
GOOD2GO

ELECTRIC VEHICLE CARSHARING

Impact Report 2023



Prepared By
Good2Go Team



Good2Go



Good2Go is the Northeast's first equity focused, all-electric carsharing program designed to provide clean and private transportation options to communities in the Boston Metro Area.

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.

Members can depend on our EV fleet for all their errand, appointment, business, and outing needs. We strive to make everyone's voice heard—members, neighbors, and our community at large—as we work together to build our shared clean transportation future.

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.



Good2Go Team



Our Staff



**SUSAN
BUCHAN**

Executive Director

Susan is passionate about creating an equitable transition to clean energy. She monitors transportation electrification policy and implementation and provides program oversight.



**MERAV
DALE**

Head of Operations

Merav has a background in education and transportation. She works with members and our partner organizations to ensure smooth day-to-day operations.



**CAILIN
ZDRAVEC**

Operations Associate

Cailin is a graduate from Ithaca College with a background in cultural and communication studies. She manages member communications, social media engagement, and assists with daily operations.

Our Board



**MARK
FARBER**

Mark Farber is President and co-founder of Cedar Energy Investors, which finances solar power systems for commercial and nonprofit organizations.



**JAMES
CATER**

James Cater is currently works at Global Partners LP and has over a decade of experience in EV infrastructure and electric innovation.

In addition, Good2Go benefits from the expertise and collective wisdom of E4TheFuture's board.

Founding

2019 - 2021

Good2Go began as a part of E4TheFuture, a Massachusetts 501c3 non-profit. Good2Go outsourced operations until we took it in-house at the end of 2021. In the fall of 2020, Good2Go received the ACTNow Grant from the Massachusetts Clean Energy Center (MassCEC).

2022

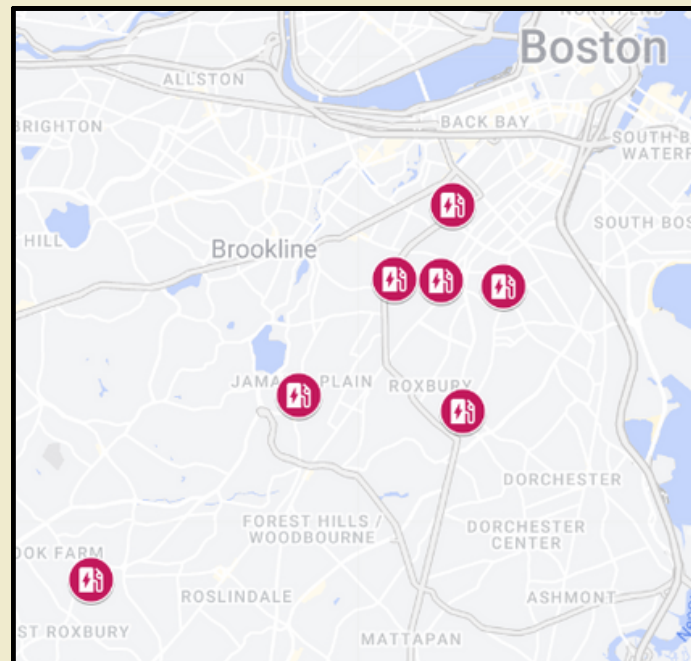
In May of 2022, Good2Go re-launched with in-house operations. We operated four vehicles at four locations. We increased members and ridership by 400% in our first year running independent operations.

2023

- Good2Go purchased our four leased vehicles, as well as adding four new vehicles in our fleet.
- Awarded EmPower Grant from MassCEC to allow driving members to drive the elderly, disabled, and unlicensed to needed destinations.

2024

Good2Go is heading into 2024 with a fleet of 10 vehicles and 7 locations. Our software and operations platforms are completely scalable to allow us to spread to other locations as opportunities arise. In 2024, Good2Go is looking to partner with foundations and municipalities to rapidly expand this successful model.



Our Reach

Reduced Rate is \$5/hr _____ 58 Members
Standard Rate is \$12.50/hr _____ 136 Members
Champion Rate is \$15/hr _____ 12 Members
Total Members _____ 213 Members

2023 Fast Facts



- 77% of members don't have their own cars.
- 65% of members have never driven an EV before Good2Go.
- 76% of bookings go between 10 and 70 miles.
- 77% of drivers walk to a Good2Go car.
- 53% of drivers live within 10 minutes of a Good2Go car.

