan – that plan included a onetime membership fee of \$40 and a first year membership rate of \$20. Under this rate plan, the member then had the ability to reserve the vehicle at \$12.95 per hour with mileage charge dependent on the cost of gas. Other membership plans during the first year included Standard Individual Membership which had an annual fee of \$100 and College/University Plans with an annual fee of \$50.

Membership was controlled the first year because CuseCar believed that it was important to gradually open up membership due to our limited number of vehicles and strong desire to not disappoint new members and new users of car-sharing. Memberships were controlled by opening up to Origination Sponsors first, and then select groups of neighborhood areas. Following the first year anniversary, pricing structure was altered and membership was opened up to the entire community with no restrictions. At that time CuseCar also developed additional membership plans and changed the rates.

CuseCar current plans include the following:

Origination Location Sponsor Plan: One time application fee of \$30; annual membership fee of \$20; hourly usage rate of \$5.95 per hour plus \$.20 per mile driven.

Out and About Plan: One time application fee of \$30; annual membership fee of \$60; hourly usage rate of \$7.95 per hour plus \$.20 per mile driven.

Commuter Plan: No application fee; \$18 per month; hourly usage rate of \$5.95; 60 miles free per reservation and \$.20 thereafter.

Student Plan: One time application fee of \$30; annual membership fee of \$20; hourly usage rate of \$7.95 plus \$.20 per mile driven.

Household Plan: (Plan added following the opening of Westcott Location, many families inquired and requested such a plan) Household members include 2 memberships per household. Separate application fees apply.

All membership plans have access to a \$60 per day flat usage fee, if a member wants to use the vehicle for 24 hours they are charged a flat rate of \$60 plus any incremental mileage, this reservation options also caps the usage amount of \$60 for less than 24 hours. For example if a member is charged \$5.95 per hour and wants to reserve the vehicle for 14 hours, they will be charged \$60 instead of the $\$5.95 \times 14 = \83.30 .

Member to Member Services

CuseCar's threefold mission addresses environmental, social and economic issues in the community. CuseCar is integrated into the Syracuse community to enhance the existing transportation systems by offering an additional, complementary alternative. Member-to-Member services are aimed to encourage the local economy and provide safe transportation services promoting a community approach to daily activities and business needs as well as promote the long-range quality of life in the region.

CuseCar has enhanced its car-share program with Member to Member Services to make the members lives easier and less hectic.

Go Ambassador

As CuseCar developed and built-out the overall car-sharing model, they identified services that would benefit the community. During this process, CuseCar was given examples of deficient needs in our community based on feedback from Steering Committee members, as well as members and community stakeholders.

The City of Syracuse, like many small cities, is facing a brain drain: young professionals are not staying in the community and developing their careers. Syracuse has enacted many different initiatives to combat this; 40Below for example is a group of young professionals that are cheerleaders for the community, promoting and encouraging young professionals to stay and lay down roots in Syracuse. One area that they expressed a need was the manner in which potential employees are welcomed into the community and told about what the Greater Syracuse area had to offer. Many businesses, hospitals, and the colleges had young professionals coming into the area to interview for local jobs. The main reason cited by young professionals as to why they did not accept a job offer was because they had the impression that Syracuse had nothing to offer them in the form of community, art, culture, social events and housing.

Therefore, CuseCar worked with 40Below, the Syracuse Visitor and Convention Bureau as well as the Greater Syracuse Chamber of Commerce to develop a program in which potential employees and/or employers would be welcomed into the area correctly, greeted upon entry to the area and exit with a positive overall experience. This program was called CuseCar Go-Ambassador.

The Go-Ambassador program was developed to have well dressed CuseCar member assistants pick up community visitors in environmentally friendly well maintained vehicles at the airport,

train station, etc. and provide a tour into the community. Visitors were paired with drivers with interests or areas of professional expertise with that of the visitor, catering and curtailing the tour to meet the needs of the agency bringing in the visitor and the visitor itself.

For example, if a law firm was bringing in a young couple to interview for a position and they had young children, CuseCar would pick them up at their point of arrival, welcome them with a gift bag of appropriate gifts, local cheese, water, apples, and other snacks. They would then be driven through the area discussing the culture and social attractions of the city, discuss local community housing and school choices, and if time allowed, show them some housing communities. CuseCar would drop off the potential employee at the respective location of potential employment and offer to take the spouse to look at houses, shopping, schools etc.

All of this is prepared and arranged ahead of the guest's arrival following a detailed meeting with the prospective employer. CuseCar allowed companies to join CuseCar with one membership and then pay a nominal fee for the service depending on the detail of the visit. CuseCar developed marketing materials to describe the program and distributed it to potential clients via the Chamber, their website, events, trade shows and the Syracuse Visitor and Convention Bureau, as well as hotels and other hospitality businesses. CuseCar also set up meetings with local professional businesses such as law firms, accounting firms, hospitals and engineering firms.

Although companies expressed excitement about the availability of the program, few enrolled and utilized the program. CuseCar discontinued selling the program after the first year and began to focus solely on the car sharing aspect of the program. A few companies requested the program the following year. The Go-Ambassador program is currently not being marketed; however, CuseCar will consider the needs of a business if requested.

Go-Valet

Given the well developed transportation hub in the Syracuse area, including the Regional Transportation Center, a multi line train station, full bus terminal, and the Syracuse Hancock International Airport servicing 16 airlines, CuseCar thought it was an important feature to offer membership having valet service offering airport and train terminal services. The Go-Valet service is a Member to Member Service program where members can drive to the airport and park in a Destination Location Parking space. A member assistant will retrieve the vehicle and place it back in the fleet and return it when the member again needs use of the vehicle at the airport for return.

A service fee was charged to the member for the convenience of leaving the car at the Destination Location and having it returned to its Origination Location. This Member to Member program is still offered and used sporadically by members. Nonetheless, the program remains dedicated to incorporating transportation hubs, especially airports, into the community member program.

Go-Shop

Busy professionals have so much to do, CuseCar wanted to make the busy lives of members easier with Go-Shop. CuseCar sought companies that provided grocery-buying services to integrate into the green CuseCar program. CuseCar spoke to local grocery stores, vendors, and potential clients to implement the service which would have shopping days for companies on set

days of the week. A member could place an order for groceries by a designated date and have it delivered to their place of business at the end of the day on a set date, eliminating the need for them to stop on the way home at the grocery store. By combining many members grocery trips the Go-Shop would reduce multiple vehicles making trips to the grocery store, thereby reducing VMT.

CuseCar was unable to secure a program participant. The major downtown Syracuse residential buildings were approached and provided the program benefits. A few apartment and condo complexes expressed interest; however never finalized a program. CuseCar decided to eliminate the program from the business model and focus solely on the car-sharing component, with the ability to introduce the “Go” services at a later time.

Go-Safe

The City of Syracuse has many social gathering locations, Armory Square, Marshall Street and many other highly populated bars and restaurants. To combat DWI and the dangers of drinking and driving a local company, I’m Smart, serviced the Onondaga County area for over 10 years. I’m Smart was a company that provided rides home to impaired drivers, the rides included a ride home for the vehicle as well. The owner and operator of I’m Smart reached out to CuseCar following the announcement of the car-share to inquire about accessing the fleet in the evenings. The timing of his call was perfect; CuseCar was extremely concerned about the use of fleet vehicles in the later hours and the potential for an impaired member to utilize one of the cars.

I’m Smarts service worked as follows. A member of I’m Smart can either call ahead or schedule a pick up or can call upon request. The member provides the location of the pickup; a party, bar, restaurant or catering hall and then the I’m Smart drivers (2) go to the location to meet the person. One of the I’m Smart driver, drives the members personal vehicle with the member and the other I’m Smart driver drives the follow car. They drop of the member and their vehicle safely at home. This safe and convenient way allowed its members to get themselves and their vehicle home safely after an evening of socializing.

I’m Smart fleet of vehicles was comprised of late model, high mileage, in need of repair vehicles. I’m Smart was constantly getting hit with repair bills and dealing with not having enough cars to accommodate all of his calls.

Upon review of I’m Smart’s financial model, CuseCar quickly realized that I’m Smart was in huge financial distress. Trips were costing more than were charged to members. I’m Smart was compelled to ensure everyone got a safe ride home and thus made the prices affordable, charging under \$20 for a trip and having no geographical restrictions.

CuseCar sought to incorporate I’m Smart’s social mission into the CuseCar program integrating it into the Go-Safe program. The need for raising pricing was a must to cover the cost of the actual service being rendered. The use of the newer and more environmentally friendly fleet of vehicles was viewed as a positive to fulfilling CuseCar’s mission of reducing the overall carbon foot print and improving air quality.

CuseCar expended many hours of time with I’m Smart, redeveloping the business model as well as incorporating it into the overall CuseCar business model. Mr. Hunt was made Executive Director of CuseCar to handle the daily operational needs of the car-share as well as its

Member to Member Services. Unfortunately, due to the unhealthy fiscal shape of I'm Smart, it was not able to hold on and decided to close I'm Smart.

Upon the closing of I'm Smart, CuseCar was contacted by many of its clients and companies. I'm Smart and CuseCar core team members had already engaged about the Go-Safe program being developed with the CuseCar Member to Member Services prior to the closing of I'm Smart. They were concerned that with the closing of I'm Smart that CuseCar would not move forward with Go-Safe. CuseCar decided to proceed with Go-Safe and to provide services for their companies. Several companies determined that the new pricing structure was too high and opted to not renew their membership, while a few others felt the social obligation made it worth the increased cost.

Go-Safe was also made available to attendees at the annual BrewFest held in Clinton Square in Downtown Syracuse in 2009. An event attended by over 3,000 people.

Go-Safe was offered to many of the event director organizing downtown events. Interest was shown, however, financial requirements made the program not attainable.

2010 Car share Symposium



As part of a wrap-up of the CuseCar car-share program, CuseCar held a Car-Share Symposium. The symposium was intended to share the lessons learned with community members, other car-shares and potential users. Car-share organizations from New York State and Canada attended as well as representatives from NYSERDA and NYSDOT.

The event was held in Syracuse, New York at the Tech Garden and attended by roughly thirty (30) people. Representatives from Ithaca Carshare, Buffalo Carshare, CuseCar and Co-Operative Auto Network presented information about the car-shares that they run. Usage, membership issues, implementation, and governance items were discussed.



Outreach & Marketing

CuseCar has conducted outreach and marketing events such as trade shows, neighborhood association meetings, forums, formal presentations, board meetings, school events, and neighborhood events, parades and fairs as well as paid advertisement in print, local media coverage via press release that ran in print media, radio and television. CuseCar also had a radio advertisement that ran on all local Clear Channel stations.

Advertising

CuseCar was donated blocks of time as well as the development of radio media advertising by Clear Channel Communications in 2009. Ads ran in the beginning of the calendar year for approximately three months.

CuseCar paid for advertising in the Post Standard on several occasions. An ad was placed on CuseCar's 1st anniversary, announcing the two new membership plans as well as the car share being opened up fully to the general public for membership.

A second ad was placed in 2010 in the Post Standard when O'Brien and Gere, a local engineering firm and early sponsor of the CuseCar program, relocated its office to downtown Syracuse. The ad welcomed the company and promoted the available membership plans to the employees.

CuseCar received media coverage from Channels 3, 5, 9 and 10 (local news channels), various radio shows, The Post Standard, Eagle Newspaper, Central New York Business Journal and the Scotsman.

Membership Drives

CuseCar held multiple membership drives with Onondaga County, the City of Syracuse, Hawley-Green Neighborhood Association, SUNY ESF, O'Brien and Gere, Sutton Residential buildings and many other neighborhood groups. Drives were publicized with flyers, emails, newsletters, and website announcements.

Membership drives were attended by CuseCar for employee benefit fairs, Earth Day events, club meetings (SUNY ESF), neighborhood monthly meetings, trade shows, special meetings and events such as Chamber Business Show, Syracuse Nationals, Green Expo, Healthy Building Conference, BrewFest, Weekly Farmers Market, Southern Comfort Crawfish Festival, Downtown Living Tour, and the BlueRain Ecofest.

St. Patrick's Day Parade



An annual event held in Syracuse, NY CuseCar was asked to participate in the St. Patrick's Day Parade in 2009 when the event made changes implementing more "green" sustainable initiatives. CuseCar was asked to utilize "greener" vehicles to transport marchers, and dignitaries to the parade and throughout the route. CuseCar was even used to chauffeur a couple newly married at the start of the parade. CuseCar was assisted by Member families to distribute CuseCar key chains and talk about CuseCar and car sharing in an effort to raise awareness and boost membership.

Website

A screenshot of a website banner. On the left, the text reads: "Car-Sharing is Cool" in a green, bold font. Below this, it says: "There are more than 20 car-sharing community programs throughout the US with over 135,000 members sharing nearly 4,000 cars." On the right side of the banner is a silver Toyota Prius with a green CuseCar logo on the side. The banner has a light beige background and is framed by a thin black border.

CuseCar's website has evolved many times. As the car-share's reservation system and application process is all completed electronically on-line it was critical to have a presence on the web.

Prior to the availability of a web designer CuseCar developed a website utilizing the skills of CuseCar Core team members. A basic website was design and published via Microsoft Publisher and Go Daddy. This website described the threefold mission of CuseCar, what it was, where Origination and Destination Location's existed and how to join.

Later, a web design group was hired and designed a slightly more complex website.

When I-School interns from Syracuse University were hired the website underwent yet another evolution, utilizing a fresh new perspective from young interns.

The website transformed yet again when another group of I-School interns began working for CuseCar, providing their feedback for some of the newer technologies and applications that existed.

