

Zipcar Santa Rosa

SONOMA COUNTY TRANSPORTATION AUTHORITY

JULY 10, 2017

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What is car sharing?

- Car share vehicles are accessible to members for **short-term rentals**
- Generally located in **convenient designated parking spaces**
- Easy online or app-based reservations and payments



1. join



2. reserve



3. unlock



4. drive

Goals and Benefits

- Supportive of transit use and multimodal lifestyle
 - As-needed car for zero or one-vehicle households, and transit, bike, carpool, commuters
- Supportive of reduced car ownership and lower transportation costs
 - Owning and maintaining a car costs an average of \$8,698 annually
- Reduced demand for parking

Santa Rosa Car Share Pilot

- SCTA received Climate Initiatives grant through MTC
- Initiative to expand car sharing in new markets with growing population centers
- Provide subsidies for parking, operations, maintenance, and marketing
- 2-year pilot project in Santa Rosa
- Option to extended marketing subsidies
- Fleet-based model
- Informed by market and site analysis completed through *Shift Sonoma County*

Zipcar Overview

- **Largest car-sharing network** in the world
- Over 1 million members
- 500 cities and towns across 9 countries
- 31 major metropolitan areas
- 50 airports
- Over 600 college and university campuses
- 275k businesses and government agencies
- 12,000 vehicles worldwide
- Over 30 vehicle makes and models

- **Every 6 seconds** someone, somewhere in the world reserves a Zipcar

- **Zipcar pods are nearby** at Sonoma State University, San Rafael, inner Bay Area



Zipcar Operations

Fleet

- Maintenance
- Cleaning
- Roadside
- Fueling
- Vehicle Recommendations
 - Subcompact
 - Mid-size/SUV



Zipcar Santa Rosa

Initial Locations

- Site A – Lot 10
- Site B – SMART Depot Railroad Square
- One-year contract with option to extend
- Review usage data in first year to inform continuation, expansion, relocation
- Membership typically increases in the first six months of launching in a new market
- If successful, Zipcar could expand in Santa Rosa and throughout Sonoma County



Next Steps

- City of Santa Rosa enters into agreement with Zipcar for parking designation
- SCTA works with Zipcar to finalize marketing strategy and plan
- Website goes live
- Launch events
- Data collection and reporting