2022

2023

537 Bookings → 1120 Bookings

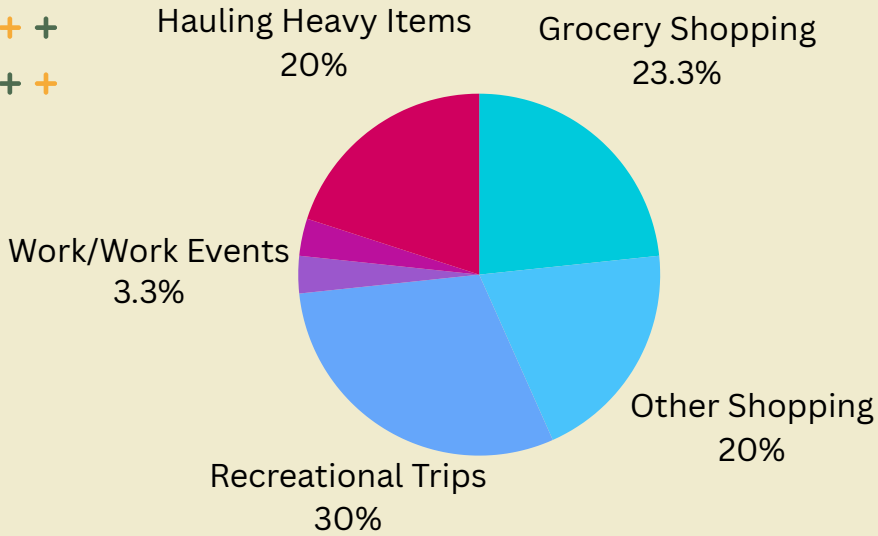
2,153 Hours Driven → 4,932 Hours Driven

25,927 Miles Traveled → 48,779 Miles Traveled

61 Unique Drivers → 121 Unique Drivers

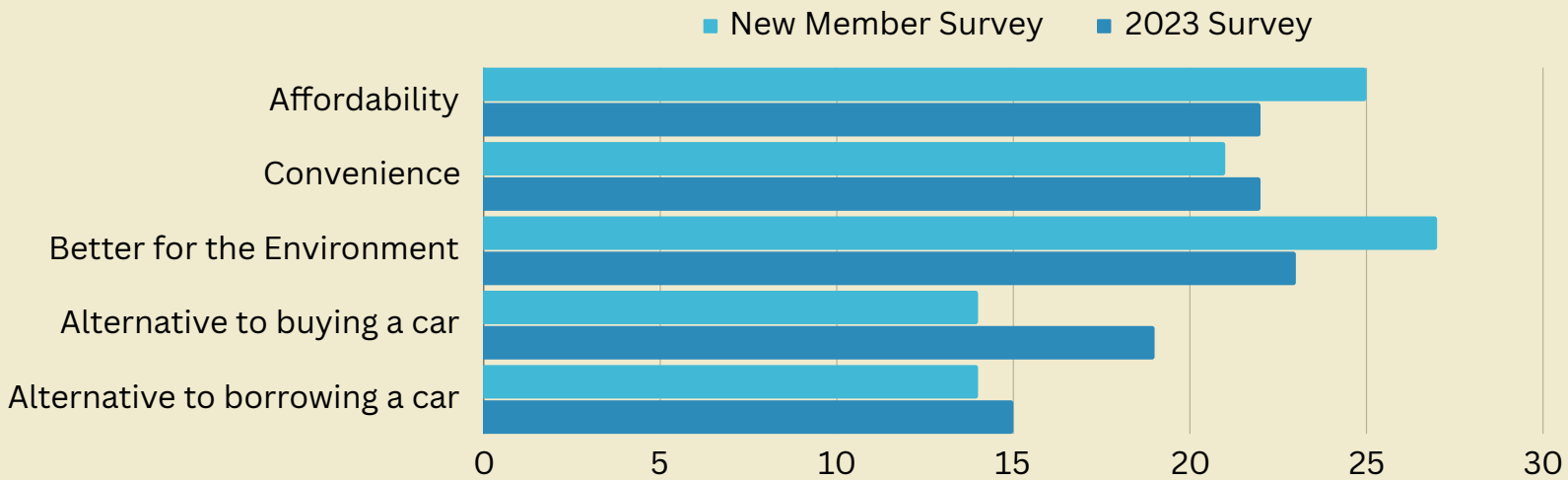
Our Members

How do members use Good2Go cars?



