



IMPACT REPORT

2023 HOURCAR & Evie Community Carshare Services



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ABOUT OUR ORGANIZATION

HOURCAR

HOURCAR is Minnesota's original nonprofit carshare organization. Operating both hub-based and free-floating carshare services, HOURCAR is the largest nonprofit carshare operator in the United States. 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 of low-income and/or 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 community members to understand how people need to get around and design our services to help meet those needs. This report is part of our ongoing engagement within the communities we serve. In it, we describe how our services are performing and meeting transportation needs, provide an update on our efforts to engage with our community, and offer first-person narratives of how people are using our services. We also 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

HOURCAR's services provide major benefits to the Twin Cities Region and its residents.

Reliable, Flexible, Multimodal Transportation

Access to a toolkit of transportation options is essential to a good quality of life. Across the region, transit service and ridership [continue to increase](#), but are still below pre-COVID levels. Increased investment in high frequency routes has contributed to an increase in ridership across many parts of the region, however, transit does not serve all trip purposes and is limited by fixed-route schedules and time of day. Carshare works well with transit, bicycling and walking to allow people to meet travel needs without having to own a car.

Reduced Emissions

Low and no-carbon transportation options are vital in improving air quality and public health. Low-income and BIPOC households are disproportionately affected by poor air quality, and are more likely to experience [negative health outcomes as a result](#). According to the [Minnesota Pollution Control Agency](#), transportation represents the largest source of greenhouse gas emissions at approximately 25% of the statewide total. Nationally, transportation-related emissions are even higher at approximately 29% according to the [Environmental Protection Agency](#). Local, regional, state and federal governments are all seeking ways to reduce greenhouse gas emissions, especially those from transportation. Reducing vehicle miles traveled and using cleaner transportation options are proven, effective strategies to reduce greenhouse gas emissions. HOURCAR's carshare services empower members to reduce their transportation emissions while increasing their use of transit, biking, and walking to get around. HOURCAR's services help to ensure that people can meet their travel needs without owning a car, moving our community forward toward the low-emission future we all need.



Being a single mom with two kiddos who are autistic and not having a reliable vehicle has been difficult. I'm grateful for Evie because ... having access to an electric vehicle right away has definitely improved my ability to get to work or pick my children up from school and take them to their appointments. I definitely have enjoyed being a member of HOURCAR, and definitely love the Evie vehicles.

-Alexis K., [Multitasking Single Mother](#)

Equitable Transportation Options

While the Twin Cities have 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 systematically subjected to higher levels of 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 continued to be a substantial expense for many households in 2023. The average used vehicle loan payment [increased by 0.8% from 2022 and is now \\$533 a month](#). That payment is before insurance, fuel, or maintenance. Those high costs come at a time when approximately [323,400 households](#) (27% of all households) in the Twin Cities region are “cost burdened,” paying more than 30% of their income for housing. In a March 2024 member survey with 648 responses, 76% of HOURCAR members said they were able to sell or defer the purchase of a vehicle as a result of access to carsharing. This results in significant cost savings; national research suggests that carshare users [save an average of \\$295 per month](#) on transportation costs.



We're a single car family of four with kids in all sorts of extracurricular activities. Our primary use is to ferry our kids to and from their various after-school sports practices and games. One time, we needed to get one kid to a practice at the YWCA on Lake Street and another kid to practice at Conway Street Field in Saint Paul at the same time. Having Evie available enables us to not buy a second car.

