

GOOD2GO CASE REPORT

2022-2024
Published December 2024





Good2Go Carshare

Good2Go began operations in Boston, MA, in 2022 with a four vehicle fleet of Chevrolet Bolts. By 2024, the fleet had grown to eight Chevrolet Bolts and two Nissan Leafs. Vehicles were located in municipal lots, local universities, and affordable housing properties all inside Justice40 communities. To ensure more equitable access to our service, Good2Go operated on a tiered income rate system.

Good2Go's Mission:

Our goal is to expand access to clean transportation and support Environmental Justice communities that have been disproportionately affected by climate change and pollution. We aim to help improve air quality with our electric vehicles (EV) and provide an affordable complement to public transportation.

Good2Go's Vision:

Good2Go launched as a pilot program to test scalable equity based access to short term electric vehicle rentals. Our vision is to have affordable and clean transportation access for everyone throughout the United States.

Table of Contents



This report will describe Good2Go's operational infrastructure, marketing and community engagement, member and booking data, and lessons learned.




1. Operational Infrastructure.....	pg 4
2. Member & Community Engagement.....	pg 7
3. Findings.....	pg 10
4. Challenges.....	pg 13
5. Learnings	pg 15



Good2Go Model



To ensure more equitable access to our services, Good2Go operated with three payment rates. When signing up, members were asked to pick their rate. All members who requested the Reduced Rate, had to submit proof of government assistance before being approved.

 Reduced Rate To see if you qualify, visit here	 Standard Rate	 Champion Rate Self-Selected Rate
\$5/hr	\$12.5/hr	\$15 or 20/hr
New Member Bonus 1-hour driving credit	New Member Bonus 1-hour driving credit	New Member Bonus 1-hour driving credit

- ◆ Good2Go only provided rentals between 5am and 1am daily.
- ◆ All bookings had a 30 minute minimum buffer between them to allow for charging and user tardiness.
- ◆ All vehicles were picked up and dropped off at the same location.

◆ Fleet Growth:



EV Charging

Ensuring a Full Charge for All Bookings:



- All members plugged in cars after their bookings
- No overnight bookings in order for vehicle charging time
- Members asked to return vehicles with at least 25% charge

Paying for Charging:

In each vehicle, Good2Go provided a Level 1 charger and a ChargePoint card that is compatible with all Level 2 ChargePoint chargers. Members may use the card at any point in their booking to charge.



If members wanted to use a Level 3/DC Fast Charger, they paid for it.

Good2Go's Charging Statistics



34,121.24

Total Energy (kWh)



