

The Potential for Daimler's Car2Go in Austin

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What is Carsharing?

"If anyone has ever checked out a library book, you basically have the concept of carsharing."

Karen Worminghaus, Boulder Carshare Co-Founder





Carsharing Models

- Nonprofits (61% of carshares)
- For-profits (74% of members)
 - Zipcar
 - Traditional vehicle rental operations



Daimler's Car2Go

- Began in Ulm, Germany
- New business model for carshare?
- Unique characteristics:
 - One-way rentals
 - One vehicle type
 - Pay by the minute



Successful carshares have...

- Dense neighborhoods
- Low vehicle ownership
- Young members
- Highly-educated members
- High (and low) incomes
- Environmentally conscious and “daring” members



UT & Austin Characteristics

- Population
- Income
- Age
- Education
- Vehicle Ownership
- Travel Behavior

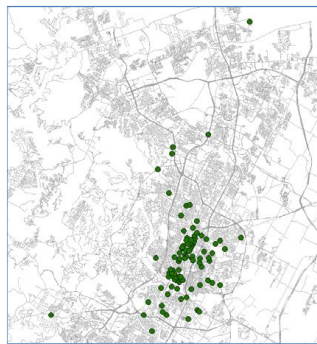


Survey

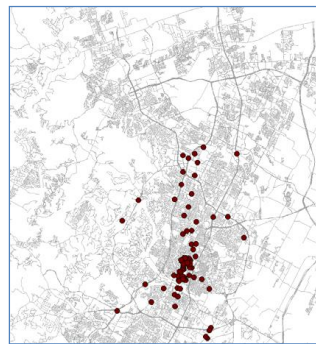
- Internet-based
- Both demographic and stated preference questions
- Distribution channels
 - Austin CarShare
 - City of Austin bike forum
 - University of Texas



Respondent Locations



Home Locations



Work Locations



Response Demographics

- Income: \$68,438
 - Students: \$37,132
 - Non-students: \$80,696
- Age: 34.5 years
- Highly educated
 - 86% have a Bachelor's Degree
 - 36% have a Master's Degree



Response Demographics

- Vehicle Ownership
 - Mean of 0.8 vehicles/household
 - ACS members: median of 0 vehicles
- Travel behavior
 - Assumption: private vehicle travel is low



Survey Results

- 80% prefer one-way carsharing opportunities
- “No interest in carsharing” respondents were entirely male
- Most likely trip: errands
- Least likely trip: work/school



Conclusions

- UT and Austin’s CBD are both strong markets
- Students may prefer Car2Go to ACS due to different fee structures
- Limited capacity of Smart ForTwo vehicles may be problematic



“Smart Car-tortionists”



<http://www.electric-smart-car.co.uk/smart-car-news.htm>



Questions?

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Photo Sources

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