Project Title: C-06-33: Ithaca Car Share
PIN: R020.84.881
Responsible Unit: Environmental Analysis, Engineering Division
Project Manager: Zamurs, John

Project Goal:
The proposed project will implement a car sharing program business model in a smaller city than typical car-share sites. Car sharing is a practice that has been adopted by cities in North America (including New York City) and across Europe. Studies have shown that the average car remains parked 95% of the time so allowing multiple people access to a vehicle throughout the day is a viable concept. Supplying a fleet of cars to a neighborhood, in a non-centralized location, allows for community members to eliminate their need to have a vehicle of their own. Rather they would have access to a vehicle of their choice when they needed it and would not have to concern themselves with the associated responsibilities of car ownership (insurance, maintenance, etc.).

Actions Proposed:
Major tasks include be a market analysis, acquisition of cars and associated equipment for multiple multi-car locations, a marketing campaign, implementing a pilot program, expanding program locations to Cornell University and Ithaca College, and a state-wide education/outreach campaign.

Anticipated Work Products and Accomplishments:
• Market Analysis and Business Plan
• Marketing Campaign and Materials
• Pilot Roll-Out and Assessment
• Expanded Roll-Out and Assessment
• Information Dissemination, Outreach and Education
• Monthly Progress Reports
• Final Report

Proposed Budget: $177,220