54,587.26

GHG Emissions Averted



66,341.75

Total Charging Hours



~250 miles

Chevrolet Bolt Range



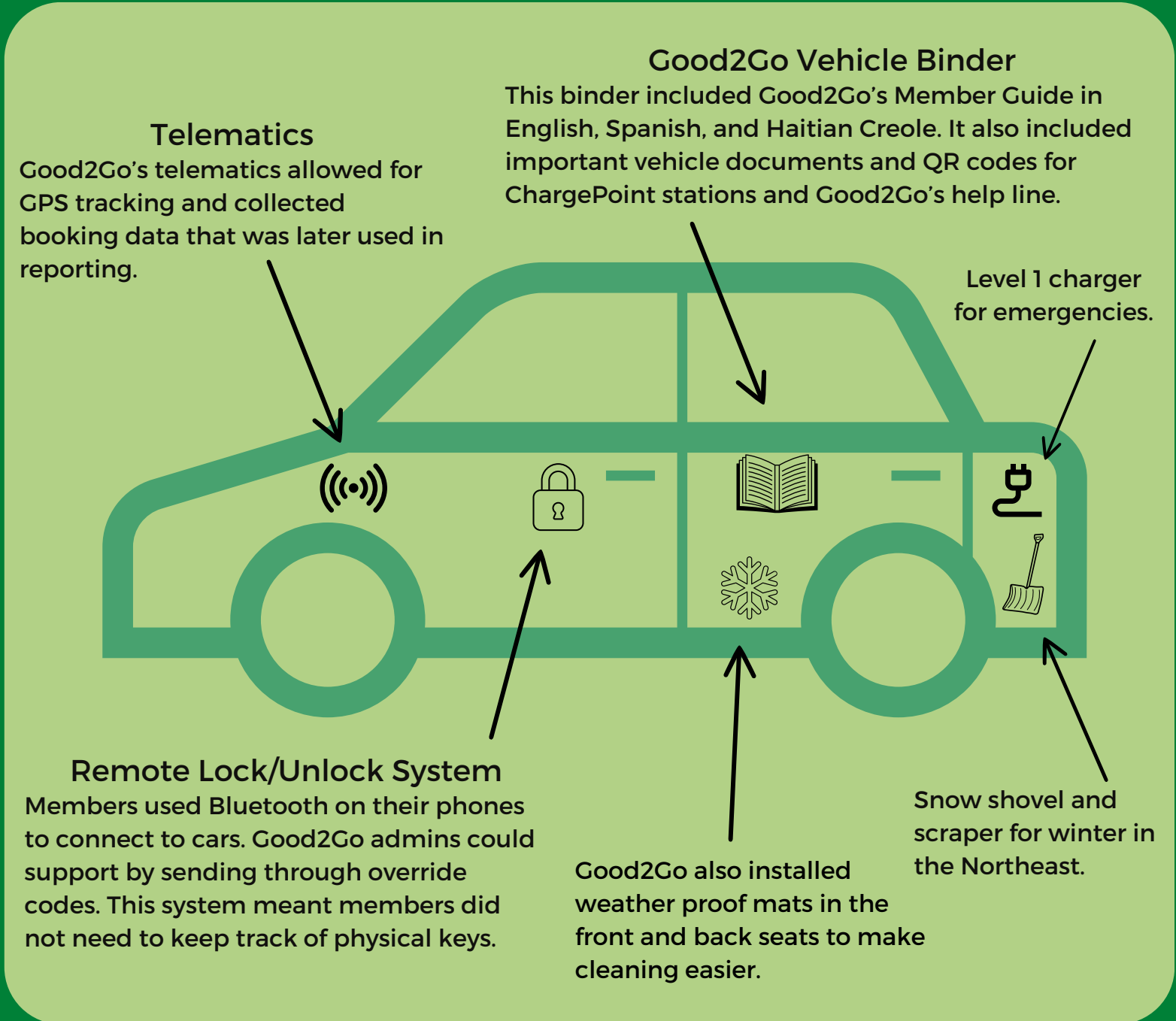
~175 miles

Nissan Leaf Range

Good2Go worked with Eversource through their Make Ready program to install three EVSE charging stations in Justice40 communities. One at Roxbury Community College, one at Bartlett Station, and one at a Preservation Of Affordable Housing (POAH) site.

Vehicle Setup

Before being put on the road, all Good2Go vehicles were branded with the Good2Go logo and set up as shown below.



To maintain their cleanliness, staff would conduct car checks weekly. These would include a cleaning, checking for new damage, making notes about anything found in vehicles. Cars were brought for professional cleaning once a month.

Member Demographics

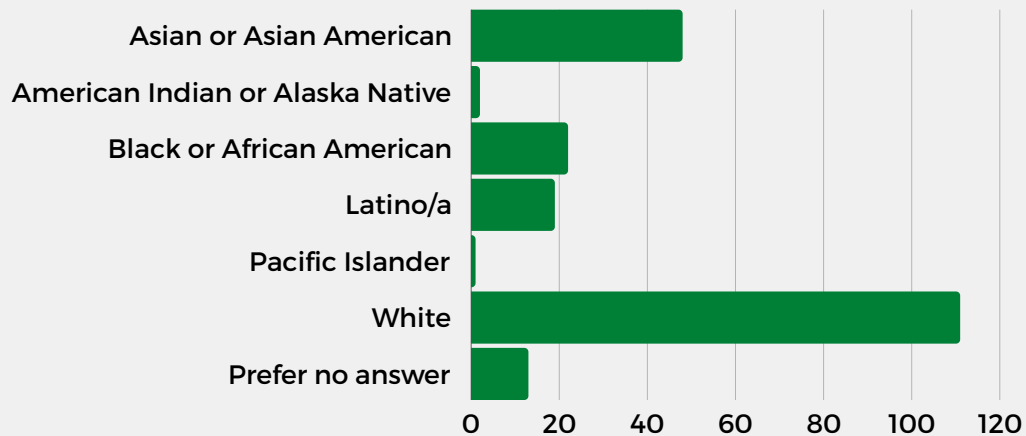
As soon as members were activated, they received an email which included a survey. If members completed the survey, they received one hour of free driving credit. Below is some of what we learned from 200 member responses.

