



# IMPACT REPORT

2022 Evie Carshare, HOURCAR, and the Multifamily Project



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# ABOUT HOURCAR & EVIE CARSHARE

## HOURCAR

HOURCAR is Minnesota’s original nonprofit carsharing company, and the largest nonprofit car-sharing company in the US. Since 2005, HOURCAR has provided alternatives to car ownership while increasing awareness of the benefits of multimodal transportation. HOURCAR strives to make our services accessible to everyone, especially in communities with high percentages of low-income and Black, Indigenous, People of Color (BIPOC) residents. We engage communities, determine best practices, and disseminate findings, with a vision of making the Twin Cities a model of shared mobility for regions throughout the country.

## Mission

HOURCAR’s mission is to connect people to their communities with convenient, equitable, and sustainable multimodal transportation.

## Report goals:

We connect people to their communities. To do so, we work with people and communities to understand how they need to get around and design our services to help meet those needs.

In 2022, HOURCAR launched two new services: Evie Carshare and the Multifamily Electric Vehicle Pilot Project. These projects were launched after an extensive [community engagement process](#) to better understand the transportation needs of local residents. This report is part of our ongoing engagement with the community we serve.

In this report, we describe how our services are performing and meeting transportation needs. We also propose some key learnings, describe what’s ahead for our services, and thank our members, partners, and sponsors for their support, which has made everything we’ve accomplished possible.

## REGIONAL BENEFITS

HOURECAR's services provide four major benefits to the Greater Twin Cities Region and its residents.

### **Reliable, flexible, multimodal transportation:**

Transit agencies cut service during COVID, substantially increasing the need for other options. While service is increasing again, transit does not serve all trip purposes and is limited by fixed routes and time of day. Carshare works with transit, bicycling and walking, to allow people to meet travel needs without having to own a car.

### **Reduced emissions:**

Clean transportation options are a vital resource to improve air quality and public health across the Twin Cities. Statewide and nationally, transportation represents the largest source of greenhouse gas emissions. Meeting Minnesota's and America's commitments to reduce these emissions requires using cleaner vehicles and driving fewer miles. HOURECAR's services produce both results. Cities, the Metropolitan Council, the State of Minnesota, and the US Government have all adopted policies committing to substantial cuts in greenhouse gas emissions (GHG). HOURECAR's services work with charger networks, transit, and other transportation options so that people can meet their travel needs without buying a car, and society moves toward the low-emission future we need.

### **Equitable transportation options:**

While the Twin Cities has a plethora of transportation options, they are not equitably distributed and available across the region. Neighborhoods with higher proportions of Black, Indigenous, People of Color (BIPOC) and/or lower-income residents have fewer transportation choices and bear more financial and environmental burdens from transportation. Those neighborhoods, and the governments that serve them, are looking for ways to improve choice and reduce burdens. In designing and launching Evie Carshare and the Multifamily Electric Vehicle Pilot Project, we worked with our partners to ensure that the benefits of all our services are available and used by as many people as possible, especially residents of neighborhoods that are underserved and overburdened by pollution. As part of our mission, we set targets for use by low-income and BIPOC members. We have substantially exceeded those targets and continue to grow use by low-income and BIPOC residents.

### **Affordable mobility:**

New and used vehicle prices set records in 2022. The average used vehicle loan payment increased by 11.2%, and is now \$525 a month. That payment is before insurance, fuel, or maintenance. Those high costs come at a time when more than 323,000 households (a quarter of all households) in the Twin Cities region are "cost burdened," paying more than 30% of their income for housing.

# TOTAL ORGANIZATIONAL IMPACT

When combining HOURCAR, the Multifamily Project, and Evie Carshare, we:



Served 5,496 members (up 160% from 2,104 in 2021)

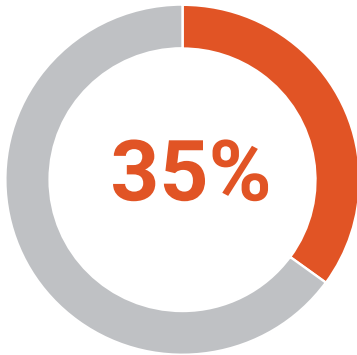


Enabled 79,636 trips (up 300% from 19,714 in 2021) spanning over 1.6 million miles (that's the equivalent of driving 65 times around the earth!)