“I've used Good2Go for: going to Trader Joe's, going to a dentist appointment, dropping off lots of donations, and buying a Christmas tree!”

Why did Good2Go members join?



“When I first sold my car I got a Zipcar membership, but then the affordability of G2G made it feasible to drop Zipcar :)”
-B.G

What Do Our Members Say?



“I want you to know that thanks to EVGood2Go, EV cars have been demystified for me to the point that I chose a Bolt EUV when I was ready to purchase a car!

I want you to know how grateful I am for this car sharing service. It has been a lifesaver for my family. Also, I can't imagine a more patient and accommodating support team as yourselves. Thank you for doing what you do. I wish you all the success in the world. I hope that car sharing in our society continues to grow and that you grow right along with it.”

-Rebecca C



My only complaint is that Good2Go needs more locations!

-S.J.J

“Thanks for all your hard work! Your customer service is excellent!”

-H.L.M

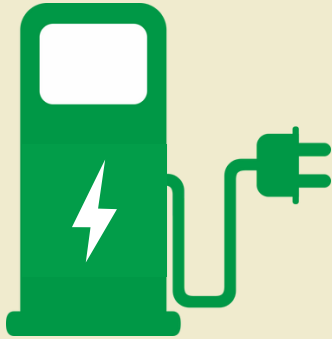
You're doing amazing work, thank you!!

-A.P

This is a great program and we will shift all our local rentals to Good2Go.

-S.R

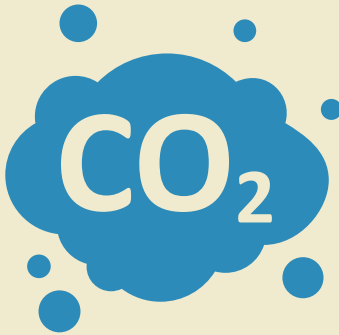
Saving the Environment...



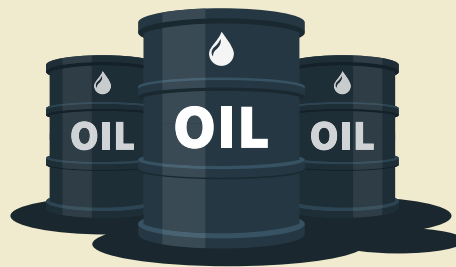
Good2Go cars have charged
15,167 kWh in 2023

That is equivalent to:

14,465 pounds of CO₂
kept out of the
atmosphere



738 gallons of gasoline
saved



7.8 acres of U.S. forests
in one year



In fact, studies from the California Air Resource Board show that one carshare vehicle can replace up to 11 private vehicles and reduce vehicle miles traveled 27%.
(Impacts of Carsharing Policy Brief).

... and pursuing environmental justice

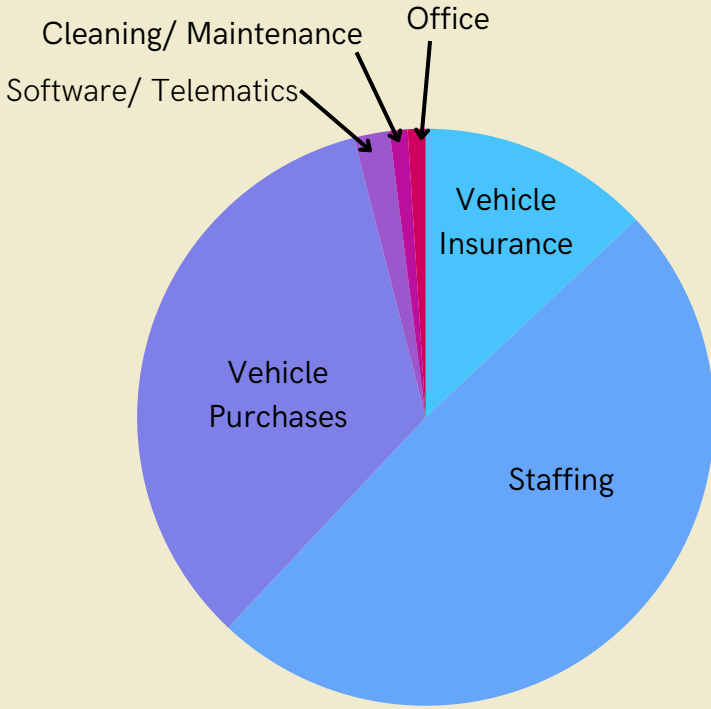
Environmental justice communities experience more parking and traffic congestion, and increased remote particulates (air pollution).

