



Fourth **N**  
Year **O**  
Annual **H**  
Report **N**

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## Our Mission

We are a **community-driven** organization that advances affordable and environmentally friendly transportation.

Buffalo CarShare is a non-profit operating under the Wellness Institute of Greater Buffalo. We are a membership-based community carsharing service. Members pay monthly dues to access our fleet of 15 vehicles, then pay a set hourly fee for each trip. Buffalo CarShare pays for gas, maintenance, and insurance, a considerable savings for members. Buffalo CarShare members become more mobile without the financial burden of car ownership.

# Letter from Executive Director and Board Chair

As we wrap up our fourth year at Buffalo CarShare, we now serve nearly 600 members with a fleet of 15 vehicles. You also may have heard that we are piloting a bicycle sharing system with 75 bikes. As you'll see in the following pages, we are not ready to slow down anytime soon - by the time you read this we'll have launch Get There, our new endeavour focused on growing our fleet from 15 vehicles to 30 by 2015. We hope to accomplish this with support from two major funding partners - the John R. Oishei Foundation and a collaborative program of two state agencies: NYSERDA and NYSDOT.

Even with our grant support, though, we won't be able to deliver on this growth without support from you: our members, supporters, and partner institutions. So with this ambitious goal in mind, we thought it would be wise to begin a tradition of compiling an annual report to give you details on our impacts, our financial position, and our progress towards our goals.

A few key details:

Our most recent member survey, conducted this winter, shows similar results from our previous survey in terms of who we serve and how our members use the service:

- 66% of members do not own a car
- 50% of members' households earn \$25,000 or less
- 80% have used CarShare to get to the grocery store
- 30% have used the service at least once to get to a job interview

From these survey responses we can estimate our annual impacts for 2012 (we ended the year with 12 vehicles and just over 500 members). We calculate that:

- Our fleet takes 87 private vehicles off the road
- Our service generates \$0.9 Million in direct and induced annual economic impacts
- We have grown towards what will be nearly a \$500,000 budget in our 2013-14 fiscal year.

Looking at the current FY which will end June 30th, 2013, 50% of our income will have come directly from members' dues and their use of the service, while 45% will come from grant support (largely in support of the BikeShare program) and the remaining 5% from "fee for service" work. As with the 2012-13 Fiscal Year, core CarShare operations remain approximately 90% self-sufficient, with grant revenues and donations driving our expansion, research, and development work.

We hope this information will help you to continue investing in us, whether that's your time, your energy, your money, or all of the above - rest assured it will go towards growing our impact. We are proud to continue to say that we lead the industry nationally in representing the needs of individuals and families that do not own a car. With your help, we can continue to push these boundaries - leading by both developing and delivering community-driven transportation solutions that have significant environmental and social impacts on our community.

Share away,

**Creighton Randall**  
Executive Director

**Todd Salansky**  
Advisory Board Chair

I.  
Where  
We Are

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# Buffalo CarShare in 2012

Buffalo CarShare reached a significant milestone in 2012 by exceeding 500 members. CarShare members logged over 5,000 trips and traveled 162,000 miles, reducing gas consumption and carbon dioxide emissions in the process, sometimes by giving up a private car, but always by using one of our 15 newer, more environmentally-friendly vehicles. And with a 95% satisfaction rate, our members achieved all of this with smiles on their faces.

## The Year in Numbers

**504**

Current Members

**5,244**

Member Trips

**95%**

Member Satisfaction Rate

**87**

Cars Taken Off the Road

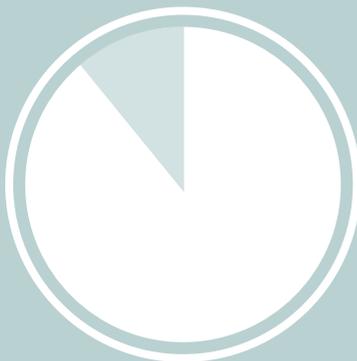
**10,162**

Gallons of Gas Saved

**286,192**

Pounds of CO2 Emissions Avoided

## Member Types



**93%**

Individual  
or Family

**7%**

Corporate or  
Non-profit

## Membership Levels

**53%**

Settler (lo. use)



