

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: KIM NADEAU, PARKING MANAGER, FINANCE DEPARTMENT
SUBJECT: REVOCABLE NON-EXCLUSIVE LICENSE AGREEMENT WITH
ZIPCAR, INC.

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, approve a Revocable Non-Exclusive License Agreement with Zipcar, Inc., San Francisco, California, to park two car share vehicles in City owned parking lots.

EXECUTIVE SUMMARY

This agreement will provide for one reserved parking space at the Depot Lot (9 4th Street) and one reserved parking space at Lot 10 (730 5th Street) for two car share vehicles operated by Zipcar, Inc. This project furthers Council Goal 3.1 – Provide Leadership for Environmental Initiatives: Improve transportation network to reduce vehicle miles traveled and promote multi-modal transportation, by providing last mile connectivity to the SMART platform and reducing the need for vehicle ownership and reliance on single-occupancy vehicle travel, thereby reducing vehicle miles traveled and greenhouse gas emissions.

BACKGROUND

The Sonoma County Transportation Authority (SCTA) was awarded \$170,130 in Congestion Mitigation and Air Quality funds from the Metropolitan Transportation Commission's Climate Initiatives Program to implement a pilot car share program in Santa Rosa. The grant will provide operating and marketing subsidies for a new car share service in Santa Rosa and funding for program administration. If successful in Santa Rosa, the program may continue and expand without subsidies. On July 10, 2017, SCTA authorized execution of an agreement with Zipcar, Inc. for services related to the Santa Rosa Car Share Pilot Program.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

Zipcar has requested two reserved spaces for their car share vehicles, one at the Depot Lot and one at Lot 10 (See attached – Parking Map). The agreement has an initial one-

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year term, that may be extended by mutual agreement of the parties. Zipcar, Inc. will pay the City the reserved monthly parking permit rate of \$140/space, for two parking spaces that will be designated for Zipcar parking only.

The Depot Lot has 28 parking spaces and is proximate to the SMART train platform, serving downtown Santa Rosa. Lot 10 has 78 spaces and is located near Courthouse Square. The proposed initial locations are conveniently located near public transportation and downtown destinations. While parking demand is high at peak periods at the two proposed parking locations, the goal of car share is to reduce overall vehicle miles traveled and as an extension reduce the total need for parking spaces.

Car sharing allows members to rent cars by the hour, for as short a time as 30 minutes up to a full weekend, and is primarily used for short distance trips. Car sharing can save families and individuals hundreds of dollars every month in car payments, insurance, gas, registration and repairs by enabling members to avoid owning a personal vehicle or additional vehicles. Car sharing can encourage individuals to choose alternative commute options by providing short-term car rentals near work or school for shorter trips such as errands and business meetings.

FISCAL IMPACT

Zipcar, Inc. will purchase two reserved spaces at \$140/month, with annual revenue of \$3,360 to the Parking Fund. There is no impact to the General Fund with this action.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15301 (Class 1: Existing Facilities) in that it involves leasing or licensing within existing structures with negligible expansion of the existing use.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

None.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 - Parking Map
- Resolution/Exhibit A

CONTACT

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