Lastly, in 2011 the CuseCar team changed the website again, after feedback from members indicated that the existing website provided so much information that load times were inconvenient when trying to make a simple reservation.

CuseCar has evolved many times over the last three (3) years, embracing the concepts and feedback from new interns and members. CuseCar strives to incorporate feedback from members and the community to continually improve the car-sharing services that are offered to the community.

Social Networking

CuseCar has separate Facebook and Twitter pages with postings of a variety of interesting articles for the membership and followers about car-sharing, social change, electric vehicles, electric vehicle infrastructure, media, and the environment. CuseCar also posts messages to membership and potential members about rates and/or changes to the program.

Currently, CuseCar has almost thirty (30) “Likes” on Facebook and close to 100 followers on Twitter.

Partnerships

CuseCar has developed many important community partnerships. These partnerships have enhanced and enriched overall car-sharing as well as aided in the fulfillment of CuseCar’s threefold mission.

CuseCar has partnered over the life of the program with:

Clean Communities of CNY
NYSERDA
NYSDOT
Toyota
City of Syracuse
County of Onondaga
Westcott Community Center
Centerstate CEO (formerly the Greater Syracuse Chamber of Commerce)
Syracuse Center of Excellence
Leonardo Academy
Today’s Neighborhoods Tomorrow

Membership & Usage

Demographics

The membership base of CuseCar is slightly older than that of the City of Syracuse resident. The median resident age of the City of Syracuse is 30.5 years (city-data.com). The median age for a CuseCar member is 39 years of age.

Fifty-eight (58) % of the CuseCar membership is made up of males, while forty-two (42) % is female.

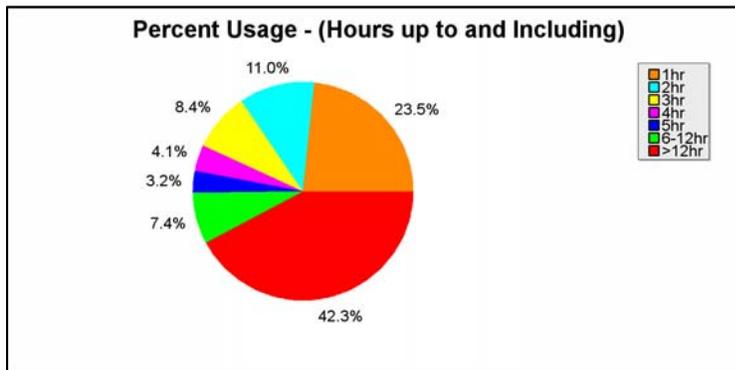
Practically all of CuseCar members reside in the City of Syracuse, with only three members living outside of the City area. All members reside in Onondaga County.

Usage

CuseCar members have access to the vehicles on an hourly basis. Reservations can be made fifteen (15) minutes prior to the start or up to three (3) months in advance. CuseCar also offers daily rates for a twenty-four (24) hour rental.

42.3% of CuseCar members reserve a vehicle for over twelve (12) hours, while 23.5% reserve the vehicle for a one (1) hour increment. 11% reserve the vehicle for two (2) hours with only 3.2% reserving the vehicle for five (5) hours. With car-sharing creating the necessity to plan your outings and errands more carefully, members tend to over reserve when faced with multiple stops and then more accurately reserve for just one (1) hour with only a few errands/stops.

CuseCar vehicles have Origination Stations throughout the Syracuse community. Origination



Stations are placed along bus routes, business districts, and other highly populated areas. Currently CuseCar has seven (7) active Origination Stations. Original Origination Station's consist of Synapse Partners Lot, City Hall, Downtown Farmers Market Lot, and SUNY ESF. The OnCenter Lot was added in late 2010 and in 2011 The Synapse Georgia and Westcott Community Center Lots were added.

Figure 2: Percentage Usage

The Synapse Partners Lot Origination Station Location is strategically located in the Eastern Gateway entrance to Downtown, it abuts the business district Downtown as well as the Hawley Green Neighborhood, a neighborhood that was undergone a re-gentrification and consists of a number of individuals living and working in Downtown, attending local Colleges and Universities. The neighborhood as a whole has many neighborhood gardens, promotes local products and ultimately believes in more environmentally friendly products.

The Synapse Partners Lot Origination Location is the highest used Lot with 599 trips scheduled, traveling 23,529 miles with highest utilization during the weekday.

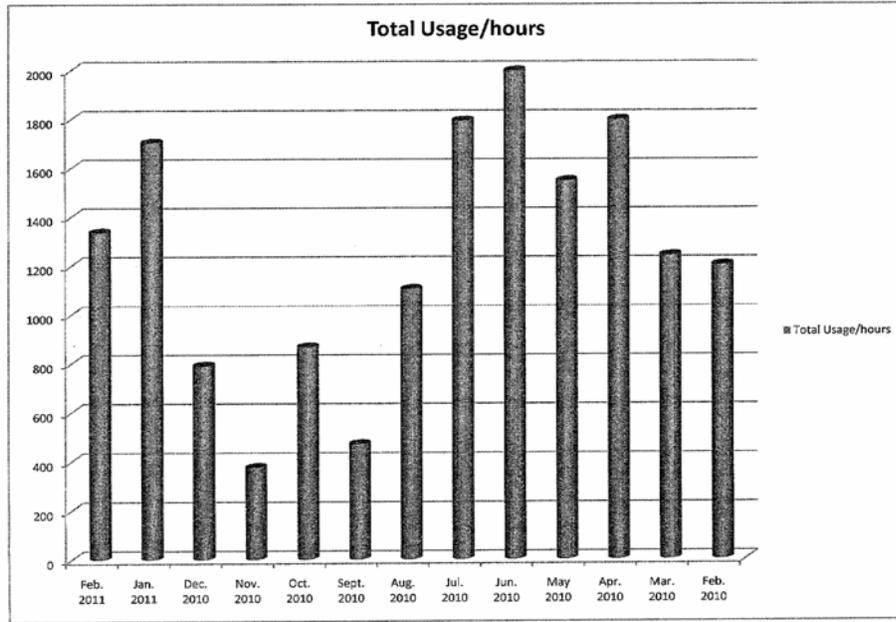
The City Hall Origination Station Location is the closest location to the Synapse Partners Lot Origination Location; this lot had 219 trips logged traveling 11,338 miles. The Downtown Farmers Market Lot, located within two (2) blocks of City Hall and four (4) blocks to Synapse Partners Lot logged 255 trips traveling 7,894 miles.

The Westcott Community Center is situated in a neighborhood similar to the Hawley Green area, in that the residents strongly believe in green and local living. This Origination Station has only existed in the CuseCar Origination Location network for three months and already has logged twenty-three (23) trips, traveled 1,606 miles and sees most of its usage on the weekday. CuseCar believes that in the Fall when students attending Syracuse University and SUNY ESF return to the area, which has several rental units attractive to students, usage of CuseCar vehicles will increase.

Description	Distance	Trips	Saturday	Sunday	Weekday
Synapse Partners Lot	23529	599	1436.25	1491	5733.75
SUNY ESF Campus	1613	123	111.5	98	499
City Hall	11338	219	404.75	419	1430.25
Downtown @ "Farmers Market" Lot	7894	255	432.25	482.5	1885.75
OnCenter Parking Lot	2947	77	174.5	195.25	671
Synapse Georgia	5807	24	77	37	356.75
Westcott Community Center	1606	23	51.5	49.5	168.5
Total	54734	1320	2687.75	2772.25	10745

Figure 3: Lot Usage

The usage of CuseCar tends to fluctuate with seasonal changes, for the most part the Spring and Summer months see the highest usage for all vehicles with the most hours logged for



reservations.

Figure 4: Total Monthly Usage

Future Developments

Expanding Origination Locations

CuseCar continues to grow its Origination Location network. CuseCar has added a location in August of 2011 at Centennial Hall Student Housing on the SUNY ESF campus and has meetings scheduled to discuss the deployment of car-sharing on the LeMoyne and Onondaga Community College Campuses.

Additional Membership campaigns will be driven at the opening of every Origination Location Station, expanding our footprint and continuing to educate the community about the benefits of car-sharing.

CuseCar continues its community outreach and engagement by participating in events that bring awareness to the environment, reduction of pollutants and promotion of green vehicle technologies.

Deploying Electric Vehicle Infrastructure

CuseCar is deploying sixty-eight (68) electric vehicle charging stations in the Central New York area. The program is part of ARRA Clean Cities Funding that was awarded to NYSERDA and Synapse Sustainability Trust/CuseCar. The program is to develop and deploy a Destination Stations Network of Electric Vehicle Charging Stations throughout Central New York.

CuseCar and its project partners have chosen strategic locations throughout Central New York to deploy these EV Stations. The locations consist of places that people like to go such as shopping centers, business districts, Colleges and Universities, Museums, municipal buildings and in the Downtown shopping/work area.

Electric vehicle charging stations are planned and will be installed and operating no later than September 30th, 2011 in the following locations:

- Synapse Downtown Headquarters (9 stations)
- SUNY ESF (1 station)
- Carousel Center Shopping Mall (6 stations)
- City of Rome – various locations (10 stations)
- Westcott Neighborhood (12 stations)
- OnCenter Parking Lot (15 stations)
- Downtown Farmers Market Lot (15 stations)

CuseCar is working with Ecotality, makers of the Blink Charging Station to develop a software reservation program to allow potential EV Charging members to reserve and schedule charging stations when they need them. CuseCar and Ecotality feel this is an important feature to the deployment of EV Stations and would diminish the range anxiety associated with EV users.

Redesigning Membership Software and Hardware

Currently CuseCar contracts with Metavera Solutions and OpenCar LiveFleet for the software and hardware components that allow CuseCar members access and reservation capabilities for

the fleet. Due to the increased overhead costs associated with these companies, CuseCar is exploring the option of designing a similar, but enhanced system that would replace these companies and associated monthly recurring expense in our system.

The resulting product would be available for resale to other car-share fleets. CuseCar is looking to design a system that has the same tracking and billing capabilities, but would negate the need to have the system tied into the electrical components of the vehicle and cause an added strain on the vehicle system. CuseCar also hopes to have the system allow for Bluetooth and smart phone access as an added convenience to members.

Conclusion

CuseCar embarked on the journey of fulfilling its threefold mission of Environmental, Social and Economic change in 2009. CuseCar is proud of the efforts made in fulfilling these goals while adapting to the change in the economy, environment and the needs of members.

As a not for profit community car-share, CuseCar integrates green vehicles and green technologies into the community, educating community members and car-share members about the benefits of car-sharing and electric vehicle use. CuseCar promotes the need for social change and behavioral change to benefit the community.

CuseCar will continue to expand the car-share as well as the Electric Vehicle infrastructure throughout Central New York, reaching out to other areas, business, colleges and universities to expand the Origination and Destination Location network.

CuseCar will continue to embrace the technological changes and enhancements in the green clean fuel vehicle industry.

“Human behavior flows from three main sources: desire, emotion, and knowledge.”
Plato (Ancient Greek Philosopher)

Appendices

Appendix A – in 2009 SUNY ESF Intern prepared questions and analysis report about car-sharing use, survey questions were presented and complete online to SUNY ESF student body.

CuseCar Survey Report – 2009 – Prepared by Kyle Bell, CuseCar SUNY ESF Intern

CuseCar Survey Questions

Appendix B – Sales brochures designed and distributed by CuseCar advertising and explaining available Member to Member Services

Member to Member Services Sale Brochures

Appendix C – Articles covering launch of CuseCar from 2008 by various media outlets

Car-sharing Club Plans to Launch in Syracuse, The Post Standard, August 12, 2008

CuseCar Revs Ride-Share Engine, The CNY Business Journal, September 19, 2008

CuseCar to be Located at SUNY ESF Campus, Sustaining the Green, SUNY ESF Campus Newsletter, September 2008

CuseCar Program Begins at SUNY ESF, News10Now, November 2008

CuseCar Vehicle-Sharing Ready to Roll, The Post Standard, November 12, 2008

City Hall becomes car-sharing pick up point, The Post Standard, December 9, 2008

Appendix D – Published paid advertising by CuseCar in Post Standard

1st Anniversary Ad, Published The Post Standard

Welcome O'Brien and Gere, Published The Post Standard

Evaluating Transportation Use and Carsharing Potential on a College Campus

--

Case Study

--

SUNY Environmental Science and Forestry, Syracuse, NY

Kyle M. Bell
M.S., Environmental Studies
SUNY Environmental Science and Forestry, Syracuse, NY
May 10, 2009

Introduction

Survey

 Overview

 Methodology

Results

 Staff

 Students

 About You and Transport

 Carsharing

 CuseCar

 Locations and Usage

 Final Thoughts

Conclusion

 Sources of Error

Appendices

Additional Information

INTRODUCTION

Given the high cost of maintaining a personal vehicle on a college campus, a number the College Board places at approximately \$5,800 per year, alternative transportation arrangements have the potential to reduce the overall costs of mobility. Moving away from a reliance on personal vehicles could save on parking space, the environment, and money. Modifying vehicle use to share or delay the purchase of new single-occupant vehicles has the potential to be doubly beneficial for the environment. The Transportation GHG Emissions Report of the Environmental Protection Agency (EPA) found that transportation accounted for 27% of greenhouse gas emissions in the US as of 2003, of which 62% came from “light-duty” (personal) vehicles. Honda estimates that 810kg of CO₂ are released during the manufacturing process for each new car.

This report will analyze the patterns of transportation use at SUNY Environmental Science and Forestry (ESF), an institution of 3,000 students, staff, and faculty in Syracuse, New York.