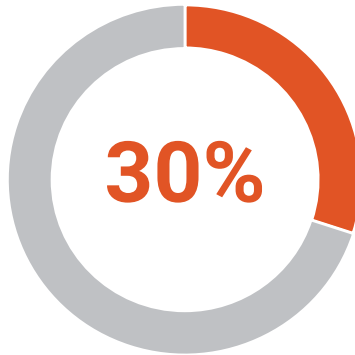


Reduced 3,257 metric tons of greenhouse gas

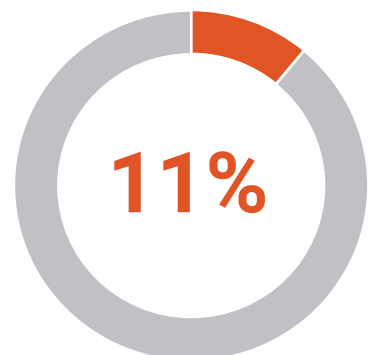
## Our services benefited diverse communities



Total utilization from BIPOC members



Total utilization from low-income members

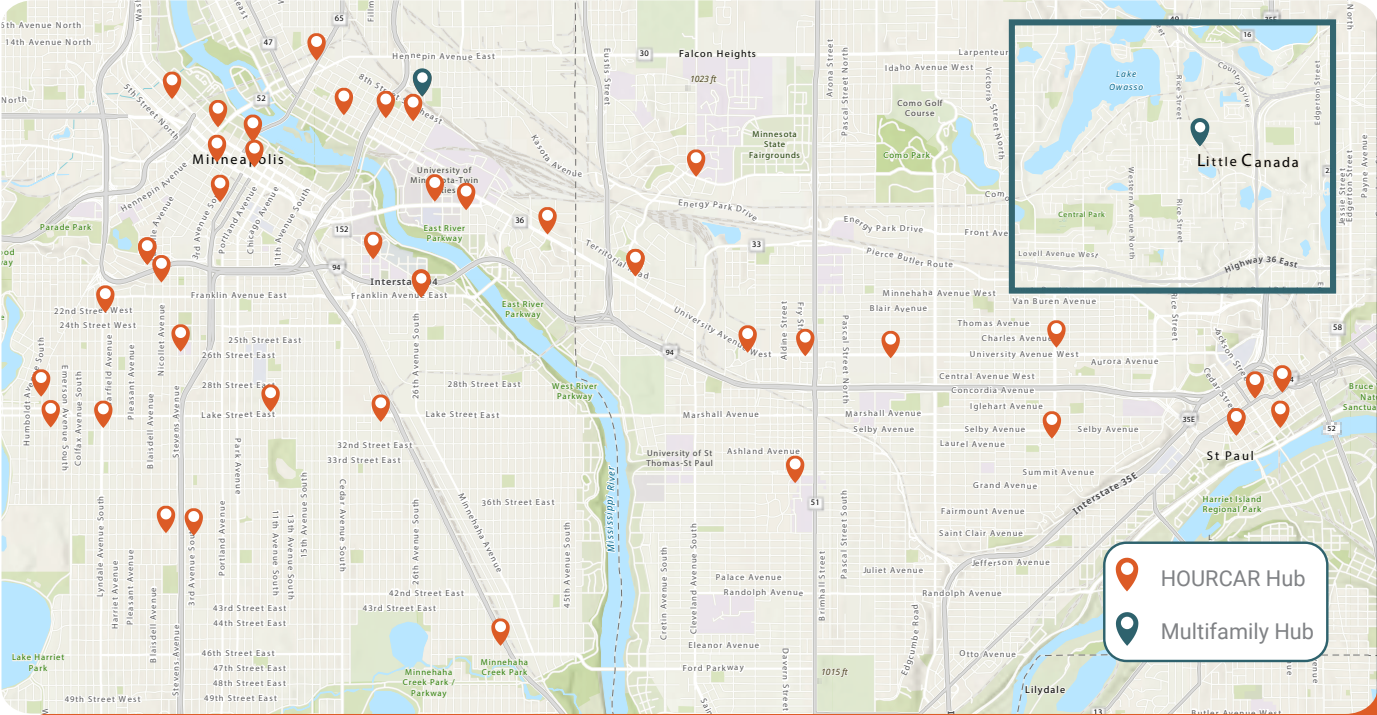


