

Rural Transportation Roundtable

Charleston, West Virginia
January 27 and 28, 2009

Who We Are.....

Opportunity Cars is a national network of nonprofit organizations dedicated to increasing private automobile ownership for low wage working families who need reliable transportation to seek and retain quality employment.

151 Individual programs directly deliver cars, make car loans, facilitate IDAs for car purchases, and provide a number of critical services to support and sustain car ownership.

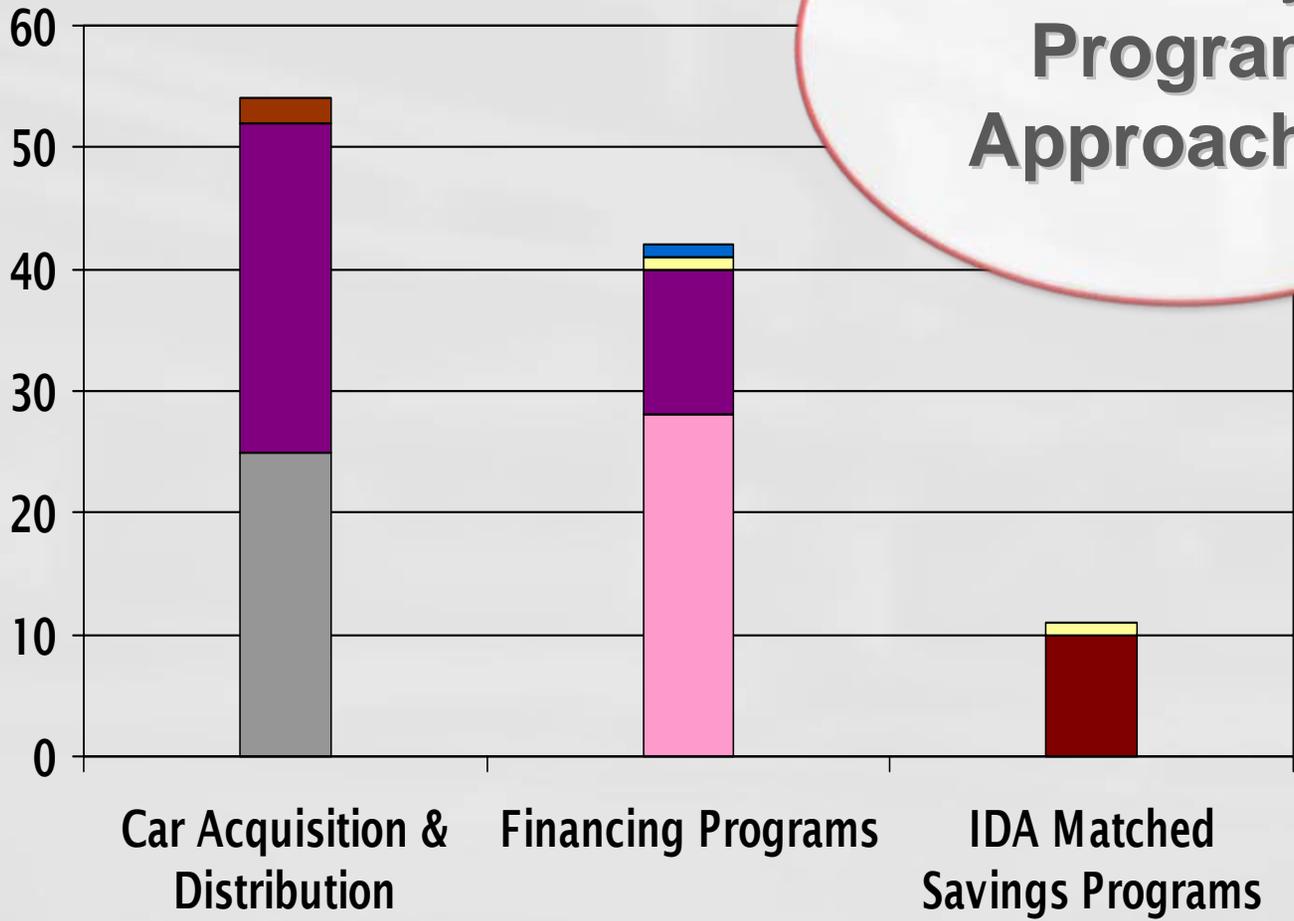
- Access to private automobile ownership is an important component of an effective transportation strategy to help build healthy communities and strong economies.