The ESF campus is served by a bus system and shuttle service. It includes accommodations for bicycles, as well as on-campus parking. Given the proximity to campus, and environmental consciousness of students, walking and bicycling are popular transport options. For those that must commute to campus by car, parking is a commodity often in short supply. Those that rely on other modes lack the flexibility of a personal vehicle.

CuseCar, a 501(c)3 non-profit community carsharing organization serving the City of Syracuse, aims to fill this flexibility gap, allowing non-owners to have access to a vehicle, when needed.

The carsharing concept consists of a flexible fleet of vehicles shared between members’ group and paid for on a per-mile or per-hour basis. The concept of used began in the 1980s in Switzerland and across Europe, and has only spread to the United States within the last decade. Recent advances in technology, especially the internet, remote access, and remote communications, have decreased the associated costs of applying the carsharing model. Users tend to drive less, own fewer cars, and utilize public transit.

The Madison Environmental Group in its carsharing feasibility report identified low rates of auto-based commuting, fewer vehicles per household, high household density, and a low percentage of those between the ages of 16 and 24 as major factors in the success of carsharing. Apart from the age limit, all of the following conditions could be met by the ESF community.

ESF has been an early supporter of the CuseCar carsharing organization, sponsoring a car located on campus for use by students and staff. Gauging the suitability of carsharing to the university context requires insight into the transportation trends on campus. Furthermore, adapting the CuseCar program to suit the campus would benefit from an understanding of constituents' reactions to and comprehension of the carsharing concept.

SURVEY

Overview

The survey was designed over the months of January and February and administered from February 13 through March 11, 2009. ESF is a campus of approximately 3000 students and staff, of which the breakdown is as follows:

Table 2.1 – Campus demographics

<i>Type</i>	<i>Percentage</i>		<i>Population</i>
Undergraduate students	65.1%	82.5%	1946
Graduate students	17.4%		521
Staff and faculty	17.5%		523
Total	100%		2990

In all, 248 of 285 respondents completed the survey (87%). Those that did not finish likely were stymied by the online survey layout.¹ Of those that responded, approximately half were undergraduate students, with the remaining amount split between graduate students and staff. Undergraduates were underrepresented, while graduate students and staff were over-represented. Response rate has been derived using survey and campus population. In all, student representation in the survey is close to the correct proportion on campus.

Table 2.2 – Survey responses

<i>Type</i>	<i>Percentage</i>		<i>Response Count</i>	<i>Response Rate</i>
Undergraduate student	50.9%	73.4%	145	7.5%
Graduate student	22.5%		64	12.2%
Staff member	23.9%		68	13.0%
Community resident	0.4%		1	--
Other	2.5%		7	--
Total	100%		285	9.5%

¹ See *Sources of Error*.

Methodology

The survey was designed on paper, then typed and circulated for feedback, both through email and in person to:

Michael Kelleher, Director of Renewable Energy Systems, SUNY ESF

Vita DiMarchi, Executive Director, CuseCar

Sarah Roberts, Director of Business Development and Marketing, CuseCar

The final product was adapted to fit the format of SurveyMonkey.com, an internet-based survey tool. Only minimal changes were made in the process of adding the survey questions to the SurveyMonkey Professional account. Questions types included:

Ordered list

Multi-selection (check box)

Numerical entry

Rating (scaled)

Text entry (comments)

When at all possible, attempts were made to include an “Other” option, either for purposes of elaboration, or to allow respondents to add an answer they did not see listed. Such a strategy is an attempt to correct any oversight in the design process, and to encourage unsure respondents to continue with the survey.

As a preliminary test, the survey was administered to a handful of graduate students in Environmental Studies, which resulted in improvements to a number of questions. Once tested and signed off on by Michael Kelleher and the CuseCar team, the email was sent to the campus-wide student listserv. Mr. Kelleher sent the same message to the staff and faculty listserv. Both emails together reached approximately 3,000 people in all.

RESULTS

Staff

Students make up approximately 65% of the campus population, yet accounted for slightly over half of the total responses. Staff and faculty accounted for a slightly higher percentage of respondents than their representation on campus. Coupled with the higher propensity for staff and faculty to commute to campus, and the different patterns of transport use outside the immediate university area, the overall results are skewed towards those with personal vehicles and long commutes to campus.

Among staff, 41% live off campus and over half (52%) live outside Syracuse. Of 68 respondents, all 68 used a car to commute to campus, though some also chose to bike, walk, or bus on occasion. The average commute for staff is 13.4 miles. Since the main purpose of this survey is to measure transportation patterns on and around campus, staff has been excluded from the in-depth analysis.

Students

About You and Transport

Of student respondents, 47.1% have a car, 39.9% do not have a car, 9.4% left their car at home, and 2.9% share a vehicle. Approximately 80% of students have a valid license, and have been driving for an average of 5.6 years. When undergraduate and graduate students are compared, a much higher percentage of grads have a vehicle. This may reflect age or expected income, or it may be a reflection of a difference in average distance from campus.

Table 3.1 – Do you have a car?

<i>Response</i>	<i>Undergraduate students</i>	<i>Graduate students</i>
Yes	42.1%	64.1%
No	44.1%	23.4%
Shared	2.1%	4.7%
Yes, but not here (at home)	10.3%	6.3%

Other	1.4%	1.6%
-------	------	------

Walking is the most common form of transport, with 11.8 trips weekly. Cars are second, at 5.0 trips, followed by bus (3.4) and bike (2.5). Most students commute to work or class on foot (71%), followed by car (38%), bus (33%), and bike (23%), the same order of importance as above. Students may use more than one mode of transport, and were allowed to select more than one answer, leading to a total exceeding 100%.

Commuting without a personal vehicle is an indicator of carsharing success. Those that must use a car daily are effectively “locked in” and have little need for alternatives, but those that do not may be searching for a more effective solution. While 42% of undergrads and 64% of grad students have a vehicle, only 38% commute to campus by car. Given that the majority of students are able to walk to class, and choose to do over using a vehicle, they are a prime market to adopt carsharing.

The average daily commute for students is 3.67 miles, one way, an average skewed by a handful of very large answers. Most responses were between 1 and 3 miles. However, the average commute was significantly longer for grad students.

Table 3.2 – What is the average distance of your daily commute (one-way)?

	Undergraduate students	Graduate students
Distance (in miles)	2.41	8.27

When traveling to off-campus activities, 82% travel by car, and exactly 50% on foot, followed by bus (36%) and bike (21%). This high percentage of car use, vastly exceeding car ownership, implies a significant target market for carsharing.

Between on- and off-campus activities, there is a marked increase, more than double, in car travel, accompanied by a significant drop in travel on foot. The 83% of students that travel off-campus by car approaches the 85% of students with valid drivers’ licenses.

Students tend to leave the campus on the weekend in almost equal numbers for shopping, groceries, recreation, restaurants, and visiting friends and family. During the week, only grocery shopping does not drop by the 40-50% rate seen in other activities. Carsharing, which is a by-the-hour service, works best for such short-duration trips.

Carsharing

Over 77% of respondents have heard of carsharing, mainly through friends and family (33%). In order of importance, news and fliers are followed by website, all above 20%, trailed by TV (13%), and followed distantly by events, web searches, and members. Word-of-mouth was most significant for transmitting the carsharing concept.

When asked if carsharing was something “that you would possibly make use of,” a slight majority (43%) said maybe, followed by yes (37%), then no (20%). Considering 40% of respondents have a personal car, this may signal that students are at least envisioning alternatives.

When ranking priorities, money and availability issues reigned. Per-hour price was far and away the most important priority, followed by availability and signup cost. Students are shown to be particularly price-sensitive, and would be making the decision to sign up and utilize car sharing on largely economic grounds. In the student environment, a refined pricing structure, which was not tested explicitly in this survey, should be of utmost importance. Community pride was the most contentious issue, with 30.7% rating it as not important and 35.4% rating it as either important or very important.

Table 3.3 – How important are the following priorities?

<i>Priority</i>	<i>Rating Average</i>	<i>Very Important (%)</i>
Price per hour	3.59	66.4%
Availability	3.51	55.9%
Signup cost	3.37	51.6%
Location	3.32	43.8%
Helping the environment / Keeping cars off the road	3.29	48.0%

Features	2.23	9.6%
Community Pride	2.21	15.7%

CuseCar

On-campus fliers were the most common source of information about CuseCar (32%), followed by news, website, friends or family, and other, all around 20%. Approximately 20% of respondents had not heard of CuseCar. Of those that specified where they had heard of CuseCar, campus-wide email was by far the most frequent response.

When asked about CuseCar features, those aspects more closely related to economics and hassle were most popular, led by included insurance. Parking was a distant yet significant second, followed closely by paying for gas as a concern. Interest in these CuseCar features may mirror general problems with owning a personal vehicle on or around campus.

Table 3.4 – How important are the following CuseCar features?

<i>Priority</i>	<i>Rating Average</i>	<i>Very Important (%)</i>
Insurance included	3.66	69.3%
Dedicated parking	3.23	42.4%
Never pay for gas	3.19	46.4%
Online reservation system	3.18	35.4%
Hybrid technology	3.08	35.1%
Commitment to ESF and surrounding neighborhoods	3.02	33.9%
Member “Go-to” savings at local establishments	2.54	16.3%
Member support	2.21	9.9%

"Go-to" is a CuseCar membership program which gives savings at green, local, and sustainable establishments. Approximately half of respondents were interested in grocery, dining, and entertainment. Interestingly, 15.9% of students labeled Go-Grocery as “Enough to make me join (VERY interested)”.

Focusing on partnerships with grocery establishments such as the Syracuse Real Food Co-op, a write-in favorite, might boost the selling potential of CuseCar. Other suggestions for discounts that would encourage students to join included Wegmans, Onondaga County Parks, skiing, and Doc’s Little Gem Diner.

Of features to be considered for the future, full-day rental discounts and cutting-edge alternative fuel vehicles were most popular. Currently, the CuseCar program has plans to add a compressed natural gas (CNG) vehicle, the Honda Civic GX, to its active fleet.

When asked whether they would prefer a community-based non-profit or a national for-profit carsharing organization, 70.6% of respondents chose non-profit, while 22.7% considered it not a factor. Write-in comments suggested that price and proper management were most important factors.

Locations and Usage

Supporting previous evidence that staff members live too far from campus and would tend to skew the results, over half of staff identified as living outside Syracuse. Apart from this question, staff results have been omitted from this section of the survey. The vast majority of graduate students live off-campus, yet within city limits. Undergraduate students are more evenly split, with approximately one-third on campus, and two-thirds elsewhere.

Table 3.5 – Where respondents live right now

<i>Location</i>	<i>Undergraduate</i>	<i>Graduate</i>	<i>Staff</i>
On-campus	36.9%	3.4%	0.0%
Off-campus	58.5%	84.7%	41.1%
Outside Syracuse	3.8%	11.9%	51.8%
Other	0.8%	0.0%	7.1%

Interestingly, students are evenly split between preferring an on-campus or off-campus location for the vehicles. This may reflect an uncertainty over whether share vehicles would be similarly accessible if sited off-campus. Of those students that responded, approximately 25% live in the Westcott neighborhood, 19% live in the University Neighborhood, 14% live on University Hill, and 8.5% live in the Outer Comstock area. No student selected Downtown, where the additional CuseCar fleet vehicles are currently located, as his or her neighborhood.

When asked who would be paying for a carsharing membership, 86% said themselves, while 13% said their parents or family would foot the bill. Average length of trip, in hours, across all students, was 3.61. This number compares favorably to the industry-standard 3- to 4-hour reservation.

Given that cutting-edge vehicles and hybrid engine technology ranked highly in previous questions, it may make sense that respondents were willing to pay a premium to use a hybrid. Slightly less than 60% of students would pay \$1-2 more, while 11% would pay \$3-5 more. Only 27% of those students surveyed would not pay any extra amount.

Final Thoughts

While most respondents did not know if they would now sign up for the CuseCar program, a significant minority of students on campus showed some interest. If the percentage of each group which agreed it would now sign up for CuseCar is weighted according to the campus population, a total potential user base of 454 students and staff is arrived at.

Table 4.1 – Would you sign up for CuseCar, knowing what you know now?

<i>Status</i>	<i>Yes (%)</i>	<i>Population (weighted)</i>
Undergraduate students	17.6%	342
Graduate students	19.6%	102
Staff	1.9%	10
Total	15.2%	454

For a campus of only 3000 people, this user base seems high. However, education, familiarity, and awareness may be the biggest obstacles remaining to carsharing adoption. As time progresses and the concept becomes more well-known, especially among the incoming undergraduate classes which form the bulk of the campus community, the idea may yet catch on in full force.

CONCLUSION

Sources of Error

The process of designing a survey rarely translates itself directly to an online form. Such was the case with SurveyMonkey.com. After designing and sending out the survey, a number of respondents wrote back to mention difficulty finishing the first section of the survey. Ultimately, the source of the error was a numerical entry box. Such boxes only allow single digit numbers, not decimals, and when a respondent attempted to enter a fraction of a whole, the survey would not proceed. Having fixed this problem would likely have significantly raised the 87% completion rate.

Additionally, answers which required multiple entries per question, with some reading as 0 or null, may have caused some distortion. When a respondent left a space blank, instead of factoring in a 0 to the average, it simply left that box out of the calculation. As a result, “trips by car”, for example, may only be representative of those that already own or use a car.

If any bias exists, it may be in the self-selecting nature of an online survey. Those that had no familiarity whatsoever with the carsharing concept, or felt that their input was not useful because they lived too far away from campus, could have chosen to not answer the survey. However, given that one-quarter or more of the respondents identified as never having heard of the carsharing concept prior to this survey, this self-selection may not exist.