Total utilization from low-income BIPOC members

By using our services, our members saved an estimated \$11.5 million on transportation costs by shedding or deferring the purchase of a personally-owned vehicles.

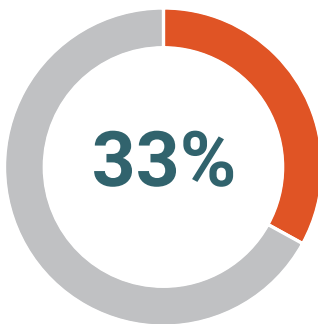
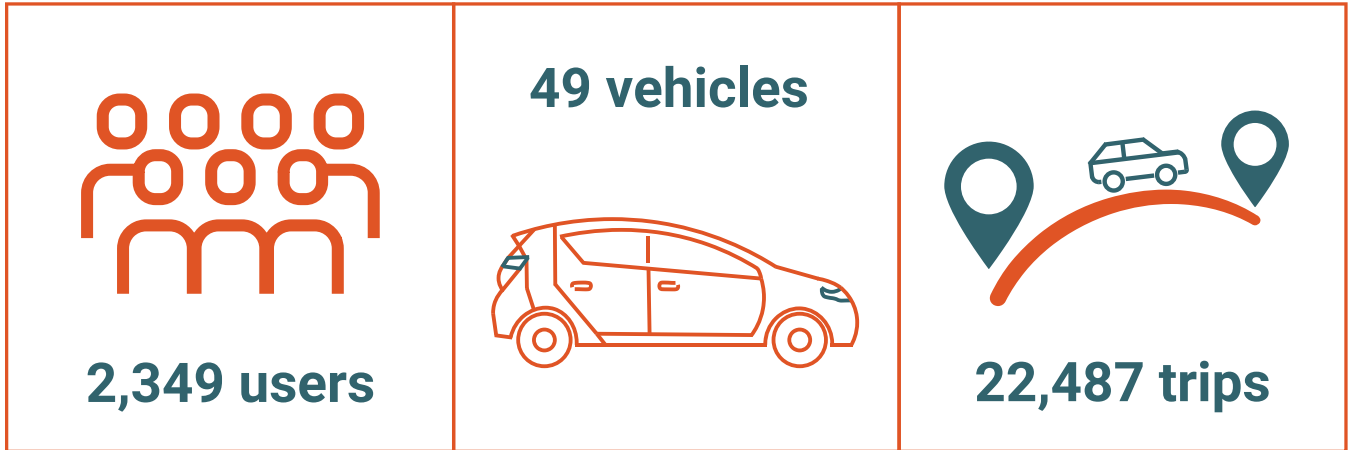
# HUB-BASED CARSHARING