Members by Gender

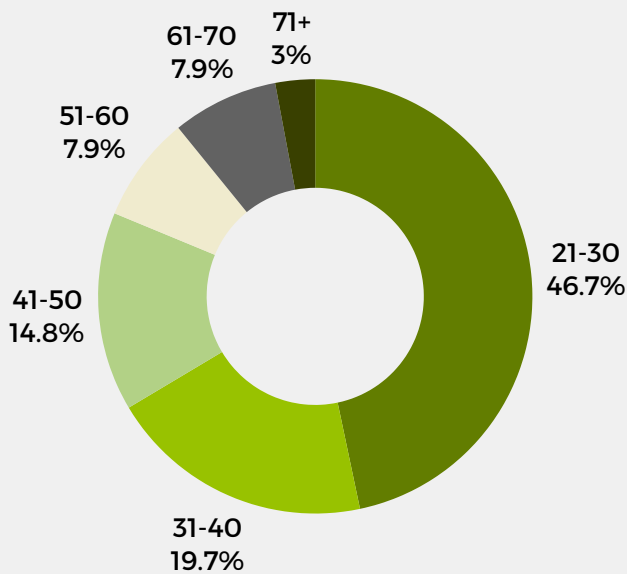


23% of Good2Go members were full time students.

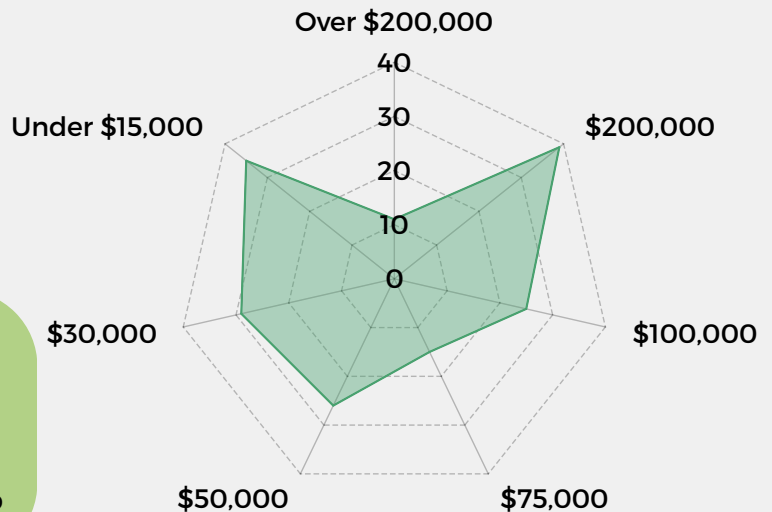
Members by Race



Members by Age



Members by Income



“Love this company. It has helped me out so much, I feel I have saved a lot of stress & money the few times I’ve crucially needed a car.”

- Alvin R



Member Demographics

Have you used a carshare program before?

Yes: 72%

Have you driven an EV before Good2Go?

Yes: 54%

Each Good2Go location had slightly different demographics of people driving the cars.

At Northeastern University, drivers were mostly students. However, at the Jamaica Plain and Roxbury Community College Lots, drivers were slightly older, and were more likely to have children with them.

