



Carshare Benefits To the Developer Community

Carsharing provides specific and measurable benefits to land developers and property managers.

1 Reduced parking space requirements

For developments that are in the planning stages, carsharing can offer a unique opportunity to change density or unit type for your project. Under the University Neighborhood Overlay (UNO), developments that incorporate carsharing into their project are only required to build 40% of the parking spaces required in the broader city code. For projects outside of the UNO, we are looking for developments to partner with to do pilot projects with similar parking requirement reductions. With the average cost of building parking in a development at as much \$50,000 per space, savings generated by parking reductions can add up fast.

For already built properties with chronic parking shortages, carsharing offers a way of easing demand. By having a carshare vehicle on your property, residential tenants do not require multiple vehicles per unit and commercial tenants are encouraged to carpool or take public transit.

2 Amenity offering to residential and commercial tenants

When it comes to tenant recruitment and retention, carsharing can be a valuable tool to differentiate your property from others. For residential tenants, carsharing can be presented as a unique part of urban living and a real service. In addition, once people join a carshare organization, proximity to a carshare vehicle location becomes a determining factor in where members choose to live.

For commercial tenants, carsharing can be presented as an “errand car” perk for employees much like an on-site gym or day-care. Employees are encouraged to carpool or take public transit without having to worry about not having a car if they need one for mid-day appointments and errands. Vehicles can also be offered as a fleet car service for companies. With vehicle use tracked by job code, companies can simplify client billing on projects.

3 Cross Marketing Opportunities

While Austin Carshare is a non-profit organization, we want to ensure our partners are properly promoted to our members and the general public. From listings on Austin Carsharing promotional materials and member correspondence to press events to branding on carshare vehicles, we have a variety of options to let the public know about your commitment to this valuable service.

4 Partnering to improve our quality of life

Carsharing is an important component in making our city more livable. From reducing emissions and providing great access to transportation to promoting pedestrian friendly land use, your partnership shows a public commitment to improving our city’s quality of life.