-Barry G., Electric E-Pedal Expert

HUB-BASED CARSHARE

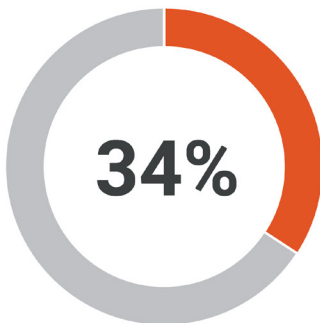
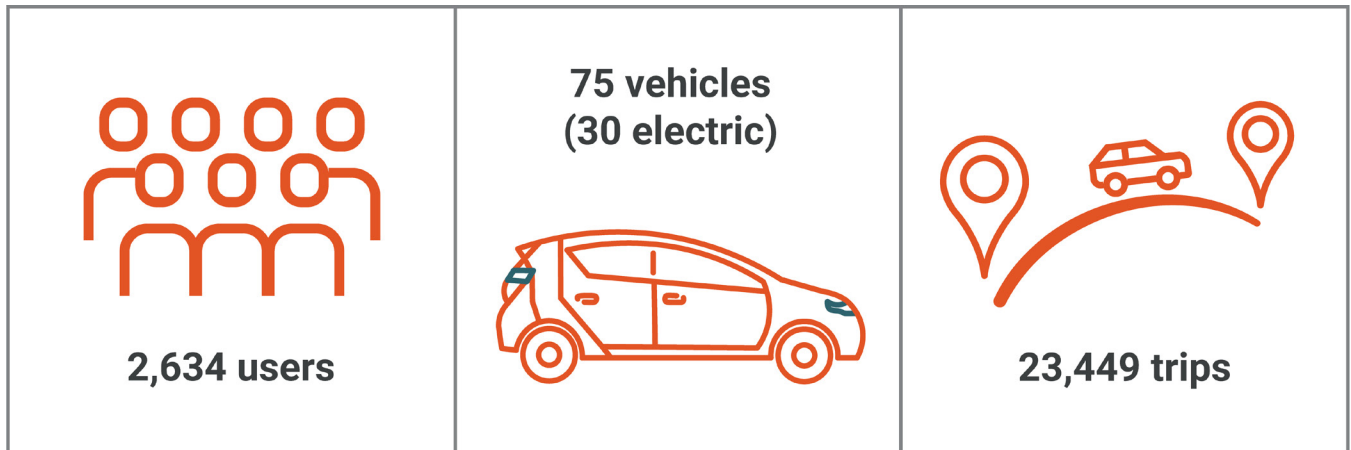
Electric, Hybrid, and Internal Combustion Engine Vehicles



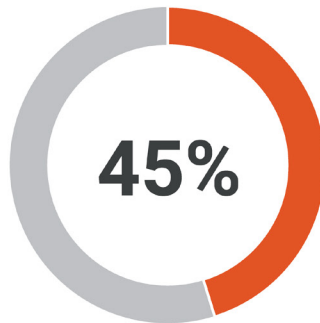
HOURCAR

HOURCAR is a round trip service offering a variety of electric, hybrid, and gasoline-powered vehicles. HOURCAR vehicles are parked at off-street hubs in Saint Paul, Minneapolis and surrounding communities. Members pick up and return the car to the same location. Members can reserve cars for trips as short as 30 minutes, up to six months in advance.

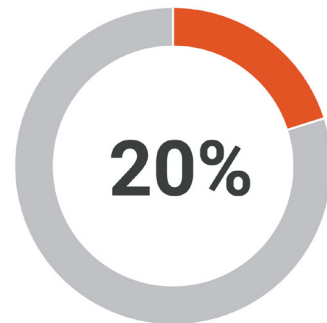
In 2022, HOURCAR launched its first all-electric hub in Minneapolis. Electric hubs expanded in 2023 to include a total of eight locations, with more continuing in 2024. All data below is from January 2023-December 2023.