Internal Combustion, Hybrid, and Electric Vehicles

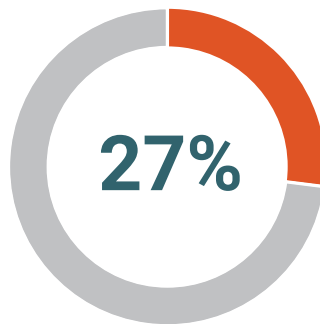


# HOURCAR

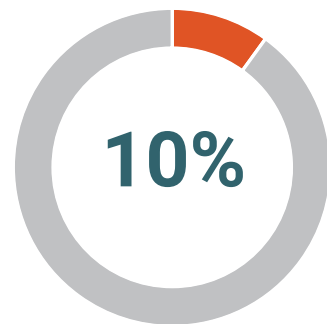
HOURCAR is a round trip service using gasoline, hybrid, and electric vehicles. HOURCAR vehicles are parked at off-street hubs throughout Saint Paul and Minneapolis. Members pick up and return the car to the same location. Members can reserve cars up to six months in advance. HOURCAR provides a variety of different vehicle types (compact cars, sedans, hatchbacks, SUVs) to meet members' different trip needs. All data below is from January 2022-December 2022.



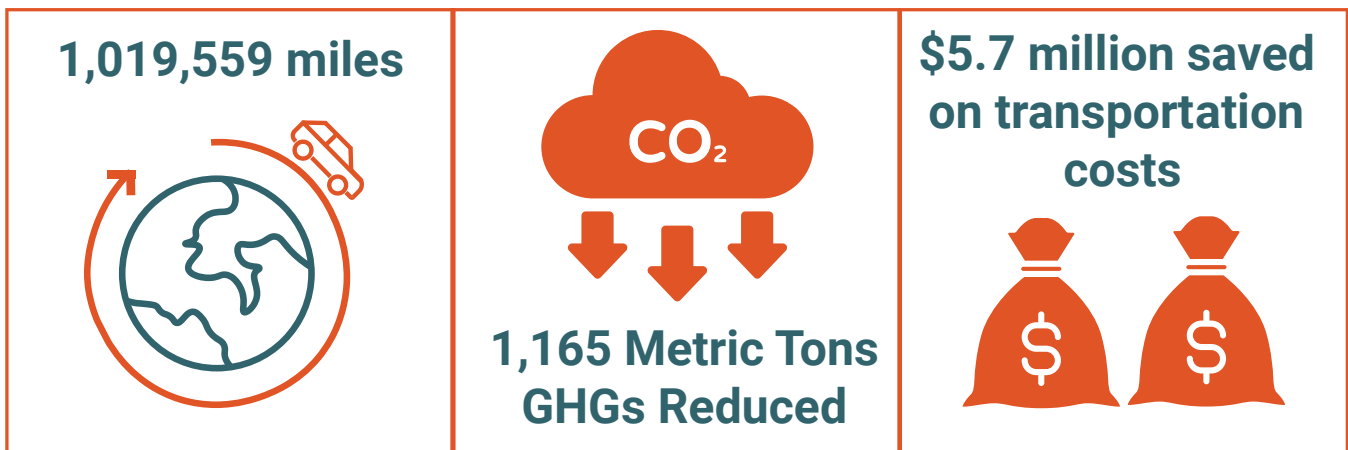
Total utilization from BIPOC members



Total utilization from low-income members

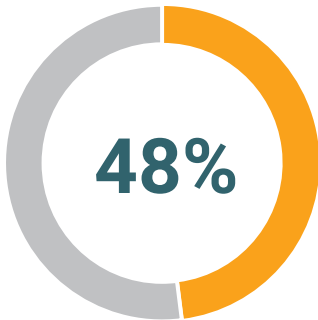


Total utilization from low-income BIPOC members

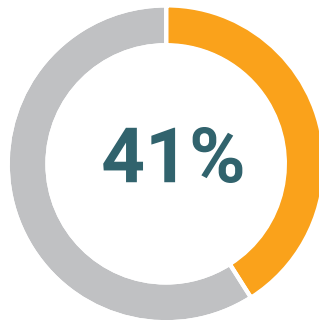


## HIGHLIGHT: MULTIFAMILY PROJECT

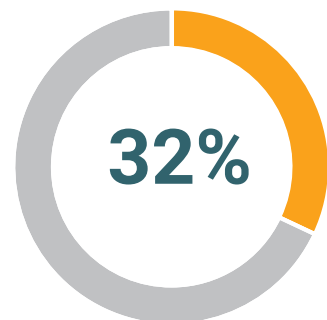
Part of the HOURCAR service, the Multifamily Electric Vehicle Pilot Project, is a round-trip all-electric carshare service. In addition to providing vehicles, we work with low-income property managers and developers, and our partners at Xcel Energy, to install vehicle chargers in publicly accessible apartment parking lots. The first Multifamily carshare hub opened in August 2022 in Minneapolis and the second opening in December 2022 in Little Canada.