\$5 per month  
+  
\$11 per hour

**38%**

Roamer (hi. use)



\$20 per month  
+  
\$8 per hour

**9%**

Other



Varying business  
and promotional  
rates



The Average  
Settler  
In 2012

**5**  
**\$170**

Trips  
Yearly  
Trip Cost

**16**  
**\$410**

The Average  
Roamer  
In 2012



# Member Survey Results

We heard from 243 members in our 2011 and 2012 surveys combined. While the response rate to the 2012 survey was only 25% compared to 38% in 2011, the latest results only help to buttress strong findings from previous surveys. Significantly, 75% of 2012 respondents filled out a survey for the first time and nearly 40% of 2012 respondents joined BCS in 2012. Key demographic, attitudinal, and behavioral survey indicators remained consistent with 2011 results despite an influx of new respondents. In other words, recent Buffalo CarShare members are much the same as older ones, and they find CarShare just as satisfying and useful for similar purposes.

“ I was stranded for four years until CarShare got here. ”

## Buffalo CarShare means accessibility

Buffalo CarShare enhances members' access to everyday destinations, providing a reliable transportation alternative for households without cars. Many members use CarShare at least once a month for grocery shopping, other shopping errands, medical appointments, and recreational trips. Also, nearly **40% of members have used CarShare at least once for work-related trips, and 30% have traveled to a job interview by CarShare vehicle.** A CarShare membership contributes to a sense of freedom and independence among members. CarShare vehicles are accessible to a majority of members who can easily walk, bike, or take public transit to a CarShare hub.

“ When my car broke down, I used CarShare until it was repaired. ”

# 66%

Members living in car-free households

Since joining CarShare...

 **57%**  
Feel more independent

 **46%**  
Are able to travel more

### Reason for Joining

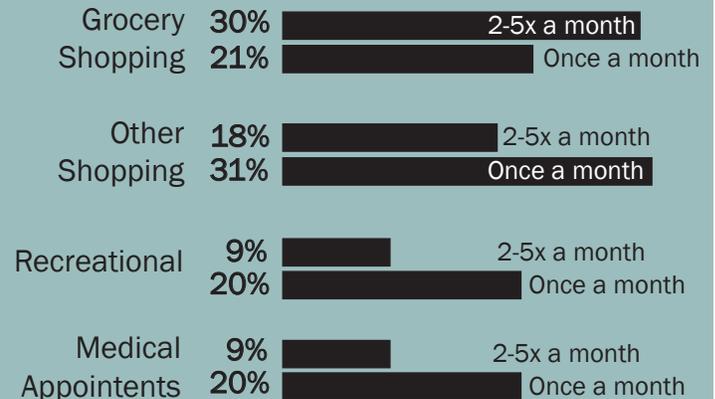
Liked having another transportation option