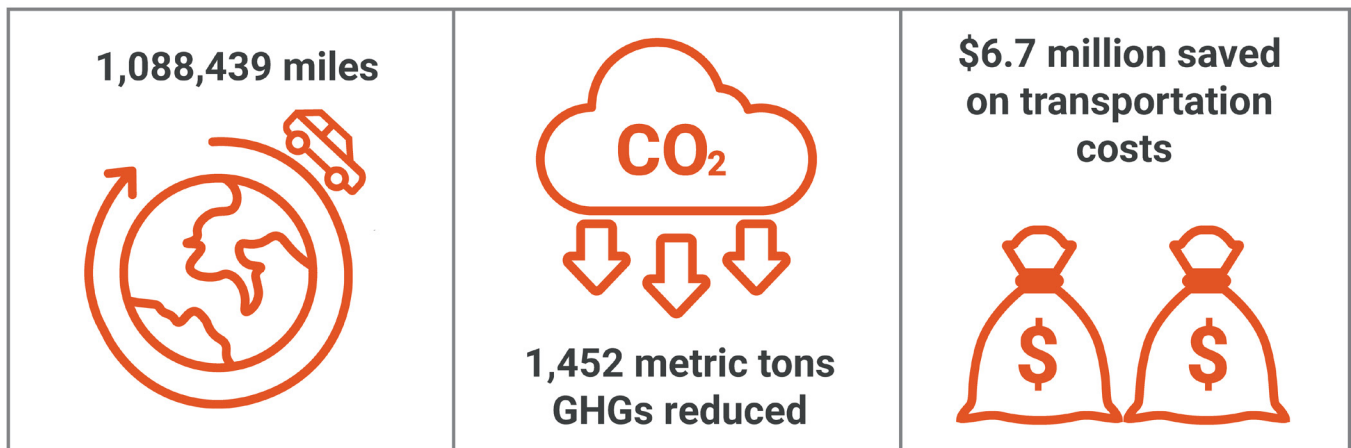
Total utilization from BIPOC members



Total utilization from low-income members









Total utilization from low-income BIPOC members



HOURCAR Community Engagement Impact

In 2023, HOURCAR focused largely on community engagement at new hub locations, especially our new round-trip electric carshare hubs, many of which are located at multifamily housing sites with large proportions of low-income residents.

<p>12 events</p> 	<p>39 hours in the community</p> 	<p>3,072 event attendees</p> 
<p>6 multifamily properties engaged</p> 	<p>422 translated information cards</p> 	<p>5 cities in the metro area</p> 



It's fast and cost-efficient. Unlike other vehicles that use gasoline, the one I mainly use is electric (the 2023 Chevy Bolt) and I genuinely appreciate having that vehicle closest to my home. Only thing I need to do is charge the vehicle at the hub, and that's it! How efficient?

-Tim C., Electric Vehicle Enthusiast

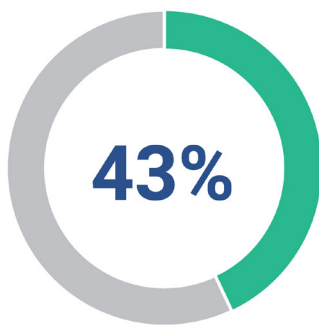
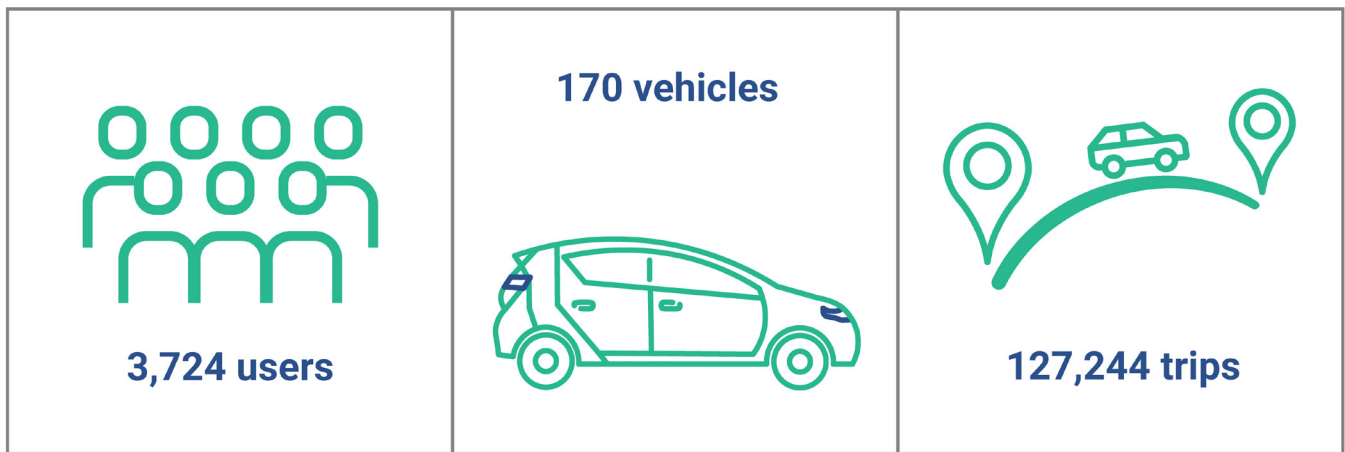
FREE-FLOAT CARSHARE