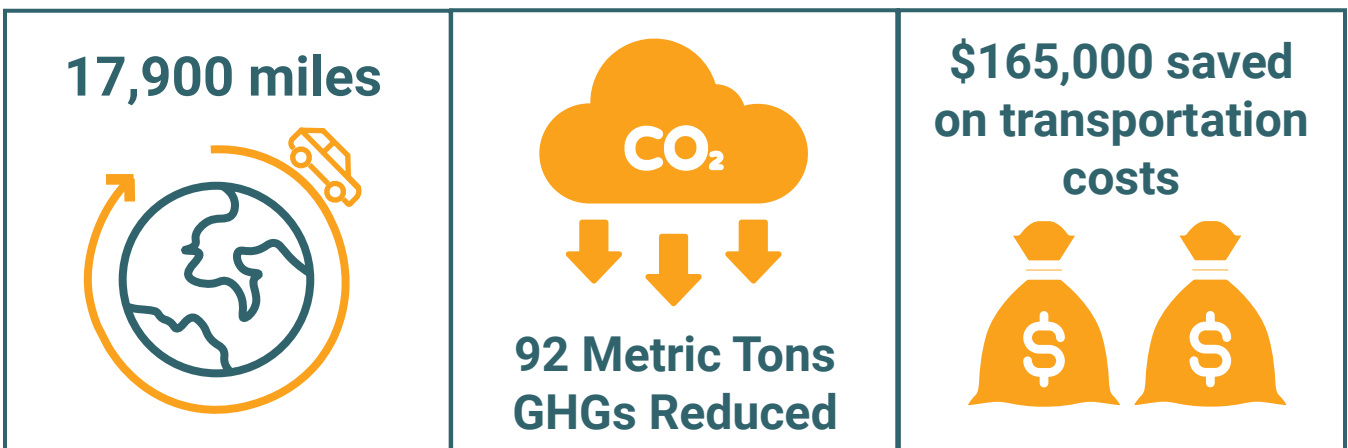
Total utilization from BIPOC members



Total utilization from low-income members



Total utilization from low-income BIPOC members







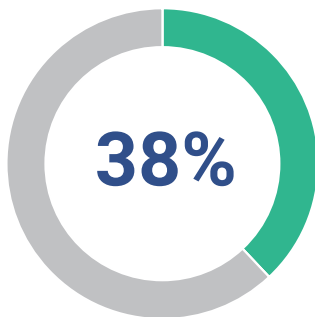
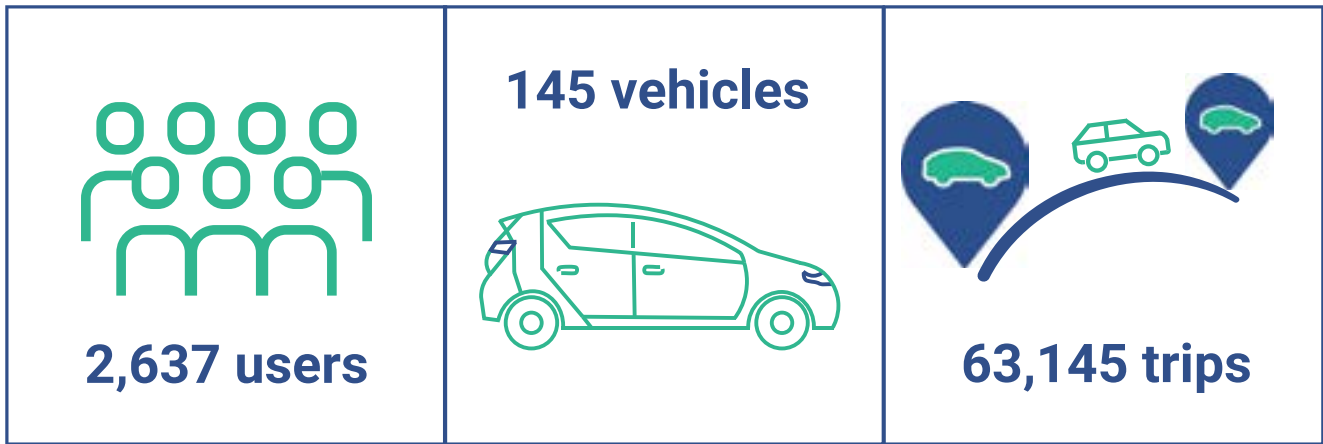
# FREE-FLOAT CARSHARING

