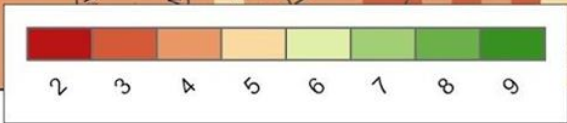
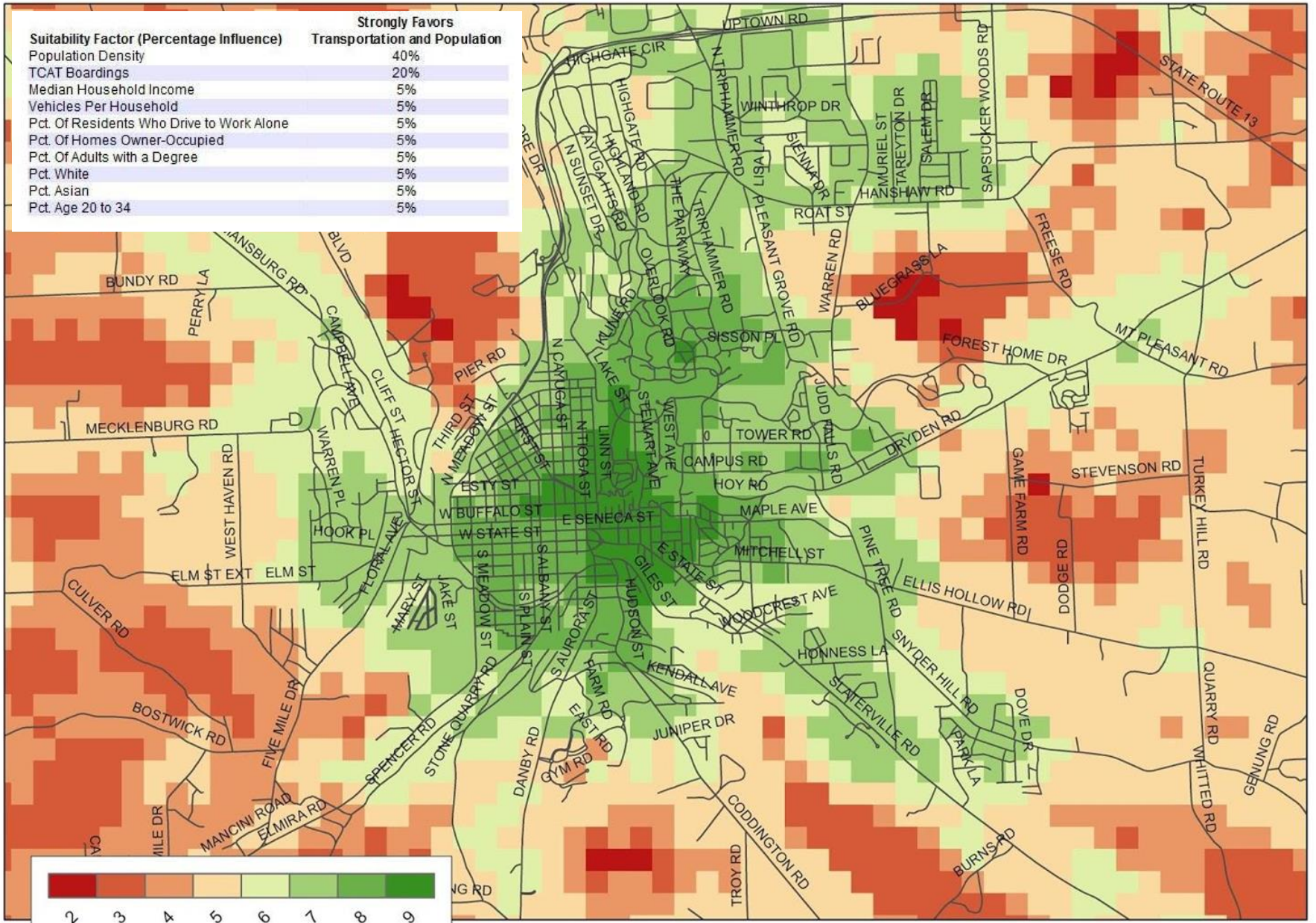


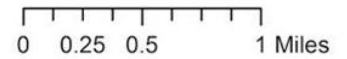
Jennifer Dotson, Ithaca Carshare
May 19, 2017
CarSharing Association, Montreal