America's Largest All-Electric, Renewably-Powered,
Free-Floating Carshare Service

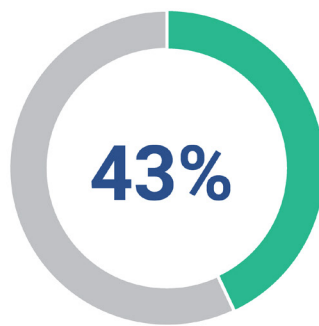


EVIE COMMUNITY CARSHARE

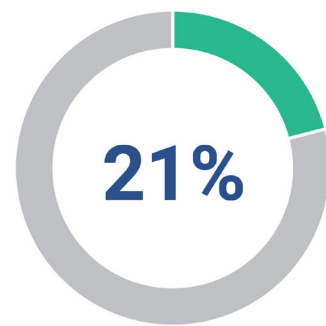
Evie Community Carshare is an all-electric, one-way carshare service powered by 100% renewable energy from Xcel Energy. Evie Carshare provides free-floating, one-way trips; users can pick up a car on-street within a 35 square mile Home Area across Saint Paul and Minneapolis. Charging, insurance, and metered parking costs are included in trips, which are billed by the minute, with hourly and daily discounts. Part of the EV Spot Network, Evie Carshare is implemented through public/private partnerships including the cities of Saint Paul, Minneapolis, HOURCAR, Xcel Energy, American Lung Association, and East Metro Strong.



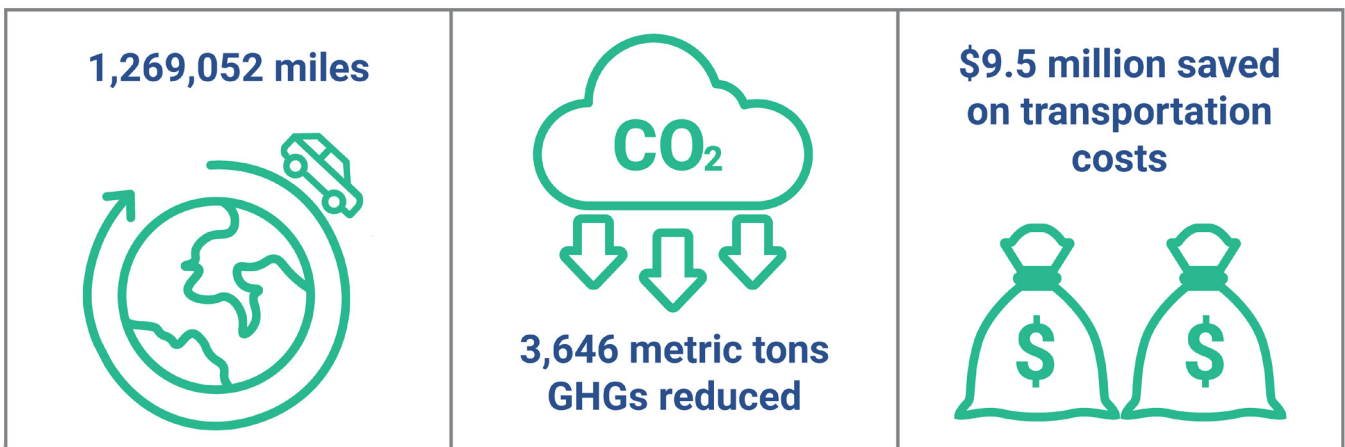
Total utilization from BIPOC members



Total utilization from low-income members



Total utilization from low-income BIPOC members



Evie Carshare Community Engagement Impact

In 2023, Evie Carshare engaged with diverse populations of community members throughout Saint Paul and Minneapolis, totaling nearly 500 hours.