12%  main reason  
70%  one factor

Wanted a convenient way to get around

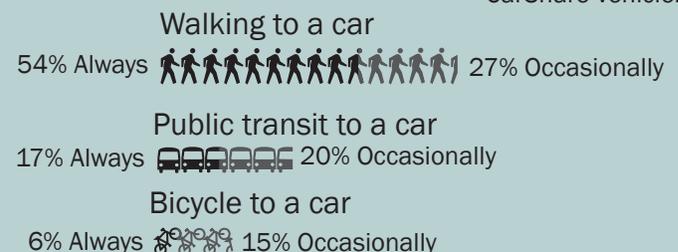
11%  main reason  
51%  one factor

### Top Trip Purposes (% of members)



### Accessing a CarShare Vehicle

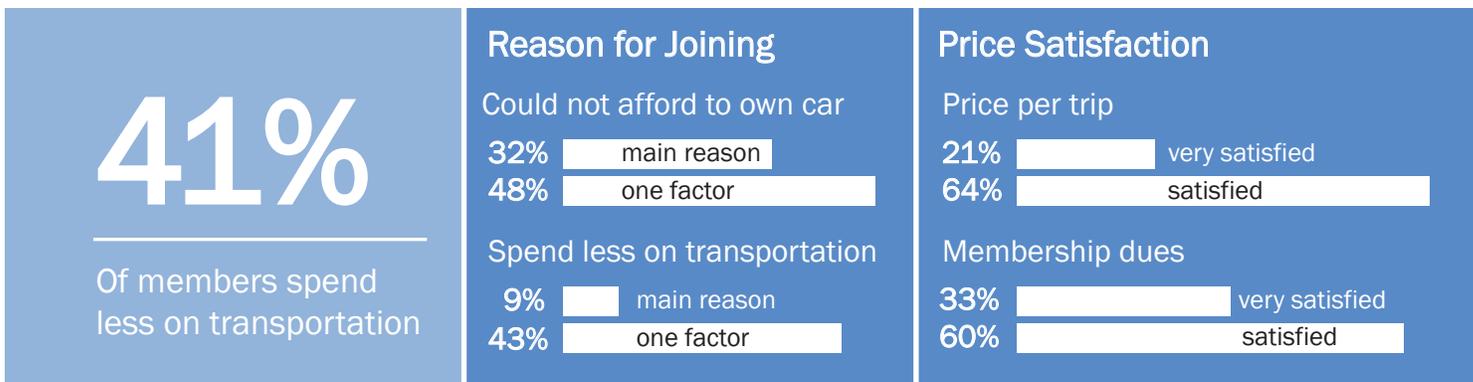
 **6 in 10** Members live 10 minutes from a CarShare vehicle.



## Buffalo CarShare means affordability

According to the 2010 Consumer Expenditure Survey, owning a car costs the average U.S. consumer household over \$7,000 dollars annually, including over \$2,000 for gas alone. Members cite inability to afford a car and desire to spend less on transportation as key reasons for joining Buffalo CarShare. An overwhelming majority of members agree that CarShare membership dues and trip costs are affordable. Our top 25% frequent-use members spent between \$460 and \$4,500 last year driving CarShare vehicles. Buffalo CarShare allows members to pay only for car use while we cover the costs of vehicle ownership.

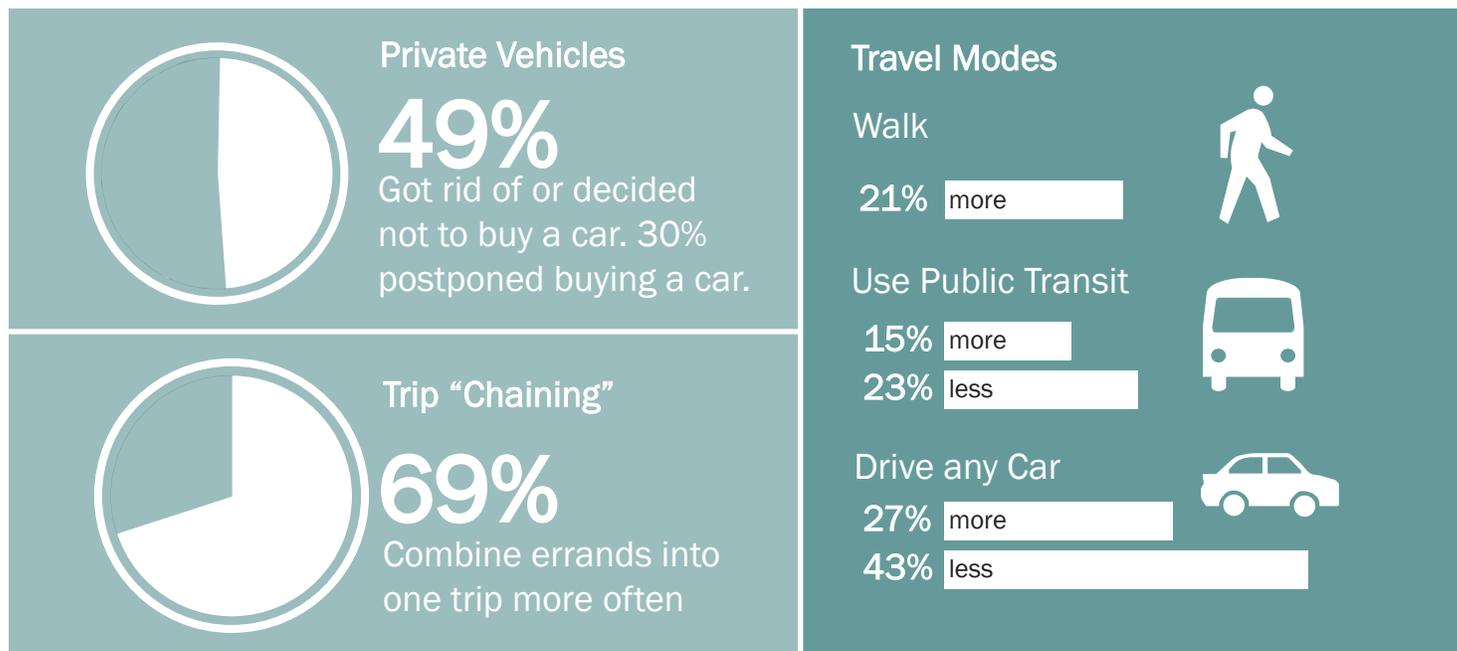
“I don't feel constrained by transportation anymore.”



