

## Zipcar Carshare Pilot Program Factsheet

<b>Background:</b>	Car-sharing is a convenient, low cost sustainable transportation alternative that has grown considerably in North America during the past ten years. It is an attractive alternative to renting a car for those who need a car for a short period of the time or occasional users that do not own a car.
<b>Recommendation:</b>	Use of Zipcar car-sharing program to allow for convenient access to a vehicle for a short period of time by the City of Pasadena residents, visitors and employees.
<b>Terms:</b>	One year pilot- option to renew or terminate after one year with 30 day notice.
<b>Limitations:</b>	City agrees to only use and market Zipcar car-sharing program during the term.
<b>Vehicles and Curb Parking Spaces:</b>	<p>Zipcar will station up to 40 and a minimum of 20 vehicles at 10 mutually agreed upon locations in Phase I.</p> <p>Zipcar will pay the cost of staff time and required signage.</p> <p>Zipcar will maintain dedicated on-street parking spaces.</p> <p>City will provide and enforce two highly visible parking curb spaces.</p> <p>City agrees to provide up to 10 additional curb spaces parking for Phase II at mutually agreed locations.</p>
<b>Benefits:</b>	<p>Helps reduce congestion, pollution and vehicle miles travelled in Pasadena.</p> <p>Solo drivers are more inclined to carpool or use transit when carshare is available for emergencies or short trips.</p> <p>Visitors may elect to use transit to come to Pasadena when carshare is available to them.</p> <p>A potential alternative to the use of the fleet vehicles by city departments.</p> <p>A potential alternative to guaranteed-ride-home offered by Department of Transportation Pridesshare program to employees using public transportation or carpoolers.</p> <p>A potential alternative to owning multiple cars for households with more than one driver.</p> <p>Replacing private automobiles with shared ones directly reduces demand for parking spaces and may reduce traffic congestion at peak times.</p>