



## City of Santa Barbara Transportation & Circulation Committee Staff Report

**DATE:** October 23, 2014

**TO:** Transportation & Circulation Committee Members

**FROM:** Browning Allen, Transportation Manager

**SUBJECT:** Potential for Carshare Pilot Project

---

### **Recommendation:**

That the Transportation and Circulation Committee find a potential carshare partnership between a private company and the City of Santa Barbara to be consistent with the Circulation Element of the General Plan.

### **Discussion:**

Over the last several months staff has researched carshare practices in other California cities (Santa Monica, Los Angeles, Pasadena, West Hollywood, Berkeley, San Francisco, Sacramento) and has found growing popularity for both carsharing and Transportation Network Companies (TNC's, like Lyft or Uber). Members of carshare organizations are finding greater convenience, lower driving costs and in many cases decreasing need for automobile ownership are possible while maintaining access to cars when they are needed. Similarly, TNC's are providing an on-demand service for a reduced cost which results in added convenience and reduced reliance on automobile ownership. Lastly, municipalities and their residents are benefiting from more transportation options, lower automobile ownership rates, and fewer vehicle miles traveled.

Staff believes that carsharing is a viable option for Santa Barbara's residents and that instituting carsharing in downtown SB would promote the General Plan's Circulation Element goals and policies:

Goal – Integrated Multimodal Transportation System. Create a more integrated multimodal transportation system to connect people, places, goods and services. Provide a choice of transportation modes and decrease vehicle traffic congestion.

Policy C1.2 – Personal Transportation. In partnership with private interests, promote and provide incentives including the provision of funding, for shared-cost personal transportation options such as carsharing and bikesharing to increase personal mobility, reduce air pollution and greenhouse gas emissions, reduce parking demand, and decrease the cost of transportation to individuals.

On September 11, 2014, representatives of Zipcar came to Santa Barbara to discuss the potential for their company to begin providing carshare services in the downtown. Zipcar is already providing cars for their members at UCSB and at the Santa Barbara Airport and expressed a keen interest in partnering with the City bring approximately 10 cars into several downtown locations. Since being acquired by Avis Budget Group Inc. in 2013, Zipcar has continued to grow its membership and now has superior flexibility in quantity and rapidity of fleet deployment. In other words, Zipcar feels they could bring 10 cars into Santa Barbara very quickly and easily adjust the fleet up or down depending on demand.

Other benefits as reported by the Transportation Research Board/National Academy of Sciences and Zipcar surveys include:

- Each Zipcar takes 15 personally owned vehicles off the road
- Members report a 46% increase in transit usage
- Zipcar members drive 40% fewer miles on average (annually after becoming members)
- Members report saving \$500+ dollars per year (versus car ownership)

**Next Steps:**

Staff will present this update to the Downtown Parking Committee on November 13, 2014, and seek their review and comment. A draft carshare ordinance that enables partnership with a qualified bidder to designate parking for shared vehicles has been prepared and would need to be adopted by City Council in the coming months. An RFP or RFQ would then likely be released in order to determine which carshare company would be selected to partner with the City.

PB/kts

Attachment: Zipcar Presentation



zipcar<sup>®</sup>  
wheels when you want them

# Zipcar Overview

Jeff Shields | General Manager – Los Angeles





# Zipcar at a Glance

## How



1. join



2. reserve



3. unlock



4. drive

## Who

850,000+ “Zipsters”



**zip • ster** (zip'ster) *n: Slang*

One who uses Zipcar. A gender neutral term for a person (or people: Zipsters) who believes in cost-effective mobility solutions that are good for the planet and easy on the wallet.

## Where



**10 Million Drivers** live within  
**10 Minutes** of a Zipcar

# What is Zipcar?

## ○ Zipcar is a smarter way to get around the city

- Drive cars by the hour or day. Gas & insurance included in one price.
- 24/7 access to a variety of vehicles, including sedans, hybrids, vans and more.
- Our cars live in neighborhoods, cities and airports across the globe.
- No paperwork, no hassle. Just a car when you need it, saving time and money.
- Low weekday hourly rates custom-made for business.



# How does Zipcar work?



**JOIN >>** [www.zipcar.com](http://www.zipcar.com)

Application takes a few minutes, and once approved you get your very own Zipcard.



**RESERVE >>**

Reserve one of our cars – for a couple hours or the entire day. Do it online or use a phone. We're easy.



**UNLOCK >>**

Walk to the car, then just hold your Zipcar to the windshield. The doors will unlock, and it's all yours!



