

EXHIBIT NO. 1

*City of Alexandria, Virginia*

*oral(e)*  
*10-23-01*

MEMORANDUM

DATE: OCTOBER 22, 2001

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

THROUGH: PHILIP SUNDERLAND, CITY MANAGER *PS*

FROM: RICHARD J. BAIER, P.E., DIRECTOR, TRANSPORTATION AND ENVIRONMENTAL SERVICES *R Baier*

SUBJECT: CARSHARING LAUNCH

The first carsharing company in Alexandria, Zipcar, launched its operations on October 17. The kick-off event was on October 17<sup>th</sup> at St. Elmo's Pub at 2300 Mount Vernon Avenue. Carsharing is a new concept in America that provides individuals the use of a car without having to own it. Carsharing's benefits are numerous and include a reduction in vehicles owned per capita, a reduction of miles driven by carsharing members, cleaner air and higher transit ridership. Cars will be placed in Alexandria communities, allowing individuals and businesses to walk or bike to the vehicles and pay for their use on a per hour and per mile basis.

Zipcar's fees include a \$25 application fee, \$75 annual membership and \$300 refundable security deposit. To reserve a car, one can do so on-line at their Website, Zipcar.com, or by phone. There is a \$0.40 per mile and \$6.00 per hour fee.

To further ensure that carsharing is a success in Alexandria, the City will be providing a substantial financial incentive to both its residents and businesses to encourage them to join. The City will be reimbursing up to \$100 of membership and application fees for residents and up to \$50 for business's membership fees and half of each employee's application fee of up to \$20. In addition, the first 25 single occupant vehicle commuters to join will receive a free one-month transit pass of their preferred transportation mode to encourage them to leave their car at home and take transit to work.

Also next month, Flexcar, will begin operations at the King Street Metrorail Station. Flexcar was selected by Washington Metropolitan Area Transit Authority to place its carsharing vehicles at Metrorail stations.

For further information, please contact Paul DeMaio, Transit Specialist, at 703-838-3800.

cc: Doug McCobb, Deputy Director/Transportation, T&ES  
Betsy Massie, Division Chief/Transit Services, T&ES  
Paul DeMaio, Rideshare Coordinator/Transit Services, T&ES