PhillyCarShare

Fleet Reduction Program:
City of Philadelphia

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Mayors Innovation Project
Car Sharing in Context

- Complements public transit
- Replaces car ownership
- Influences development
- Changes lifestyle, behavior
How it works

• Enroll
• Receive personal electronic key
• Make reservations
• Access car – drive
• Receive itemized statement
Car sharing converts fixed costs into variable costs

- **Private Ownership (5,000 miles/year)**: 90% fixed costs, 10% variable costs
- **Private Ownership (20,000 miles/year)**: 70% fixed costs, 30% variable costs
- **Car-Sharing**: 85% variable costs

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Our Vision

**Exceed** the convenience, affordability, and flexibility of auto ownership

Serve the Philadelphia region and every city neighborhood, with shared cars on every other block

Achieve a sustainable region with smart land use; extensive use of transit, walking, and biking; judicious driving; and a thriving local economy.
Competing with car ownership

Why own when you can borrow?

Drive Prius hybrids, Minis, BMWs, pickups, and more, steps from home or office! Simply reserve online, hop in using your personal key, and go. Enjoy hundreds of locations and available cars at a moment’s notice.

Join FREE. Rates from $2.99/hour or $29/day cover gas, insurance, parking, and even your ride on SEPTA rail. Plus get one free hour in a hybrid every month.


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Making car sharing convenient!
Convenient: Closer than you could park your own car!

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Convenient: Independent Access

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Convenient: Available

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Convenient: Variety

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City of Philadelphia: Day 1

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The Problem

- Budget crisis
- Lack of charge-back system
- Wanted to reduce number of passenger vehicles
- Insufficient data
- Poor accountability on usage
Operational Obstacles

• Unknown demand
• Would this be cost effective?
  – For the City
  – For PhillyCarShare
• Timeline & pressure to implement
• Employee morale
Program Stats:
City of Philadelphia

• 18 departments
• 200+ employees
• 330 vehicles removed
• Use most PhillyCarShare locations
Cost Savings

- Savings: $1.8M annually
- Program Cost: $30k
- Sharing costs with residents & businesses: 168 hrs. vs. 40 hrs.

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Accountability

• Track usage
  • Each driver has a reservation
  • In-car technology tracks usage
  • Monthly invoice shows usage & violations

• Reduce illegitimate use

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Data Management: Right-Size

- Detailed Usage Data
  - 15-minute period
  - Period of day
  - Vehicle type
  - Location
Reduced Overhead

- Automation
  - Reservation system online or phone
  - Independent access
  - Usage data
- Fewer cars
  - Less fleet management!
Fleet Sharing

- Data to right-size
- Better availability
- Accountability
- Lower overhead

Fleet Costs

BEFORE

AFTER

Mayors Innovation Project
Pioneering Project

“This is the most comprehensive, constructive, and progressive fleet reduction effort I’ve seen during my 30 years with the City.”

–Robert Fox
Office of Fleet Management
City of Philadelphia

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Significant Impacts

- Fleet reduction
- Cost savings
- Accountability
- Positive vibe
- Change in culture!
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