

RESOLUTION NUMBER R- 310242

DATE OF FINAL PASSAGE FEB 18 2016

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO AUTHORIZING THE MAYOR TO EXECUTE AN
AGREEMENT WITH ZIPCAR FOR IMPLEMENTATION,
MANAGEMENT, AND OPERATION OF A CAR SHARE
SYSTEM

WHEREAS, car sharing is a community-based transportation option that allows drivers to access an automobile on an as-needed basis without the costs and responsibilities of vehicle ownership; and

WHEREAS, the City of San Diego's (City) mobility, sustainability, health, economic, and social goals reflected in the 2008 San Diego General Plan support goals and policies that will: help car sharing become a more viable alternative mode of transportation to connect to transit; provide safe and convenient options for employment, retail, multifamily housing, schools and colleges, and transit facility uses (Mobility Element, Policy ME-E.6); and help achieve trip reduction goals and reduce vehicle ownership (Mobility Element, Policy ME-E.7); and

WHEREAS, in October 2011, the City launched a Car Share Pilot Program (Pilot Program) covering a 33 square mile operating area using a single operator with a fleet of small, electric vehicles; and

WHEREAS, the Pilot Program demonstrated that car sharing helps solve the "final mile" problem, getting passengers from a transit point to their final destination; and

WHEREAS, the City monitored car share statistics during the Pilot Program and determined that a permanent car share program would provide an alternative mode of transportation, help meet the City's objectives to reduce drive-alone trips, vehicle miles traveled,

traffic congestion, and vehicle emissions, and offer economic, environmental, and community benefits to the public without the expenditure of public funds; and

WHEREAS, the City has established a Corporate Partnerships and Development Program (CPDP) to generate revenue and develop resources for the City through partnerships with the corporate community; and

WHEREAS, the CPDP issued a Request for Sponsorship (RFS) requesting proposals from potential car share vendors; and

WHEREAS, Zipcar Inc. (Zipcar) submitted a proposal in response to the RFS to implement, manage, and operate a station-to-station car share system in the City in exchange for marketing rights and benefits associated with the City; and

WHEREAS, the City has determined that Zipcar's proposal demonstrates its ability to fund, implement, manage, and operate a car share system and meets the City's objectives; and

WHEREAS, Zipcar will annually pay \$45 for each Zipcar car share vehicle to participate in the car share program; and

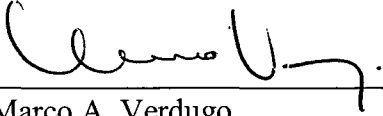
WHEREAS, the City has established a Car Share Expansion Fund to offset the costs of car share program expansion; and

WHEREAS, Zipcar will annually contribute an additional \$25 for each Zipcar car share vehicle to the Car Share Expansion Fund; NOW, THEREFORE,

BE IT RESOLVED, by the City Council of the City of San Diego, that the Mayor or his designee is authorized to execute, for and on behalf of the City, a three year Agreement with a two year renewal option with Zipcar for the implementation, management, and operation of a car share system under the terms and conditions set forth in the Agreement on file in the Office of the City Clerk as Document No. RR **310242**

BE IT FURTHER RESOLVED, that the Chief Financial Officer is authorized to use the Car Share Expansion Fund, an interest bearing fund authorized in Resolution R-2016-149, to offset car share program expansion costs such as satellite locations, memberships, outreach, and other program expansion support.

APPROVED: JAN I. GOLDSMITH, City Attorney

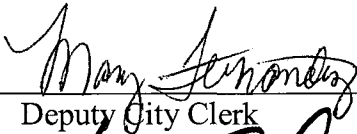
By 

Marco A. Verdugo
Deputy City Attorney

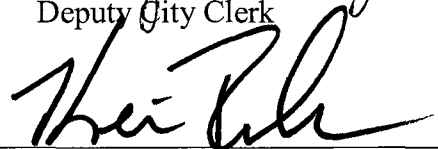
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I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of FEB 09 2016.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 2/17/16
(date)


KEVIN L. FAULCONER, Mayor

Vetoed: _____
(date)

KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on FEB 09 2016, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Sherri Lightner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lorie Zapf	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Todd Gloria	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Myrtle Cole	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mark Kersey	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Cate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scott Sherman	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
David Alvarez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marti Emerald	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage FEB 18 2016

(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

(Seal)

KEVIN L. FAULCONER
Mayor of The City of San Diego, California.

ELIZABETH S. MALAND
City Clerk of The City of San Diego, California.

By *Mary Fernandez*, Deputy

Office of the City Clerk, San Diego, California

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