Electric vehicle carsharing focused on these communities is an important step in addressing equity and environmental justice.

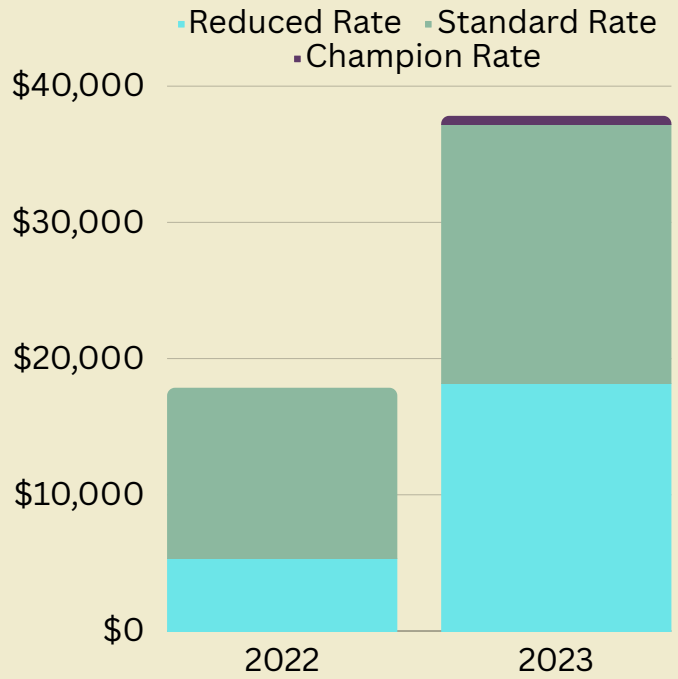
Financial Facts



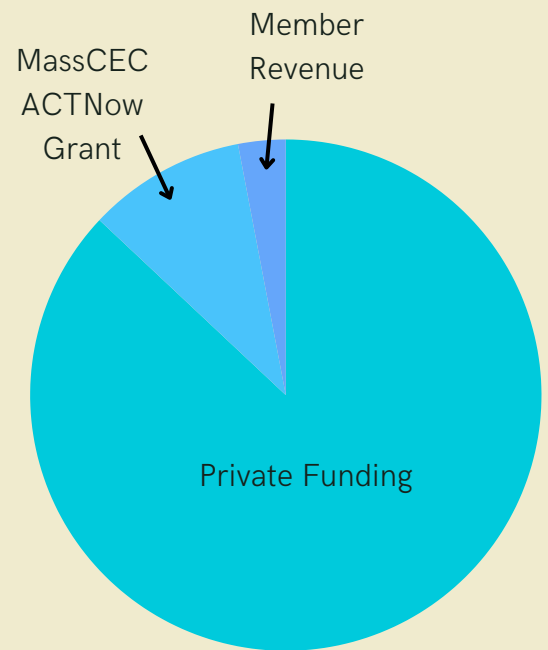
Expenses:



Member Revenue by Rate:



Grants and Funding:



Staffing Expenditures	Percentage
Programatic	72%
Overhead	16%
Fundraising	12%

Coming in 2024

Expansion Goals

- Open new locations across Massachusetts and The Northeast.
- Increase membership across all membership rates to reach more of the community.
- Increase Good2Go's utilization rate to create a higher level of earned income revenue.

Ambassador Program

Good2Go's mission is to promote equity in the transition to using electric vehicles. Our carshare allows community members with driver's licenses to use electric vehicles for daily tasks when a car is needed. However, there are many elderly, disabled, and unlicensed people who are unable to take advantage of this program.

Good2Go is starting our Ambassador program to provide alternative transit options for these people, as well as build community.



For more information, visit evgood2go.org/ambassador-program.

This is made possible by the MassCEC Empower Grant

E4TheFuture, a 501c3, provided Good2Go foundational startup funding for the pilot program. Now, as we seek to scale and expand our program, Good2Go is actively engaging the larger community to support this important Environmental Justice initiative.