



San Marcos Home Area Expansion

James Emery | 9/5/2017



HOW CAR2GO WORKS:



FIND A NEARBY CAR

Members can find a car2go via the smartphone app.



PAY BY THE MINUTE

With unlimited access 24/7, members only pay for the time they use in the car. No annual or monthly fees.



PARK THE CAR & GO

Members can pick up and drop off a car2go anywhere in the Home Area anytime



Snapshot of Austin operations

- Service Area is 30 square miles
 - On street metered parking throughout the City of Austin
 - Over 100 off-street dedicated parking spaces
- 330 vehicles
 - 203 Smart Fortwo and 127 Mercedes GLA / CLA model vehicles
- 66,000+ members
- 2 million + trips taken since launch of program



CAR2GO NORTH AMERICAN FLEET MIX

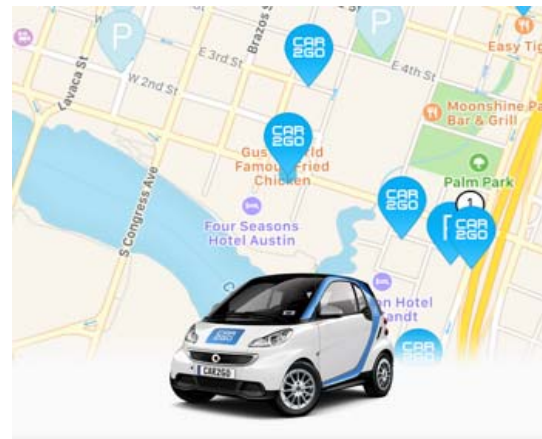


MERCEDES-BENZ C-CLASS



What does it cost?

- Members only pay for what they use
- No rental minimums
- No recurring membership fees
- No surge pricing
- Free 30 minute reservations
- All inclusive pricing: fuel, parking, maintenance, insurance



FHB 2861

315 E Cesar Chavez St, Austin, TX 78701, USA



fortwo

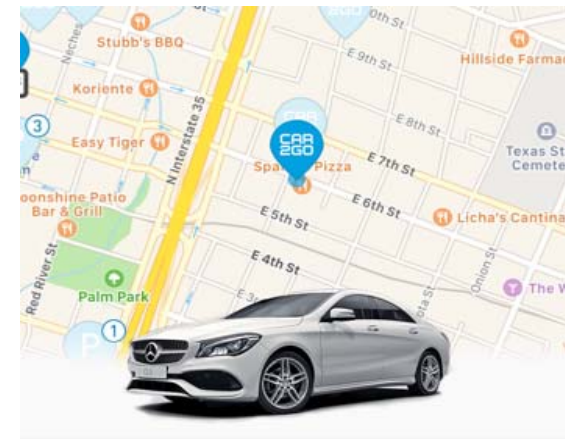
0.41 \$/min



60%
Fuel level



1.0 mi
Distance
[→ Navigate](#)



JHD 8506

553-599 San Marcos St, Austin, TX 78702, USA



CLA

0.47 \$/min



54%
Fuel level



1,365 mi
Distance
[→ Navigate](#)

AIRPORT ACCESS

SAN MARCOS HOME AREA EXPANSION | 6



Go to The Parking Spot

Enter the lot at 1600 Texas Hwy. 71 East, Austin, TX 78742. Stay to the right and pull through the Self Parking Lane.



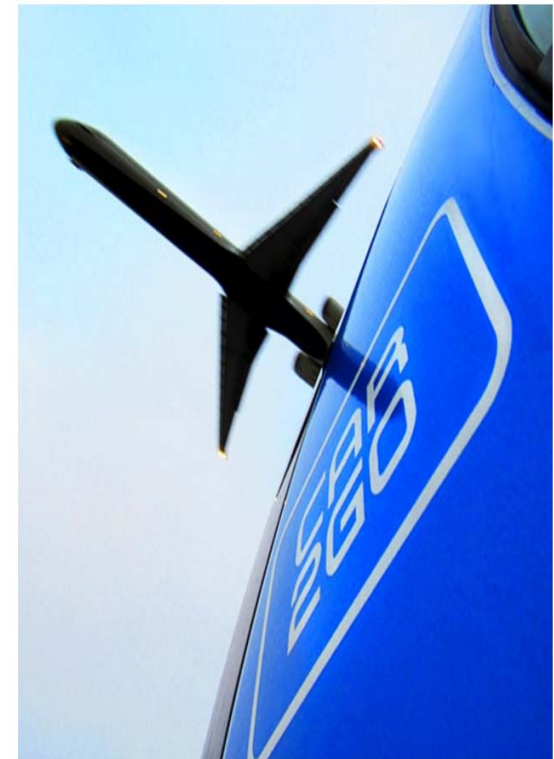
Park in the car2go spots

Turn right and follow the signs to the car2go designated spaces. Pull all the way forward to make space for another car2go to park behind you (each space fits two vehicles)



End your trip

You must end your trip- no stopovers are allowed. Stay at your vehicle and the shuttle will come pick you up.