Importance of Car Ownership*

- Transportation barriers are a key obstacle to seeking quality employment and success once on the job.
- 2/3 of residents in metro areas live in the suburbs; 2/3 of new jobs are located there as well; 88% of workers drive to their jobs.
- As new jobs locate to expanding suburbs poorly served by mass transit, poor central city and rural residents are living further and further away from economic opportunity.

(adapted from Auto-Mobility by Margy Waller)

**Primary
Program
Approaches**





Common Customer Demographics

200% of the federal poverty level or 80% AMI

Single parents and/or TANF recipients

- Valid driver's license; employed; some requirements relating to driving history
- Lack of viable public transportation options



Education and Consumer Protection Services

- Nearly all programs offer financial literacy education workshops.
- Most provide a basic car ownership workshop; over half provide car safety workshops.
- 29% offer assistance with obtaining a driver's license. A few provide on-site driver's education classes.
- 74% refer to other internal and external comprehensive service providers for credit counseling, housing assistance, and job search or readiness services.

○89% help with ongoing repairs and maintenance by offering workshops, helping to include cost of repairs into a budget, providing repair warranties, emergency repair loan funds, and arranging discounts with repair shops.

**Education and
Consumer
Protection
Services**
continued

○49% assist customers with insurance by directly subsidizing insurance payments or securing discounts.

○The majority of all programs partner with financial institutions to arrange financing (in addition to reporting to the credit bureau and other services) for their customers.

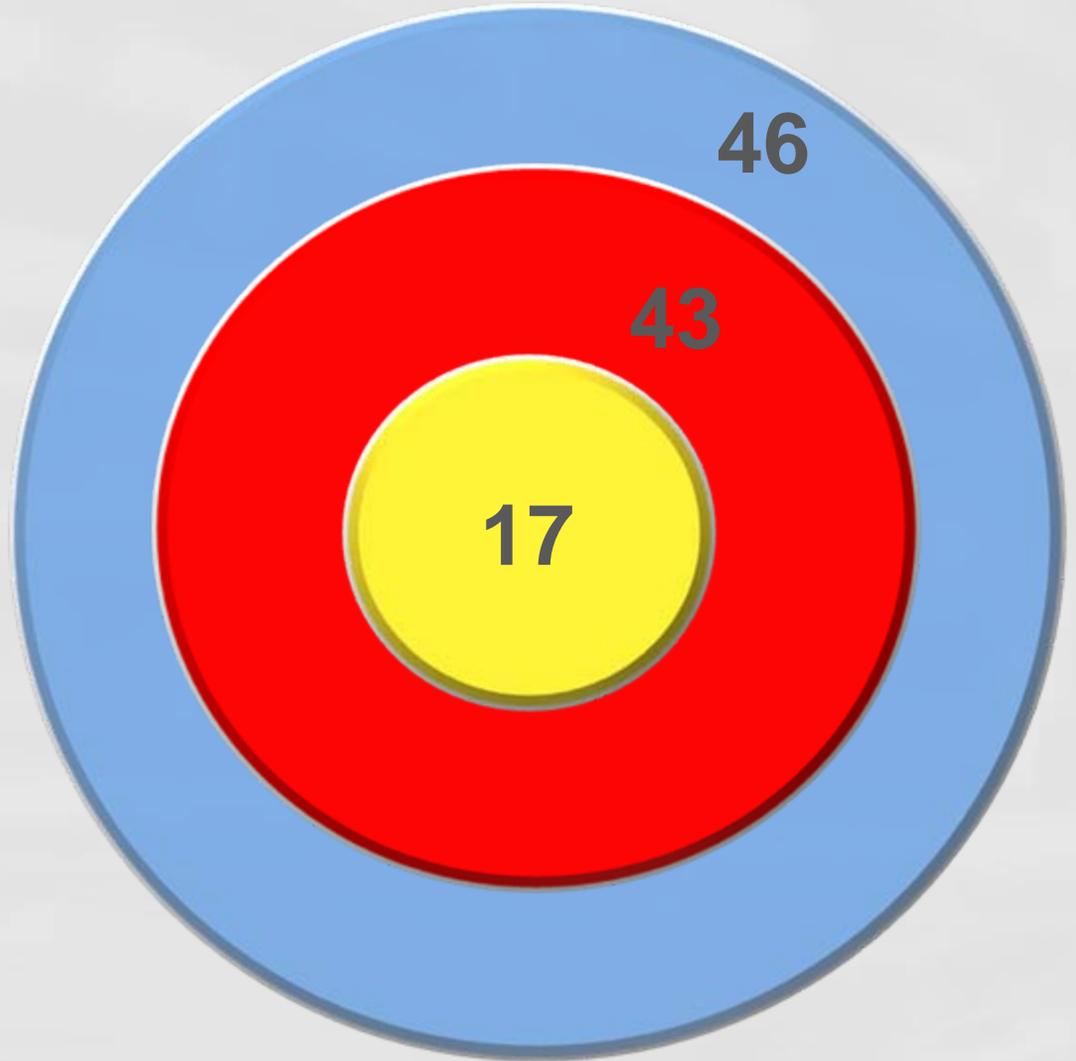
Connecting to Other Services and Support

