



Car Share Pilot Program

City Council Dinner Briefing
June 12, 2017



Tonight's Presentation

- What is car sharing?
- What is the “pilot program”?
- What are the next steps?



Car sharing services operate in more than 400 North American cities

Austin, TX



Atlanta, GA



San Francisco, CA



Seattle, WA



Minneapolis, MN



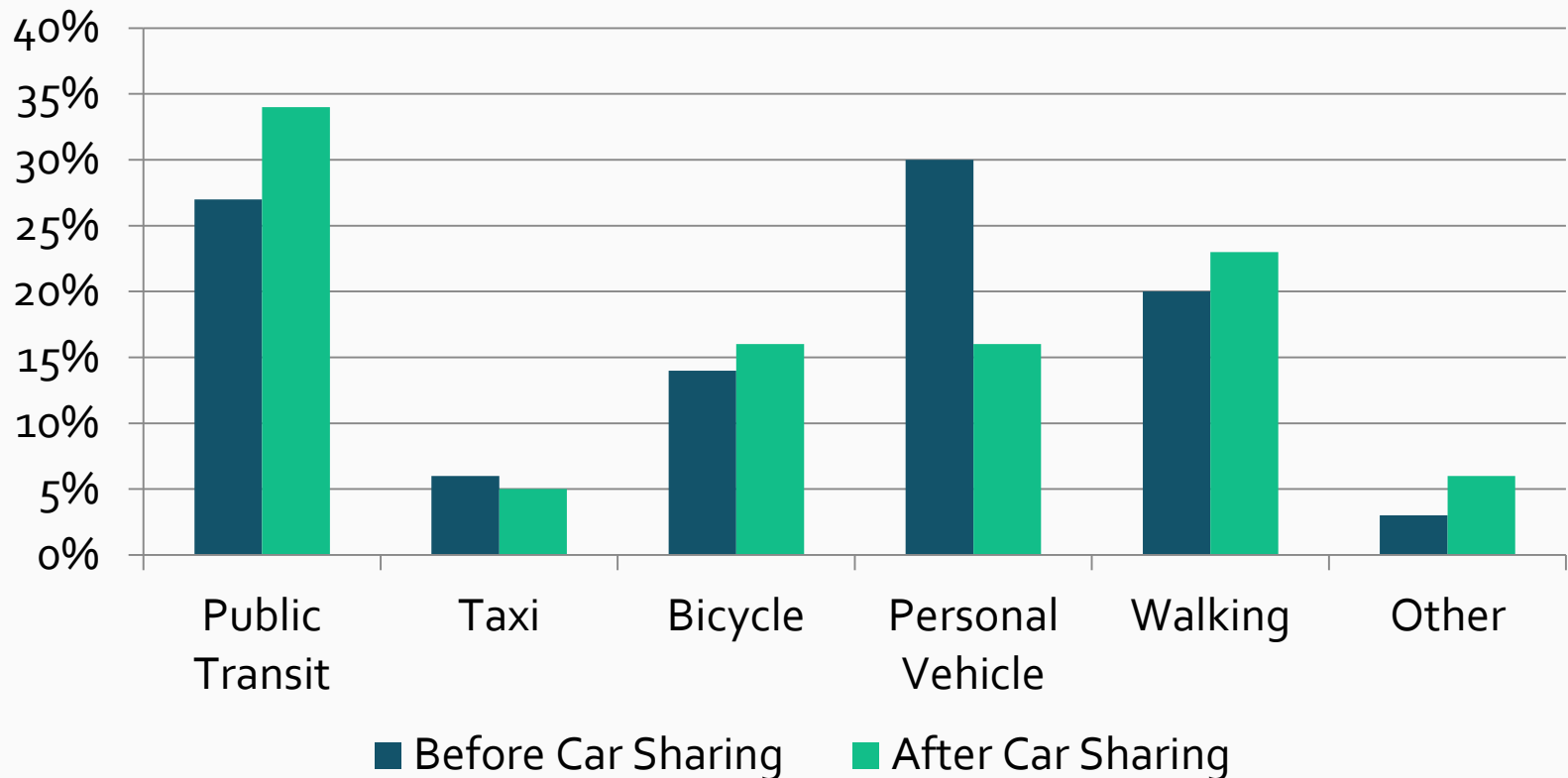
Denver, CO



Charlotte, NC

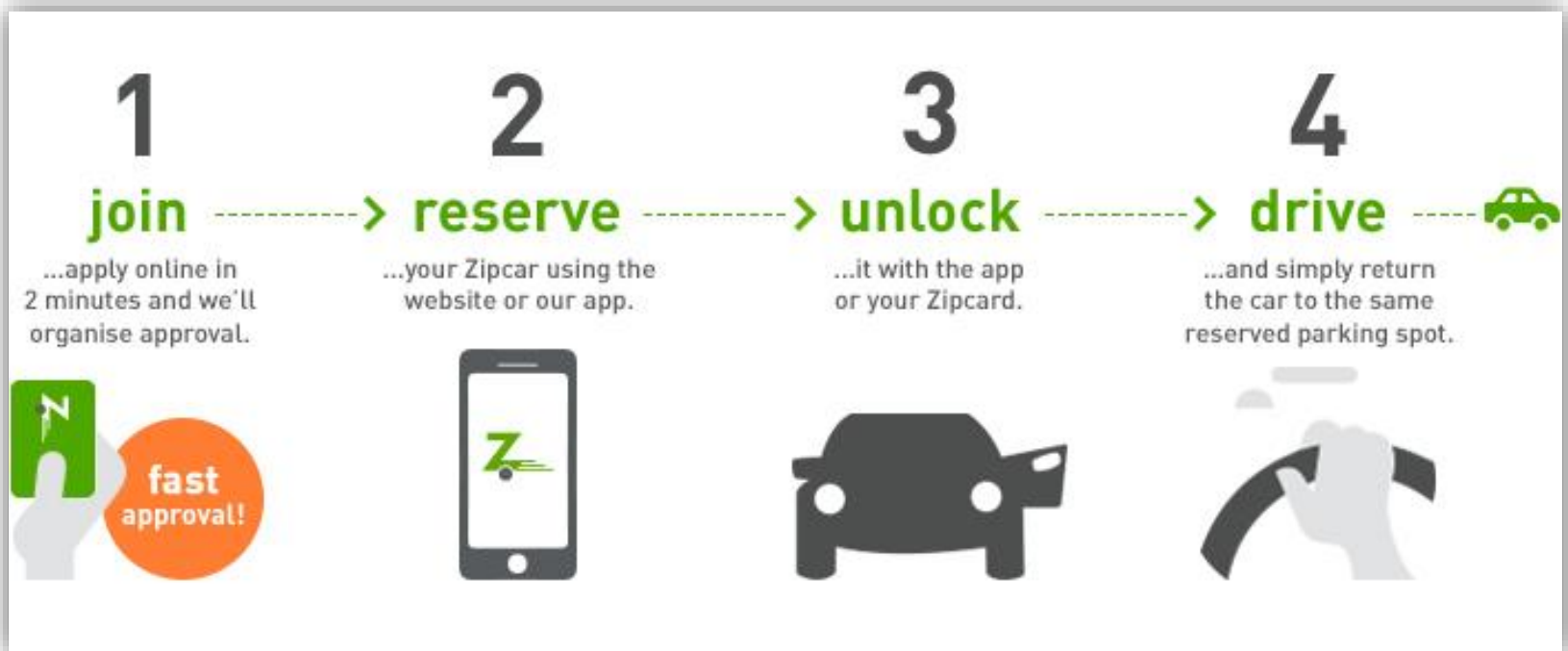
Lessons learned from car share pilots

Minneapolis



Overview of car sharing

Self-service vehicle rental model where people rent vehicles, often by the hour, using an online platform



Benefits of car sharing:

Promote transportation choices



*Supports **car-lite lifestyle** and reduces **car ownership***



*Provides an **affordable alternative** to car ownership*



*Increases **walking, biking and transit***



*Reduces **vehicle miles travelled***

car sharing is an extension of the transportation system

Pilot Program Background



September 2016

– Solicited Letters of Interest

November 2016

– Selected Zipcar as pilot vendor

Fall/Spring 2016

– Negotiated details of two-year pilot program

Pilot Program Details

Two –year pilot program with 12 designated car share spaces

City to:

Zipcar to:

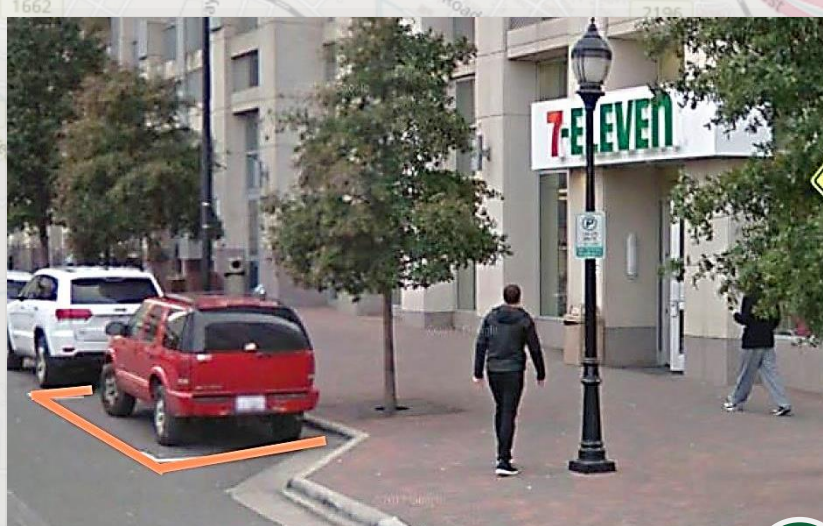
Provide 6 on-street permitted spaces

Supply and maintain car share vehicles

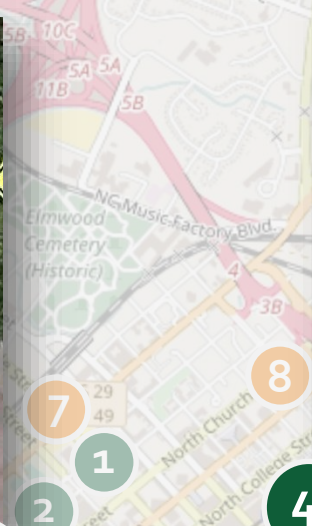
Provide 6 off-street spaces

Submit quarterly data

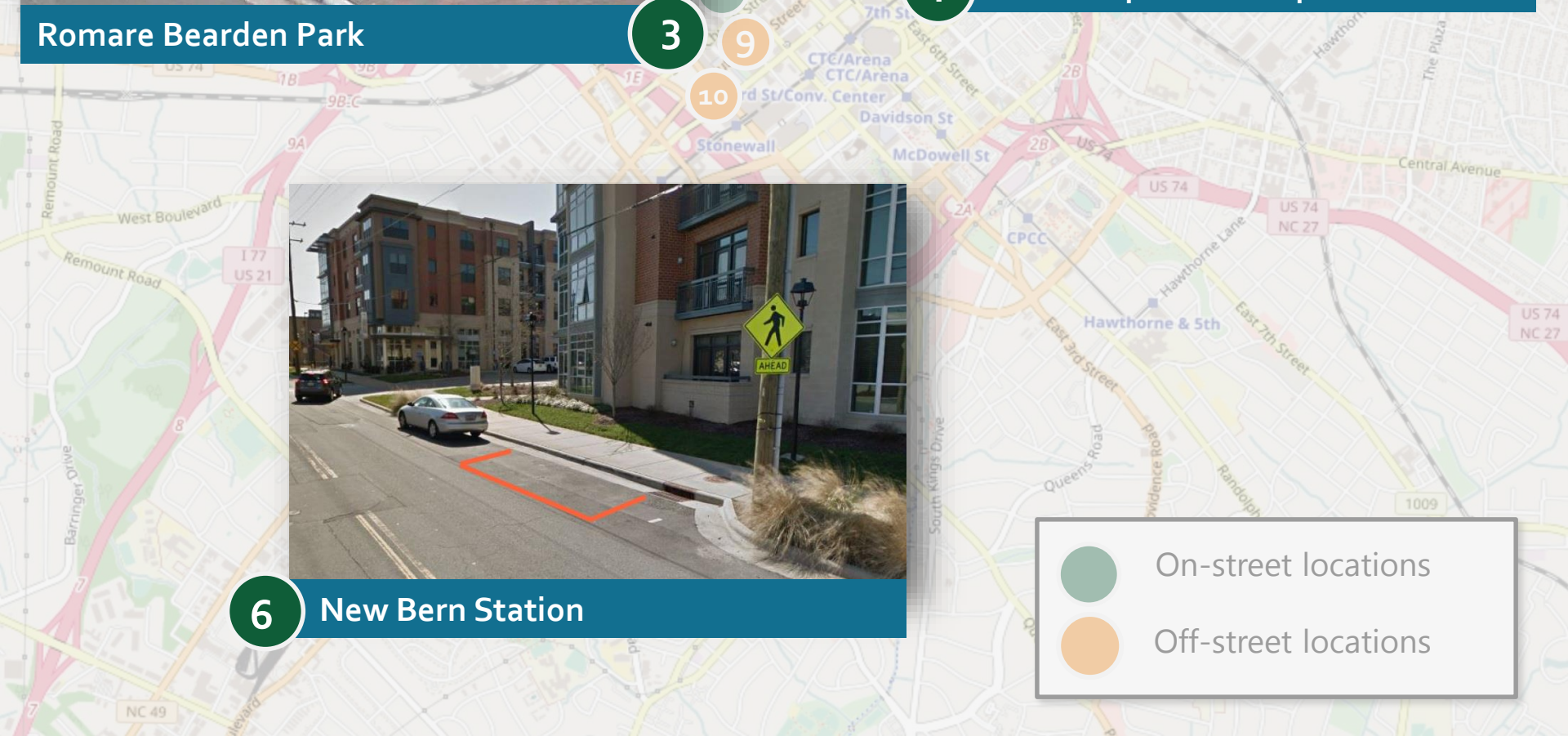
No cost to the City!



Romare Bearden Park



UNCC- Uptown Campus



New Bern Station

- On-street locations
- Off-street locations

Next Steps

- Finalize agreement with Zipcar
 - 2-year pilot period at no cost to the City
- Kick off six-week marketing campaign
- Launch mid/late summer
- Evaluate the results of the pilot and share findings with City Council

Questions?