Summary

Carsharing has the potential to help ease concerns related to personal vehicle use, including parking, economic cost, and environmental impact. While the most common form of transportation for students traveling to and from campus is on foot, car, bus, and bike all figure prominently. Approximately 40% of undergrads and 60% of graduate students have a vehicle, though together only 38% commute to work or school by car. For those looking to survive without a vehicle, carsharing could be a possible compromise. Among staff, whose average commute is over 12 miles, each way, 100% use a personal vehicle to commute to work, though a small fraction utilizes other modes.

Given the comparatively low car use by undergrad and grad students, they would be an ideal market for expanding the CuseCar user base. Of those that have no car, approximately 62% have a valid license. Established carsharing organizations generally have from 15-40 users per vehicle, with 30 or more needed to reach a critical mass, according to the Victoria Transport Policy Institute's Transport Demand Encyclopedia. If only 10% of this market were captured, compared with the approximately 18% of students which stated interest in the survey, the benefits would be more than enough to support the single CuseCar vehicle on campus.

$$2467 \text{ Total Students} \times 37.8\% \text{ No Car} \times 62.0\% \text{ Valid License} = 578 \text{ Students}$$

Similarly, only 38% of students commute to campus by car, while 84% of the overall student population holds a license. In this case, approximately 1300 students might be willing to try carsharing, if the price were right. A mere 10% of this market would be enough to support 3-4 vehicles, at the rate of 30+ users per vehicle.

$$2467 \text{ Total Students} \times 62.2\% \text{ No Car Commute} \times 84.2\% \text{ Valid License} = 1292 \text{ Students}$$

Success in courting new members will depend greatly on the right balance between price and availability. Per-hour rate and availability of vehicles were the main concerns of students. A majority (~60%) stated they would pay \$1-2 more for a hybrid vehicle. However, since pricing structure was not surveyed, there is no way of knowing for sure how the overall price level might

affect the propensity to sign up and use the service on a regular basis. Further testing and surveying may be necessary to determine an attractive yet sustainable signup and per-hour cost.

As membership grows, successful user experiences will help spread the word about CuseCar. Around 20% of those surveyed heard about CuseCar, and 30% about the carsharing concept, from friends or family. Name recognition and an understanding of the concept is the first step in gaining new members. On a positive note, a full 80% of student respondents had heard of CuseCar.

Transportation and car use trends on campus show some promise for adoption of alternative options. CuseCar is widely known on campus, if not fully understood, and a significant portion of those surveyed showed some interest in signing up for the program. More marketing, especially through email and word-of-mouth, a refining of the price and availability structure, and a specific focus on students and those likely to make use of CuseCar are the keys to future success in the campus market.

APPENDICES

Campus-wide survey email

The following email was sent to the campus community through the general student listserv on February 20, 2009.

From the Office of Renewable Energy Systems

Kyle Bell is an ESF graduate student working on a survey to gauge interest in the CuseCar program that recently launched on the ESF campus. CuseCar is a nonprofit community carsharing program that provides a vehicle by the hour for student/staff/faculty use, and includes gas, insurance, and upkeep, all at a fixed price. The CuseCar is a Toyota Prius parked on campus and available by online reservation.

We need feedback about how people move about and what they would like to see in car sharing programs. Your feedback will help us in that process.

You can reach the survey at the following address:

http://www.surveymonkey.com/s.aspx?sm=0Uaql6zukUjBZ_2fDeGXoGiQ_3d_3d

The more responses I get, the happier I will be, so thanks for your help in advance.

Sincerely,

Kyle

M.S., Environmental Studies, SUNY ESF
MPA, Maxwell School, Syracuse University

Campus-wide survey email follow-up

In order to reach those students that did not respond to the first email, a second notice was sent on March 3, 2009. The second time around, a note was made in the email itself of the small gift available for those that finished the survey. Additionally, a reminder was added for respondents to answer all questions.

Subject: CuseCar survey reminder, closing shortly

From the Office of Renewable Energy Systems

Kyle Bell is an ESF graduate student working on a survey to gauge interest in the CuseCar program that recently launched on the ESF campus. CuseCar is a nonprofit community carsharing program that provides a vehicle by the hour for student/staff/faculty use, and includes gas, insurance, and upkeep, all at a fixed price. The CuseCar is a Toyota Prius parked on campus and available by online reservation.

We need feedback about how people move about and what they would like to see in car sharing programs. Your feedback will help us in that process.

You can reach the survey at the following address:

http://www.surveymonkey.com/s.aspx?sm=uaLucKNz2dpvpqnpII1ZFw_3d_3d

For your help, there is a special discount at the end, as well as a small gift. If questions are skipped, or you have an old browser, the quiz may not advance to the second page.

The survey will be closing Sunday, March 8, so this is the last week to fill it out, if you haven't done so already. The more responses we get, the happier I will be, so thanks for your help in advance.

Sincerely,

Kyle

M.S., Environmental Studies, SUNY ESF
MPA, Maxwell School, Syracuse University

ADDITIONAL RESOURCES

The following is only a partial list of the resources available on the subject of carsharing. It is, however, an attempt to capture the breadth of the literature on community carsharing implementation in the U.S. context. For the foremost authors, contact information has been included, when available.

Andrew, James (james.andrew@metc.state.mn.us), and Frank Douma, Developing a Model for Car Sharing Potential in Twin Cities Neighborhoods, Univ. of Minnesota (2006)

Bringing car-sharing to your community. City CarShare. Retrieved January 2009 from http://www.citycarshare.org/download/CCS_BCCTYC_Long.pdf.

Brook, David (dbrook@easystreet.com). (2004). Carsharing – start up issues and new operational models. TRB.

Burkhardt, J. E., & Millard-Ball, A. (2006). Who is attracted to carsharing?

Cohen, Adam (TSRC), Susan Shaheen (TSRC), and Ryan McKenzie (CityWheels). (2008). Carsharing: a guide for local planners. PASMOMO. American Planning Association.

Flamm, M. (2008). The industrialization of carsharing in Switzerland. [L'industrialisation de l'auto-partage en Suisse] Flux, (72-73), 152-160.

Glötz-Richter, M. (2008). CarSharing as part of transport integration concepts experience of the Bremen mobil.punkt. Public Transport International, 57(2), 30-32.

Grossberg, Rebecca and Sonya Newenhouse, Ph.D. (2002). Community Car: A New Transportation Option for Madison, Wisconsin – Carsharing Feasibility Study. Madison Environmental Group, Inc.

Litman, T. (1999). Evaluating carsharing benefits. Victoria Transport Policy Institute.

Loose, W., Mohr, M., & Nobis, C. (2006). Assessment of the future development of car sharing in Germany and related opportunities. Transport Reviews, 26(3), 365-382.

Millard-Ball, A. (amillard-ball@nelsonnygaard.com), et. al. (2005). Car-sharing: where and how it succeeds. TCRP Report 108. Transportation Research Board.

Morency, C., Trépanier, M., Agard, B., Martin, B., & Quashie, J. (2007). Car sharing system: What transaction datasets reveal on users' behaviors. 284-289.

Nobis, C. (2006). Carsharing as key contribution to multimodal and sustainable mobility behavior: carsharing in Germany.

Ornetzeder, M., Hertwich, E. G., Hubacek, K., Korytarova, K., & Haas, W. (2008). The environmental effect of car-free housing: A case in Vienna. *Ecological Economics*, 65(3), 516-530.

Robert, B. (communauto@mtl.net). (2000). Developing a car sharing service in a hostile environment: the virtues of pragmatism. CommunAuto.

Shaheen, S. A. (sashaheen@path.berkeley.edu; sashaheen@ucdavis.edu), Meyn, M., Wipyeowski, K. (kamillw@path.berkeley.edu). (2003). U.S. shared-use vehicle survey findings: opportunities and obstacles for carsharing & station car growth. TRB.

Shaheen, S. A., & Cohen, A. P. (2007). Growth in worldwide carsharing an international comparison.

Shaheen, S. A., Cohen, A. P., & Roberts, J. D. (2006). Carsharing in North America: market growth, current developments, and future potential.

Smart, M. (2006). Transportation innovations: methods of self assessment for car sharing organizations. *Panorama*. Univ. of Pennsylvania.

Uesugi, K., Mukai, N., & Watanabe, T. (2007). Optimization of vehicle assignment for car sharing system

Date:

Name:

Number:

Survey audience: Undergraduate and graduate students at SUNY ESF

Survey duration: Winter 2008-2009

Survey questions:

(move carsharing introduction questions to the beginning)

Are you an,

- Undergraduate student / Graduate student / Staff member / Community resident (both)

---Transportation use ---

Do you have a car? (see next question)

- Yes / No / Shared / Yes, but not here (at home) / Other

What is your transport situation? How many times per week do you use each mode of transport?

- Bus / Walk / Bike / Car / Other

	Frequency (per week)	Avg. Miles (per trip)	Commute	Other off- campus activities
Car		[0-1] [1-5] [5-20] [20+]	[Y] [N]	[Y] [N]
Bus		[0-1] [1-5] [5-20] [20+]	[Y] [N]	[Y] [N]
Bike		[0-1] [1-5] [5-20] [20+]	[Y] [N]	[Y] [N]
Walk		[0-1] [1-5]	[Y] [N]	[Y] [N]
Other		[0-1] [1-5] [5-20] [20+]	[Y] [N]	[Y] [N]

--- Behavior ---

Do you commute via your own car?

- Yes / No

Do you leave campus during the week / on the weekend?

- Shopping / Groceries / Outdoor recreation / Restaurants / Visiting friends or family / Other

If Car,

- Shared / Personal

If not Car, did you leave car at home / choose not to have one?

- Yes / No (repeat of above)

If Yes, why? (Circle all that apply)

- Cost / Shared with family / Hassle / Parking / Lack of use / Other

--- Carsharing ---

Have you heard of carsharing? (ZipCar, Philly Car Share, City Car)

If Yes, from where?

- TV / News (what outlets have featured us?) / Flier / Event / Friends or family / Web search / Member / Other

--- Explain concept here ---

Do you think this is something you would possibly make use of?

- Yes / No / Maybe

If Yes, how important to you are the following priorities? (1 – 5, not important – very important)

- Location / Availability / Price per hour / Signup cost / Features (choose feature set, see down below) / Helping the environment (keeping cars off the road) / Community pride / Other

If No, why not? (1 – 5) (could use some work)

- Have or have access to a car / Location / Availability / Price per hour / Signup cost / Other

Have you heard of CuseCar, the new program launching across Syracuse, with a pilot location on campus?

- Yes / No

If Yes, from where?

- TV / News (what outlets have featured us?) / Flier / Event / Friends or family / Web search / Member / Other

--- Explain CuseCar program and locations ---

How important to you are the following features (1 – 5)?

- Member support (similar to OnStar trip assist) / Online reservation system / Hybrid technology (Toyota Prius) / Never pay for gas

--- Additional membership benefits ---

How interested are you in the following member benefits (1 – 5) (could be benefits to the parents),

- Go-Safe / Go-Ambassador / Go-Valet / Go-Care / Special Events / Go-To

(explain each benefit)

Of the Go-To categories, which are important to you (1 – 5) (locally owned, discounts to members),

- Go-Bakery / Go-Banking / Go-Bookstore / Go-Clothes / Go-Copy / Go-Dining / Go-Florist / Go-Grocery / Go-Hardware / Go-Jewelry / Go-Music / Go-Pub / Go-Salon / Go-Shoes / Go-What To Do
- Go-Armory Square / Go-Little Italy / Go-Franklin Square / Go-Clinton Square / Go-Hawley Green / Go-Westcott

(explain what this is)

--- Suggestions (locations, features, price point) ---

Are there any other locally-focused or environmentally friendly businesses which you would suggest for inclusion in this list?

Are there any membership benefits you would suggest for inclusion in the CuseCar program?

Are there any car features which you would like to see included in the future? (notion of value – what are features we can add to make you interested, for those that aren't interested)

- Bike rack / Truck or SUV / Half-hour increments / Full-day rental discount / Commitment to cutting-edge alternative fuel vehicles – hybrid, plug-in electric hybrid, CNG) Other

(are we considering changes in this area? If so, it might make sense to test for them.)

If you have further interest, our website is www.cusecar.com. I could also take down your email and a representative will be in touch with you.

Choose a gift

--- Addressing negative perceptions ---

Do you have any negative perceptions about CuseCar? (Test for these individually, might skew sign-up question)

(gather this knowledge, address it in marketing materials)

If you could ask two questions about the service, what would they be? (ask before describing service)

If you could clarify two things about CuseCar, what would they be? (ask after end of survey)

Would you sign up for such a program? (ask before describing service)

Would you sign up for this program, knowing what you know now? Why, yes or no? (ask after end of survey)

Knowing what you know now, do you still have any questions about the CuseCar program?

(Are these questions rigorous enough?)

Should we test for price sensitivity? (If we do this we have to test specifically whether hybrids are important – would you pay more knowing you're driving a hybrid or an alternative fuel vehicle?)

Get subset of people that are interested to tell us about where to place the next car.

Ask where people get most of their information from? (see above question on where have you heard about CuseCar)

Question about insurance, sensitivity to insurance aspect

Where do you live?

- On-campus / Off-campus area

If Off-campus, what neighborhood?

Would you be more likely to use a CuseCar located,

- On campus / Off campus (in neighborhood)

Have you discussed carsharing with your parents?

- Yes /No

Who would be paying for a carsharing membership, were you to join?