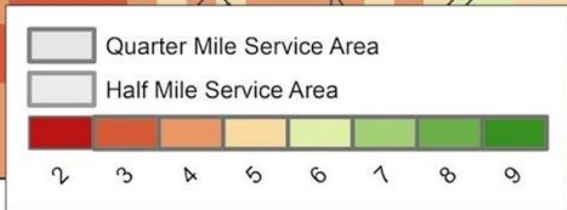
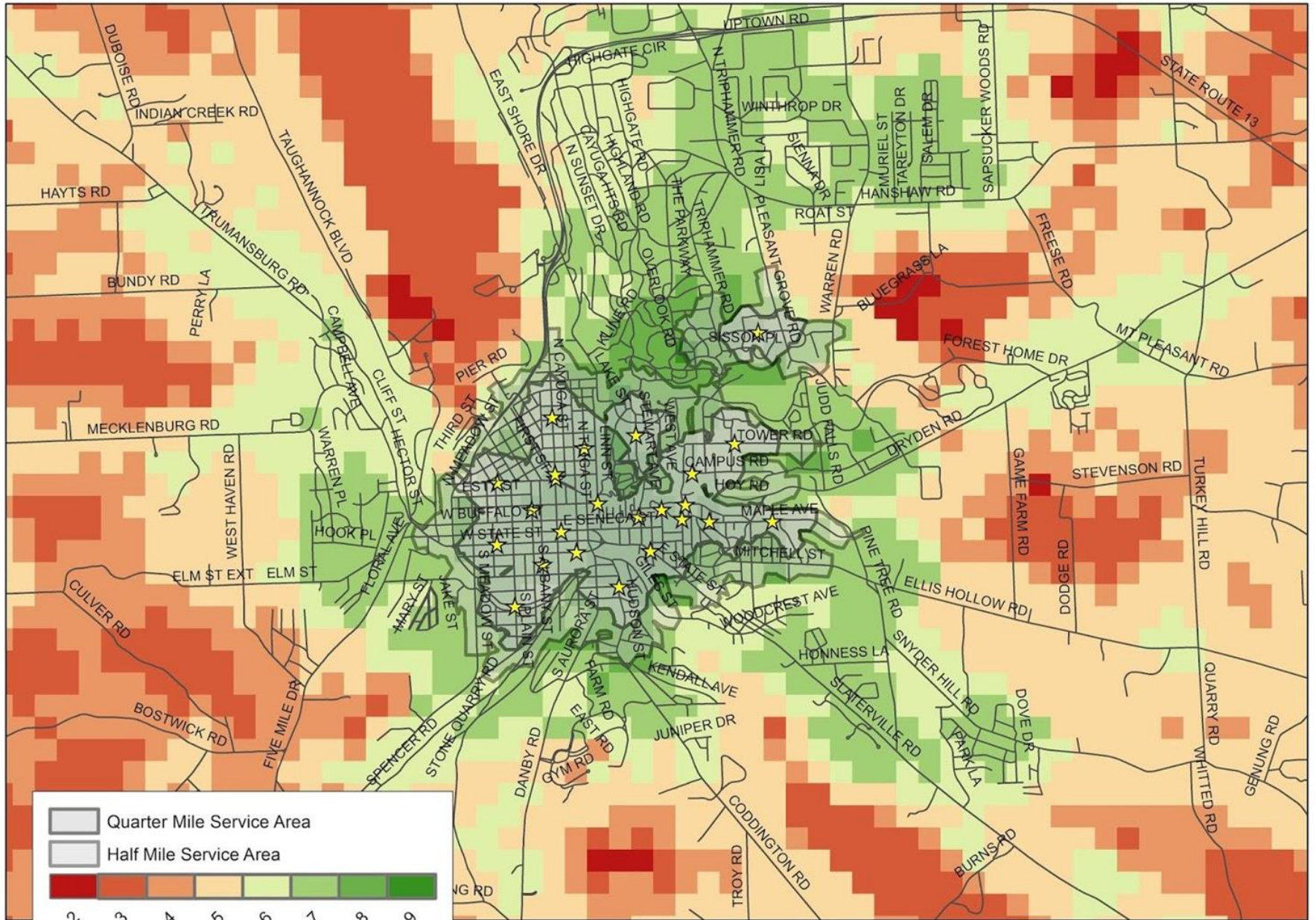


Suitability Factor (Percentage Influence)	Strongly Favors
Population Density	40%
TCAT Boardings	20%
Median Household Income	5%
Vehicles Per Household	5%
Pct. Of Residents Who Drive to Work Alone	5%
Pct. Of Homes Owner-Occupied	5%
Pct. Of Adults with a Degree	5%
Pct. White	5%
Pct. Asian	5%
Pct. Age 20 to 34	5%

