



MEMORANDUM

TO: Mayor Laurel Lunt Prussing and Members of the City Council
FROM: William R. Gray, Public Works Director
N. Patrick Pioletti, Public Facility Manager
DATE: August 20, 2009
RE: Zipcar Update

Purpose

Provide an update on Zipcar usage to date for informational purposes.

History

The City of Urbana, in partnership with the City of Champaign, The C-U Mass Transit District, and the University of Illinois, began offering Zipcar service to the community in January, 2009. At that time, through news releases, advertising, and other means, the program was promoted and memberships were taken. Zipcar advised us at the time that we would need in excess of 300 members to support our six vehicles. I am pleased to report that we crossed that membership level at the end of July.

I have attached copies of spreadsheets that indicate quarterly payments against the revenue guarantee. You'll notice that the first quarter showed usage equal to \$2032.00 below Urbana's portion of the revenue guarantee and the second quarter improved upon that figure by another \$1538.00. This is a very positive trend. With the influx of new students (i.e., customers/members) this fall and continued marketing and education efforts, we should continue to see progress towards removal of the revenue guarantee. The Zipcar staff is confident in our program, so much so that they anticipate adding more cars to the fleet within the next year.

Noteworthy Items

At one point during June/July we were down to a single Zipcar stationed in Urbana due to a member trying to drive through a flooded viaduct. The totaled car has since been replaced putting us back to full strength.

Two Zipcars have been added to the I-Hotel/Research Park area. These two vehicles are outside our original intergovernmental agreement. They are covered by separate contract and revenue guarantee between the University of Illinois and Zipcar.

Some Public Works staff members have joined Zipcar and have used the vehicles for City business. We will continue to encourage that sort of use among all departments and the other partners as well. In addition, some local agencies have expressed interest in locating Zipcars near their offices for their use.

Conclusion

As Zipcar membership continues to climb, progress towards the revenue guarantee and its subsequent removal will be achieved. All factors seem to point to a bright future and a successful program.

ZIPCAR USAGE & BILLING

USAGE

Month	City of Champaign	University of IL	City of Urbana	Total Usage All Entities	
Jan-09				\$568.00	no individual information
Feb-09				\$3,073.85	
Mar-09				\$4,486.60	
	\$0.00	\$0.00	\$0.00	\$8,128.45	

GUARANTEE

	Guarantee	Guarantee less usage		
Jan-09	\$5,283.87	\$4,715.87	pro-rated for partial month	
Feb-09	\$9,100.00	\$6,026.15		
Mar-09	\$9,100.00	\$4,613.40		
	\$23,483.87	\$15,355.42		
	\$23,483.87	Guarantee		
	\$8,128.45	Less usage		
	\$15,355.42	Amount due	Divided by 4 =	<u><u>\$3,838.86</u></u>

ZIPCAR USAGE & BILLING

USAGE

Month	City of Champaign	University of IL	City of Urbana	I-Hotel-Research Park	Total Usage All Entities
Apr-09	\$1,384.30	\$1,794.20	\$1,313.35		\$4,491.85
May-09	\$1,820.75	\$3,358.95	\$1,495.05		\$6,674.75
Jun-09	\$2,180.20	\$2,448.70	\$862.95	\$24.00	\$5,515.85
	\$5,385.25	\$7,601.85	\$3,671.35	\$24.00	\$16,682.45

GUARANTEE

	Guarantee	Guarantee less usage		
Apr-09	\$9,100.00	\$4,608.15		
May-09	\$8,583.87	\$1,909.12	Reduced - Zipcar employee driving	
Jun-09	\$8,200.00	\$2,684.15	Reduced - totaled vehicle	
	\$25,883.87	\$9,201.42		
	\$25,883.87	Guarantee		
	\$16,682.45	Less usage		
	\$9,201.42	Amount due	Divided by 4 =	<u><u>\$2,300.36</u></u>

8/5/2009