- You / Your parents or family / Other

What amount of time would you be most likely to use the car for, per trip?

- 1, 2, 3, 4, 5, 6, 7, 8 (full day)

Early question: do you have a driver's license?

How many years have you been driving?

Dan's suggestions

Business-related travel – charged back to company

- CuseCar can be done without prior approval at National Grid

Pick-up truck

Question: would you be more likely to use a community-based carsharing solution such as CuseCar or a national program such as ZipCar?

- Community / National

315.CUSECAR (315.287.3227)

WWW.CUSECAR.COM



DEDICATED MEMBER-TO-MEMBER SERVICES
GO-SAFE GO-AMBASSADOR GO-VALET
GO-CARE GO-WELLNESS GO-SHOP SPECIAL EVENTS

CuseCar

CuseCar

GO-AMBASSADOR SERVICE

CUSECAR IS A NOT-FOR-PROFIT CAR-SHARING ORGANIZATION WITH AN EYE TOWARD ENVIRONMENTAL AND COMMUNITY ENHANCEMENT. BY PROVIDING OUR MEMBERS STATE-OF-THE-ART ALTERNATIVE FUEL VEHICLES FOR BUSINESS AND PERSONAL USE— SAFE, CLEAN, CONVENIENTLY LOCATED, AND IMPECCABLY MAINTAINED — WE ARE MOVING QUICKLY, IN COOPERATION WITH AREA BUSINESS AND GOVERNMENT LEADERS, TO IMPLEMENT AN INNOVATIVE AND SUSTAINABLE TRANSPORTATION PROGRAM IN THE SYRACUSE GREATER COMMUNITY.

GO-AMBASSADOR SERVICE

BUT OUR CAR-SHARING SERVICE IS ONLY PART OF THE STORY. WE ALSO PROVIDE DEDICATED MEMBER-TO-MEMBER SERVICES SUPPORTING THE EVERYDAY ACTIVITIES OF LOCAL CITIZENS AND THE PROFESSIONAL EFFORTS OF LOCAL BUSINESSES. ONE OF OUR FAVORITES IS THE *GO-AMBASSADOR SERVICE* SUPPORTING BUSINESSES HOSTING BUSINESS GUESTS, POTENTIAL INVESTORS, PROSPECTIVE EXECUTIVE CANDIDATES, AND OTHER IMPORTANT PROFESSIONALS SOON TO HAVE A STAKE IN A VERY FINE COMMUNITY AND IN YOUR BUSINESS. WE HELP THEM FEEL AT EASE DURING THEIR VISIT TO THE SYRACUSE AREA, ASSIST THEM IN LEARNING ABOUT — AND SEEING — ITS MANY ADVANTAGES FOR INVESTMENT, BUSINESS, AND FAMILY LIVING.

WE HELP YOU— AND YOUR COMMUNITY —MAKE A VERY GOOD FIRST IMPRESSION.

OVERVIEW

THE GO-AMBASSADOR SERVICE PROVIDES A KNOWLEDGEABLE, TRAINED AND QUALIFIED AMBASSADOR, DRESSED FOR THE OCCASION AND INTIMATELY FAMILIAR WITH THE HISTORY, CULTURE, EDUCATIONAL AND ENTERTAINMENT RESOURCES FOUND IN THE SYRACUSE COMMUNITY. VERY MUCH COMMITTED TO THE CENTRAL NEW YORK AREA, THEY WILL GLADLY FASHION A TOUR OF AN HOUR OR A DAY, OR SIMPLY PROVIDE A PROPER ENTRANCE TO THE AREA AND YOUR BUSINESS TO PROJECT THE RIGHT FIRST IMPRESSION.

THE SYRACUSE COMMUNITY HAS WIDELY VARIED RESOURCES IN BUSINESS, EDUCATION, HEALTH AND WELLNESS, SPORTS AND OUTDOOR ACTIVITIES, RETAIL SHOPPING, ARTS, THEATER, FESTIVALS, AND TRANSPORTATION, AND OUR AMBASSADORS WOULD BE PLEASED TO CONDUCT A GENERAL TOUR OR TO DESIGN A TOUR SPECIFIC TO YOUR GUESTS' INTERESTS.

CUSECAR'S GO-AMBASSADOR SERVICE IS SUPPORTED BY THE SYRACUSE CHAMBER OF COMMERCE AND THE SYRACUSE VISITORS AND CONVENTION BUREAU. AMBASSADORS INCLUDE MEMBERS OF THE '40 BELOW' CLUB, A PRO-ACTIVE ORGANIZATION OF YOUNG PROFESSIONALS WHO ARE COMMITTED TO ENHANCING THE QUALITY OF LIFE IN CENTRAL NEW YORK AND TO BUILDING OPPORTUNITIES HERE.

A FUEL-EFFICIENT, STATE-OF-THE-ART 'GREEN' VEHICLE WILL ALWAYS BE PROVIDED FOR YOUR GUESTS' COMFORT DURING THE TOUR, A FURTHER COMMITMENT BY CUSECAR TO YOUR GUESTS, THE COMMUNITY, AND YOUR ORGANIZATION FOR A SUSTAINABLE FUTURE.

A MEMBERSHIP PROGRAM SUBSCRIPTION FEE IS REQUIRED. THREE LEVELS OF SERVICE ARE AVAILABLE; FEES VARY ACCORDINGLY.

GO-AMBASSADOR SERVICE MEMBERSHIP LEVELS

BASIC GO-AMBASSADOR SERVICE... HYDROGEN LEVEL [\$150.⁰⁰/YEAR PLUS ONE CUSECAR MEMBERSHIP*]

- A KNOWLEDGEABLE AMBASSADOR TO ACCOMPANY YOUR GUEST OR THEIRS.
- A SMALL GIFT BAG INCLUDING INFORMATION ABOUT THE CITY AND REGION.
- VALET SERVICE AT THE CITY AIRPORT OR REGIONAL TRANSPORTATION CENTER.

CONCIERGE GO-AMBASSADOR SERVICE... ELECTRIC LEVEL [\$500.⁰⁰/YEAR PLUS ONE CUSECAR MEMBERSHIP*]

- A KNOWLEDGEABLE AMBASSADOR TO ACCOMPANY YOUR GUEST OR THEIRS.
- A GIFT BASKET OF LOCAL AMENITIES AND INFORMATION ABOUT THE CITY AND REGION.
- VALET SERVICE AT THE CITY AIRPORT OR REGIONAL TRANSPORTATION CENTER.
- DEVELOPMENT OF A MORE SPECIFIC PROFILE (BASED ON COMPANY OR ORGANIZATION INPUT) FOR A MORE DETAILED AND SPECIFIC TOUR.
- CONCIERGE SERVICE FOR YOUR ORGANIZATION OR COMPANY HOSTS (DINNER RESERVATIONS, DISCOUNT OPPORTUNITIES WITHIN THE GO-TO DEDICATED SERVICES NETWORK OF UNIQUE LOCAL RESTAURANTS, RETAILERS, ETC.)

SPECIAL GO-AMBASSADOR SERVICE... SOLAR LEVEL [\$1000.⁰⁰/YEAR PLUS ONE CUSECAR MEMBERSHIP*]

- A KNOWLEDGEABLE AMBASSADOR TO ACCOMPANY YOUR GUEST OR THEIRS.
- A GIFT BASKET OF LOCAL AMENITIES AND INFORMATION ABOUT THE CITY AND REGION, AS WELL AS INFORMATION PROVIDED BY YOUR COMPANY OR ORGANIZATION.
- VALET SERVICE AT THE CITY AIRPORT OR REGIONAL TRANSPORTATION CENTER.
- DEVELOPMENT OF A MORE SPECIFIC PROFILE (BASED ON COMPANY OR ORGANIZATION INPUT) FOR A DETAILED TARGETED TOUR.
- CONCIERGE SERVICE FOR YOUR ORGANIZATION OR COMPANY HOSTS (DINNER RESERVATIONS, DISCOUNT OPPORTUNITIES WITHIN THE GO-TO DEDICATED SERVICES NETWORK OF UNIQUE LOCAL RESTAURANTS, RETAILERS, ETC.)
- FAMILY-MEMBER TOUR — 'LIVING IN THE GREATER SYRACUSE AREA': SPECIFIC TO REQUESTS REGARDING SCHOOLS, HEALTH FACILITIES, SHOPPING, REAL ESTATE, ETC. **** PERFECT FOR RECRUITING.
- FOLLOW-UP DEBRIEFING WITH YOUR COMPANY OR ORGANIZATION TO SHARE FEEDBACK GAINED FROM GUEST(S).

* CUSECAR MEMBERSHIP IS \$100.⁰⁰/YEAR; A ONE-TIME APPLICATION FEE OF \$40.⁰⁰ IS REQUIRED.
AMBASSADOR RATE: \$45.⁰⁰/HOUR PLUS CUSECAR RATE \$12.⁰⁰/HOUR.

315.CUSECAR (315.287.3227)

WWW.CUSECAR.COM



DEDICATED MEMBER-TO-MEMBER SERVICES
GO-SAFE GO-AMBASSADOR GO-VALET
GO-CARE GO-WELLNESS GO-SHOP SPECIAL EVENTS

CuseCar

CuseCar

GO - SAFE SERVICE
CORPORATE

CUSECAR IS A NOT-FOR-PROFIT CAR-SHARING ORGANIZATION WITH AN EYE TOWARD ENVIRONMENTAL AND COMMUNITY ENHANCEMENT. BY PROVIDING OUR MEMBERS STATE-OF-THE-ART ALTERNATIVE FUEL VEHICLES FOR BUSINESS AND PERSONAL USE— SAFE, CLEAN, CONVENIENTLY LOCATED, AND IMPECCABLY MAINTAINED — WE ARE MOVING QUICKLY, IN COOPERATION WITH AREA BUSINESS AND GOVERNMENT LEADERS, TO IMPLEMENT AN INNOVATIVE AND SUSTAINABLE TRANSPORTATION PROGRAM IN THE SYRACUSE GREATER COMMUNITY.

GO-SAFE SERVICE

BUT OUR CAR-SHARING SERVICE IS ONLY PART OF THE STORY. WE ALSO PROVIDE DEDICATED MEMBER-TO-MEMBER SERVICES SUPPORTING THE EVERYDAY ACTIVITIES OF LOCAL CITIZENS AND THE PROFESSIONAL EFFORTS OF LOCAL BUSINESSES. WE'RE VERY PROUD TO OFFER THE *GO-SAFE SERVICE*. IT'S A GOOD WAY TO ENSURE THE SAFETY OF YOUR EMPLOYEES WHEN THEY ARE OUT ENTERTAINING CLIENTS, AND CAN BE RESERVED FOR SPECIAL CORPORATE OR ORGANIZATIONAL EVENTS, AS WELL. WE GET THEM— AND THEIR VEHICLE —HOME, SAFE AND SOUND.

SAFETY FOR YOU AND YOURS... FOR THAT, THERE IS NO ALTERNATIVE

OVERVIEW

THE CORPORATE GO-SAFE SERVICE, PART OF OUR OVERALL SOCIAL COMMITMENT TO THE COMMUNITY, IS DESIGNED TO ENSURE THE SAFETY OF YOU AND YOUR EMPLOYEES WHEN DRIVING ABILITY MAY BE IMPAIRED. IT ALSO REDUCES THE CHANCE OF PERSONAL AND CORPORATE LIABILITY UNDER NEW YORK STATE LAWS AND HELPS YOU PROTECT OTHER MEMBERS OF OUR COMMUNITY WHO MIGHT BE SHARING THE ROAD.

THE GO-SAFE MEMBER ASSISTANTS ARE WELL-TRAINED AND SECURE MEMBERS WHO KNOW WELL THE VALUE OF SUCH A SERVICE TO OUR COMMUNITY.

A FUEL-EFFICIENT, STATE-OF-THE-ART 'GREEN' VEHICLE WILL ALWAYS BE PROVIDED BY CUSECAR FOR THE COMFORT OF MEMBERS USING THE GO-SAFE SERVICE, A FURTHER COMMITMENT TO YOU, YOUR EMPLOYEES, THE COMMUNITY, AND YOUR ORGANIZATION FOR A SUSTAINABLE FUTURE .

CURRENTLY, THE GO-SAFE SERVICE WILL ORIGINATE FROM ESTABLISHMENTS IN THE ARMORY SQUARE, CLINTON SQUARE, AND HANOVER SQUARE DISTRICTS. DROP-OFFS MUST BE WITHIN ONONDAGA COUNTY. PRE-SCHEDULED SERVICE IS ALWAYS PREFERRED AS LAST MINUTE ASSISTANCE IS ONLY AS AVAILABILITY ALLOWS.

GO-SAFE IS AVAILABLE FOR PRE-SCHEDULED EVENTS SUCH AS COMPANY PARTIES, HOLIDAY CELEBRATIONS, WEDDINGS, ETC. CUSTOMIZED PRICING WILL BE TAILORED TO FIT SPECIFIC NEEDS.

OUR GO-SAFE MEMBER SERVICE IS AVAILABLE BETWEEN 7PM-2AM, WEDNESDAY THROUGH SATURDAY.

AT MEMBER-DRIVER'S DISCRETION: CUSECAR'S GO-SAFE PROGRAM RESERVES THE RIGHT TO REFUSE SERVICE TO ANY MEMBER WHO REPRESENTS A DANGER TO THE DRIVER OR VEHICLE.