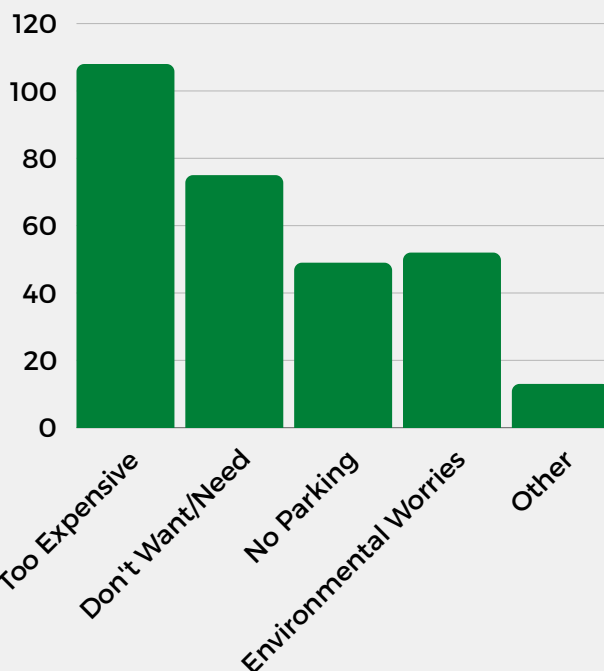
“I appreciate that Good2Go centered equity and access to EVs in low income communities and communities of color. I think the income-tiered approach was great. I hope the city of Boston and potential future funders come to see the benefits of giving underserved communities access to EVs, especially for families that are not able to get their own because of the cost or renter status.”

- Linda T



75.83% of members didn't own a vehicle.

Why Don't Members Own Cars?



83.3% of members said they would be interested in owning an EV after using Good2Go.

82% of members said they saved money on transportation by using Good2Go.

72.5% of members rated Good2Go as “Very Impactful”.

Community Engagement



Community buy-in is imperative to a productive carshare program. Especially with a small staff, members must take on care and responsibility over the vehicles.

Good2Go enabled buy-in by connecting with host sites, allied organizations, and meeting members where they live and work.

Good2Go's Outreach Events:

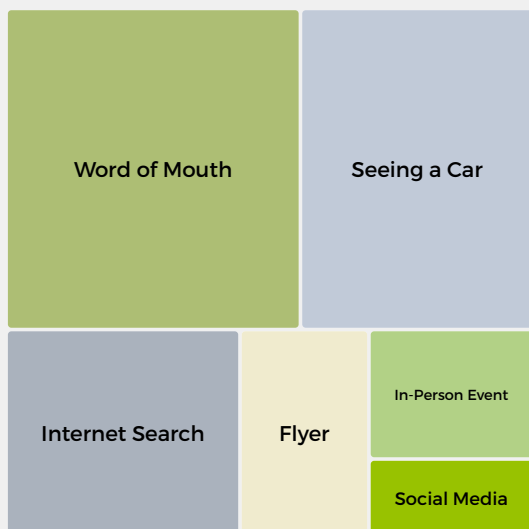
- Boston Open Streets
- Farmers Markets
- Affordable Housing Building Meetings
- Boston Center for Youth and Family (BCYF) Community Center Events
- Eversource Children's Hospital Walk
- Northeastern University Sustainability Fairs
- BECMA Conference

Organizations Good2Go has presented to:

- MAPC Clean Transportation Working Group
- NECEC Clean Transportation Committee
- City of Framingham and Beverly
- FORTH Conference
- The Community Builders, Affordable Housing
- Preservation Of Affordable Housing (POAH)

Good2Go published a monthly newsletter to all members which included a member spotlight section to help build community.

How Members Found Good2Go:



A shared community resource can be new to some people. When new members signed up, Good2Go provided videos and a plethora of information on how to operate and care for vehicles during bookings.

Since much of our member growth was due to word of mouth, which also supported community buy-in.

