

SAN FRANCISCO Business Times

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By: Renée Frojo

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Nonprofit Profile

RICK HUTCHINSON
CEO, CITY CARSHARE



Mission: Reduce car dependency and achieve a measurable impact in the way our communities live, breathe, work and play by providing affordable, convenient access to car sharing and related services.

Milestones: In 2012, we saved members \$100 million over the cost of car ownership, reduced CO2 emissions by 80 million pounds, reduced miles driven on Bay Area roads by 25 million and launched an electric vehicle program.

Annual budget: \$8.5 million.

Corporate support: \$200,000 corporate donations, plus \$800,000 grants.

Corporate supporters: BART, UCSF, SF Toyota, Chapman, BAAQMD.

Employees: 25.

Volunteers: about 1,700 (members indicating a desire to volunteer).

Telephone: (415) 995-8588.

Website: www.CityCarShare.org.

Office issues

Recent challenge: Access to affordable parking. Car sharing works best when we can get cars near places where people live or work. In the Bay Area, that is becoming increasingly hard to find. Of our budget, approximately 12

percent went to parking last year. That has doubled since 2006, which creates major operational issues. From a mission point of view, our biggest challenge is reaching enough people with our message about having a greener, more social car sharing service.

Measures of success: We're a triple-bottom-line company. We measure success based on profit. We also look at return on mission. We consider decreased driving and environmental benefits as successes as well.

Missed opportunity: We recently were able to work with Congress and the Department of Transportation in order to get transit-oriented car sharing in the transportation bill to have access to some federal funding. But we should have been working harder to make car sharing and its benefits more obvious to policy makers. And I think we're catching up now.

Toughest aspect: This is the hardest job I've ever had. But it's also the one I look most forward to every day.

Misconceptions: A lot of people don't understand that we're a nonprofit and have a very different model than some of the other organizations out there.

Professional insights

Personal path to nonprofit work: I lived in New York City for a long time and I'm a reformed banker. I then ran a financial technology company. When I came to San Francisco, I ran a startup involved with more equitable access to investments. I then did a lot of consulting for startups and socially oriented companies, involved with anything from fair trade to rituals and routines with children. I decided to leave my practice and join City CareShare in 2005.

Biggest pain: I wish we could grow a little faster and pay a little more. I also wish we could make our model more widely known. But we're one of the few car sharing organizations in the coun-

try that has been able to support itself. We actually make money, but we put that money back into the community. **Greatest pleasure:** I have an unbelievable staff, and our members have been fantastic. I wouldn't give it up for anything.

Most fun: My staff. They are smart, dedicated people, but they also like to have a good time. Everyone contributes — it's very familial.

Best recent moment: We are doing electric bikes that we'll be launching in the second half of this year. So we've been able to test and ride and look at more than a dozen different kinds of electric bikes, and that has been really fun.

Worst recent moment: Working through some of the bureaucracy of applying programs. When we get a grant, there are lots of things to go through that can hold things up.

Bucket list: Travel. I went to Namibia with my 16-year-old daughter last year to do some volunteer work and I would like to have more opportunities like that. Professionally, I would like to do more programs that address this issue of equity and reach more underserved neighborhoods.

Greatest inspiration: My two daughters and how they've navigated city life, technology and life today. I've learned a lot from them.

Down time: I ski, play soccer and bike ride. I also am a huge sports fan, so I like going to live sporting events.

Causes: SPUR, Walk SF and ODC.

Most like to meet: Michelle Obama to have a conversation about the mix of family, profession and being in the limelight.

— Renée Frojo ■