

# Habitat for Humanity

## Car Share Feasibility & Development Plan

### Project Deliverables

#### 1 Affordable Transportation Access

- Convenient, affordable car-sharing for Habitat for Humanity condo residents
- Reduce transportation costs
- Eliminate individual car ownership

#### 2 Program Sustainability

- Reduce greenhouse gas emissions
- Decrease personal vehicles on the road
- Align with Habitat for Humanity's sustainability goals

#### 3 Optimized Land Use

- Minimize parking space requirements
- Free up land for housing developments
- Maximize real estate use

### Project Purpose

This project evaluates the feasibility of a car share program to support Habitat for Humanity's affordable condo initiative. The goal is to provide a transportation alternative for residents, reduce parking needs, and promote sustainable living, whilst optimizing land use and supporting Habitat's mission of eco-friendly, affordable housing.

### Research Questions

- How do car share programs work, and how can we adapt existing models for Habitat for Humanity?
- Who is responsible for the vehicles? (maintenance, insurance, gas, damage, etc.)
- What resources and licenses are needed to make this car share program successful? (e.g., app, management tools, insurance, leadership, etc.)
- What other factors should we consider? (e.g., municipal policies, vehicle fleet, costs, etc.)
- How will we obtain insurance for the program?

### Research Summary

Compared existing car share programs to understand their operations, vehicle management, and community integration, helping choose the best model for Habitat residents.

Analyzed survey responses to identify preferred vehicle types, trip frequency, and insurance needs, ensuring the program meets resident preferences.

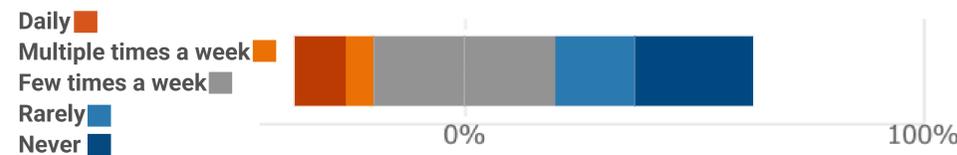
Evaluated internal and external options for managing the program, including fleet maintenance and operations, to determine the most effective approach.

Worked with insurance providers to customize coverage based on survey insights, ensuring adequate protection for the program.

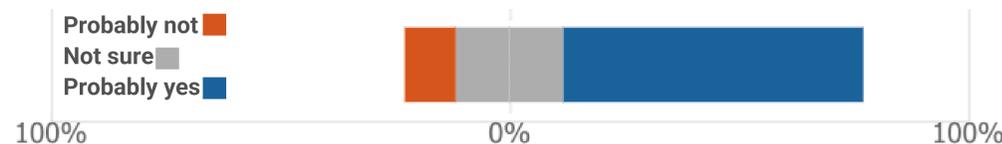
### Primary Research Study

A survey was conducted to assess the feasibility of the car share program, gauging residents interest and transportation needs. Despite a low response rate of less than 2%, the results showed strong support for alternative transportation options, with many respondents expressing interest in the car share concept.

How frequently do you think you would use car share services if they were available to you at an affordable cost?



Would you like car share vehicles to be located within your community housing complex?



### Recommendations

**In-House Management:** Run the program internally, handling all aspects like maintenance, booking, and customer service for a single vehicle.

**Vehicle Selection:** Choose a hatchback under \$27,000, based on survey results, to meet residents needs for affordability and practicality.

**App Integration:** Use the existing app and integrate Persona for driver's license verification to ensure seamless registration and user management.

**Insurance:** Work with the previously consulted insurance broker to secure fleet insurance coverage for the vehicle.

**Ongoing Resident Feedback:** Regularly gather resident input to adjust vehicle availability and enhance the program.

**Sustainability Focus:** Ensure the program aligns with Habitat's sustainability goals by minimizing environmental impact and maximizing resource efficiency.