

Success Story



Residential Services

Retain Residents with Exclusive Transportation Amenities

Located in the Capitol Riverfront neighborhood of Washington, DC, 10K Hill South is a luxury apartment community offering amazing views in a convenient location. To sweeten the deal, 10K Hill South provides a Tesla Model X on-site for resident use.

CARSHARING AT 10K HILL SOUTH

To help residents forego the car and choose sustainable modes of transportation, 10K Hill South partnered with a community-based electric carsharing service called Envo.

Residents can easily access the Tesla Model X around the clock in the building's parking garage. Reservations are conveniently made via Envo's mobile app. Eligible residents receive a membership upon leasing an apartment at 10K Hill South and simply pay per use.

For many residents, carsharing and driving an electric vehicle may be new experiences. 10K Hill South staff equips their residents with the information they need before using the provided carshare. Since the vehicle's installation, 10K Hill South regularly receives positive feedback from its current residents. In fact, the program's participation has increased by 237% over the past four months!

By offering this exclusive amenity, the community is able to further encourage the use of healthy and active transportation, further reducing reliance on personal vehicles, and earning a reputation as a progressive, sustainable property.



NEARLY **40%**
OF DC HOUSEHOLDS
ARE CAR-FREE



PROPERTY MANAGEMENT COMPANY

Related



PROPERTY SIZE

305-Units



YEAR OPENED

2020





Creating a Carsharing Community

WHAT IS CARSHARING & WHY DOES IT MATTER?

Carsharing is an on-demand service that can be privately implemented or offered through a network of cars available for rent by the minute, hour, or day, such as Zipcar or Enterprise. Carsharing enables you to have the mobility of a car without the high cost of car ownership (a whopping \$8,000/year according to AAA).

Offering electric carsharing at your property is a great way to start conversations about sustainable transportation among residents and accommodate those who choose a car-free lifestyle. Carsharing is a great transportation alternative for short day trips outside the city or large shopping trips.

Carsharing also reduces local emissions, which contributes to a healthier environment and better air quality.

HOW goDCgo CAN HELP

goDCgo can provide complimentary resources to help you offer carsharing at your property. As a first step, consider surveying residents to determine if having a carsharing service would be a good fit for your property. Download the [goDCgo Residential Vendor Amenity Guide](#) to browse your options. Have a shared vehicle on-site but need help promoting it? goDCgo can support your business with that as well. We are here to help enhance your property's amenities and encourage your residents to make sustainable transportation choices.

The Tesla House Car Program, the first of its kind in the DC-area, has been a huge success within our community.

- Jerome Newman, *Resident Service Specialist*



1 Explore Your Carsharing Options

Do your research and discovery to determine the best carsharing option for your property.

2 Establish Your Carsharing Partner

Once you choose a carsharing service that best meets your needs, establish a clear partnership to cross-promote your amenity together.

3 Promote Your Carsharing Amenity

Be sure to list your carsharing services as an available amenity on your website and literature to promote to current and potential residents.

4 Use Creative Incentives

Offer residents a free ride or membership upon signing a lease or when they commit to car-free living.

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