<p>42 events</p> 	 <p>485 hours in the community</p>	<p>3.6 million event attendees</p> 
<p>27 collaborative partnerships</p> 	 <p>25 events in low-income and BIPOC neighborhoods</p>	<p>5 multilingual events</p> 

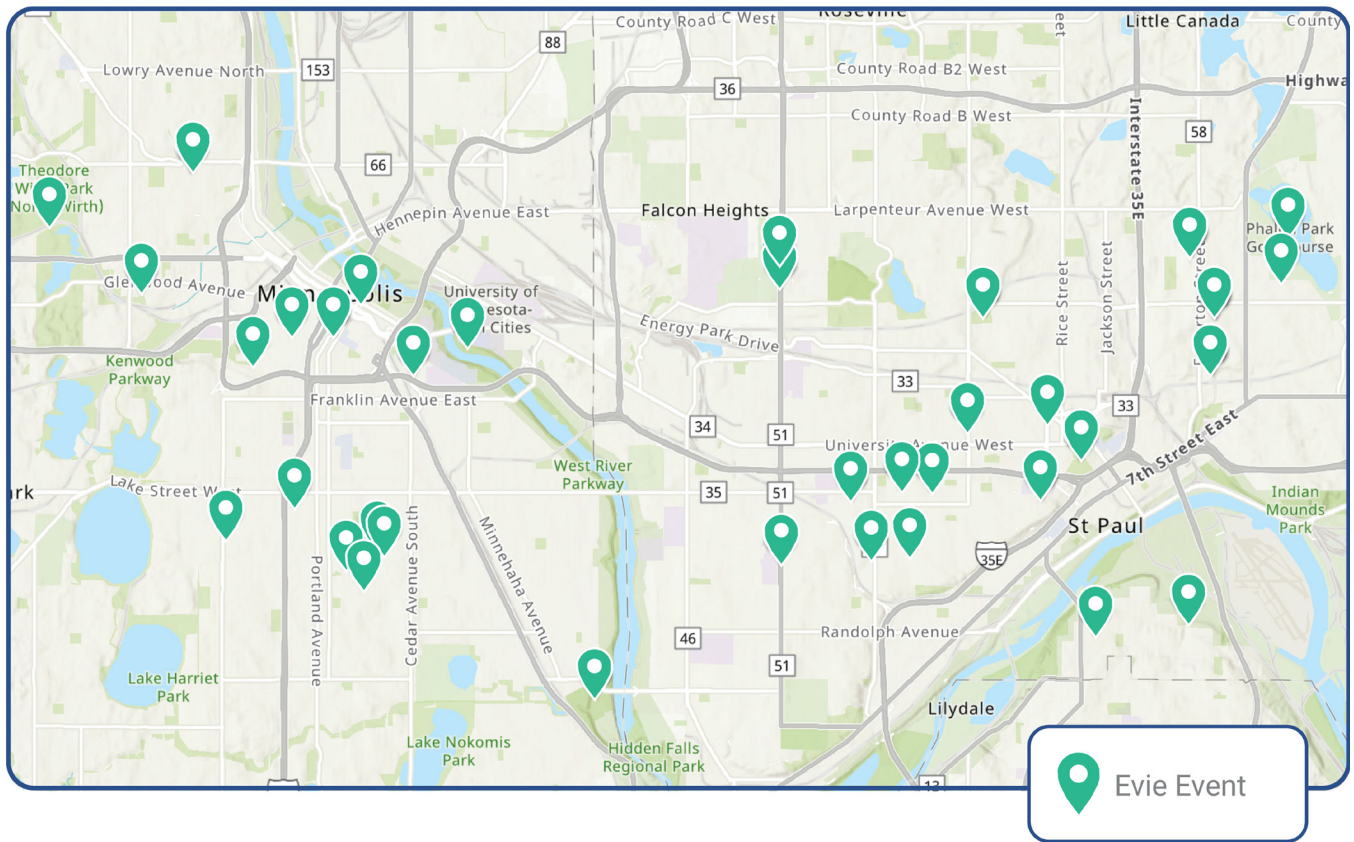


I like to buy groceries from ethnic stores to prepare meals that remind me of home. Evie lets me go to these shops conveniently and carry a lot of my favorite items in one run. During the Summer, I also like to visit the lakes and do water activities like kayaking. With Evie, it is just so much easier to get to the lakes and enjoy the outdoors.

