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
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

---

**15MM gallons of gas saved per year**

**1600lbs CO2 reduced per year**

**33,000 cars off the road**

**60% less driving with car sharing program**

fewer cars  fewer parking spots  more green space
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