

**Testimony of
Joslyn Bantilan for
Enterprise Holdings, LLC**

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DATE: March 9, 2015

TO: Ernest Y. Martin, Chair & Presiding Officer
City and County of Honolulu

RE: **Bill 10 – Relating to Car Sharing**
Hearing Date: Wednesday, March 11, 2015 at 10:00 am

Dear Chair Martin, and 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.

Dear Chair Martin, and Members of the City Council:

We submit this testimony on behalf of Enterprise Holdings, which includes Enterprise Rent-A-Car, Alamo Rent A Car, National Car Rental, Enterprise CarShare and Enterprise RideShare (Van Pool). We are very concerned with provisions of the CD 1 that significantly favor one model of car sharing over another and cannot support the bill in its present form.

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 does support the original version of Bill 10, which establishes a pilot program to dedicate parking stalls for use by car sharing organizations at City parking spaces and facilities.

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. While these two models differ, they appeal to the same basic customer. Therefore, if one company has a significant cost advantage over the other that company will get the lion’s share of the business.

Bill 10 proposed that the annual fee for either reserved stalls or for free floating decals would be \$2,500. Enterprise supports this approach 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. Regardless of the slight variations of their respective models, the fact is that the companies involved in car sharing are competitors. Therefore, if the fee for one model is less than the fee for the other, which is the case in the CD 1 version, the company with the lower fee has a distinct advantage over the company with the higher fee. Enterprise strongly believes that such a difference would be unfair.

The CD1 also indicates a fleet use of the city parking stalls of 20% in Section 13 (e) and that the car sharing organization would be responsible to provide the data on the metered stall usage of its fleet vehicles. This brings with it several issues including, where does the car share organization park its fleet the other 80% of the time? The over 20% use is not monitored by the city data but the actual cars share company itself that's using the city approved decals. It also states "20% of the annual hours of enforcement." So does this mean after the enforceable hours, these car share vehicles can just remain there all night until the next day? Also potentially taking a parking space from an individual coming home from work?

Enterprise has initiated this business on its own dime; it has not asked for favors or subsidies. It is patently unfair, if not illegal, for the City to be proposing a cost schedule that so significantly favors a competitor over Enterprise, an established business in the community with over 1000 employees here in Hawaii.

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