-Punarbasu R., Regional Explorer

Evie Carshare Community Engagement Impact Locations

We partner with a variety of organizations to increase awareness of our services and our positive social and environmental sustainability impact throughout communities across Saint Paul and Minneapolis. In 2023, our engagement team presented at events attended by over 3.6 million people who work, live, and play in the Twin Cities Metropolitan Region.



Partner Events & Organizations

Great Northern Festival, Powderhorn Park Neighborhood Association, Payne Phalen Community Council, The Loppet Foundation, Minnesota Department of Administration, West Side Community Organization, Grand Avenue Business Association, Our Streets Minneapolis, Move Minnesota, Stone Arch Bridge Festival, Rondo Center of Diverse Expression, Twin Cities Pride, Taste of Rondo Bar & Grill, Vfest MN, Hmongtown Marketplace, East Side Freedom Library, Frogtown Green, Move Minneapolis, Minneapolis Downtown Council, American Lung Association, Native Sun, Macalester College, University of Minnesota, East Side Neighborhood Development Company, Car-Free MSP, North End Neighborhood Organization, Saint Paul College



TOTAL IMPACT

2023 HOURCAR & Evie Community Carshare Services



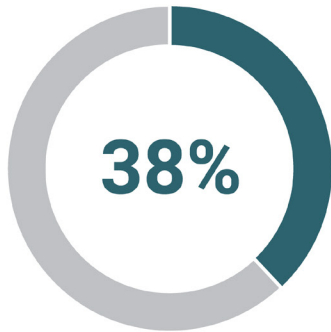
TOTAL ORGANIZATIONAL IMPACT

Combined Services Impact

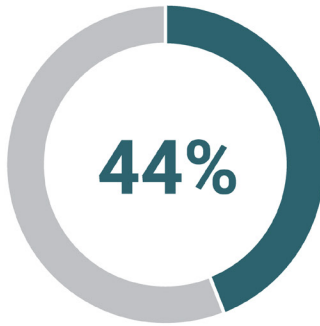
- Served 8,516 members (up 55% from 5,496 in 2022)
- Enabled 150,696 trips (up 90% from 79,636 in 2022) spanning over 2.3 million miles
- Reduced 5,098 metric tons of greenhouse gas emissions

Diverse Communities Benefited

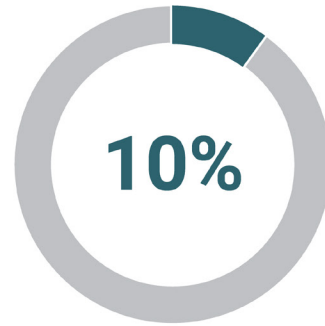
By using our services, our members saved an estimated \$16.2 million on transportation costs by shedding or deferring the purchase of personally-owned vehicles.



Total utilization from BIPOC members



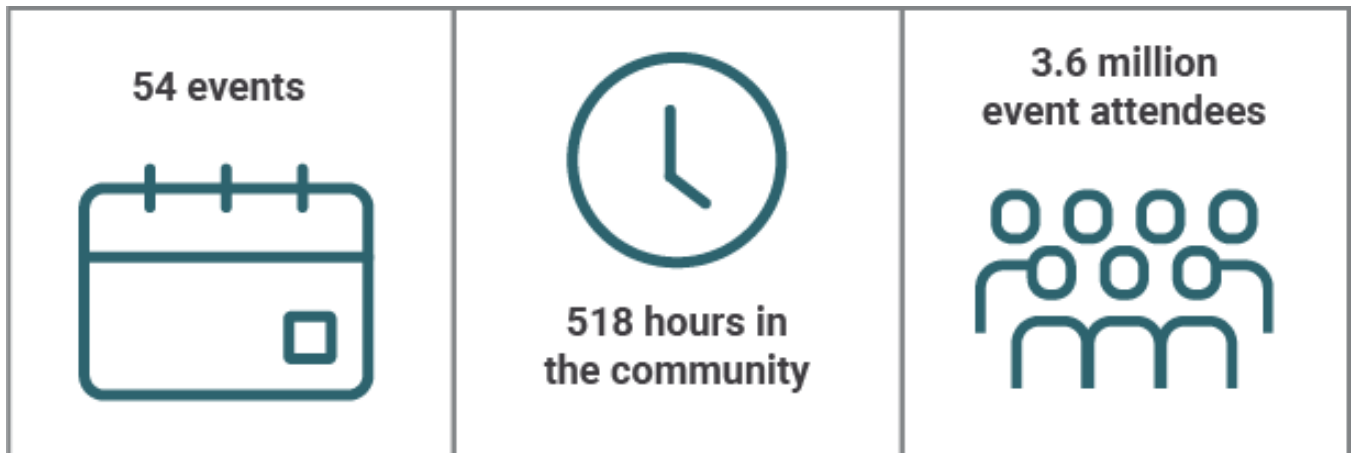
Total utilization from low-income members