**DRIVE! >>**

Enjoy the freedom with gas and insurance included. When done just return the car to its reserved spot.

# Access Zipcar Anywhere by Mobile Phone

- Download the Zipcar App for free to:
  - View available Zipcars on a map or in a list
  - Reserve a Zipcar any time, 24/7
  - Honk the horn to find your Zipcar
  - Lock/unlock the doors after scanning your Zipcard
  - Extend your reservation

Android™ app

download the app



iPhone app

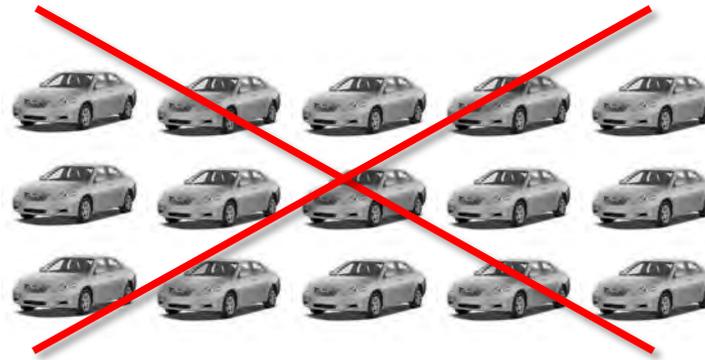
download the app



- Other helpful features for your phone:
  - Mobile website; visit [zipcar.com](http://zipcar.com) from your phone to reserve a Zipcar, extend your reservation and more
  - Sign up for text alerts, 2-way texting and text to honk or lock\*

\*standard message and data rates apply

# Environmental Impact



Every Zipcar takes 10-15 cars off the road  
Zipsters drive 40% fewer miles on average annually after becoming members  
Members also report a significant increase in mass transit usage  
Helps developers with LEAD Certification



- Reduced parking demand
- Reduced city congestion
- Reduced fuel consumption; fuel efficient fleet
- Reduced personal driving resulting in reduced CO<sub>2</sub> emissions

Sources: Transportation Research Board/National Academy of Sciences and Zipcar surveys



zipcar<sup>®</sup>  
wheels when you want them

# Los Angeles Market



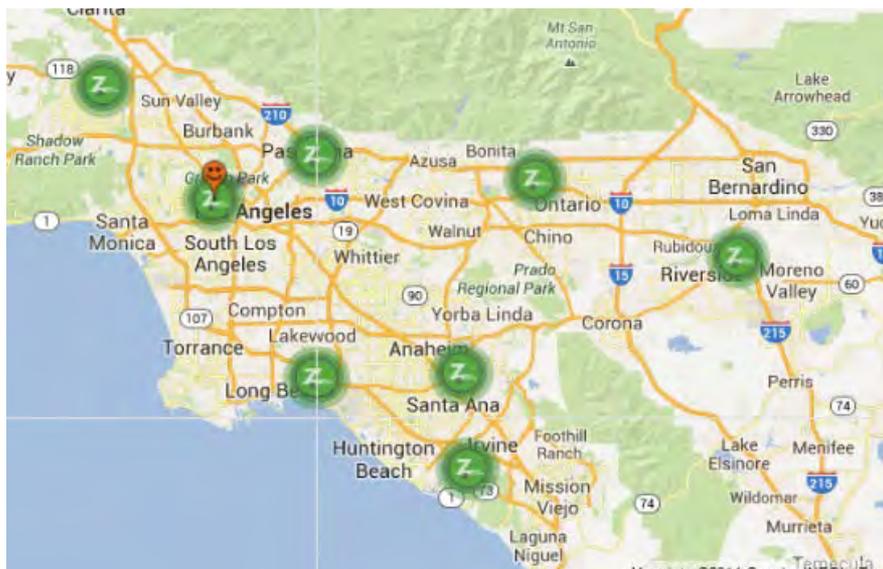
# Los Angeles Market History



- Official Market Launch Date: December 2011
- **We've experienced phenomenal growth since our launch date!**
  - 200% increase in fleet and approximately 20K members in the LA region
- 14 Universities; Top Performers - USC, UCLA, LMU, UC Irvine, and Pomona
  - Vehicles have been at Los Angeles universities since 2006
- Office is store front and located in the heart of Hollywood
- Acquired by Avis Budget Group in 2013
  - Access 20K vehicles in Southern California, staffing and support infrastructure