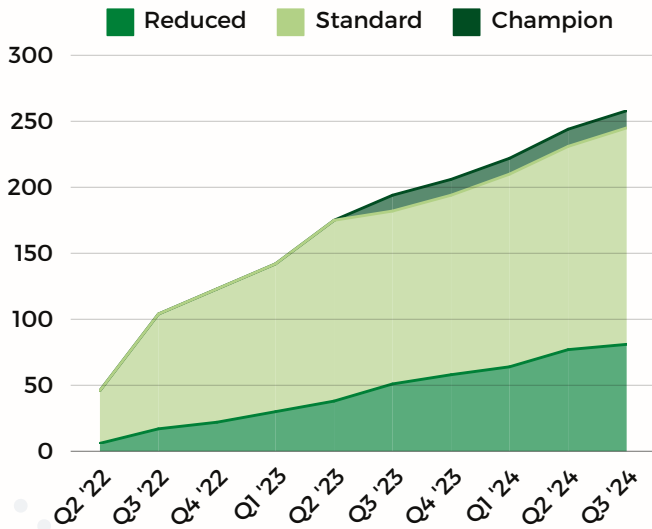
“Thank you very much to the Good2Go team for all your work on this service! I really appreciated having it as a mobility option and will be very disappointed to miss it when it's gone.”

- Steven P

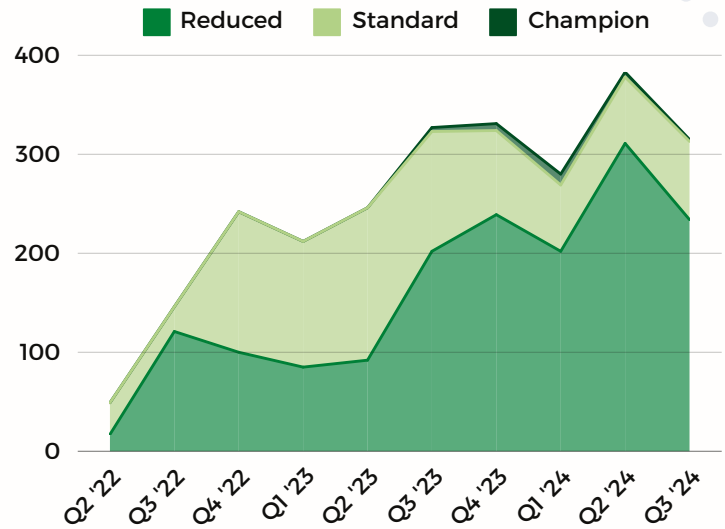


Booking Data

Good2Go Members by Rate



Booking Hours by Rate



Reduced Rate members accounted for 60% of the bookings and close to 70% of the total booking hours of Good2Go rides. However, Reduced Rate members only comprised 31% of the membership base.