GO-SAFE SERVICE FEE SCHEDULES

FOR GO-AMBASSADOR SERVICE MEMBERS (ANY SERVICE LEVEL):

- A GO-SAFE SERVICE EMPLOYER FEE IS REQUIRED (\$150.⁰⁰):
 - ENTITLES EACH EMPLOYEE TO A *NON-DRIVING* INDIVIDUAL MEMBERSHIP (\$20.⁰⁰)
 - PARTICIPATING EMPLOYEES MUST POSSESS CUSECAR PHOTO ID AVAILABLE AT CUSECAR HEADQUARTERS.
 - PARTICIPATING EMPLOYEES MUST PROVIDE CURRENT CREDIT CARD INFORMATION.
 - EMPLOYEES WITH CUSECAR PHOTO ID AND CURRENT CREDIT CARD INFORMATION ON FILE AT CUSECAR HEADQUARTERS WILL BE ABLE TO CALL FOR OR SCHEDULE TRANSPORT SERVICE; CREDIT CARDS WILL BE CHARGED AUTOMATICALLY.
 - SEE GO-SAFE FEES BELOW.

FOR BUSINESSES *NOT* GO-AMBASSADOR SERVICE MEMBERS:

- A CUSECAR MEMBERSHIP * (1) IS REQUIRED BY SOMEONE IN THE CORPORATE ORGANIZATION.
- A GO-SAFE SERVICE EMPLOYER FEE IS REQUIRED (\$150.⁰⁰):
 - ENTITLES EACH EMPLOYEE TO A *NON-DRIVING* INDIVIDUAL MEMBERSHIP (\$20.⁰⁰)
 - PARTICIPATING EMPLOYEES MUST POSSESS CUSECAR PHOTO ID AVAILABLE AT CUSECAR HEADQUARTERS.
 - PARTICIPATING EMPLOYEES MUST PROVIDE CURRENT CREDIT CARD INFORMATION.
 - EMPLOYEES WITH CUSECAR PHOTO ID AND CURRENT CREDIT CARD INFORMATION ON FILE AT CUSECAR HEADQUARTERS WILL BE ABLE TO CALL FOR OR SCHEDULE GO-SAFE SERVICE; CREDIT CARDS WILL BE CHARGED AUTOMATICALLY.
 - SEE GO-SAFE FEES BELOW.

GO-SAFE FEES

- ONE CAR: \$45.⁰⁰ PLUS CUSECAR RATE \$12.⁰⁰/HOUR.
- TWO CARS: \$75.⁰⁰ PLUS CUSECAR RATE \$12.⁰⁰/HOUR.

* CUSECAR MEMBERSHIP IS \$100.⁰⁰/YEAR WITH A ONE-TIME REGISTRATION FEE OF \$40.⁰⁰.

CONTRACTS ARE FOR ONE YEAR. EXCLUDING NON-REFUNDABLE MEMBERSHIP FEES, ALL EMPLOYER FEES WILL BE DIVIDED INTO 12 MONTHLY PAYMENTS. CUSECAR RESERVES THE RIGHT TO CANCEL AT THE END OF ANY MONTH.

WWW.CUSECAR.COM
(315.287.3227)



DEDICATED MEMBER-TO-MEMBER SERVICES
GO-SAFE GO-AMBASSADOR GO-VALET
GO-CARE GO-WELLNESS GO-SHOP FOR YOU SPECIAL EVENTS

CuseCar

CuseCar

GO-SAFE SERVICE
BAR & RESTAURANT



CUSECAR IS A NOT-FOR-PROFIT CAR-SHARING ORGANIZATION WITH AN EYE TOWARD ENVIRONMENTAL AND COMMUNITY ENHANCEMENT. BY PROVIDING OUR MEMBERS STATE-OF-THE-ART ALTERNATIVE FUEL VEHICLES FOR BUSINESS AND PERSONAL USE— SAFE, CLEAN, CONVENIENTLY LOCATED, AND IMPECCABLY MAINTAINED — WE ARE MOVING QUICKLY, IN COOPERATION WITH AREA BUSINESS AND GOVERNMENT LEADERS, TO IMPLEMENT AN INNOVATIVE AND SUSTAINABLE TRANSPORTATION PROGRAM IN THE SYRACUSE GREATER COMMUNITY.

GO-SAFE SERVICE

BUT OUR CAR-SHARING SERVICE IS ONLY PART OF THE STORY. WE ALSO PROVIDE DEDICATED SERVICES SUPPORTING THE EVERYDAY ACTIVITIES OF LOCAL CITIZENS AND THE PROFESSIONAL SERVICES OF LOCAL BUSINESSES. WE'RE VERY PROUD TO OFFER THE *GO-SAFE SERVICE*. IT'S A GOOD WAY TO ENSURE THE SAFETY OF YOUR PATRONS. WE GET THEM— AND THEIR VEHICLE —HOME, SAFE AND SOUND. AND IT'S A GOOD WAY TO TAKE SOME OF THE WORRY OUT OF DOING WHAT YOU DO BEST... BRING PLEASURE INTO THEIR LIVES.

GO-SAFE: PROTECTING YOUR PATRONS... AND PROTECTING YOUR BUSINESS

OVERVIEW



THE GO-SAFE SERVICE FOR BAR AND RESTAURANT OWNERS, PART OF OUR OVERALL SOCIAL COMMITMENT TO THE COMMUNITY, PROVIDES MEMBER ASSISTANTS TO GET YOUR PATRONS— AND THEIR VEHICLES —TO THEIR HOMES, SAFE AND SOUND. DESIGNED TO ENSURE THE SAFETY OF YOUR PATRONS WHEN DRIVING ABILITY MAY BE IMPAIRED, IT ALSO REDUCES THE CHANCE OF PERSONAL AND COMPANY LIABILITY UNDER NEW YORK STATE LAWS AND HELPS YOU PROTECT OTHER MEMBERS OF OUR COMMUNITY WHO MIGHT BE SHARING THE ROAD.

THE GO-SAFE MEMBER ASSISTANTS ARE WELL-TRAINED AND SECURE MEMBERS WHO KNOW WELL THE VALUE OF SUCH A SERVICE TO ANY COMMUNITY.

A FUEL-EFFICIENT, STATE-OF-THE-ART 'GREEN' VEHICLE WILL ALWAYS BE PROVIDED BY CUSECAR FOR THE COMFORT OF YOUR PATRONS USING THE GO-SAFE SERVICE, A FURTHER COMMITMENT TO YOU, YOUR CUSTOMERS, THE COMMUNITY, AND YOUR BUSINESS FOR A SUSTAINABLE FUTURE .

CURRENTLY, THE GO-SAFE SERVICE WILL ORIGINATE FROM ESTABLISHMENTS IN THE ARMORY SQUARE, CLINTON SQUARE, AND HANOVER SQUARE DISTRICTS. DROP-OFFS MUST BE WITHIN ONONDAGA COUNTY. PRE-SCHEDULED SERVICE IS ALWAYS PREFERRED AS LAST MINUTE SERVICE IS ONLY AS AVAILABILITY ALLOWS.

GO-SAFE IS AVAILABLE FOR PRE-SCHEDULED EVENTS SUCH AS COMPANY PARTIES, HOLIDAY CELEBRATIONS, WEDDINGS, ETC. WHICH MAY BE HOSTED BY YOUR ESTABLISHMENT. ALWAYS CHECK WITH EVENT ORGANIZERS.

CUSECAR'S GO-SAFE MEMBER SERVICE IS AVAILABLE BETWEEN 7PM-2AM, WEDNESDAY THROUGH SATURDAY.

AT MEMBER-DRIVER'S DISCRETION: CUSECAR'S GO-SAFE PROGRAM RESERVES THE RIGHT TO REFUSE SERVICE TO ANY PATRON WHO REPRESENTS A DANGER TO THE DRIVER OR VEHICLE.

GO-SAFE SERVICE FEE SCHEDULES

BAR & RESTAURANT BUSINESS OWNER ENTRY FEES (WINDOW STICKER PROVIDED):

- A CUSECAR MEMBERSHIP (1) IS REQUIRED *
- A GO-SAFE SERVICE BUSINESS OWNER FEE IS REQUIRED (\$150.⁰⁰ FOR ASSOCIATION MEMBERS; \$450.⁰⁰ FOR NON-MEMBERS):
 - PARTICIPATING BUSINESS OWNERS MUST PROVIDE CURRENT CREDIT CARD INFORMATION.
 - BUSINESS OWNERS WITH CURRENT CREDIT CARD INFORMATION ON FILE AT CUSECAR HEADQUARTERS WILL BE ABLE TO CALL FOR AND SCHEDULE GO-SAFE SERVICE.
 - IF THE PATRON IS *NOT* A CUSECAR MEMBER:
(MEMBERS ARE ISSUED CUSECAR PHOTO ID AND REGISTER CREDIT CARD INFORMATION AT CUSECAR)
 - RATE IS FOR TWO CARS (SEE BELOW).
 - REIMBURSEMENT SHOULD BE COLLECTED FROM PATRON BY THE BUSINESS IMMEDIATELY. PATRONS WITHOUT THE MEANS TO PAY ON HIS/HER PERSON WILL NOT BE SCHEDULED FOR GO-SAFE SERVICE.
 - OWNER'S CREDIT CARD WILL BE CHARGED AUTOMATICALLY UPON GO-SAFE SERVICE REQUEST.
 - IF THE PATRON *IS* A CUSECAR MEMBER:
(MEMBERS MUST PRESENT THEIR CUSECAR PHOTO ID)
 - RATE CAN BE FOR ONE CAR OR TWO CARS AT MEMBER'S REQUEST.
 - OWNER NEED ONLY MAKE REQUEST PROVIDING INFORMATION FROM MEMBER ID.
 - FEES ARE AUTOMATICALLY CHARGED TO MEMBER CREDIT CARD ALREADY ON FILE AT CUSECAR.
 - SOME MEMBERS HAVE PRIVILEGES FOR ALL OUR SERVICES AND MAY ARRIVE IN A CUSECAR. OWNER NEED ONLY MAKE REQUEST PROVIDING INFORMATION FROM MEMBER ID.

GO-SAFE FEES

- ONE CAR: \$45.⁰⁰ PLUS CUSECAR RATE \$12.⁰⁰/HOUR.
- TWO CARS: \$75.⁰⁰ PLUS CUSECAR RATE \$12.⁰⁰/HOUR.

* CUSECAR MEMBERSHIP IS \$100.⁰⁰/YEAR WITH A ONE-TIME REGISTRATION FEE OF \$40.⁰⁰.

CONTRACTS ARE FOR ONE YEAR. EXCLUDING NON-REFUNDABLE MEMBERSHIP FEES, ALL OWNER FEES WILL BE DIVIDED INTO 12 MONTHLY PAYMENTS. CUSECAR RESERVES THE RIGHT TO CANCEL AT THE END OF ANY MONTH.

315.CUSECAR (315.287.3227)

WWW.CUSECAR.COM



GO-CARE GO-WELLNESS GO-SHOP SPECIAL EVENTS
GO-SAFE GO-AMBASSADOR GO-VALET

DEDICATED MEMBER-TO-MEMBER SERVICES

CuseCar

CuseCar

GO-SHOP SERVICES

← FEATURING →

Go-Grocery, Go-Florist, Go-Catering, Go-Pharmacy

CUSECAR IS A NOT-FOR-PROFIT CAR-SHARING ORGANIZATION WITH AN EYE TOWARD ENVIRONMENTAL AND COMMUNITY ENHANCEMENT. BY PROVIDING OUR MEMBERS STATE-OF-THE-ART ALTERNATIVE FUEL VEHICLES FOR BUSINESS AND PERSONAL USE— SAFE, CLEAN, CONVENIENTLY LOCATED, AND IMPECCABLY MAINTAINED —WE ARE MOVING QUICKLY, IN COOPERATION WITH AREA BUSINESS AND GOVERNMENT LEADERS, TO IMPLEMENT AN INNOVATIVE AND SUSTAINABLE TRANSPORTATION PROGRAM IN THE SYRACUSE GREATER COMMUNITY.

Go-Shop Services

BUT OUR CAR SHARING SERVICE IS ONLY PART OF THE STORY. WE ALSO PROVIDE DEDICATED SERVICES SUPPORTING THE EVERYDAY ACTIVITIES OF LOCAL CITIZENS AND THE PROFESSIONAL EFFORTS OF LOCAL BUSINESSES. ONE OF OUR FAVORITES ARE THE *GO-SHOP SERVICES* INTENDED TO SUPPORT AND TO ENHANCE THE QUALITY OF LIFE FOR THOSE WHO WORK AND RESIDE IN OUR RESURGENT DOWNTOWN COMMUNITY, THUS TAKING ANOTHER IMPORTANT STEP TOWARD SUSTAINABILITY.

Assisting You In Meeting the Demands of Your Life

Overview

THE *GO-SHOP SERVICES*, INCLUDING *GO-GROCERY*, *GO-FLORIST*, *GO-CATERING*, AND *GO-PHARMACY*, PROVIDE THE MEANS FOR MANY TO SEE THEIR HOUSEHOLD SHOPPING NEEDS MET BUT WITH FEWER VEHICLES ON THE ROAD. THESE SERVICES COMPLEMENT THE ENVIRONMENTAL MISSION OF CUSECAR BY REDUCING VEHICLE MILES TRAVELED IN ONONDAGA COUNTY AND THE 'FOOTPRINT' OF MULTIPLE VEHICLES PARKED IN OUR URBAN COMMUNITIES.

A FUEL-EFFICIENT, STATE-OF-THE-ART 'GREEN' VEHICLE WILL BE UTILIZED BY OUR MEMBER-ASSISTANTS, WHO PROVIDE ALL *GO-SHOP SERVICES*, AS THEY CARRY OUT YOUR SHOPPING NEEDS.