America's Largest All-Electric, Renewably-Powered Service

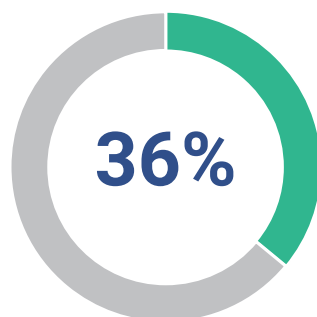


## EVIE COMMUNITY CARSHARE

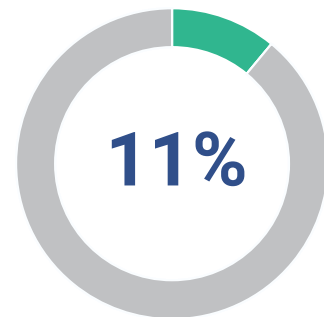
Evie Community Carshare is a one-way service using electric vehicles powered by 100% renewable energy. Launched in February 2022, Evie Carshare is operated by HOURCAR under contract to the cities of Saint Paul and Minneapolis. Evie Carshare is part of the EV Spot Network, which was planned and implemented through a public-private partnership that includes the cities of Saint Paul and Minneapolis, HOURCAR, Xcel Energy, East Metro Strong, and the American Lung Association. Evie Carshare provides free-floating, one-way trips; users can pick up a car on-street within a 35-sq-mile area of Saint Paul and Minneapolis, and end a trip in any 2-hour or longer on-street parking space. All data below is from February 2022-January 2023.