Three fourths of all programs have formal or informal partnerships or collaborations with other programs in their communities:

- CBOs and FBOs
- Repair shops
- Used and new car dealers
- Banks or credit unions
- One Stop Centers
- Employers

Program Type Summary

URBAN: 46
RURAL: 43
RURAL/URBAN: 17

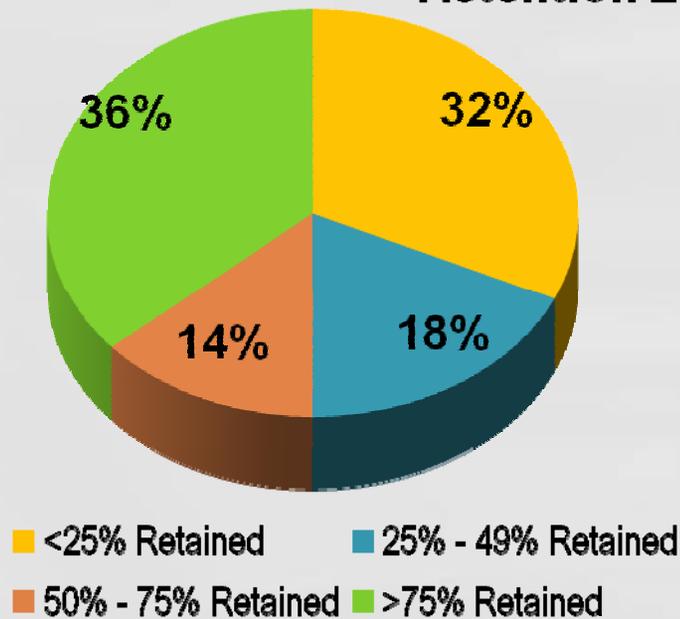


Program Components

- Client Demographics
- Staff and Volunteers
- Maximum Income Limits
- Market Rate Services
- Vehicle Acquisition
- Providing Vehicles and Loans

