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Testimony of
Joslyn Bantilan for
Enterprise Holdings, LLC

DATE: February 16, 2015

TO: Ernest Martin, Chair
City Council
City and County of Honolulu

RE: **Bill 10 – Relating to Car Sharing**
Hearing Date: Wednesday, January 18, 2015 at 10:00 am

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Dear Chair Martin Members of the City Council:

I am Joslyn Bantilan, sales executive for the car sharing division of EAN Holdings, LLC, operating Enterprise Rent-A-Car, Alamo Rent-A-Car and National Car Rental in Hawaii (collectively referred to as “Enterprise”). Enterprise initiated the car sharing concept in Hawaii through its program at the University of Hawaii. The Enterprise car sharing program enables members of the program to have access to a car by the hour for an hourly rate instead of having to rent a car at a daily rate when they only need it for a short time.

Enterprise **supports** Bill 10, which establishes a pilot program to dedicate parking stalls for use by car sharing organizations at City parking spaces and facilities. Car sharing can help the City meet environmental goals by taking cars off the roads, reducing congestion and reducing pollution. Many residents in urban areas only need cars occasionally for short trips. Car sharing will enable many of them to give up their cars.

The Enterprise model, employed by other companies as well, is based on having the cars at fixed locations for round trips. A different model, also provided for in the bill, enables users to leave the vehicle near their destination in one-way trips.

Bill 10 proposes that the annual fee for either reserved stalls or for free floating decals would be \$2,500. Enterprise supports this measure because it provides a return to the City, services car share users, and establishes a system that does not favor one business model over another.

EAN is happy to provide additional information to the Council based on experiences it has had with other states that have implemented car sharing parking systems.

Thank you for the opportunity to submit testimony on this measure.