

**CITY OF BALTIMORE
COUNCIL BILL 06-0124R
(Resolution)**

Introduced by: President Dixon, Councilmembers Harris, Young, Kraft, Curran, Spector,
Conaway, Welch, Reisinger, Mitchell, Branch, Clarke

Introduced and read first time: January 9, 2006

Assigned to: Land Use and Transportation Committee

REFERRED TO THE FOLLOWING AGENCIES: Department of Planning, Department of
Transportation, Baltimore City Parking Authority

A RESOLUTION ENTITLED

1 A COUNCIL RESOLUTION concerning

2 **Informational Hearing – Has The Time Come For Baltimore To Get Zipped Up Tight?**

3 FOR the purpose of requesting representatives of the Zipcar company to address the City Council
4 on the feasibility of providing this innovative web-based car-sharing service to citizens and
5 workers in Baltimore City, determining the logistics of providing this service within the
6 City’s infrastructure, and requesting the Department of Planning and the Department of
7 Transportation to study the issue and submit recommendations to the Council within 6
8 months of the date of the hearing.

9 **Recitals**

10 Zipcars is a concept pioneered in Europe where cars are parked around a city for members to
11 drive by the hour or day, instead of owning their own cars. In June 2000, the first Zipcars
12 appeared in this country. Tailored to appeal to American consumers, the cars were outfitted with
13 wireless technology, creating a hassle-free reservation system, and the cars were strategically
14 placed around key neighborhoods in participating cities.

15 Zipcar officials claim their service is preferable to traditional car rental services because
16 participants do not have to go to the rental car location to pick up the car or to stand in any lines
17 – with Zipcar, customers simply reserve on line and walk a block or 2 to pick up a car that is
18 conveniently located in close proximity to work or play.

19 *Business Wire* reports “since 2000, when Zipcars first hit the road, Zipcar has emerged as the
20 largest car-sharing service in the United States, with over 37,000 members and nearly 600
21 vehicles in over 8 states and 21 cities. In 2005, Zipcar began to execute its aggressive national
22 rollout and plans to be in 25 major metro markets by 2009. Zipcar provides personal drivers and
23 businesses with 24/7 self-service access to a full range of vehicles located around the city
24 including over 20 different makes and models.”

25 In Washington, D.C., Zipcars are parked adjacent to more than 25 Metro stops and another
26 40 locations throughout the metro area to service its approximately 2,000 active members. All
27 Zipcar members can reserve any car in the network at any time, not only in the District area but

EXPLANATION: Underlining indicates matter added by amendment.
~~Strike out~~ indicates matter deleted by amendment.

1 throughout the New York City, New Jersey, and Boston metropolitan areas, as well as in
2 Princeton and Hoboken, New Jersey.

3 As Baltimore emerges as a major player in the bio-tech, business, tourism, medical, and
4 education arenas, adding this on-demand car company could only serve to enhance the
5 attractiveness of our city to an increasingly progressive and savvy clientele.

6 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That
7 representatives of the Zipcar company are cordially invited to address the City Council on the
8 feasibility of providing this innovative web-based car-sharing service to citizens and workers in
9 Baltimore City, to determine the logistics of providing this service within the City's
10 infrastructure, and the Directors of the Department of Planning and the Department of
11 Transportation are requested to study the issue and submit recommendations to the Council
12 within 6 months of the date of the hearing.

13 **AND BE IT FURTHER RESOLVED,** That a copy of this Resolution be sent to the Mayor, the
14 President and Vice-President of Marketing, Zipcar Co., the Director of the Department of
15 Planning, the Director of the Department of Transportation, and the Mayor's Legislative Liaison
16 to the City Council.