Vehicle Retention

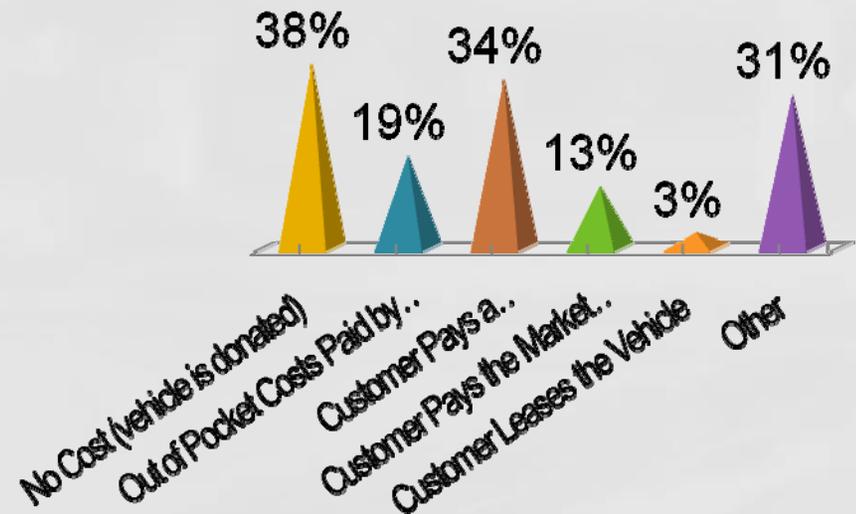
Percent of Programs at this Retention Level



