



zipcar



Transportation

IWG

6.6.08

Imagine Seattle in 2020...



With 35,000 fewer cars

53,000 drivers sharing 1,200 cars

Annual reduction of 130 million VMT *

Annually saving 42 thousand tons of carbon emissions*

* Based on EPA estimate: 27 MPG

* Based on EPA estimate: 1 gallon of fuel consumed produces 19.4 lbs. of carbon



Car sharing: An original vision

Pioneered in Seattle in 2000 – with a public/private partnership between Flexcar and King Country Metro and the City of Seattle

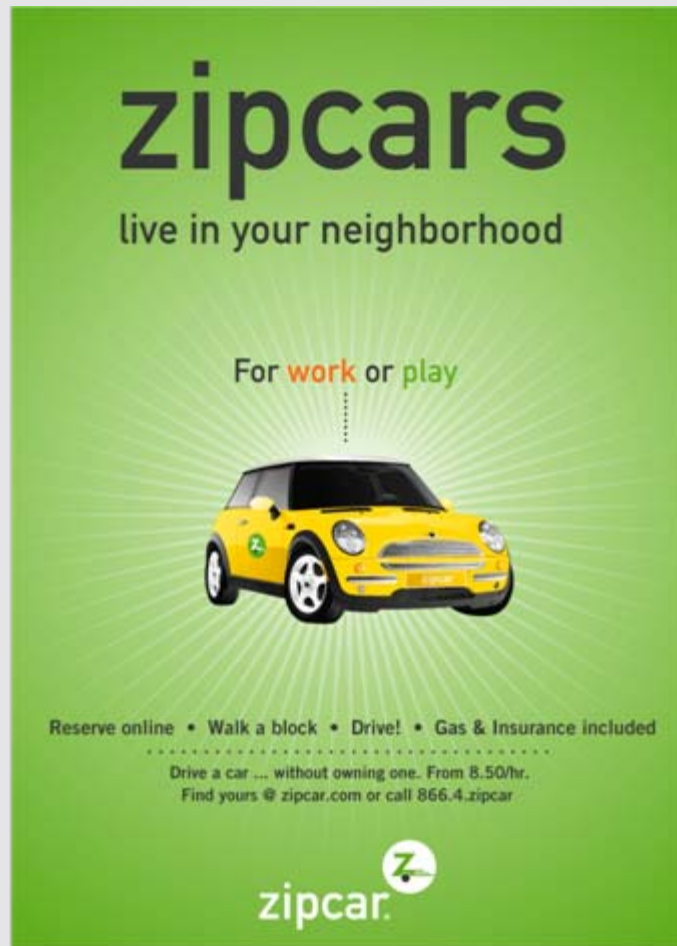
Synergistic compliment to: bus, ferries, train, biking, walking

Zipcar Seattle today:

- 10,000+ members
- 300+ Business clients
- Serves 5 cities/jurisdictions in Washington
- A fleet of nearly 300 vehicles – 30% of which are hybrid



Car sharing (kär shâr-ing); *def.* An alternative to car ownership



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zipcar.

- Convenient, on-demand access to a private vehicle
- Used for short term trips
- Self-service access, vehicles parked near home and work
- Simple hourly fee includes gas, insurance, parking, cleaning and maintenance.



The car sharing Impact

Reducing car ownership and VMTs ...

- Nearly 70% of Seattle car sharing members either got rid of a car or halted a decision to purchase a vehicle.
- 50% of Seattle members said joining car sharing led them to increase their use of public transit
- After joining, each member decreased VMT by an average of 2,500 miles per year.
- Each Zipcar replaces 15-20 privately owned cars

In 2008, Seattle car sharing users will save 900,000 gallons of gas and 8 thousand tons of carbon!*



Based on EPA estimates:

* Average 27 MPG

* Each gallon of fuel consumed produces 19.4 lbs. of carbon

Supports CTR and Smart Business

Compliments employer sponsored bus passes

- Zipcar enables bus riders to ride the bus even when they need a car for mid-day appointments.