## Buffalo CarShare means re-thinking travel habits

Buffalo CarShare members plan their trips more carefully because they pay each time they drive. Members combine multiple destinations into one trip more frequently than they did before joining, minimizing car trip frequency and time spent driving. Some CarShare members drive less, also giving up a car or avoiding a car purchase because of their membership. Other members drive more and use public transit less as a result of increased vehicle access. Many members also walk and use public transit more as they travel to a CarShare hub.

“If our family car is overbooked, and I have a nearby trip, I use BCS.”



## Buffalo CarShare means diversity

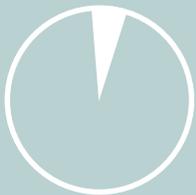
As a non-profit car sharing organization, Buffalo CarShare is deeply committed to being a community transportation resource. We are proud of our diverse membership base, unprecedented among car sharing organizations from other U.S. cities. Nearly half of CarShare member households earn less than \$25,000 a year. While a 2010 study found that 87% of car sharing members nationwide are white/caucasian, only 62% of Buffalo CarShare members identify as white/caucasian. Buffalo CarShare is able to serve a mix of younger and older members. A number of members are also retired or disabled.

**48%**

Earn less than \$25,000 a year

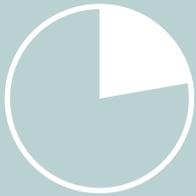
**21%**

Earn less than \$15,000 a year



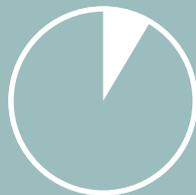
**10%**

Hispanic/Latino



**23%**

African American

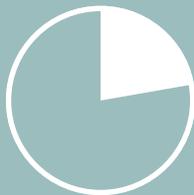


**14%**

Disabled

**20%**

Retired



**44%**

Live in one-person Households



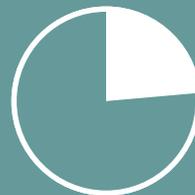
**29%**

Live in two-person Households



**23%**

Live in Households with children



**24%**

Under 30 years old



**23%**

Over 55 years old

# Now Serving Buffalo State College

In partnership with Buffalo State and the Oishei Foundation, Buffalo CarShare is expanding transportation options for students, faculty and staff, as well as the surrounding community by having placed two Buffalo CarShare cars on campus. Our February launch event was well-attended, featuring College Vice President Michael Levine, Larry Cook of the Oishei Foundation, and a student representative as speakers. Usage of these cars has already increased following an aggressive marketing effort and on-campus member sign-up drive.

## Student Benefits

As a result of Buffalo CarShare's placement of two vehicles on campus, a convenient option for on-campus students as well as for commuters who don't drive to campus will be readily available. Rather than investing in and maintaining the expense of a personal vehicle, students will have access to a more cost effective and dependable mode of transportation for routine grocery trips, health care appointments, recreational excursions, and other trips.

## Faculty and Staff Benefits

Rather than use personal vehicles for work related appointments and errands, faculty and staff will be afforded the convenience of readily available CarShare cars. This will eliminate wear and tear to personal vehicles on behalf of occupational obligations as well as provide access to Buffalo CarShare's entire fleet for non-work related car use during personal time. In addition, faculty and staff may opt to walk, bike, or use municipal transportation for their commute with the assurance that a CarShare car is available on campus to meet impromptu needs.

