



CITY OF NORTHAMPTON

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FOR IMMEDIATE RELEASE

Contact: Mayor David Narkewicz

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Northampton Signs Contract for Zipcar

Northampton, MA – Mayor David J. Narkewicz announced today that the City of Northampton has signed a contract to bring Zipcar, the world’s leading car sharing network, to downtown Northampton.

Mayor Narkewicz said “Zipcar complements our efforts to improve parking, transit, bicycling, and pedestrian facilities. Zipcar will free up parking spaces and provide more transportation options for Northampton. For some of our residents and workers, Zipcar will reduce the need to own a car or own a second (or third) family car.”

Two Zipcars will be available by the end of the summer in the parking lot directly behind City Hall supplementing the six Zipcars already available on the Smith College campus. Northampton Zipcar members will also have access to the more than 10,000 Zipcars in hundreds of cities and towns around the world. Zipcar’s model of car sharing is a proven way to reduce parking demand, traffic congestion and overall emissions, as studies show that each shared vehicle takes approximately 15 personally-owned vehicles off the road.

The Mayor added that “Zipcar’s downtown expansion is one additional step towards reducing congestion in Northampton and improving our City’s transportation options.”

Zipcar members can reserve the vehicles by the hour or by the day via the Zipcar smartphone app for Android and iPhone, online at www.zipcar.com, or over the phone. Rates will include gas, insurance, a reserved parking spot and 180 free miles per day.

“In addition to being a convenient and cost-efficient transportation option, Zipcar will also help Northampton to reduce its carbon footprint,” said Katelyn Lopresti, general manager of Zipcar’s division which deals with college and university communities. “The Zipcars will give members of the community the opportunity to have the freedom of having a car without having to experience the hassles.”

The City’s **Sustainable Northampton Comprehensive Plan** identified the opportunity to bring a shared car service to downtown Northampton.

Last spring the Northampton City Council gave the Mayor authority to negotiate a contract with Zipcar, and signing the contract was the final step towards making Zipcar a reality in downtown.