Enables businesses to reduce/eliminate private fleet and rely on car share vehicles:

- Puget Sound Clean Air Agency
- PEMCO
- Safeco
- URS
- Perkins Coie



Car sharing is a proven, low-cost partner; helping to reduce commuter trips and VMT's

Synergistic Relationships



Enables car-free crossings and supports walk-ons



Cross Marketing



Strengthens CTR



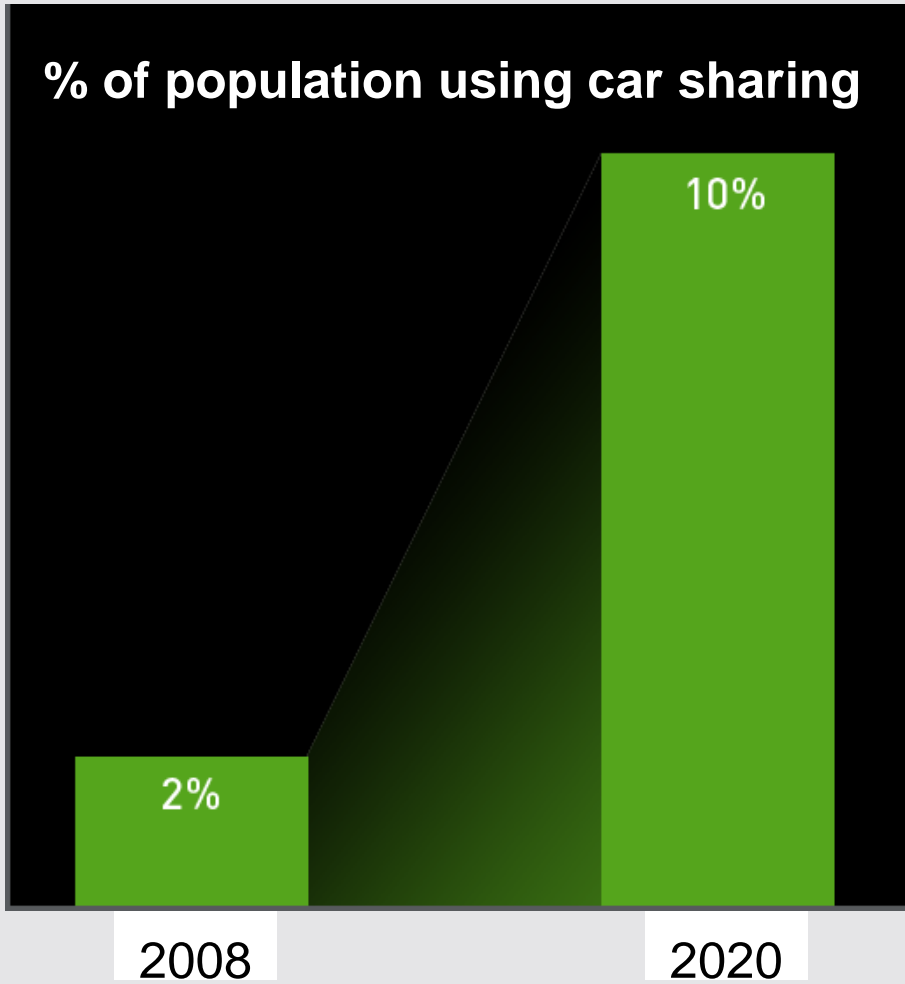
Preserves car-free lifestyles



Real alternative to car ownership



10% adoption possible by 2020



Car sharing:

- Is a proven strategy
- Is scalable
- Requires little public investment
- Is carrot not a stick
- Members are the engines of cultural change needed to achieve VMT goals



Growth and Enhancement

- 1. Encourage car sharing through smart policy**
 - Business/agency incentives for reducing fleet and using car sharing
 - Commute trip reduction incentives
- 2. Accelerate demand by improving awareness**
 - Provide on-street parking
 - Include car sharing as part of state and local government outreach
 - Incentives for college student populations (groom early!)
- 3. Reduce tax burden on car sharing members**
 - Eliminate rental car tax



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Thanks!

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Zipcar is the world's leading car sharing service with more than 200,000 members and 5,000 vehicles in urban areas and college campuses throughout 25 North American states and provinces as well as in London, England.