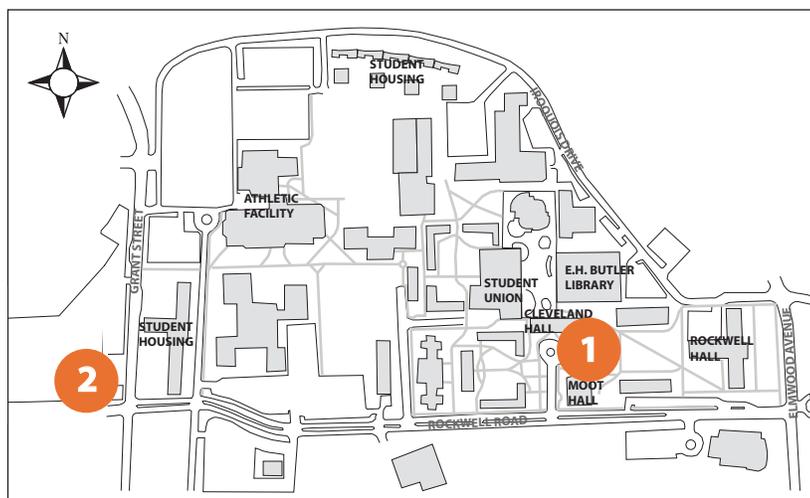
With access to the entire fleet faculty members will be able to use Buffalo CarShare for personal use as well. Faculty and staff living in the Elmwood Village, Allentown, West Side, and Hamlin Park will have convenient access to a CarShare car in their neighborhood.

## Campus-Wide Benefits

The two CarShare vehicles will reduce parking demand, freeing approximately 30 spaces on campus, while shrinking the campus carbon footprint associated with travel to and from campus. Members from the surrounding community will have access to the vehicles as well, thus furthering goals of Buffalo State College's "The Year of the City" initiative.



Larry Cook of the Oishei Foundation converses with Buffalo CarShare staff and board members at the launch.



## Vehicles at Buffalo State College

1



53 MPG City

2012 Toyota Prius C Hybrid

2



26 MPG City

2011 Kia Soul

# BikeShare

In early April 2013, the non-profit Buffalo CarShare opened the doors on its fledgling BikeShare network at the University at Buffalo with 25 bicycles available to students, faculty, and staff. Now the fleet is growing to a 75-bike system to be tested in a variety of urban settings throughout the summer, with ambitions for a larger-scale system in 2014. Recently the organization opened membership up to all CarShare members and to employees of the Buffalo Niagara Medical Campus. Additional locations beyond the University at Buffalo will be unveiled in Summer/Fall 2013.

**\$142,855**

NYSERDA/NYSDOT  
BikeShare Grant

## Partnership with Social Bicycles

The main highlight of the technology developed by NYC-based Social Bicycles is that locking, tracking, and communications functions are all embedded within the frame of the bicycle. This so-called "smart bike" technology comes at a fraction of the costs and size of more bulky kiosk-based systems.

**75**

Bicycles to be  
launched soon

While Buffalo might not be the first city that comes to mind for startup culture, the BikeShare team claims a number of "firsts":

- First joint Car and Bicycle sharing system in the US
- First urban deployment of a kiosk-free GPS-based bikeshare system
- First major BikeShare deployment in a "Rust Belt" city

## Executive Director Creighton Randall on BikeShare:

“ We are slowly scaling up this system and sending feedback to the Social Bicycles team. There are always some risks and challenges with innovation, but we're comfortable learning and adopting new technologies and processes in order to bring a new bikeshare system to Buffalo. And we're lucky that we have partners like the Buffalo Niagara Medical Campus and University at Buffalo that value innovation and are willing to be the first to pilot this technology with us. ”



Director of Operations Michael Galligano (left) explains a BikeShare bicycle at the Earth Day opening ceremony for the UB Solar Strand, University at Buffalo Amherst Campus.

