



CAR SHARE MEMBERSHIP/ SUBSIDY

ELECTIVE STRATEGY

2-4 Points

DEFINITION

Property owner or employer provides carpool matching services with preferential and (if parking pricing exists) discounted parking close to building entrances

POINTS TOWARDS TARGET

Property owner may choose ONE of the following options:

OPTION 1

2 Subsidy of no less than 50% of car share membership cost

OPTION 2

4 Full subsidy of car share membership cost

LAND USE APPLICABILITY

All

UPFRONT COST

\$\$\$

ONGOING COST

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DIFFICULTY LEVEL



SUBMISSION REQUIREMENTS

Provide a 50% or 100% annual subsidy for car share memberships through a service that has vehicle availability within one-half mile.

MONITORING

Every year - Report usage
Every 3 years - Evaluate subsidy level

REDUCTION IMPACT

Anticipated VMT reduction of 0 to 5 percent. The size and age of citywide car share reductions are linked with higher VMT reduction, suggesting higher estimates in Boston.