

Employer Guide to Car/Bike Share

This document is intended to provide employers with information on how to procure and promote Car/Bike share services.

What is Car/Bike Sharing?

These private or non-profit sharing services allow individuals access (rental) to a vehicle for the time they need it and then leave it for use by others. It can be a great substitute for use of a private vehicle.

There are three vehicle sharing vendors in Austin: car2go, zipcar, and Austin B-cycle.

STEP 1: Decide what you are comfortable offering.

We encourage you to contact each of the vendors to discuss in detail specific arrangement for your employees regarding rates, availability near your location, and promo codes to all specific reporting requirements.

Car2go logo

Car2go is a Daimler Company. Individuals need to become members, have a driver license and a good driving record. They will need to provide a valid credit card and will be charge directly for the minutes they use a car2go vehicle each month.

Insurance, gas, even parking is covered by the \$.41/minute fee. They provide an app to locate vehicles near by and during the work day there will be a car2go within a block or two of any location.

Car2go also offers a corporate account that would allow your company to offer car2go as an alternative to a company vehicle. [Business clients should start here](#)

Benefits: car2go can be parked for free in any public rights-of-way were parking is permitted, thus it does not require you to provide parking. Costs are fully loaded into per minute pricing and you only pay for the time in use.

Considerations: car2go has a service area and drivers can only leave a vehicle (stopping charges) within that area. Only one vehicle type is offered – Smart Cars with two seats and a small storage. Charges are per minute.

Contact: Hannah Colwell at hannah.colwell@daimler.com.

Zipcar logo

Zipcar is private company. Individuals need to become members, have a driver license and a good driving record. They will need to provide a valid credit card and will be charge directly for vehicle use each month.

Insurance, gas, even parking is covered by the fee. Zipcar offers several different vehicle types and plans based on expected monthly use, [rates](#) will depend on both factors. They provide an app to locate vehicles near by, but unlike car2go zipcars are tethered to specific locations/zipcar stations or pods.

zipcar also offers a corporate account that would allow your company to offer their vehicles as an alternative to a company vehicle. [Business clients should start here](#)

Benefits: zipcar can be parked for free in designated parking spaces, thus it does not require you to provide parking. Costs are fully loaded into per minute pricing and you only pay for the time in use. Greater variety of vehicle types and reservations can specify which is needed.

Considerations: zipcars must be returned to their station to end charges.

Contact: Todd Hauber at thauber@zipcar.com

Austin B-cycle logo

Austin B-cycle is non-profit. Individuals need to become members and they will need to provide a valid credit card. They can purchase an annual or daily membership then rental is free for all trips of less than 30 minutes are free and up to \$8 per day if used beyond 30 minutes.

They provide an app to locate vehicles near by and bikes must be plugged back into any station to end “rental.”

Benefits: B-cycle can be an attractive option for short trips around downtown Austin reducing travel and parking costs for both the company and individuals. Most of these trips can easily be accomplished within 30 minutes and this free of any charge beyond annual membership. Often cycling can be the fast option for trips of 5 blocks or more.

Considerations: B-cycles will not be of interest for some employees, others will love the service. This option works best with stations near your offices and likely destinations.

Contact: Kristin Nelson at kristin@bikeshareofaustin.com

STEP 2 Communicating the offer of Car/Bike Sharing.

Now that you have made decisions on which services you wish to use and have gotten those services to provide you customize access (promo codes, etc), you have all the technical details needed to offer car/bike sharing to your employees.

To develop the communication you may need to work with your IT or HR departments to develop the communications but here are some messaging points to consider.

- **Saving money and convenience are often the two most important motivators for employees.** Vehicle sharing is a great safety net for people leaving their personal vehicles at home and it can be much cheaper than to total cost for a personal vehicle since you only pay for the time it is used.
- **So employees are motivated by social good.** Sharing vehicles takes some cars off the road, creating fewer emissions reducing your carbon footprint; but mainly it creates much less demand for parking spaces.