



zipcar<sup>®</sup>  
wheels when you want them



# FastFleet by Zipcar

For New York City Agency Fleets



## Enhance Member Experience

### Telematics

Easy Access and Tracking



Card-Based Access



Driver-Side Applications

Reservations, Planning, Help



In-Vehicle Wireless Device



## Hosting



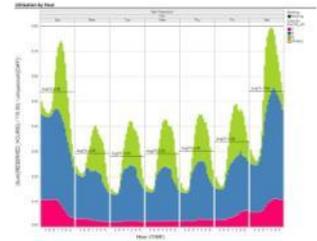
Application Management

## Drive Operational Excellence

### Fleet Operations

Start/End	Driver	Location	Event	Zipcar	Kilometers	Entered	Exited
18 Mar 08:00am - 21 Mar 08:00am	Richard W F Binn Check & W... Vince Lauer (Hullington)	Windsor, ON	Start	529720			
17 Mar 08:00am - 17 Mar 08:00am	Richard W F Binn Check & W... Vince Lauer (Hullington)	Windsor, ON	Stop	740330			
13 Mar 08:00am - 13 Mar 08:00am	Richard W F Binn Check & W... Anthony Plesch	Windsor, ON	Start	133330			
11 Mar 08:00am - 11 Mar 08:00am	Richard W F Binn Check & W... Tanya Lauer	Windsor, ON	Stop	132			
10 Mar 08:00am - 11 Mar 08:00am	Richard W F Binn Check & W... Steve Lauer	Windsor, ON	Start	87480			
10 Mar 08:00am - 10 Mar 08:00am	Richard W F Binn Check & W... Richard Lauer	Windsor, ON	Stop	20404	0.0	11:02am	11:02am
09 Mar 08:00am - 09 Mar 08:00am	Richard W F Binn Check & W... Cathy Lauer	Windsor, ON	Start	74917	27.8	4:00pm	7:04pm
08 Mar 12:00pm - 08 Mar 12:00pm	Richard W F Binn Check & W... Richard Lauer	Windsor, ON	Stop	21242	14.3	8:00am	11:01am
08 Mar 08:00am - 08 Mar 08:00am	Richard W F Binn Check & W... Anthony Lauer	Windsor, ON	Start	79248	15.7	9:00am	10:10am
08 Mar 12:00pm - 08 Mar 08:00am	Richard W F Binn Check & W... Cathy Lauer	Windsor, ON	Stop	9401	0.0	11:01am	8:00pm

Reporting and Analytics



Member Service, Billing and Settlement

**Getting started is simple. Prospective drivers register online. Once approved, the new driver is issued an access card and may immediately begin making reservations.**



## **Reserve >>**

Members reserve online or over the phone. At the time of the reservation a wireless signal is sent to the fleet vehicle



## **Unlock >>**

When members arrive at the reserved vehicle, their access card identifies them and unlocks the door. The keys are inside the vehicle



## **Drive >>**

When done, they just return the car to its spot and walk away. The system updates the vehicle status in real-time.

# Better visibility for administrators, departments



- Real-time fleet performance
- Utilization management
- Billing & invoicing
- Acquisition & disposition
- Authentication
- Tracking
- Geo-fencing

**Metropolis Fleet Share** Civic FF9236

Recent/Upcoming Reservations: [show all]

Starting	Ending	Location	Driver	Zipcard	Miles Entered	Entered
07 Jul 08:30am	07 Jul 01:00pm	51 N Street	Demarion Vibbard	11053		
06 Jul 09:00am	06 Jul 01:00pm	51 N Street	Demarion Vibbard	11053		

Key: Past | Right Now | Upcoming Confirmed | Upcoming Unconfirmed | Acct Delinquent | Stranded

Last Known Position: (show map | request update)

Distance from home: 1.3 miles  
 Nearest Address: 1110 Mt Olivet Rd NE, Washington, DC 20002, USA  
 Coordinates: 38.91096° N / 76.98697° W  
 Accuracy: 7ft  
 Time: 25 Jun 08:42am

General Description: Honda Civic, Sedan, year 2009, United States  
 Special Instructions: This vehicle takes unleaded fuel. It does not have a fuel key. Please see the following help section for refueling instructions for this vehicle: <http://dflt fleetsha.fleetbase.com/help/refuel>  
 License Plate: FF9236-D  
 Toll Tag: none  
 Paint: [change]  
 Gas Card: [change]  
 Vehicle Price Class: Small and Medium Sedans  
 Amenities: none [edit]  
 Transmission Type: Automatic  
 Current Odometer: 151 mi on 12 Jun 2009 [update]  
 Projected Odometer: 159 mi  
 Radio Unlock Code: 55266  
 VIN: X001678390765072  
 Hardware Configuration: gpr + 354879020082968  
 VIN [edit]

Department of the Environment  
 805 Kidder Breeze St. SE  
 Washington, DC 20374  
 (p) 202-432-4882