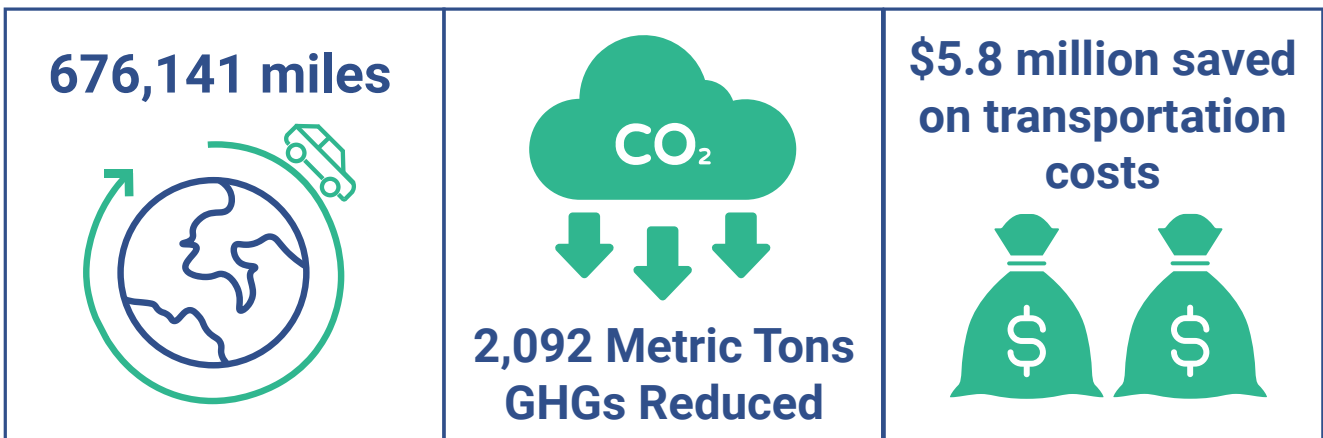
Total utilization from BIPOC members



Total utilization from low-income members



Total utilization from low-income BIPOC members



## KEY LEARNINGS

HOURCAR is the largest nonprofit carshare operator, and operates the largest fleet of shared electric vehicles in the United States. We know what it takes to operate carshare at scale. We want to share some key learnings after our first year of Evie Carshare operations, as well as from the first few months of the Multifamily Electric Vehicle Pilot Project.

### **One-way and round-trip carsharing complement and support each other**

These models serve different needs. One-way carsharing is flexible and can be used as a single link in a “trip-chain” that also includes biking, walking, and transit. Round-trip carsharing gives the assurance that a vehicle has been reserved for use at a particular time and place. Some people prefer one approach over the other, but a significant proportion of our users (40%) used both one-way and round-trip services last year. Anyone who joins HOURCAR can use any of our services. Members use the service that best meets each need. Someone might take a free-floating Evie Carshare from work to a doctor’s appointment, and take the bus home; and on the weekend use a round-trip HOURCAR to make a shopping run.

### **Unfamiliarity with electric vehicles was less of an obstacle than expected**

When we launched our electric carshare programs, we prepared a variety of outreach and education materials to help people use unfamiliar technology. While some members did encounter challenges, many members simply got into electric vehicles and drove without a problem. In some cases, people who had never driven an electric vehicle before planned extended trips outside the Twin Cities and successfully charged the vehicles along the way without the need for additional support. This finding contradicts some of the conventional wisdom about electric vehicles. It suggests that getting people behind the wheel of an electric vehicle for the first time may quickly dispel their unfamiliarity and significantly increase their chances of using and/or purchasing electric vehicles in the future. It suggests that offering electric vehicles in carshare fleets is not a barrier to carshare use.

### **Municipally-owned electric vehicle carshare works**

Evie Carshare is the first municipally-owned carshare service in the United States. Evie Carshare’s fleet is leased by the City of Saint Paul, and the on-street EV Spot charging stations are owned by the cities of Saint Paul and Minneapolis. Our partnership with the two cities is a pioneering new model, combining the strengths of all parties to provide residents with affordable, reliable, clean transportation options. The service works because HOURCAR knows carsharing; we’ve been operating in the Twin Cities since 2005. Additionally, municipal ownership of the vehicles and charging stations ensures that the service is here to stay.

## UPCOMING PROJECTS

Over the next two years, HOURCAR is working on a number of strategies to expand our services and increase our impact.

### Deepening community partnerships

In 2022, HOURCAR embarked on partnership with three community-based organizations as part of a project funded by the US Environmental Protection Agency through its Environmental Justice Collaborative Problem-Solving program. The organizations are:

- Powderhorn Park Neighborhood Association (PPNA)
- Payne-Phalen Community Council (PPCC)
- East Metro Strong (EMS)

Through this partnership, PPNA and PPCC have hired Environmental Justice Community Coordinators (EJCC). The EJCCs engage with their communities to better understand and use clean transportation options and build the capacity of the community to work with organizations such as HOURCAR and Metro Transit to get better transportation options and improvements.

An immediate need identified by the EJCCs was the ability to talk with residents about transportation options, including Evie Carshare, in their native language. We worked with PPNA and PPCC to secure funding to allow translation, interpretation, and instruction in Hmong, Karen, Somali, and Spanish languages.

### Scaling up the Multifamily Electric Vehicle Carshare Project

The Multifamily project is bringing electric vehicle carshare to new users, including many people who live outside of our original service area in the Twin Cities core. In 2022, we opened a Multifamily hub in Little Canada. In early 2023 we opened hubs in Richfield, Bloomington and Saint Louis Park, and we have plans to open an additional hub in Hopkins. By the end of 2024, we plan to have 25 hubs open with 50 electric shared vehicles, more than doubling the size of our current round-trip service.

