



# CITY OF HAYWARD

Hayward City Hall  
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## Cover Memo

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**File #:** CONS 18-657, **Version:** 1

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**DATE:** October 2, 2018

**TO:** Mayor and City Council

**FROM:** Director of Utilities & Environmental Services

### **SUBJECT**

Resolution Authorizing the City Manager to Negotiate and Execute an Agreement with Zipcar for Car Sharing Services in Hayward

### **RECOMMENDATION**

That the City Council adopts the attached resolution authorizing the City Manager to negotiate and execute an agreement with Zipcar, Inc., to implement a car sharing pilot program in Hayward.

### **SUMMARY**

Staff is seeking Council authorization to implement a car sharing pilot program with Zipcar. This vendor has proposed locating four cars across three locations throughout Hayward. The program will involve the use of \$200,480 in Metropolitan Transportation Commission (MTC) grant funding to subsidize the vendor's local marketing efforts. Staff will meet the grant's local match requirement through in-kind-services totaling \$45,400 in value. These in-kind-services will consist of staff time spent managing the project. Zipcar will cover all other program implementation and marketing costs, in addition to providing utilization data that will help staff gauge the community's interest in car sharing. This data will also be used by staff to determine whether to pursue long-term car sharing programs beyond the eighteen-month pilot.

*Council Sustainability Committee* - On September 24, 2018, the Committee considered the Zipcar proposal and recommended that Council adopt a resolution authorizing the City Manager to negotiate and execute an agreement with Zipcar.

### **ATTACHMENTS**

Attachment I	Staff Report
Attachment II	Resolution