

NJ TRANSIT CAR SHARE PROGRAM

Project Overview

June 10, 2008



Car Sharing Defined

- A model of car rental where people rent cars for short periods of time, often by the hour
- Businesses may be non-profit or for profit
- Maximizes economic, environmental, and social benefits of reduced car ownership
- Good fit with public transit goals and services

NJ TRANSIT Commitment

- 2 year pilot program with 2 one year options
- Provide free parking at select stations for program
 - Only stations with NJ TRANSIT owned property
 - All locations 2 parking spaces for car share vehicles
 - Incentive for vendors to provide service in new markets
- Work with vendor to promote general awareness of the program and possible joint marketing
- No payment to vendors by NJ TRANSIT - vendor provides service directly to customers

Program Benefits

- Provides new service to NJ TRANSIT customers - station based cars to use on a rental basis
- Addresses gaps in transit network with on demand vehicles
- Other transit agencies have seen increased transit use as a result of car sharing programs
- Minimal cost for agency
- Future program may be able to generate agency revenue

Green Program

- Required hybrid vehicles as part of fleet
- Reduces demand for parking - multiple customers using one parking space
- Supports Transit Oriented Development (TOD); can reduce individual car ownership without inconvenience



Vendors

- Two vendors originally submitted proposals: Zipcar and Flexcar
- Firms merged Fall 2007 - Zipcar assumed all operations
- Experienced running programs for transit agencies
- Developed proposal based on market assessment
- Proposal included vehicles, turnkey program management and marketing
- Additional vendors may be added as program grows

Vendor Proposal

Zipcar

- 5 Stations - 2 per Station:
 - A. Liberty State Park (HBLR)
 - B. Montclair State University (MCBL)
 - C. Morristown (M&E)
 - D. Princeton Junction (NEC)
 - E. Metropark (NEC)
- Additional locations near transit facilities
- 2 hybrid Toyota Prius vehicles
- Active marketing to promote program



Car Share Customer Experience

- Managed directly by vendor
- Sign-up with vendor, requires \$25 application fee and a \$50 membership fee
- Based on location, vehicles reserved either in advance or immediately before use
- Vendor provides vehicle insurance, maintenance, and fuel
- Vehicle fees: \$8 -\$14 per hour
\$70 - \$150 per day
- Vehicles are returned to station by customers



Electronic key cards provide access to vehicles

Marketing & Outreach



Program Start-up

- Program started April 15th
- Active use at all locations
- Potential Phase II with additional vehicles and new locations

