



Zipcar, Inc.
25 First St., 4th FL
Cambridge, MA 02141

July 23, 2008

Honorable Wendy Greuel
Chair, Transportation Committee
200 N. Spring Street
Los Angeles, CA 90012

Dear Councilmember Greuel,

On behalf of Zipcar, please accept my apologies for not being able to attend the committee meeting today in person. We applaud the city of Los Angeles in its efforts to look at car sharing as a transportation alternative, and in light of our absence, would like to take the opportunity to reiterate the value of car sharing and our strong interest in a potential partnership between Zipcar and the City of Los Angeles.

Car sharing is a proven, effective transportation alternative for urban areas. Among other things it reduces the number of cars on the road (Zipcar estimates that it has taken more than 90,000 vehicles off the road to date), parking demand, vehicle miles traveled (VMT), and carbon emissions. Car sharing is also shown to save users more than \$5,000 per year relative to private car ownership, money that can be better spent in local economies. In short, car sharing helps address a number of challenges faced by the city and is an alternative people actually want and use. For the committee's information, we have attached a fact sheet on car sharing further outlining its demonstrated benefits.

We understand that the City of Los Angeles needs a dependable and effective partner in implementing car sharing. Zipcar is the premier car sharing company in the world, with more than 225,000 members and 5,500 vehicles in North America and the UK. We pride ourselves on providing a scalable and sustainable model for car sharing, and effectively partner with dozens of cities, communities, and transit organizations throughout North America, including partner programs in Atlanta, Boston, Chicago, New York, Pittsburgh, Philadelphia, Portland, San Francisco, Seattle, Toronto, Vancouver, and Washington DC.

In the Los Angeles area, through our university program, Zipcar currently works in partnership with UCLA and USC to provide car sharing services to their campuses. As the city considers a car sharing pilot in LA, we are interested in working with you to find an economical way to expand our campus offerings into the local community.

We look forward to continuing discussions at the city's convenience.

Best regards,

A handwritten signature in black ink, appearing to read 'Jenny Larios Berlin', is written over a white background.

Jenny Larios Berlin
Zipcar General Manager, Universities



Quantifying the Impact of Car Sharing

Reduces Vehicle Miles Traveled, Reduces Carbon Emissions

- North American Zipcar members drove an average of 48% fewer miles after joining.¹
- Each Zipcar member consumes approximately 110 gallons of gasoline less than when they owned their own vehicle, resulting in significant oil conservation.¹
- Considering fuel savings, in 2008 North American car sharing members will prevent more than 221,000 tons of carbon emissions.¹

Increases Use of Mass Transit

- Members of Zipcar and car sharing programs report a 46% increase in public transit trips, a 10% increase in bicycling trips and a 26% increase in walking trips.²
- 46% of Zipcar members surveyed agreed or strongly agreed that they use public transit more often since joining the service.³

Relieves Congestion, Reduces Need for Parking

- Each Zipcar takes more than 15 personally owned vehicles off the road. An independent study confirms this finding, calculating that 14.9 private cars are taken off the road for each car-sharing vehicle.⁴
- Recent surveys indicate that more than 65% of members would have kept their vehicle, or would have purchased a primary or secondary vehicle, if Zipcar did not exist. To date, Zipcar estimates it has taken more than 90,000 vehicles off the road.¹
- Since each Zipcar takes approximately 15 cars off the road, less land and financial resources are needed to provide parking infrastructure.
 - M.I.T. provides students and faculty access to more than 20 Zipcar vehicles; because of Zipcar and other transportation demand management initiatives the school reports savings of more than \$9 million, adding over one million square feet of new office space without a single new parking space.⁵
- North American car sharing programs average 24 members to every vehicle, reducing the overall number of cars on the road and decreasing the need for more parking spots.⁴

Saves Money

- An independent study of North American car sharing programs finds that an average of 20% of members give up their vehicles, while 41% postpone or avoid the purchase of a vehicle altogether. These behavior patterns result in significant savings for car sharing members.⁴
- On average each Zipcar saves more than \$5,000 per year compared to the cost of owning and operating a vehicle in an urban environment.¹

¹ Zipcar, Inc. *Zipcar Member Behavior Survey*, Cambridge, Mass.

² Washington Metro Area Transit Authority, (2005) *Washington Metro Transit Authority Car Sharing Program Survey*, Washington DC.

³ Arlington County, (2006) *Arlington Car Sharing Study- Program Year 2*, Arlington, Virginia

⁴ *Car-Sharing: Where and How It Succeeds, Ch. 4*. Transit Cooperative Research Program, Report 108; Transportation Research Board 2005. Adam Millard-Ball, Gail Murray, Jessica ter Schure, Christine Fox, Nelson/Nygaard Consulting Assoc., and Jon Burkhardt, Westat

⁵ Zipcar Inc. (September, 2006). "Zipcar Expands Nation's First Car Sharing Program for Universities with Addition of Seven New Schools". Retrieved 2008, <http://www.zipcar.com/press/releases/press-53>