

City to Join PhillyCarShare, Cut 400 Vehicles

Innovative Program First in North America

PHILADELPHIA, April 5, 2004 – The city that invented American government, cheese steaks, municipal sewers, and universities, today becomes the first major city in North America to start municipal car sharing. The City of Philadelphia announces today a pioneering partnership with PhillyCarShare to reduce the City's fleet, improve air quality, and over time save millions of taxpayer dollars.

The innovative project, part of Mayor Street's effort to trim \$227 million from the City's annual budget, targets the removal of roughly 400 municipal vehicles through 2005. Thirteen City departments are participating in the initial pilot, which kicks off today at the City's Richmond fleet garage with inventory of the first 50+ sedans to be auctioned.

"This is the most comprehensive, constructive, and progressive fleet reduction effort I've seen during my 30 years with the City," says Robert Fox, Administrative Services Director for the Office of Fleet Management (OFM).

In exchange, employees gain 24-hour access to PhillyCarShare's fleet of hybrid gas-electric sedans and fuel-efficient wagons parked in 17 Center City and University City locations. Employees each receive a personalized "key fob". Then driving is easy: reserve via Internet or touch-tone phone, hop in using their own key, and go. Reservations can be made for as little as 15 minutes or up to days, and usage is tracked via on-board computers. Affordable hourly and mileage rates cover insurance, reserved parking, maintenance, and even gasoline.

Employees with emergency call-out responsibilities also gain access to the City's expanded Personal Auto Program (PAP), which provides mileage reimbursements for personal car use, as well as to a new Vehicle Allowance Program (VAP), which provides monthly stipends for employees who frequently need a vehicle. The three-tiered strategy is intended to meet the wide variety of employee driving needs.

"We're very proud of the City's groundbreaking efforts," says Tanya Seaman, Executive Director. "Philadelphia will be a model for cities throughout the U.S."

Berkeley, California, already hopes to follow Philadelphia's lead this summer, partnering with San Francisco-based City CarShare to replace 25 municipal cars with a handful of gas-electric City CarShare vehicles. "Philadelphia is getting us moving," says Matt Nichols, Principal Transportation Planner for the City of Berkeley. "This is a priority of the Mayor and City Manager. We'll be watching Philadelphia's experience closely." Nichols adds that the City of San Francisco also is taking interest.

The City's initiative is led jointly by the Mayor's Office, OFM, Finance Department, and Managing Director's Office. The City selected PhillyCarShare through a widely advertised competitive process. PhillyCarShare competed successfully against one of the largest for-profit car sharing companies in the U.S., and with the largest car rental agency in the U.S, while partnering with City CarShare on the proposal. The two non-profits plan to share knowledge learned through the project.

Press Event Today

Who: **Phil Goldsmith**, Managing Director, City of Philadelphia
Tanya Seaman, Executive Director, PhillyCarShare

Where: **3900 Richmond Street**, City of Philadelphia's Richmond Garage

When: **1:00 pm Today**, Monday April 5th, 2004

- Photo Op: Parking lot filled to the brim with City cars to be auctioned; new PhillyCarShare hybrid gas-electric Toyota Prius in front of lot
- City employees and Media test drive hybrid gas-electric vehicle
- Phil Goldsmith and Tanya Seaman make brief statements
- City and PhillyCarShare reps available for interviews

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Fact Sheet

PhillyCarShare operates a rapidly growing fleet of hybrid gas-electric sedans and fuel-efficient wagons that 700+ members use by the hour, from 17 Center City and University City locations. Surveys reveal that members have sold or avoided purchasing over 350 vehicles in the past year; 97% feel "extremely satisfied" or "satisfied" with the service; and members walk, bike, and ride transit more since joining.

The Office of Fleet Management (OFM) currently operates 6,000 vehicles. OFM is responsible for acquiring, maintaining, assigning and disposing of vehicles and other motorized equipment needed by the City. The organizational objectives of OFM are to provide the City's operating departments with the necessary supply of vehicles through planned acquisition; improve effectiveness in maintaining safe and reliable vehicles; and enhance workplace safety and productivity.

City CarShare is North America's largest non-profit car-sharing provider, serving 3,000 members with 80 shared vehicles in the San Francisco Bay Area. City CarShare established the first proven model for non-profit car sharing in the U.S.