11,707

Total Booking Hours

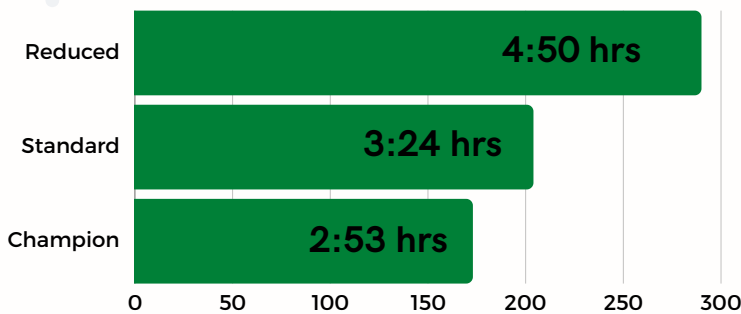
109,756

Total Vehicle Miles Traveled

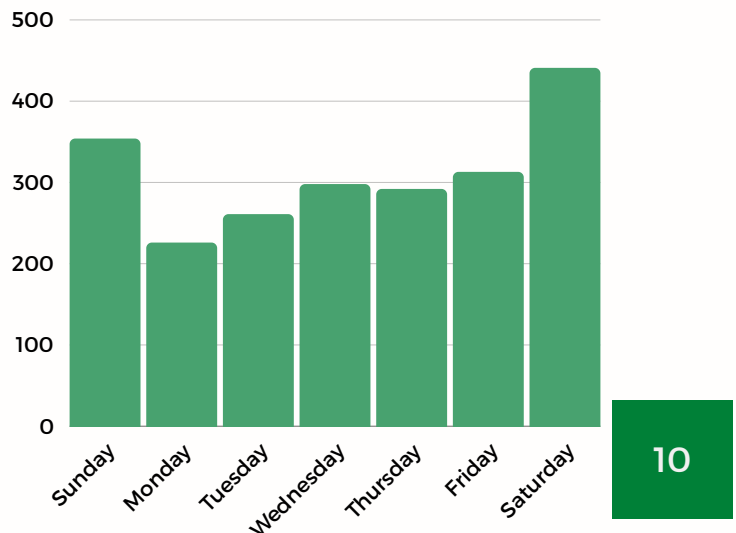
2,614

Total Bookings

Average Booking Length by Rate



Bookings by Weekday

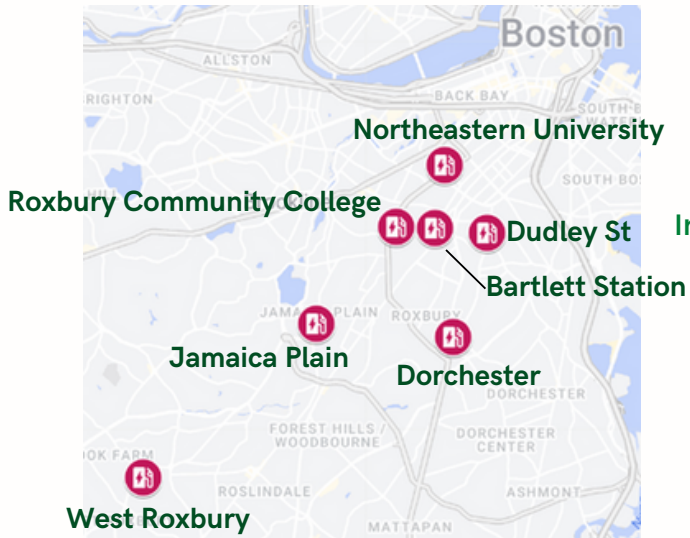


Members who booked most frequently, usually lived under 1 mile away from the closest Good2Go station.

Location Data

Good2Go Stations Map

Launched in **May 2022** with one car at Jamaica Plain, Dudley St, Northeastern University, and Boynton Yards (in Somerville).



In **September 2022**, due to low usage, the Boynton Yards vehicle was moved to Roxbury Community College.

In **May 2023**, two more vehicles were added to the fleet and placed at Jamaica Plain and Roxbury Community College.

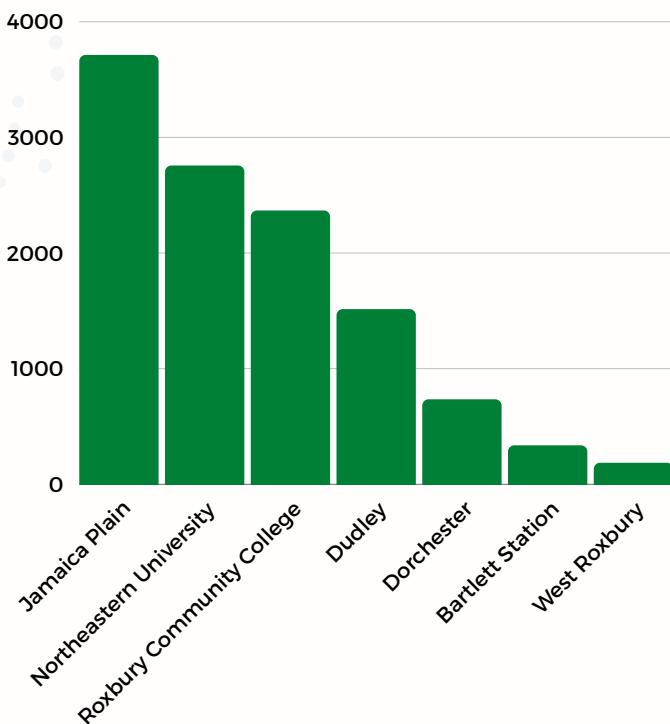
In **January 2024**, two more vehicles were added to the fleet and placed in West Roxbury and Dorchester.