IF YOU ARE A DOWNTOWN RESIDENT, A MEMBER OF THE DOWNTOWN WORKFORCE, OR AN EMPLOYEE OF A CORPORATE MEMBER WE LOOK FORWARD TO ASSISTING YOU WITH THE DEMANDS OF YOUR DAILY LIFE. WHETHER YOU NEED US TO GO GROCERY SHOPPING OR TO PICK UP PRESCRIPTIONS OR FLORAL ARRANGEMENTS, WE ARE PLEASED TO ASSIST IN A MANNER CONSISTENT WITH OUR CITY'S COMMITMENT TO A SUSTAINABLE FUTURE.

PLEASE TAKE A FEW MINUTES TO PERUSE THE *MENU OF SERVICES* BELOW TO DISCOVER HOW CUSECAR'S *GO-SHOP SERVICES* CAN BENEFIT YOU AS WELL AS YOUR COMMUNITY.

ALL PRODUCTS AND SERVICES WILL ORIGINATE FROM WEGMAN'S GROCERY STORES.

Go-Shop Menu of Services

AN INDIVIDUAL CUSECAR MEMBERSHIP* IS REQUIRED ENTITLING SUBSCRIBER TO ALL OTHER CUSECAR MEMBER-TO-MEMBER SERVICES (EXCLUDING GO-AMBASSADOR, UNLESS A CORPORATE MEMBER) INCLUDING THE CAR-SHARING PROGRAM, GO-SAFE, GO-VALET, GO-CARE, GO-WELLNESS AND SPECIAL EVENTS. PLEASE GO TO OUR WEBSITE, WWW.CUSECAR.COM, FOR MORE INFORMATION ON THESE OTHER FINE SERVICES.

FOR DOWNTOWN RESIDENTS AND WORKFORCE, AND EMPLOYEES OF OUR CORPORATE MEMBERS:

THE *GO-SHOP SERVICE* IS ACTIVATED BY EMAILING TO THE GO-SHOP STAFF AT CUSECAR A COMPLETED SHOPPING LIST FROM THE WEGMAN'S SHOPPING LIST SERVICE AT WWW.WEGMANS.COM.

- *GO-SHOP SERVICE* IS AVAILABLE TUESDAY-SATURDAY.
- TUESDAY-FRIDAY: ORDERS MUST BE RECEIVED NO EARLIER THAN ONE WEEK PRIOR TO AND NO LATER THAN 12:00 NOON ON DAY OF DELIVERY. ORDERS WILL BE DELIVERED TO YOUR DOWNTOWN RESIDENCE OR WORKPLACE BETWEEN 4-6:00 PM.
- SATURDAY: ORDERS MUST BE RECEIVED NO EARLIER THAN ONE WEEK PRIOR TO AND NO LATER THAN 10:00 AM ON DAY OF DELIVERY. ORDERS WILL BE DELIVERED TO YOUR DOWNTOWN RESIDENCE OR WORKPLACE BETWEEN 12:00 NOON-2:00 PM.

Grocery Shopping & Delivery Fees:

0-50 items	\$45.00
50-100 items	\$65.00
100-150 items	\$85.00

Pharmacy Pick-up and Delivery Fees:

Per Pickup	\$18.00
------------	---------

Catering Pick-up and Delivery Fees:

Tuesday-Friday:

- 1 box \$18.00
- Additional boxes \$4.00

Saturday:

- 1 box \$28.00
- Additional boxes \$4.00 each

Floral Pick-up and Delivery Fees:

Tuesday-Friday:

- 1 arrangement \$18.00
- Additional arrangements \$4.00 each

Saturday:

- 1 arrangement \$28.00
- Additional arrangements \$4.00 each

MEMBER'S CREDIT CARD ON FILE WITH CUSECAR WILL BE CHARGED.

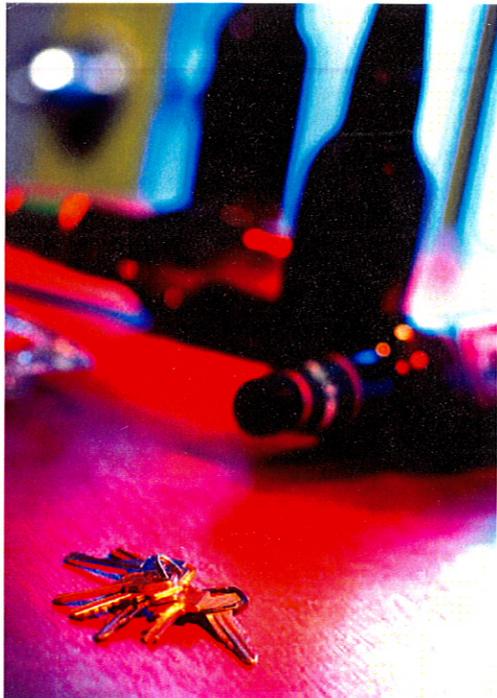
ALL DELIVERIES MUST BE MADE TO ONE ADDRESS ONLY.
ADDITIONAL DROP-OFF LOCATIONS WILL INCUR THE FULL COST.

* \$100.00/YEAR WITH A ONE-TIME REGISTRATION FEE OF \$40.00.

CuseCar Go-Safe Service is designed to protect your safety as well as that of your guests and family when driving ability may be impaired. It also helps you protect other members of our community who might be driving the road, and it reduces the chance of personal liability under New York State laws. We want you to enjoy your event. It's festive, sponsored by some great folks, and we guarantee you'll have a lot of fun.

If you're concerned about your ability to drive at the end of the event, bring this card to the CuseCar tent. We'll arrange a ride in our efficient CuseCars handled by members trained to ensure your safety, and... make sure *your* car gets home, too.

www.CuseCar.com
315.CUSECAR
(315.287.3227)

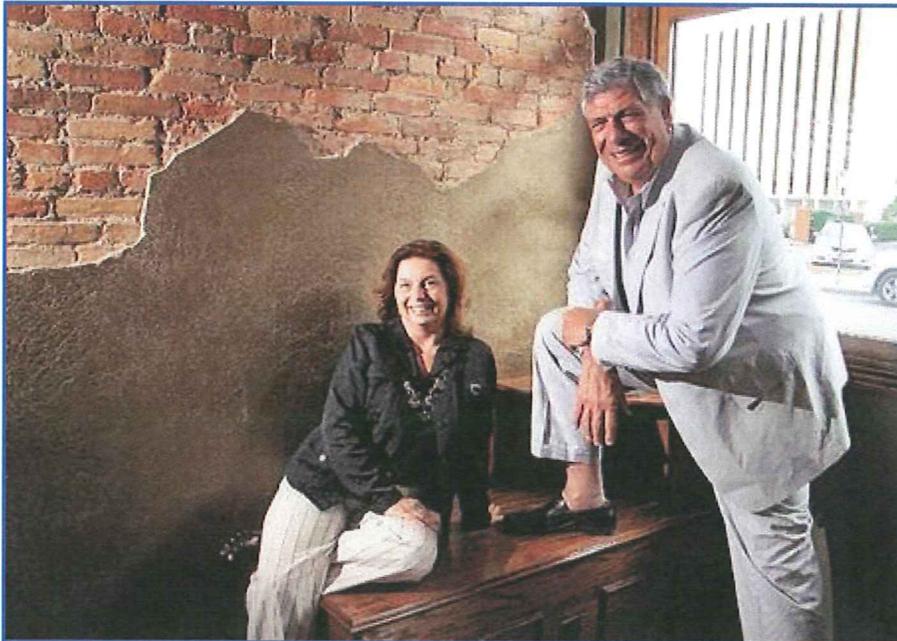


CuseCar
GO-SAFE SERVICE

A Sustainability Initiative
of
Synapse Partners

Car-sharing club plans to launch in Syracuse

Posted by [wlarue](#) August 12, 2008 07:10AM



Heather Bragman/The Post-Standard
VITA DeMARCHI (left) and Eckardt C. Beck, of Synapse Partners in Syracuse, have co-founded CuseCar, a business project they say will rent cars to people by the hour in Syracuse beginning later this year. They are shown in their office at 325 E. Water St.

Syracuse, NY -- Two Syracuse business partners have launched a car-sharing organization with plans to put at least 10 cars on city streets by late fall for people to rent by the hour.

CuseCar, a nonprofit corporation, was formed to give people the convenience of using a vehicle occasionally without the cost of owning it, said founders Vita DeMarchi and Eckardt C. "Chris" Beck.

Similar car-sharing operations have popped up in at least 20 American cities, including [Ithaca](#), fueled by environmental concerns and increasing worries about the cost of gas.

Ithaca's experience has been encouraging. After starting up with 50 members just two months ago, the nonprofit Ithaca Carshare now has more than 200 members and is likely to add to its fleet of seven vehicles soon, said Jennifer Dotson, executive director.

"It's been really quite successful," Dotson said.

Car sharing is designed to complement public transportation and urban lifestyles by giving residents easy access to a vehicle when they need one. The overall effect is to reduce dependence on automobiles, thus lowering air emissions, fuel consumption, urban sprawl and wear and tear on roads, DeMarchi said.

The concept fits well with Syracuse's effort to brand itself as a home for green business, she said.

"Syracuse is the Emerald City. It's the green city. CuseCar has to work here," DeMarchi said.

CuseCar has not established its rates yet. Ithaca Carshare's rates are \$7.95 an hour and 20 cents a mile

with a \$50 annual membership, or \$4.95 an hour and 20 cents a mile with a \$200 membership. The rates include gas.

Here's how car sharing works: Members pay an annual fee and receive an identification card or fob. After reserving a car online or by phone, they use the identification card to access the car. There is no paperwork to fill out.

CuseCar likely will park its cars at various locations in central Syracuse, Beck said. DeMarchi and Beck are working with an advisory committee to identify locations. The committee includes representatives from the Syracuse Center of Excellence in Environmental and Energy Systems, the Metropolitan Development Association, the Syracuse Metropolitan Transportation Council and other organizations.

CuseCar also wants to hear from people who are interested in using the service. The organization plans to launch a Web site later this week at www.cusecar.com, where potential users can express interest or voice opinions. Interested residents also can call 475-3700, ext. 34, for more information.

DeMarchi and Beck are managing partners of Synapse Partners LLC and two associated companies headquartered in Syracuse. The companies provide risk management, insurance and property management services for environmental and renewable energy businesses and projects.

With a third founding member, Utica lawyer Richard Pertz, Beck and DeMarchi started CuseCar to benefit the community, they said. They hope to secure government funding for the organization, but are committed to launching CuseCar with or without it, DeMarchi said.

"Chris and I decided to just make it happen," she said.

They plan to hire an executive director and establish an office for the organization soon, Beck said.

Categories: [Breaking News](#), [City News](#), [Top News](#)

Comments

Footer

JUST THE FACTS

KEY STAFF

Timothy L. Hunt Executive Director

RECENT ORGANIZATIONAL HIGHLIGHTS

- Incorporation as CuseCar, Inc
- Hiring of Executive Director Timothy L. Hunt
- Partnership with I'm Smart of CNY

PLANNING OUTLOOK

- Delivery of three hybrid vehicles
- Identification of appropriate CuseCar locations
- Obtaining sponsors for CuseCar origination and destination locations
- Acceptance of 501 (c)(3) status

ADVISORY COMMITTEE

CO-CHAIRMAN

Eckardt C. Beck Synapse Partners, LLC

CO-CHAIRMAN

Vita DeMarchi Synapse Partners, LLC

Edward Bogucz Center of Excellence

Christopher Carrick CNY Regional Planning & Development Board

Barry Carr Clean Cities

James D'Agostino Syracuse Metropolitan Transportation Council

Joel Delmonico Clear Channel

Michael Kelleher SUNY ESF

Mark Lichtenstein Center of Excellence

Benjamin Gembler Northeast Hawley-Green Development Association

Daniel Murphy National Grid

Robert Simpson Metropolitan Development Association

Kurt Roulston City of Syracuse

Richard Landerkin CENTRO

Mario Colone Syracuse Metropolitan Transportation Council

David Holder Syracuse Convention & Visitors Bureau

SPONSORSHIP AVAILABLE

Call (315) 579-3907 today to become
the exclusive Nonprofit Corner sponsor

CuseCar, Inc.

325 E. Water St.

Syracuse, N.Y. 13202

Phone: (315) 475-3700

Fax: (315) 475-3780

Web site: www.cusecar.com

- **Type of organization:** Community car-sharing organization
- **Year established:** 2008
- **Employees:** 1
- **Mission:** "To reduce vehicle miles traveled, lower the carbon footprint, improve air quality, and assist in developing new green energy fuel distribution in the community."
- **Programs:** 24-hour membership-based, car sharing for individuals and corporations, I'm Smart of CNY driver service, defensive-driver training
- **Service area:** Greater Syracuse area

*A profile
of a local
nonprofit
organization*

Nonprofit Corner

COMPILED BY BRANDON TALBOT

CuseCar revs ride-share engine

By Brandon Talbot

Journal Staff

SYRACUSE — This fall, consumers will be able to get behind the wheel of Central New York's newest transportation option, CuseCar Inc., a nonprofit, member-based, car-sharing organization specializing in sustainable transportation. Co-founders Vita DeMarchi and Eckardt C. Beck say the recently incorporated nonprofit is nearing operational status following the hiring of Timothy Hunt as executive director.

Beck explains that the hiring of an executive director was the next step in a process that began in May, and will follow with the unveiling of three hybrid vehicles this fall. He says the nonprofit's planning stages have been cautious and have focused on understanding the market and building strategic relationships with the local transportation community. Area transportation officials serve as members on the organization's advisory committee.