Total utilization from low-income BIPOC members

Community Engagement Impact

Our organization has connected with community members at events across the Minneapolis / Saint Paul Metropolitan Region.

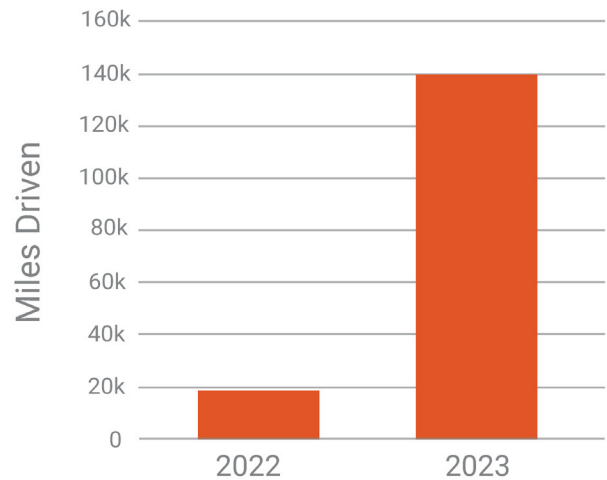
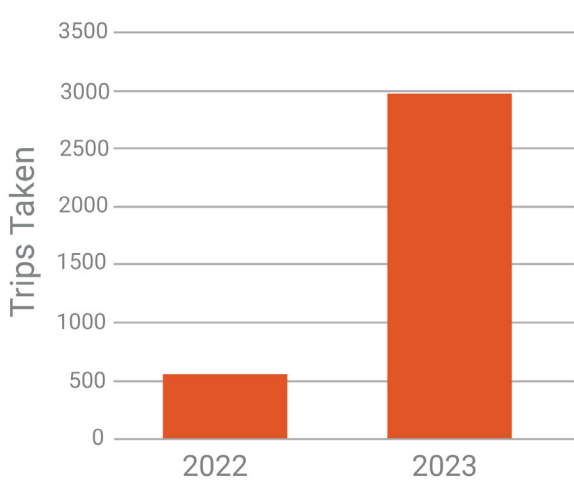