In **April 2024**, two more vehicles were added to the fleet and placed at Bartlett Station.

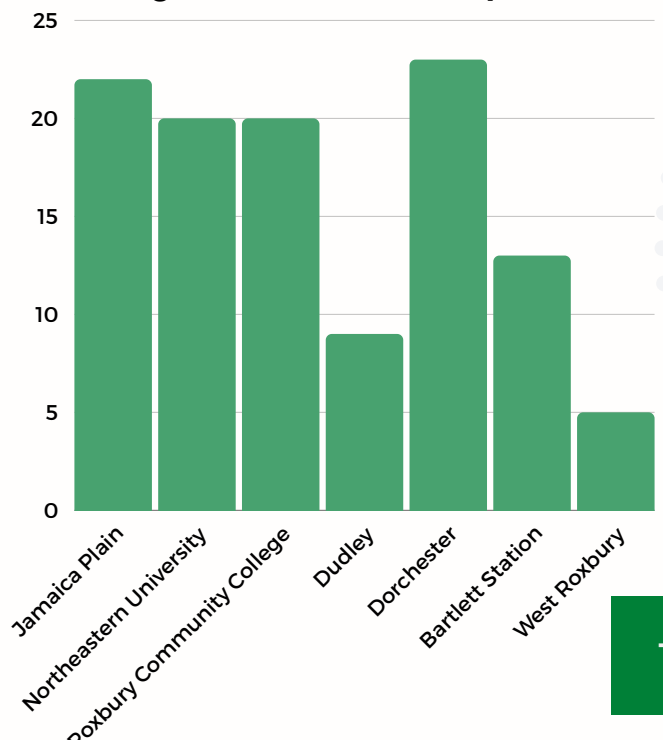
Good2Go calculates utilization based on a 20 hour day.

The following charts provide a breakdown of booking and utilization by location taking into account the different number of cars at different locations and how long the station was active.

Bookings by Location



Average Utilization Rate by Location



Customer Support

From Good2Go's launch in May 2022 until August 2023, Good2Go allowed for members to book 24/7. Because of Good2Go's small size, it was not worth it to work with a call center. This meant there had to be a staff member on call and ready to handle support and/or emergency calls at all hours.

Once Good2Go changed operating hours to 5am - 1am, staff members were still required to be on call, but for less time.

"Loved you guys and the service you provided. Customer service was great, getting started was simple and easy. Its a huge loss to the City of Boston and I wish we could do something to try to revive this. It was an incredible program and it was cutting edge to offer this. I really hope we can take lessons learned from the city and produce a Good2Go 2.0 for the city in the future."

- John M



2,083

Total inbound calls

4 calls

Average calls per Saturdays

3 calls

Average calls per Sundays

5%

Calls between 11pm - 1am

Average talk time: 3 minutes

Over 90% of off-hour member calls were one of the following issues:

- Member needed help to lock/unlock vehicle
- Member needed help connecting to the app
- Member needed help plugging in the vehicle to charge

"I'm definitely going to miss it! I genuinely don't know how I am going to replace it. The service let me get to jobs, helped me move, and single-handedly helped me furnish my first apartment. It was a great concept and I don't know anything else like it, that combined equity and carshare."

- Mimi S



Financials

Below is a breakdown of vehicle cost and revenue.

	Immediate	Monthly	Yearly
Vehicle Purchase	\$30,000		
Telematics (Purchase & Install)	\$600	\$50	
Branding	\$500		
Insurance			\$9,500
Scheduled Maintenance			\$2,500
Charging		\$50	
Cleaning		\$40	

Year 1 vehicle cost: **\$40,040.00**
 Vehicle cost following years: **\$13,440.00**

One car's revenue based on utilization	
10%	\$6,387.50
15%	\$9,581.25
20%	\$12,775.00
30%	\$19,162.50

Based on Good2Go's average of a 16% utilization rate, the cost of a vehicle in the years following its purchase is still higher than the average income from the vehicle.