The CuseCar founders say they did a thorough survey of the existing car-sharing programs, looking at nonprofit organizations such as PhillyCarShare in Philadelphia, but also surveying for-profit companies like ZipCar in Rochester.

CuseCar chose the nonprofit model because it embraces the founder's vision of a sustainable community, says DeMarchi. With the push to make Syracuse a green city, the impetus behind CuseCar is to create a community-based, car-sharing program that will benefit the environment by reducing vehicle miles traveled, lowering the region's carbon footprint, and improving air quality, she says. The nonprofit designation also has the benefit of providing lower capital and operational expenses than a for-profit operation.

The nonprofit's largest initial expense will be the purchase of three hybrid vehicles made possible by a

\$400,000 contribution by co-founders DeMarchi and Beck. For now the organization will maintain headquarters at 325 E. Water St., sharing office space with Synapse Partners, LLC, a group of Syracuse-based companies that provide brownfield redevelopment services and risk-management insurance products. DeMarchi and Beck are managing partners at Synapse.

DeMarchi believes that what makes Hunt the right choice for executive director is his experience as CEO of I'm Smart of Central New York, Inc., a for-profit transportation business that provides members and their vehicles with a safe ride home if they go out drinking. The partnership with I'm Smart brings additional benefits to CuseCar members, she says, including access to defensive driver training as well as the I'm Smart service.

Hunt will maintain his position as CEO of I'm Smart, and his additional role will allow him to share membership lists, bringing about about 1,800 members into the CuseCar fold, according to Hunt. I'm Smart maintains a fleet of six vehicles, provides about 400 rides a month, and has about 1,200 corporate members covering about 26,000 individuals, he adds.

The next step for CuseCar is to ramp up its marketing efforts and include sponsorship opportunities at origination and destination locations, says Sarah Roberts, business development director. For example, businesses may sponsor CuseCar origination lots, where members pick up their CuseCar or sponsor frequently traveled shopping and entertainment destinations throughout the city.

Funding for the program will stem from corporate and individual membership fees, program service fees, sponsorship of origination and destination locations, and possibly grants from energy and economic-development organizations, Beck adds. □

Contact Talbot at btalbot@cnybj.com

CuseCar to be Located at SUNY ESF Campus

What is a student to do? With the rising cost of tuition, books, room and board, is there enough in your budget for wheels? With a membership to CuseCar there is!

CuseCar is a community car sharing program aimed at reducing transportation and parking issues as well as promoting sustainable community living. "CuseCar reduces the dependence on the automobile, lowers the vehicle miles traveled and maximizes the economic, environmental and social benefits of automobile ownership, without the cost and consequences of individual ownership." says Vita DeMarchi, Managing Partner of Synapse and a member of the Board of Trustee at SUNY ESF. The SUNY ESF Campus will soon be home to one of the first CuseCars and available to students, faculty and staff later this Fall.

Have some errands to run or just want to take a ride to one of the local parks? Become a CuseCar member and along with some friends, reserve your CuseCar by the hour, you are saving cash as well as the environment.

CuseCar is a not-for-profit community based program that specializes in enhancing the transportation system by providing state-of-the-art vehicles, starting with a fleet of alternative fuel cars. ESF will be one of the first Origination Locations and Founding Sponsors for the CuseCar and will provide an alternative fueling station on campus. Stay-tuned, ESF will be the home of a bio-fuel or an electric plug-n-play CuseCar in the near future.

For more information, go to www.cusecar.com. Membership information for ESF students, faculty and staff will be unveiled soon.

www.news10now.com

CuseCar program begins at SUNY ESF

Updated: 11/12/2008 05:28 PM

By: Katie Morse

SYRACUSE, N.Y. -- Wednesday was the first membership drive for the area's new local car-sharing program, the CuseCar. Representatives spent the day talking to students from SUNY ESF, which they say was a logical place for the first environmentally-friendly car to be based.



"Their sustainability initiatives are deep-rooted into their hearts and for us, it was a very natural fit," said Sarah Roberts, CuseCar's Director of Business Development and Public Relations.

But the CuseCar is the second car sharing program on the Syracuse college campus. Just last month, Syracuse University launched the Zip Car program and the two have some price differences. A CuseCar membership costs \$100 plus a \$40 one-time fee and \$12 per hour. The Zip car charges a \$35 sign up fee and \$9 per hour.

Even though the Zip car ends up costing a bit less than the CuseCar, the students we spoke with said they'd still consider using the CuseCar because of the program's benefits.

"I'm self-admittedly a Zip car owner, or member," said SUNY ESF student Ben Schott. "But I like the fact that it is a more regional program. Zip car is a private company."

"For me at least, it's important to know that the people running it are non-profit and that it's locally located, so it's a lot more centered on what people need in the area," said graduate student Kyle Bell.

And on top of that, CuseCar representatives say that extra money now could mean extra saving for students in the future.

"You get member to member service, you get discounts to local businesses, you get free parking in the downtown garages and parking lots," said Roberts.

The SUNY ESF CuseCar is the first in the area. By the end of the year, CuseCar expects to have 10 cars available throughout the community.

There are two Zip cars at Syracuse University for the school's students, faculty and staff to use.

Copyright ©2007 TWEAN News Channel of Syracuse, LLC, d/b/a News 10 Now.

syracuse.com

The Post-Standard

CuseCar vehicle- sharing ready to roll

It's the second rental plan for local campuses. Citywide business is next.

Wednesday, November 12, 2008

By Tim Knauss
Staff writer

A fledgling Syracuse car-sharing business will hold its first membership drive today at a college campus, hoping to lure students and faculty to buy memberships that allow them to rent a Toyota Prius by the hour.

It's the first step toward launching a citywide business. CuseCar, a nonprofit corporation formed several months ago, has already purchased three vehicles and plans to extend its service soon to the community at large.

CuseCar will locate its first vehicle - a 2009 Prius hybrid - at the State University College of Environmental Science and Forestry.

Representatives will be on campus noon to 4 p.m. today to talk to potential customers. Monday, CuseCar will begin selling memberships to ESF students, faculty and staff, who can then rent the Prius by the hour.

In the weeks to come, CuseCar plans to open up membership to other segments of the community and to locate up to 10 vehicles in various parts of the city and its suburbs. The next two vehicles will be located at O'Brien & Gere engineering firm, in DeWitt, and in the Hawley-Green neighborhood of Syracuse.

CuseCar officials say they will roll out service slowly to make sure they don't have too many members for the number of vehicles available.

"We're trying to do it slowly so that everyone will be happy," said Sarah Roberts, a CuseCar spokeswoman.

Annual membership in CuseCar costs \$100. There is also a one-time fee of \$40 to sign up. After that, members can rent cars for \$12 an hour.

Those rates mean CuseCar could face stiff competition on campus from Zipcar, a company based in Massachusetts that has two vehicles at Syracuse University, just around the corner from ESF.

Through a group plan

subsidized by the university, Zipcar charges a discounted fee of \$35 for an annual membership, with no sign-up fee. Its cars rent for \$9 an hour.

The Zipcar service at SU launched just two weeks ago is open to faculty, staff and students at both SU and ESF. So far, 26 students and five employees have signed up, said Sara Miller, a Syracuse University spokeswoman.

Zipcar has no immediate plans to expand service beyond the SU campus, said spokeswoman Kristina Kennedy.

Part of CuseCar's appeal will be its commitment to deploy only high-efficiency vehicles like the Prius, or alternative-fuel vehicles that run on natural gas or even biodiesel, Roberts said.

Zipcar's local cars are a Honda Civic and a Toyota Matrix.

"Zipcar probably has the lower rates because they don't use alternatively fueled vehicles like we do. They come with a higher price tag," Roberts said.

CuseCar also plans to offer extra benefits to its members, such as discounts from local retailers, Roberts said. And the company plans to roll out several specialized services, such as delivering vehicles to members or providing rides to members who have been drinking or are otherwise impaired.

"On the whole, our program is a benefit to members," she said.

Roberts said CuseCar officials are considering whether to offer per-semester memberships for students, some of whom may not want to join for a year.

CuseCar was founded by local business partners Vita DeMarchi and Eckhardt "Chris" Beck, who said they wanted to help burnish Syracuse's reputation as a "green" city. By providing cars on an as-needed basis, car-sharing can reduce the need for car ownership, thus lowering air emissions, fuel consumption, urban sprawl and wear and tear on roads.

O'Brien & Gere donated \$10,000, enough of a down payment to allow CuseCar to purchase three new Prius cars. DeMarchi, an ESF trustee, made an unspecified donation to locate one of the cars at the college.

Roberts said CuseCar will begin enrolling members at the DeWitt and Hawley-Green locations soon.

Members of the car-sharing service receive a key fob with a unique identification code. After reserving a car online, they wave the key fob at the door to unlock the car at the appointed time.

An onboard computer tracks time and mileage, and automatically bills the customer's credit card. CuseCar customers get 60 free miles per reservation. After that, mileage costs 20 cents per mile.

Michael Kelleher, director of renewable energy systems at ESF and a member of CuseCar's advisory committee, said he's not sure how students and faculty will respond to CuseCar's rates. But the ESF campus, where many students and faculty walk or ride bikes out of concern for the environment, should be a natural home for the car-sharing service, he said.

"The idea that they would pay something to be able to use an efficient car occasionally, I think that fits in with the mindset," Kelleher said.

Kelleher added that campus officials were eager to support the local organization.

"We wanted to try to support the local, grassroots effort," he said. "We're hopeful it's going to be

a great success."

Staff writer Tim Knauss can be reached at tknauss@syracuse.com or 470-3023.

© 2008 The Post-Standard. Used with permission.

Copyright 2008 syracuse.com. All Rights Reserved.

LOCAL NEWS

City Hall becomes car share pickup point

CuseCar vehicles will be available to three groups at four locations in city.

By Meghan Rubado
Staff writer

Members of a new car-sharing program in Syracuse will have a convenient downtown location to pick up their rides. A city-owned parking space in front of City Hall will serve

as an "origination station" for the CuseCar program. The Common Council unanimously agreed Monday to lease the space to CuseCar at the annual rate of \$1.

The space will become one of four stations at which members can pick up or leave a hybrid or alternative-fuel car from the CuseCar fleet. The other stations are at the State University College of Environ-

mental Science and Forestry, CuseCar spokeswoman Sarah O'Brien & Gere and in the Hawley Green neighborhood. For now, the program is available only to faculty, students and staff at the ESF school, employees of O'Brien & Gere and residents of the Hawley Green neighborhood. CuseCar, a nonprofit organization, plans to expand the program to include more city neighborhoods soon, said

mental Science and Forestry, CuseCar spokeswoman Sarah O'Brien & Gere and in the Hawley Green neighborhood. For now, the program is available only to faculty, students and staff at the ESF school, employees of O'Brien & Gere and residents of the Hawley Green neighborhood. CuseCar, a nonprofit organization, plans to expand the program to include more city neighborhoods soon, said

For details on the program, visit www.cusecar.com or call 315-C U S E C A R (315-287-3227). The Common Council also approved another green initiative Monday. It accepted about \$220,000 in grant money from the Onondaga County Recovery Agency to purchase a city recycling col-

lection truck that runs on compressed natural gas. It will be about a year before the city receives the truck, which will make recycling collection easier and reduce carbon emissions, OCCRRA executive director Tom Rhoads said. The truck's design makes it simpler for city trash collectors to deposit recyclables into it, and compressed natural gas produces fewer harmful emis-

sions than gasoline or diesel. Rhoads said the grant allows for two years of data collection to see how the truck and fuel perform in Syracuse. It's unclear how extremely cold weather affects natural gas, he said. The data will be useful to other cities with cold climates, Rhoads said. The agreement requires the city to own the truck at least five years.

It will be about a year before the city receives the truck, which will make recycling collection easier and reduce carbon emissions, OCCRRA executive director Tom Rhoads said. The truck's design makes it simpler for city trash collectors to deposit recyclables into it, and compressed natural gas produces fewer harmful emis-



CuseCar celebrates its 1st year by opening membership to the community! Our gift to you!

Choose the plan that's right for you!

The Commuter Plan

- No application fee
- \$18 per month (6 mos. min.)
- \$5.95/hr 60 miles free per reservation
- \$.20 per mile after that
- Daily Rates: \$60 per day

Out-N-About

- \$30 Application fee
- \$60 per year
- \$7.95/hr.
- \$.20 per mile
- Daily Rates: \$60 per day



Become a member.
Visit www.CUSECAR.com
today!

Being **green** and saving some **green** just got easier!

Welcomes
Founding Origination Sponsor
O'BRIEN & GERE
to Downtown Syracuse



Electric is here!

Be one of the first to drive a **PLUG-IN TOYOTA HYBRID**

Be part of a 2-year research & development study by driving a **CuseCar Plug-in Toyota Hybrid** – available to **CuseCar** members!

Origination Sponsor Special

\$20 for an annual membership to your Sustainable Community Car-Share

Only **\$5.95** /hour

NEVER PAY FOR GAS Insurance Coverage Included!

Visit the website for details.

With Convenient Origination Stations Downtown it's always easy to access a **CuseCar!**

75 Destination Locations are now being installed with EV charging station infrastructure throughout CNY.

Your Business or Parking Lot Can Be One Of Them!

Find out if you are eligible and learn more about reduced price funding opportunity.



Visit the **Green infrastructure** at the **Farmers Market Parking Lot** for OBG's nearest Origination Station!



CuseCar is a Sustainability Initiative of Synapse Partners
www.synapsepartnersllc.com

www.cusecar.com
Call CuseCar at 287-3227 to learn more!

How **green** can you go?