



**ASHLAND CAR SHARE**  
**2023 Siskiyou Blvd.**  
**Ashland, OR 97520**  
**541.890.1936**



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**FOR IMMEDIATE RELEASE**

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### **ASHLAND CARSHARE LAUNCHES KICK OFF MEMBER DRIVE AND CELEBRATION**

**ASHLAND CARSHARE** and Rogue Valley Transportation District are hosting a Member Drive on **Sunday, December 14, from 2:00-5:00 pm** at the **Ashland Community Center (73 Winburn Way)**, to celebrate their new service and introduce their first vehicle. Come see their snazzy new Toyota Prius (it's red!) that initiates their fleet. Acting Executive Director Becky Brown, has announced that, in collaboration with the **RVTD, ASHLAND CARSHARE (ACS)** has been awarded a \$29,000 grant from the **Oregon Department of Transportation Public Transit Division**, enabling ACS to acquire the first vehicle and launch the long-awaited program.

In addition to learning about **ACS**, the public is invited to explore the benefits of membership, meet the Board of Directors, and enjoy the music of local band **The Hickory Notes**. The Board is also collecting surveys at the event to understand interest in the program and the expected vehicle usage. The Annual **RVTD TRANSPORTATION HERO AWARD** will be presented to this year's winner as well.

John Stromberg, Ashland's Mayor-Elect will be the first official member to sign-up for Ashland Carshare. Be the first on your block to join **ASHLAND CARSHARE** and enjoy the benefits of effectively serving the environment while saving money! Membership offers the convenience of a car without the hassle of ownership. Membership and usage fees include gas, insurance, maintenance as well as a monthly RVTD Bus Pass! Those who are unable to attend the event are encouraged to sign up online at [www.aashlandcarshare.org](http://www.aashlandcarshare.org) or by calling 541.890.1936.

RVTD began working with Ashland CarShare earlier this year to help launch the program. RVTD encourages walking, bicycling and using transit as transportation but has discovered that living car-free is feasible for most, but not all trips. “The carshare concept enables users to access a vehicle when they need it without the full costs of owning a car,” says Paige Townsend, RVTD Senior Planner. The District assisted Ashland CarShare to become eligible for the \$29,000 Rideshare grant through ODOT.

Members will pick up and drop off the vehicle at the Ashland Safeway at 585 Siskiyou Blvd. Safeway generously donated the space and was also a partner in this year’s Try Transit week. The parking stall will include ACS signage and will be close to the RVTD bus stop along Siskiyou Boulevard.

The ACS Board of Directors completed a draft business plan and project budget before funding was awarded and have agreed to hire an experienced carshare consultant. The funds are being used to secure the first vehicle, purchase an online reservation system and pay a part-time Executive Director. The long-term goal is for the carshare program to be self-sufficient through member fees, enabling the program to grow its fleet and provide vehicles in other parts of the Rogue Valley.

### **WHAT IS CARSHARING?**

Carsharing is a membership organization which provides easy access to a shared vehicle, at affordable hourly and ‘per mile’ rates that include gas, insurance and maintenance. Carsharing allows members to save money over the cost of individual car ownership by encouraging members to drive less, and to walk, bike, and to use alternative transportation more often, while utilizing a fuel-efficient vehicle when necessary. Members will have access to a shared vehicle through an online reservation system and pay only for actual use. Ashland CarShare owns, maintains and insures the vehicles. ACS carsharing reduces the number of unnecessary trips, encourages members to be efficient and conscientious about vehicle usage, and significantly reduces vehicle miles traveled—reducing emissions and improving air quality.

Visit [www.ashlandcarshare.org](http://www.ashlandcarshare.org) , email [ashlandcarshare@gmail.com](mailto:ashlandcarshare@gmail.com) or call 541.890.1936 for more information.

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