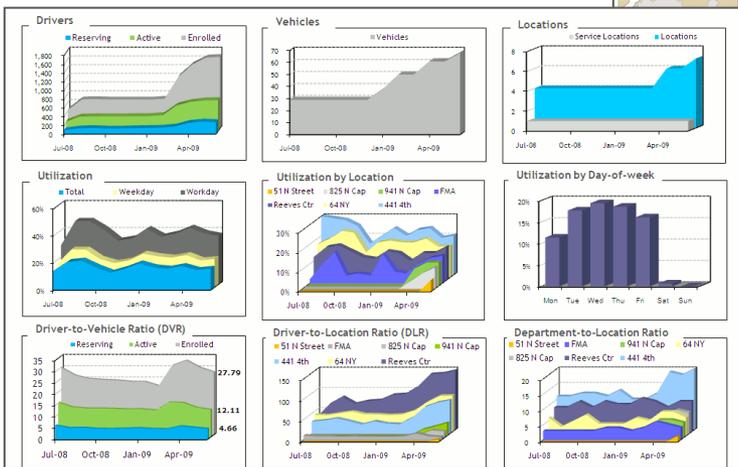
Invoice #	Start Date	End Date	Due Date	Status	Amount	print	mark as sent
804407	25 Jan 2009	24 Jul 2009		closed	\$1,596.00 (USD)		
791228	25 May 2009	24 Jun 2009	24 Jul 2009	sent	\$2,844.50 (USD)	export	<input type="checkbox"/>
723582	25 Apr 2009	24 May 2009	24 Jun 2009	sent	\$995.00 (USD)	export	<input type="checkbox"/>
625558	01 Apr 2009	24 Apr 2009	24 May 2009	sent	\$761.50 (USD)	export	<input type="checkbox"/>
471527	01 Mar 2009	31 Mar 2009	30 Apr 2009	sent	\$437.00 (USD)	export	<input type="checkbox"/>
388636	01 Feb 2009	28 Feb 2009	31 Mar 2009	sent	\$96.50 (USD)	export	<input type="checkbox"/>
333351	01 Jan 2009	31 Jan 2009	28 Feb 2009	sent	\$83.00 (USD)	export	<input type="checkbox"/>
267566	01 Dec 2008	31 Dec 2008	31 Jan 2009	sent	\$38.50 (USD)	export	<input type="checkbox"/>
245324	11 Nov 2008	30 Nov 2008	31 Dec 2008	sent	\$27.50 (USD)	export	<input type="checkbox"/>
178177	11 Oct 2008	10 Nov 2008	10 Dec 2008	sent	\$52.50 (USD)	export	<input type="checkbox"/>

Department on Disability Services  
 605 E St. NW  
 Washington, DC 20004  
 (p) 202-787-9400

Invoice #	Start Date	End Date	Due Date	Status	Amount	print	mark as sent
472578	01 Mar 2009	31 Mar 2009	30 Apr 2009	sent	\$12.00 (USD)	export	<input type="checkbox"/>
390949	01 Feb 2009	28 Feb 2009	31 Mar 2009	sent	\$28.00 (USD)	export	<input type="checkbox"/>
332045	01 Jan 2009	31 Jan 2009	28 Feb 2009	sent	\$21.00 (USD)	export	<input type="checkbox"/>
279494	01 Dec 2008	09 Nov 2008	31 Jan 2009	sent	\$49.00 (USD)	export	<input type="checkbox"/>
171144	10 Oct 2008	09 Nov 2008	09 Dec 2008	sent	\$17.50 (USD)	export	<input type="checkbox"/>
131259	10 Jul 2008	09 Aug 2008	09 Sep 2008	sent	\$25.00 (USD)	export	<input type="checkbox"/>

District Department of Transportation  
 Vermont Ave. B U St. NW  
 Washington, DC 20009  
 (p) 202-667-2667

Invoice #	Start Date	End Date	Due Date	Status	Amount	print	mark as sent
827010	25 Jul 2009	24 Aug 2009		open	\$58.00 (USD)	export	<input type="checkbox"/> forward prior balance
806492	25 Jun 2009	24 Jul 2009		closed	\$5,288.25 (USD)	print	<input type="checkbox"/> mark as sent



- Fleet size optimization
- Compliance workflows
- System of record

# Keys to a successful shared fleet program

- Project Ownership – Must have one or more individuals assigned specifically to lead the project with energy and enthusiasm
- Executive sponsorship and messaging - Convey importance, that this is innovative, new, good for the agency and NYC, but know resistance to change will be real, *culture eats strategy for breakfast*
- Prepare the sharing policy – when to refuel, return policy, allowable reservation buffer time, keep vehicles clean, what happens if drivers don't conform or abuse the program
- Communications with drivers – Frequently highlight stage of the program and how to accomplish certain tasks (e.g. access card activation) with reminders over time on best practices
- Baseline data and track performance and change over time towards goals – Know where you are starting from, where you are headed, where you want to be

## ○ **Week 1:**

- Branding guidelines and program name identified
- Web URL address and Toll Free support number secured
- Driver RFID Access cards designed and approved by the Customer

## ○ **Week 2:**

- Driver RFID Access cards ordered
- Customer Business Process/Fleet Use Policy review and documentation
- Web site build and configuration with program content
- Gather vehicle specifics for install planning, begin vehicle integration research

## ○ **Week 3:**

- Vehicles and Locations configured in the system
- Car sharing technology configured, tested, and shipped
- Customer Driver and Department data compiled

## ○ **Week 4:**

- FastFleet Customer Service team preparation and training
- Vehicle installation and testing
- Pre-launch vehicle activation and quality assurance phase
- Pre-launch communications to drivers announcing and explaining program

## ○ **Week 5:**

- RFID Access cards delivered to customer
- On-site administrator training and driver training sessions
- Launch communications with specific driver instructions
- RFID Access cards distributed to drivers

## ○ **Week 6:**

- Official Program Launch
- Initiate program monitoring and reporting