CARSHARING: IMPACT AND OPPORTUNITIES FOR APARTMENT PROPERTIES

6th Annual Northern Virginia Apartment Summit

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SHARE NOW FLEET
SMART FORTWO, MERCEDES-BENZ CLA AND GLA
INS AND OUTS OF SHARE NOW

A car when you need it
No monthly or annual fees or membership costs
Parking, fuel, and insurance is included
Fully on-demand: no reservation needed
Trip packages by the minute, hour, or day
Start and end your trip in most of Arlington County and Washington, D.C.
TRIP PROCESS
STATUS IN NORTHERN VIRGINIA

Started in Washington, D.C. in March 2012

Expanded into Arlington County in 2015

Over 135,000 members utilizing 600 vehicles in the entire home area

Mercedes-Benz vehicles are used 2.5 times as much as the smart vehicles

High usage areas: Rosslyn-Ballston Corridor & Crystal City-Pentagon City

Growing areas: Columbia Pike, Shirlington, Arlington County's borders
ARLINGTON COUNTY STUDY[1]

Carshare options are economically more sustainable on a household level than private car ownership (minimum savings over five years ~$2,500).

Those who drive fewer than 6,000 miles annually (115 miles a week) are more advantaged financially by using carshare.

Carshare services in Arlington are best used either as a regular first-last mile connector or for infrequent trip taking.

Arlington families and residents owning more than one vehicle or individuals considering buying their first vehicle are most likely to realize considerable savings through using carshare instead.

[1] https://transportation.arlingtonva.us/carsharing/
ADVANTAGES FOR APARTMENTS

If you have a shortage of parking, free-floating carshare has proven to reduce the amount of vehicles residents own.[2]

If you have a surplus of parking, increasing your MobilityScore by 10% averages a rent increase of $0.12 per square foot.[3]

All apartments in Northern Virginia can receive a promotional link to provide residents free car2go membership and $10 of drive credit.

THANK YOU.

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