# Market Size

## Greater Los Angeles Area



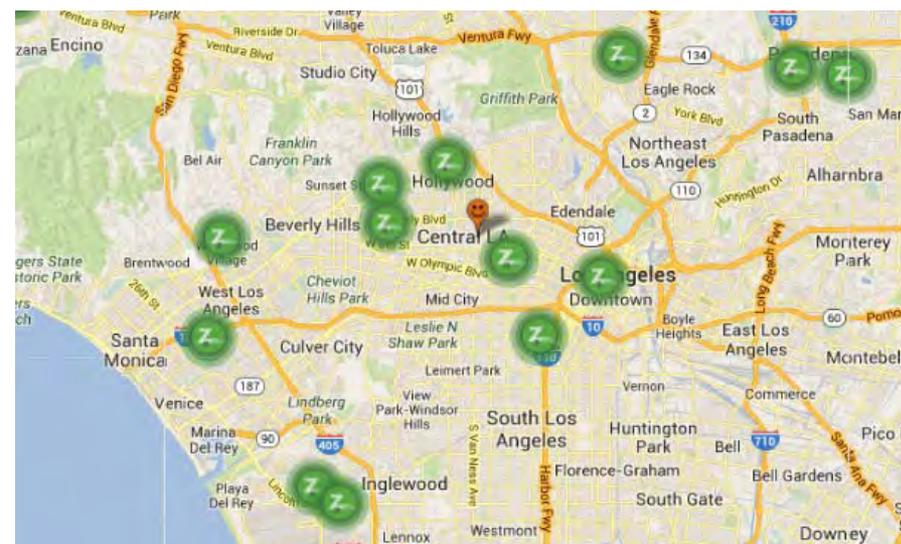
### 2014 Expansion

- DTLA / Chinatown / South Park
- Century City
- Santa Monica
- Venice Beach

### Top Performing Zones

- USC
- Westwood (UCLA)
- Downtown
- Marina-Playa (LMU)-Westchester-LAX
- West Hollywood

## Metropolitan Area



# Zipcar in Santa Barbara



## UC Santa Barbara

- Launched program in 2010
- Available to Students, Faculty and Staff
- Deep campus partnerships
  - Resident Advisors
  - Orientation Leaders
  - Faculty / Staff Alternate Transportation

## Santa Barbara Airport

- Launched program in 2014
- Zipcars available at Avis Budget CONRAC
- Available to visitors and SB community

# Rates, Plans, Vehicles

- **The Consumer Plan (driving for everyday use)**
  - \$25 Application Fee per person
  - \$60 Annual Fee per person
  - Cars starting at \$9.50/hour
- Zipcar for Business/Government
  - \$25 Annual Fee per Employee
  - No individual application fee
  - Discounted **M-F Driving**
    - \$9/hour
    - \$71/day
    - \$64 7a-7p
    - \$39 Overnight (6p-8:30a)

	Zipcar
Gas	✓
Insurance	✓
Damage	✓
Liability	✓
Collision	✓
Mileage	✓
Environmental Fees	✓
Location Surcharge	✓



# Fleet Options

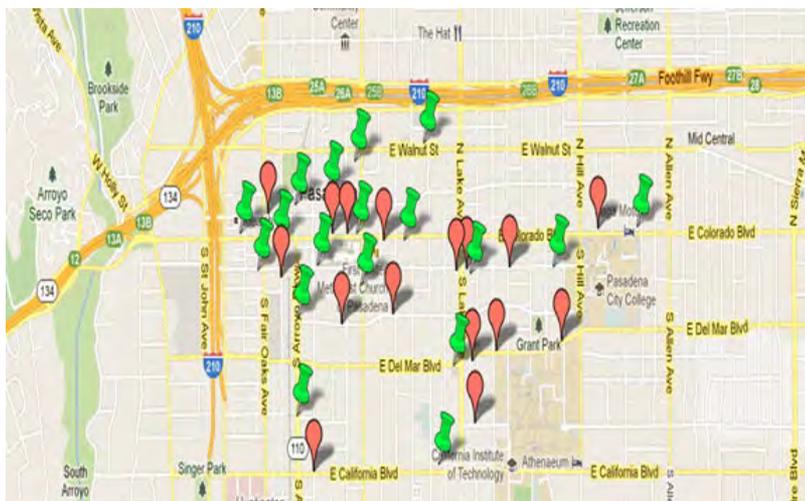


## 3 Core Car Classes + Specialty

- **Good** (Mazda 3, Prius, Focus, etc.)
- **Better** (Mini, Escape, A3, etc.)
- **Best** (BMW, Mercedes, etc.)
- **Specialty** (EVs, Trucks, Cargo Vans, etc.)