ONE-WAY CARSHARING HELPS CITIES MOVE, BREATHE MORE EASILY

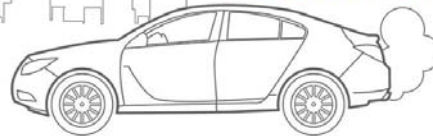


FIRST EVER INDEPENDENT STUDY OF ONE-WAY
CARSHARING IN NORTH AMERICA FOUND EACH CAR2GO
REMOVED UP TO 11 VEHICLES
FROM CITY STREETS

E

Impact

UP TO 14 METRIC TONS OF GREENHOUSE GASES
REMOVED PER CAR2GO

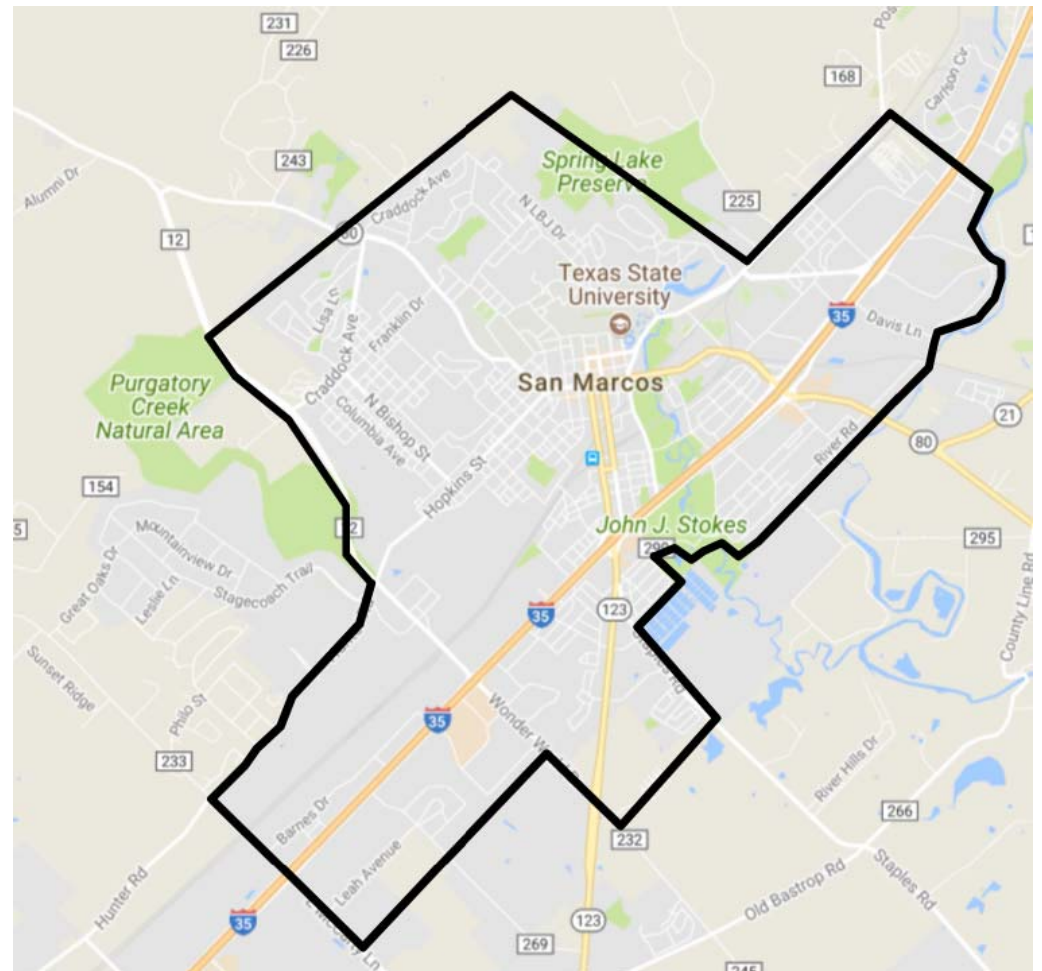


on, D.C.

CAR
2GO

Area would cover ~10 square miles

- Includes downtown core, Texas State University and San Marcos river access points
- Key on site parking partnerships will need to be created with:
 - Texas State University
 - CTMC & Embassy Suites
 - Tanger & Premium Outlets
- Austin and San Marcos Home Areas will be connected. Members will be able to start and end trips in both cities





Proposed 12-Month Pilot

- car2go will add 25 Mercedes Benz vehicles and maintain this fleet size within the San Marcos Home Area
 - Consisting of a mixture of CLA and GLA models
- car2go is in discussions with San Marcos business community to cover operating expenses pertaining to pilot program



Working together to grow and promote program

- Strategic Partnerships
 - Texas State University students and faculty
 - City of San Marcos and Hays County employees
 - Tanger and Premium Outlets
- Business Accounts
 - Subsidized Mobility Programs
 - Promoting commuting between San Marcos/Austin; carpooling options
- Austin-Bergstrom International Airport
 - Affordability of car2go over rideshare or personal vehicle

One Way Carsharing will be a financial benefit to the City of San Marcos

- Proven to reduce congestion, increase multi-modal trips, and users save money compared to typical car ownership
 - Money saved by users would be re-invested into the city
- Texas State
 - Large growth rate, reduced parking and high occupancy bus service
- Connected Home Areas between both cities will increase trips to San Marcos
 - 66,000+ car2go members currently in Austin



Questions?

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