

Minneapolis City Council
 350 South 5th Street
 Room 350
 Minneapolis, MN 55415



RE: Car Sharing Program Policy (16-00145)

Dear Council President Johnson, Vice President Glidden, Majority Leader Quincy, Minority Leader Gordon, Councilor Reich, Councilor Frey, Councilor Yang, Councilor Warsame, Councilor Goodman, Councilor Cano, Councilor Bender, Councilor Johnson, and Councilor Palmisano,

I'd like to follow up on the testimony I gave last week to the Transportation and Public Works Committee regarding the proposed Car Sharing Program ordinance and align more closely on the program to help meet the City's transportation policy goals.

Zipcar is the world's leading car sharing network with operations in over 500 cities and towns in eight countries around the world. We were founded sixteen years ago—at a time when car sharing seemed crazy – with a clear social mission: to enable simple and responsible urban living. And that mission is strengthened by our partnerships with the cities where we operate, including here in Minneapolis, where we launched in 2013 and today operate a fleet of over 30 vehicles shared by a growing local membership base and more than 950,000 members globally.

Zipcar's model of car sharing—with parking included—is a true alternative to car ownership that also has proven positive impacts on society.

- Each vehicle we put on the road displaces between 9-13 personally owned vehicles.¹
- Fifty percent of car sharing members either sell (25%) or defer purchase of (25%) a vehicle after joining our service.²
- Our members walk, bike and use public transportation more and each member, because they drive less overall, reduces their personal carbon emissions by up to 1,600 lbs per year.¹
- Each of our vehicles supports the needs of around 50 members, far more than a personally-owned vehicle which, on average, sits idle 95% of the day.

Additionally, an average of 30% of driving is spent looking for parking.³ With Zipcar, members have a designated parking spot for easy pick up and return, which eliminates the “cruising for parking” issue coined by Donald Shoup.²

¹ Martin, Elliot and Susan Shaheen. “[Greenhouse Gas Emission Impacts of Car Sharing in North America](#)” (June 2010).

² Dentel-Post, Colin. “[Less Parking, More Carsharing: Supporting Small-Scale Transit-Oriented Development](#)”. *UC Berkeley Institute of Urban and Regional Development* (2012)

³ Shoup, Donald “[Cruising for Parking](#)”, University of California, Los Angeles (2007)

With substantial proven benefits, it is logical that the city would choose to support car sharing by offering access to curbside parking. These public parking partnerships are not a business requirement for our model to be successful, but these highly visible locations can accelerate our growth and consequently our positive impact on the city. As the city considers extending and modifying this parking policy, I hoped to offer two lessons we have learned in other cities that might inform your policy discussion.

First, on pricing, we've found that the most successful car sharing programs—those that help cities meet policy goals—are those with competitive pricing for on-street parking spaces that are at or below market rate for off-street parking locations. For example, the City of Philadelphia offers round-trip on-street car sharing spaces for \$13 per month (roughly \$150 per year).

As currently structured, the City of Minneapolis's pricing proposal for dedicated parking in metered locations (80% of maximum *possible* meter revenue) is maintained at well above market rate, thereby discouraging operators from choosing on-street locations. For example, in the congested Uptown neighborhood, the on-street rate for a meter at 3018 Hennepin Ave is \$440 per month compared to \$150 per month for the Calhoun Square ramp. Around the University of Minnesota, Zipcar was paying \$350 per month for a meter at 475 13th Ave SE compared to \$120 per month for a lot at 425 13th Ave SE. It is unlikely that operators like ours would choose city-sponsored spaces should they remain more costly than off-street locations.

Second, we've found that soliciting permission from abutting and adjacent property owners when placing a vehicle to be a logistical barrier to growth. We are proud of the community support for services like ours and have countless member stories and quantitative data that speak to our impact. Their voices are too often crowded out by the interests of property owners. We have found great success when city leaders and policy makers take an affirmative stance that car sharing is a social good and members deserve the same access to curb space granted by personal vehicle owners. While we are happy to earn support from our neighbors, we hope that the city will partner more closely with us and look differently at these requirements.

We would love to continue to grow our service to Minneapolis residents in partnership with the city and would welcome further discussion on these items.

At Zipcar, we're big fans of any idea that makes more efficient use of our roads and vehicles and makes cities better places to live. We know that the City of Minneapolis shares these goals and we look forward to continuing to work together to make Minneapolis a great place to live.

Sincerely,

Brian Harvey
Market Manager, Zipcar Minneapolis
733 Marquette Ave South, Suite 106
Minneapolis, MN 55402

February 2nd, 2016 testimony of Brian Harvey, Market Manager for Zipcar Minneapolis, on the proposed Car Sharing Program ordinance.

Good morning. My name is Brian Harvey and I am Zipcar Market Manager for Minneapolis. Thank you Chair Reich and members of the Transportation and Public Works Committee for allowing me to testify here today.

Zipcar is the world's leading car sharing network with operations in over 500 cities and towns in eight countries around the world. We were founded sixteen years ago – at a time when car sharing seemed crazy – with a clear social mission: to enable simple and responsible urban living. And that mission is strengthened by our partnerships with the cities where we operate, including here in Minneapolis, where we launched in 2013 and today operate a fleet of over 30 vehicles shared by a growing local membership base and more than 950,000 members globally.

Zipcar's model of car sharing – round-trip or station-based car sharing – is proven to have substantially positive impacts on society. Each vehicle we put on the road displaces between 9-13 personally owned vehicles. Fifty percent of car sharing members either sell (25%) or defer purchase of (25%) a vehicle after joining our service. Our members walk, bike and use public transportation more and each member, because they drive less overall, reduces their personal carbon emissions by up to 1,600 lbs per year. Each of our vehicles supports the needs of around 50 members, far more than a personally-owned vehicle which, on average, sits idle 95% of the day.

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Thank you.

Brian Harvey
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