### Expanding Evie Carshare

In 2023, we will scale Evie Carshare up from 145 to 170+ vehicles. Our partners at the cities of Saint Paul and Minneapolis are also working to finish the buildout of the EV Spot Charging network. When complete, the EV Spot Network will offer over 280 on-street charging locations in the public right-of-way offering both public and dedicated carshare charging.

In mid-2022, HOURCAR and the City of Saint Paul applied in partnership to the Regional Solicitation of the Metropolitan Council for funding to further expand Evie Carshare. Our application was approved in December 2022. Regional Solicitation funds, which will become available in 2024, will enable us to add an additional 45 vehicles to the Evie Carshare network. We are currently working with the City of Saint Paul and other community partners on a plan to expand the geographic boundary of the service area and add additional chargers, focusing on communities that are majority BIPOC, predominantly low-income, and underserved by transit.

## PARTNERS, FUNDERS, AND SPONSORS

First and foremost, we thank our members for their support in 2022. By using our service, you are helping to create a cleaner, greener, and more connected community. We would also like to thank our many partners, funders, and sponsors for helping to make HOURCAR successful and by allowing us to continue to grow and serve the Twin Cities

### 2022 Partners:

- City of Saint Paul
- City of Minneapolis
- Xcel Energy
- American Lung Association
- East Metro Strong
- Powderhorn Park Neighborhood Association
- Payne-Phalen Community Council

### 2022 Funders:

#### Local

- The McKnight Foundation
- 3M
- MnDOT

#### National

- GM's Climate Fund
- The US Energy Foundation
- US Department of Energy
- US Environmental Protection Agency

### 2022 Sponsors:



Xcel Energy is a sponsor of Evie Community Carshare. Xcel Energy supports efforts to increase access to electric vehicles in underserved communities. [Learn more](#) about how Xcel Energy is helping customers drive electric.



Kline Nissan, located in Maplewood Minnesota, is a sponsor of the Multifamily Project. Providing us with the 2022 Nissan Leaf Plus, Kline also supports Evie Carshare as the brokerage dealership for the Nissan Leaf Plus and Nissan Leaf.

# NOTES ON HOW WE CALCULATED USER DEMOGRAPHICS, GHG REDUCTIONS, AND COST SAVINGS

We calculated racial demographics based on a sample of 1,659 HOURCAR members who responded to a survey question regarding their race.

We calculated low-income participation by tabulating utilization by members subscribed to [Access PLUS](#), HOURCAR's qualified low-income rate program.

We estimated greenhouse gas emissions reductions by considering the following three factors:

## 1. Direct replacement of trips:

We used the Argonne National Laboratories [AFLEET](#) tool to calculate emissions reductions for miles traveled in electric vehicles vs. miles traveled in gas-powered vehicles.

## 2. Estimated VMT reductions / mode shift:

Most of the beneficial effects of carsharing are achieved, not by direct trip replacement, but by "mode shift;" i.e., vehicle miles traveled (VMT) diverted to transit, biking, walking, and foregone trips. We used [published research](#) from UC Berkeley's Transportation Sustainability Research Center and [statistics](#) from the US Department of Transportation to estimate emissions reductions from mode shift.

## 3. Estimated acceleration of electric vehicle adoption:

By building out new and highly visible curbside public infrastructure and familiarizing people with electric vehicles through our carshare services, the EV Spot Network, Evie Carshare, and the Multifamily Electric Vehicle Pilot Project will have significant effects in terms of increased adoption of new and used electric vehicles by vehicle purchasers. We based our emissions reductions estimates for electric vehicle adoptions on a review of available research on electric vehicle adoption (some studies we reviewed can be found [here](#), [here](#), and [here](#)).

We estimated transportation cost savings for users of carshare based on [published research](#) from the Transportation Sustainability Research Center at UC Berkeley.