Electric Utilization Increased

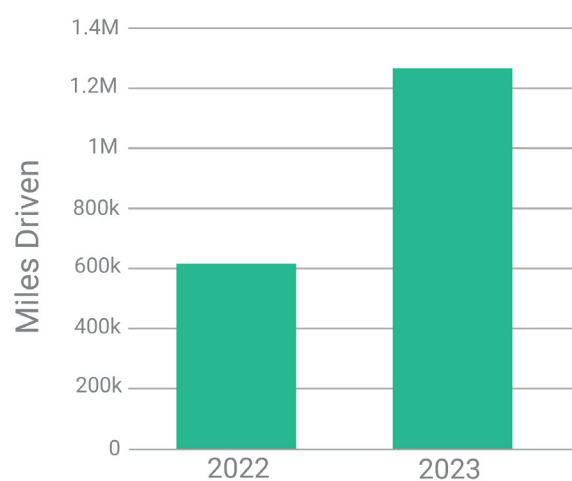
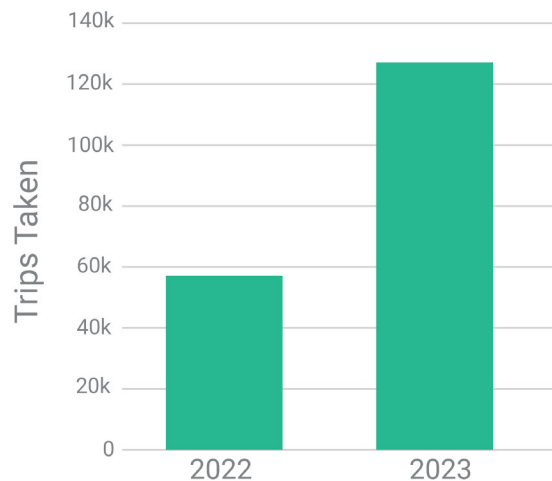
In 2023, utilization of electric vehicles skyrocketed as our services expanded:

- Electric vehicle count increased to 215 (up 30% from 165 in 2022)
- Total electric trips increased to 130,215 (up 126% from 57,661 in 2022)
- Total electric miles driven increased to 1,408,774 (up 123% from 632,254 in 2022)

Electric HOURCAR



Evie Carshare



ONGOING & UPCOMING PROJECTS

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

Multifamily Electric Vehicle Carshare Update

The Multifamily Electric Vehicle Carshare Project was launched in 2022 in partnership with Xcel Energy and the American Lung Association. The project offers electric HOURCAR hub-based carshare services at low-income and market-rate multi-dwelling units. Hubs are currently operational at locations in Minneapolis, Little Canada, Richfield, Bloomington, and Saint Louis Park. HOURCAR is working with Xcel Energy to open sites for a second phase, and currently has applications open for additional locations. Originally launched as a pilot project, learnings from this project are being applied to the traditional HOURCAR service and will continue to enhance HOURCAR's footprint across the region as more electric hubs are opened beyond multi-dwelling units. Going forward, we are integrating the Multifamily Project into the HOURCAR service, and will simply be reporting on the number of electric and gas-powered HOURCAR vehicles as we progress toward our goal of 100% electric vehicles.

East Side Expansion

In collaboration with the City of Saint Paul, American Lung Association, and four East Side District Councils, HOURCAR is planning to expand its carshare services further into Saint Paul's East Side neighborhoods. The City of Saint Paul will be adding up to five additional charging hubs across an expanded Evie Carshare Home Area, as well as five round-trip hubs, each with two round-trip vehicles, along Gold Line BRT stops. Extensive community engagement has begun to take shape and will ramp up during the Summer of 2024. Multiple rounds of engagement will continue into late 2025, with the expansion installed and complete by late 2026. This expansion will mark the first effort to increase the EV Spot Network and Evie Carshare home area.

Addressing Organizational Capacity

The HOURCAR organization has grown substantially over the past few years. Since January 2021, the HOURCAR team and fleet of vehicles operated have quadrupled in size. As a community-based organization, we are working hard to hire diverse people that reflect the communities in which we operate. As our organization continues to expand, we encourage involvement by working directly with us as a team member, community facilitator, or other positions made available as our organization continues to expand our services and offerings.

PARTNERS, FUNDERS, AND SPONSORS

First and foremost, we thank our supporters for a great 2023. By supporting our services, 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 the HOURCAR organization successful and by allowing us to continue to grow and serve the Twin Cities.

2023 Partners

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

2023 Funders

Local

- The McKnight Foundation
- 3M
- Metro Transit (Regional Solicitation)
- Piper Sandler

National

- General Motors Climate Fund
- US Department of Energy
- US Environmental Protection Agency

2023 Sponsor



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

NOTES ON CALCULATED USER DEMOGRAPHICS, GHG REDUCTIONS, AND COST SAVINGS

We calculated racial demographics based on a sample of 2,800 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 plan.

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

1. Direct replacement of trips:

We used data from the United States Environmental Protection Agency and other sources 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.

We updated our calculation methodology in this report to include only active members in 2023.