Revenue & Cost at 16% Utilization

Vehicle Cost: \$13,440
 Vehicle Revenue: \$10,220
 Net: -\$3,220

State Specific

Each state brings its own challenges in running carsharing.

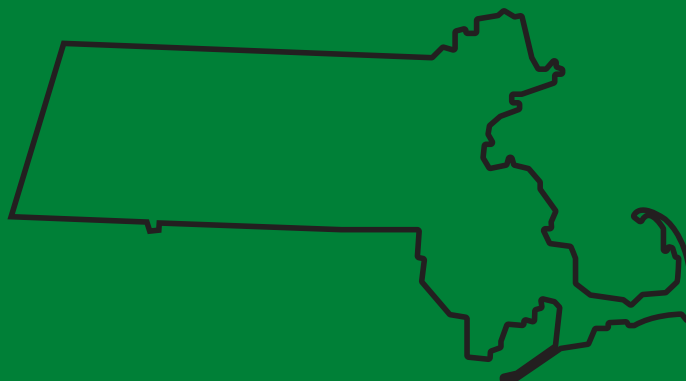
While a few states do provide funding for Justice40 carshare programs, Massachusetts has not yet provided state funding for equitable carsharing.

In 2022, Eversource (a New England-based utility company) pitched a pilot program that would partner with Good2Go and included money for EV carshare, but it was turned down by the attorney general for “not being in the purview of a utility company.” No alternative source of funding was identified.

The City of Boston’s transportation department is focusing on micro mobility infrastructure. Good2Go’s proposals for funding through the City of Boston were not acted upon.

Insurance costs for carshare vary wildly from state to state and can range from \$400-10,000/vehicle/year. After over three years of searching, Good2Go was only able to acquire mileage based insurance with a premium of \$92,000 per year for an 8 car fleet.

Massachusetts Clean Energy Center (MassCEC) provided initial funding for Good2Go and has continued to be a strong supporter of equitable carsharing.



Learnings

- The financials shown on page 13 are solely vehicle related. They do not take into account staffing or office and overhead expenses. Therefore, this carshare model is not viable without outside funding. Good2Go reached an average utilization rate of 16% per vehicle. For Good2Go to reach a financial breakeven state using this structure, there would need to be an average of a 30% or higher utilization rate.
- Being such a small team made it difficult to ensure there was someone free to answer member calls during all booking hours. This constant state of being on-call can lead to employee burnout. Meanwhile, working with a call center leads to higher operational costs.
- Vehicles were fully cleaned and checked by a staff member weekly. However, when a member called to complain about smoke or dirt, it was sometimes difficult to keep track of which member(s) could have caused this issue. This could be solved by having a larger staff and checking on cars more frequently or by requiring members to take photos of vehicles before and after their trips.
- There need to be some drastic changes to laws around carshare insurance, especially in MA, before another program can be viable. Good2Go vetted and ensured every driver had a clean record for the last three years, yet insurance companies continued to give quotes in their highest risk categories.

Carsharing, especially EV carshare has a very high potential to transform transportation in this country. Good2Go believes that with learning from this model and greater governmental financial support, EV carshare can be in every city in the United States.



THANK YOU

Good2Go is grateful to all of our partners who made this program possible.

Thank you to the Metropolitan Area Planning Council (MAPC), the Preservation Of Affordable Housing (POAH), Nuestra Comunidad Development Corporation, and Eversource for your support over the years.

Thank you to Northeastern University, Roxbury Community College, and the city of Boston for hosting EV carshare on your properties.

Thank you to E4TheFuture for foundational funding. Thank you to the Massachusetts Clean Energy Center for your support and funding.

Thank you to Mark Farber and James Cater for providing guidance as Good2Go's founding board members.

Last, but most importantly, thank you to our members for creating a wonderful community and trusting us with your transportation needs.



Susan Buchan
Executive Director



Merav Dale
Head of Operations