**II.**  
**Where**  
**We're**  
**Going**

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# Business Development Campaign

Buffalo CarShare is in the unique and exciting position to launch a development campaign to raise \$300,000 and expand our fleet to 30 cars by 2015, doubling our member base from 500 to 1000 in the process. Matching support from the Oishei Foundation of \$100,000 will be supported by \$200,000 in private and institutional commitments. By expanding our fleet and growing our membership, more people will benefit from the mission of Buffalo CarShare: To be a community-driven organization that advances affordable and environmentally friendly transportation.

Through a mixture of online media and crowdfunding drives, a press event to announce the launch, and various print mediums the campaign will be advertised throughout Buffalo as well as to an international audience. The launch of the Business Development Campaign will be in early June 2013 and last until December 2015. Funding goals will be reached by acquiring new business accounts, working with large anchor institutions as site partners, and launching an individual giving campaign.

By 2015:

30

Cars

1,000

Members

\$300,000

Funds Raised

## Elements of the Get There Campaign

- 1 Business Memberships**

Businesses pay an upfront deposit and register employees to use CarShare for business purposes.

		
Small \$500 each	Medium \$2000 each	Large \$5000 each
- 2 Anchor Institutions**

Institutions who choose to donate money with an Oishei match. Anchors provide increased service to the Buffalo community at large.

		
Small \$4000 each	Medium \$6000 each	Large \$9000 each
- 3 Annual Fundraising Event**

Corporate donations and proceeds from ticket sales will pay for event costs. Revenue will contribute to campaign goals.

\$2400 to \$9000 annually 
- 4 Crowdrise Online Crowdfunding Tool**

Crowdrise hosts the campaign in exchange for a small portion of the donations. Oishei Foundation will match donations up to \$15,000.

\$30,000 total 
- 5 Donation/Loanation Program**

Cars will be added to fleet, resold, or scrapped, with proceeds going to BCS.

\$2000 per vehicle 

# Campaign Goals Timeline

	2013	2014	2015
<b>Business Member Goals</b>			
Small Businesses	5 	5 	5 
Medium Businesses	2 	2 	2 
Large Businesses		1 	
Small Anchor	1 	3 	1 
Medium Anchor	2 	2 	3 
Large Anchor		1 	1 
<b>Development Goals</b>			
Donated Vehicles	2 	5 	6 
Membership Gift Certificates	100	100	100
Annual Fundraising Dinner	1 	1 	1 
Funds Raised	<b>\$79,400</b>	<b>\$73,000</b>	<b>\$72,300</b>
<b>Fleet Goals</b>			
New Electric Vehicles	4 		
New Gas Vehicles	3 	4 	4 
<b>New Vehicles</b>	<b>7</b>	<b>4</b>	<b>4</b>
<b>New Member Goals</b>			
Members from Buffalo State	150	150	100
Members from New Vehicles	200	100	200
Members from Gift Certificates	100	100	100
<b>New Members</b>	<b>450</b>	<b>350</b>	<b>400</b>

**III.  
Who  
We  
Are**

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# Advisory Board

Stuart Angert  
Dollinda Coleman  
Phil Haberstro  
Daniel Hess  
Carl Sadowski

Todd Salansky Chair  
James Simon Vice Chair  
Tim Trabold  
William Yelder

# Staff Members

**Creighton Randall**  
Co-Founder and Executive Director

**Carrie Merritt**  
Director of Business Development

**Lucas Reigstad**  
Research Assistant

**Michael Galligano**  
Co-Founder and Director of Operations

**Stacy Sauvageau**  
Bike Share Coordinator

**Xavier Guillaume**  
Director of Member Services

**Earl Spencer**  
Fleet Manager

Buffalo CarShare staff at the Allen Street office.  
From left to right: Earl Spencer, Creighton Randall, Carrie Merritt, Lucas Reigstad, Michael Galligano, Stacy Sauvageau, Xavier Guillaume.



# Major Supporters

## Key Supporters



New York State  
Department of Transportation



Community Foundation  
for Greater Buffalo

## Anchor Institutions



## Business and Non-Profit Members



Wellness Institute  
of Greater Buffalo

Fruitbelt Coalition

Canisius College  
ALANA Student Center

Olmsted Center  
for Sight



First Hand Learning

## Fleet Maintenance Providers



World Auto  
Painting and Collision