How Customers Pay for Vehicles

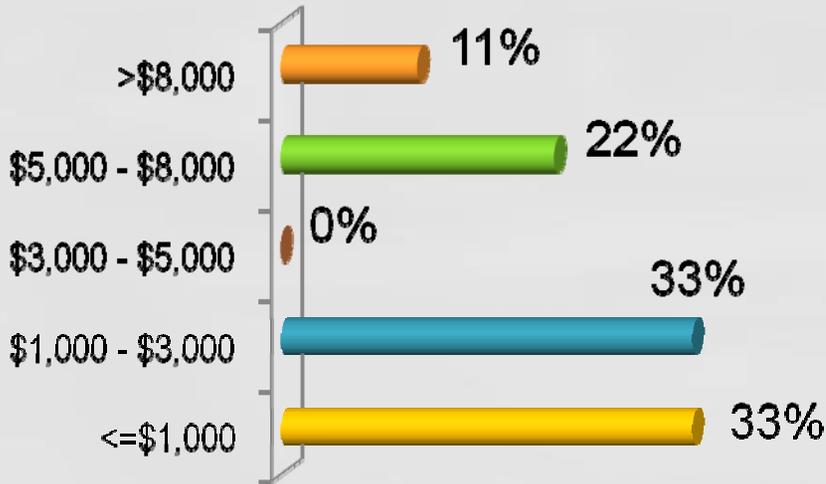
Percent of Programs by Payment Method

*percentages total more than 100% because multiple methods may be used



Average Loan Amount

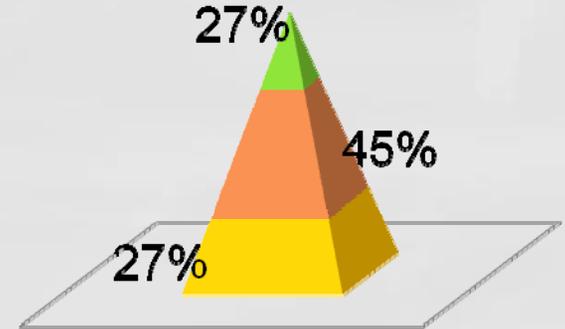
Percent of Programs at Loan Levels



Average Monthly Payment

Percent of Programs in Payment Range

- > \$100
- \$75 - \$100
- \$50 - \$75
- <=\$50

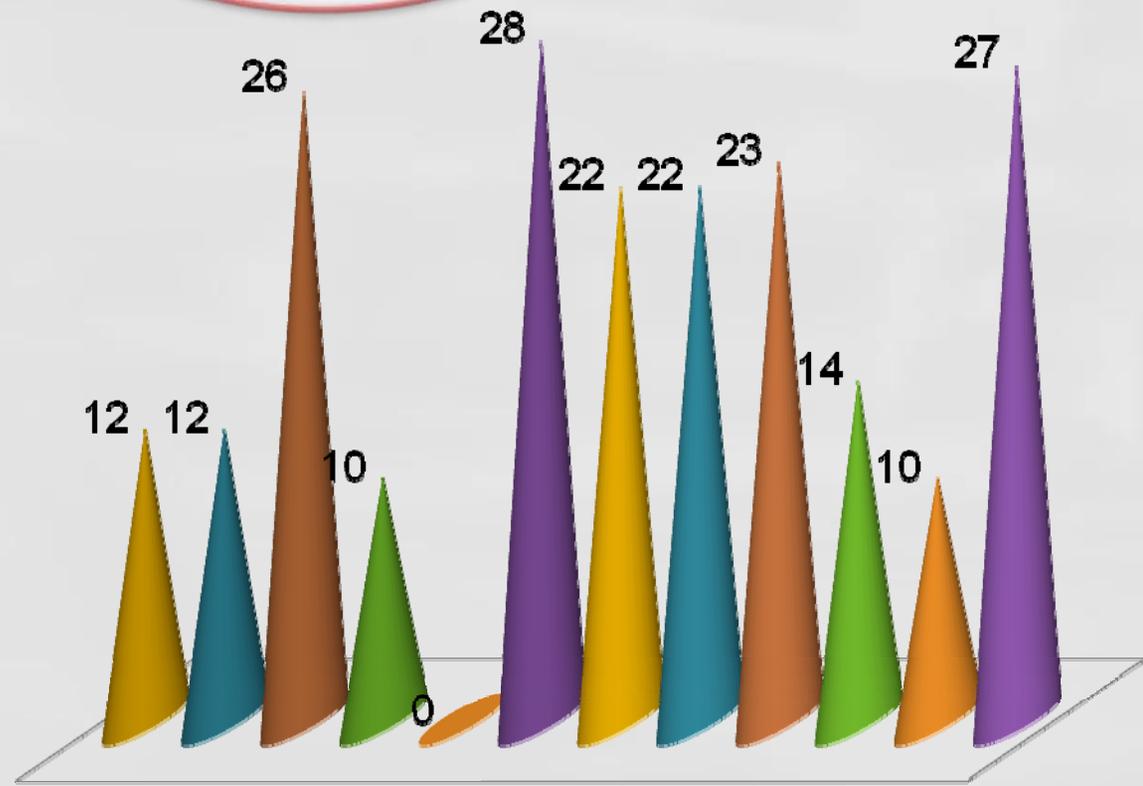


Program Partners

**may have multiple partnerships*

Number of Programs with these Partners

- Other LICO program(s)
- New car dealer(s)
- Used car lot or dealer(s)
- Auto parts distributor(s)
- Government vehicle fleet manager(s)
- Car mechanic or repair shop(s)
- One-Stop or TANF office(s)
- Bank(s) or credit union(s)
- Car insurance agent(s)
- Church(es) or other faith-based organization(s)
- Employers
- Non-profit or community-based organization(s)



Program Services

**programs may offer multiple workshops*

Vehicle maintenance :	36
Car safety:	30
Basic car ownership responsibilities:	35
Financial literacy/Ed:	9

○ Overall, an estimated 50,000 families have achieved car ownership through an Opportunity Cars program



IMPACT

○ Studies indicate that car ownership program recipients are able to get a job, retain their current job or find a better job, receive higher wages or work more hours, and spend more time with their families

INFLUENCE

- The IRS added clarity to the rules that govern a donor's ability to take the fair market deduction for cars donated to an Opportunity Cars program.
- The CAR (Creating Access to Rides) Act, scheduled to be reintroduced to Congress, supports a 50M demonstration for programs; add cars as an allowable use of IDAs funded by AFI; and waives asset limits for cars.

INFLUENCE

continued

- The GAO used external evaluations performed on car ownership programs to help determine the feasibility of donating GSA fleet vehicles to the rural Youth Build USA program, issuing a favorable report that indicated car ownership program recipients experienced documented positive outcomes.
- Successful programs are serving as models for other startups and expansions.

**MORE
INFORMATION**

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