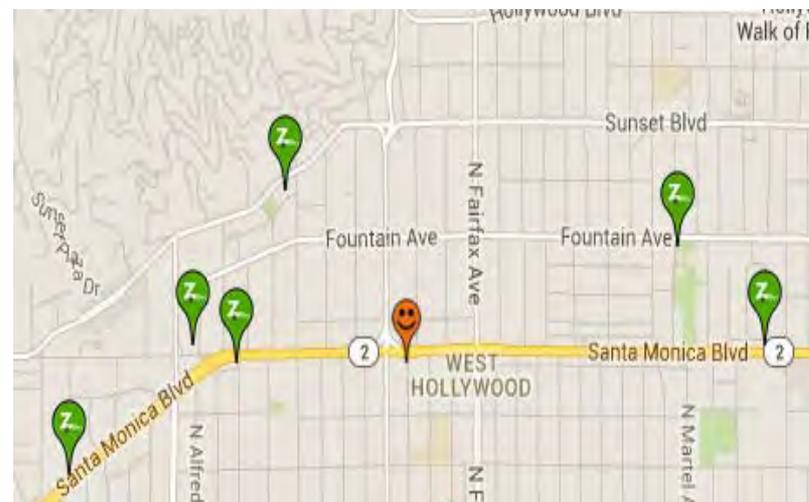
# City / Government Relationships

## City of Pasadena Pilot



- Exclusive 18 month pilot; 20-40 Zipcars
- High-profile, on-street parking spaces
- Z4B, Z4G, and Affiliate Account opportunities
- Collaborative relationship with city staff
- Program gaining traction as we continue to build awareness and acquire new members

## City of W. Hollywood Pilot



- Exclusive 24 month pilot; 10 Zipcars -- City currently working on RFP.
- Strong relationship with city as well as well community; Palihouse + Standard Hotel
- High-profile, on-street parking in one of LA's great destination and shopping hubs

# FAST Mobility Hubs



North Hollywood Metro Station



- **Collaborative Partnership led by FAST; Fix Angelinos Stuck in Traffic**
  - Zipcar, ABG, BikeNation, Bike Connect and Famima
- High-Profile Mobility Hubs at Metro Stations and through private developers in Los Angeles
  - Our combined services will provide communities and transit riders with “first mile / last mile” solutions via car/bike share, bike storage as well as food/beverage, safety/security
- Supported by Metro and City of Los Angeles

# Strong Residential & Commercial Partners

- Westin LAX
- Roosevelt Lofts
- PacMutual
- 1600 Vine Apts
- Mosaic Apts
- Palihotel
- Wilshire/Vermont
- One Wilshire
- Tuscany Apts
- Metropolitan Lofts
- Farmer's Daughter
- Palihouse
- City National Plaza
- Cushman Wakefield
- Union Station



- High-Profile Destinations
  - Easy to find
  - Well lit, safe & secure
- Member Benefits
  - Lunch & Learns
  - Happy Hours
  - Surprise & Delights
  - PR & Social Media
  - Location Merchandising
- Zipcar for Business & Affiliate
  - M-F Business Driving
  - Discounted Rates
    - Hourly
    - Daily
    - Overnight

# Member Engagement & Benefits

- Ikea Room Design Contest
- 18<sup>th</sup> Street Beer, Art & Music Festival
- Los Angeles Green Festival
- Hollywood Chamber Halloween Event
- The Standard Hotel – Twitter Contest
- Renegade Craft Fair
- Hollywood Farmer's Market



- Target – Back to School Event
- Hollywood Bowl Concert – Twitter
- So-Cal Self-Storage
- Yoga Works – Member Benefit
- HandyBook & Washio
- Toys-4-Tots
- Echo Park Rising

# NEW PRODUCT! Zipcar ONE>WAY

- Zipcar has teamed up with Honda to launch a new ONE>WAY product!
- ONE>WAY cars being rolled out in Los Angeles in early 2015
- 2015 Honda Fit's offer great utility and leading class fuel efficiency
- POD to POD connectivity; LAX to DTLA, West LA to Union Station, etc.
  - Spontaneity and freedom with the benefit of advanced reservations and reserved parking at your destination





zipcar<sup>®</sup>  
wheels when you want them

THANK YOU!

Jeff Shields  
General Manager  
Zipcar Los Angeles  
323-866-4507  
jshields@zipcar.com