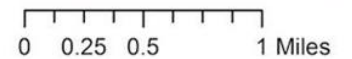


Suitability Score





Suitability Score



Partnerships

NYSDOT/NYSERDA

funding agreement assisted in early stages
“pilot” for other small Upstate urban areas
funding for evolution into active transportation



Municipalities

parking demand reductions:
on-street spaces treated like bus stops and taxi stands



Cornell University

subsidized memberships for students/staff/faculty
payment timing supported capital needs at startup

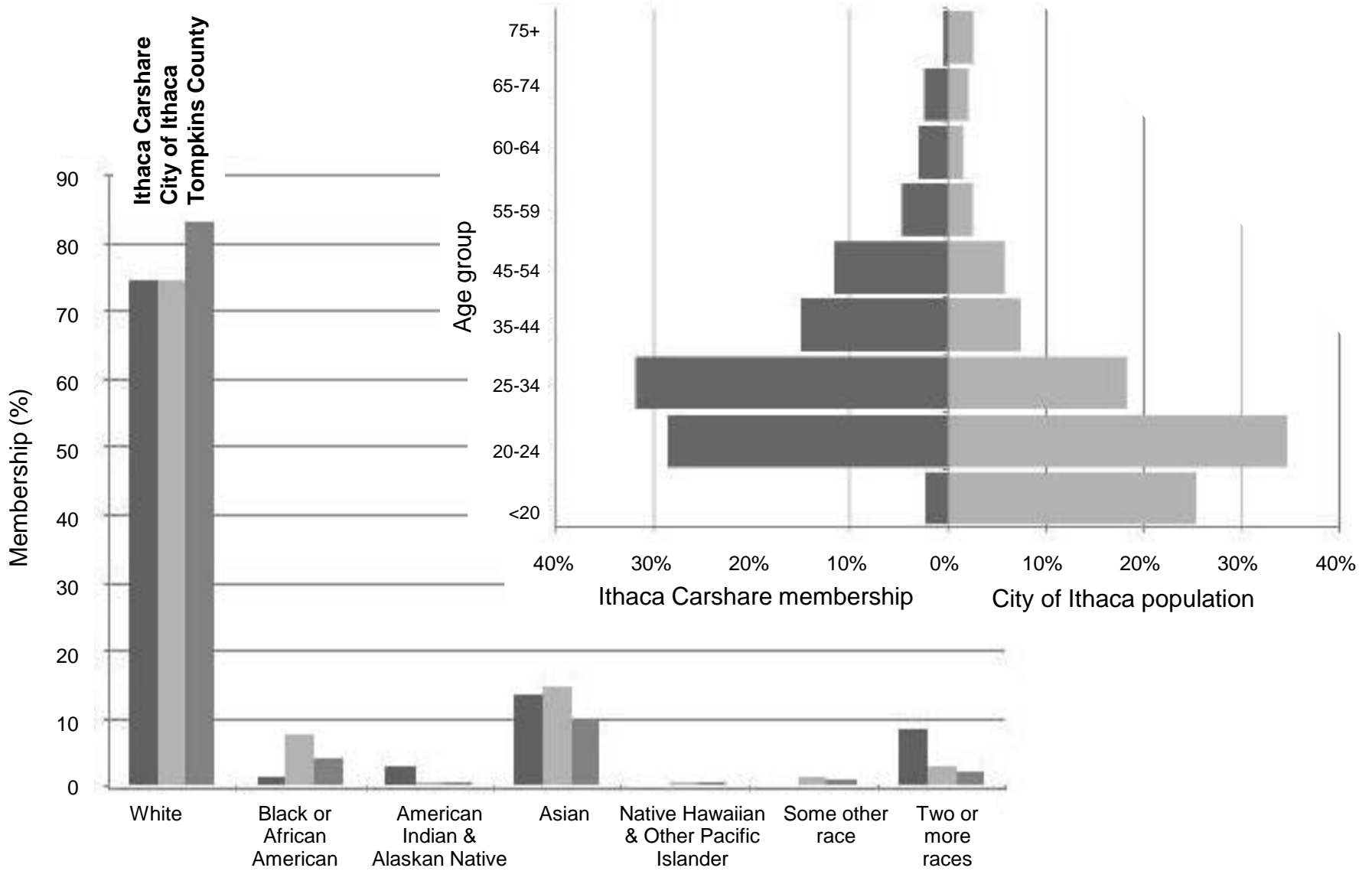


(later) FTA Funding

enhanced low-income service through subsidized Easy Access plan
transportation cost education with community partners
placement of cars in broad neighborhoods and at low-income housing



*enhancing community access to transportation
while reducing its negative environmental and economic impacts*



*enhancing community access to transportation
while reducing its negative environmental and economic impacts*





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