

[Client] Fall 2021

*José Huato, Max Boath, Michael Nardone, Owen Pugh,
Kieran Turnbull, David Olvera*



Lundquist College of Business



Oregon Consulting Group

Exceptional Value for Clients, Transformative Experiences for Students

Our Group

Who we are

- ▶ Management consulting firm
- ▶ Housed in the Lundquist College of Business
- ▶ Student run, professionally managed
- ▶ 32 members, from 13 disciplines

What we do

- ▶ 10-week engagements with paying clients
- ▶ Work with clients ranging from nonprofits to Fortune 100
- ▶ Service offerings include market sizing, financial analysis, and business strategy



Meet the Team



José Huato

Consultant, Operations and
Business Analytics



Max Boath

Consultant, Sustainable
Business MBA



Michael Nardone

Consultant,
Entrepreneurship



Owen Pugh

Consultant, Accounting



Kieran Turnbull

Project Manager,
Accounting



David Olvera

Senior Manager,
Accounting



Oregon Consulting Group Projects With Client



Spring 2020

**Explored
Rental
Partnerships**

Fall 2020

**EV Car
Share
Service**

Winter 2021

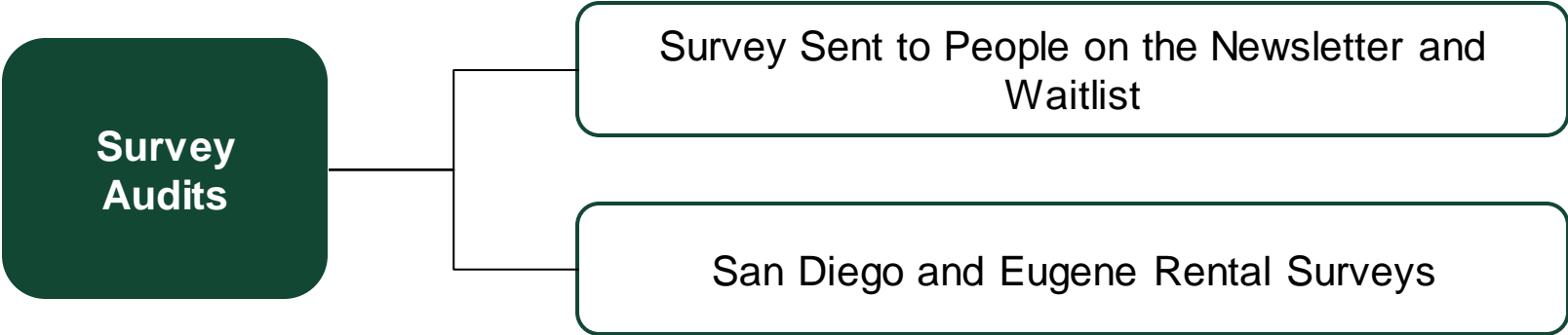
**Rental
Financial
Feasibility**



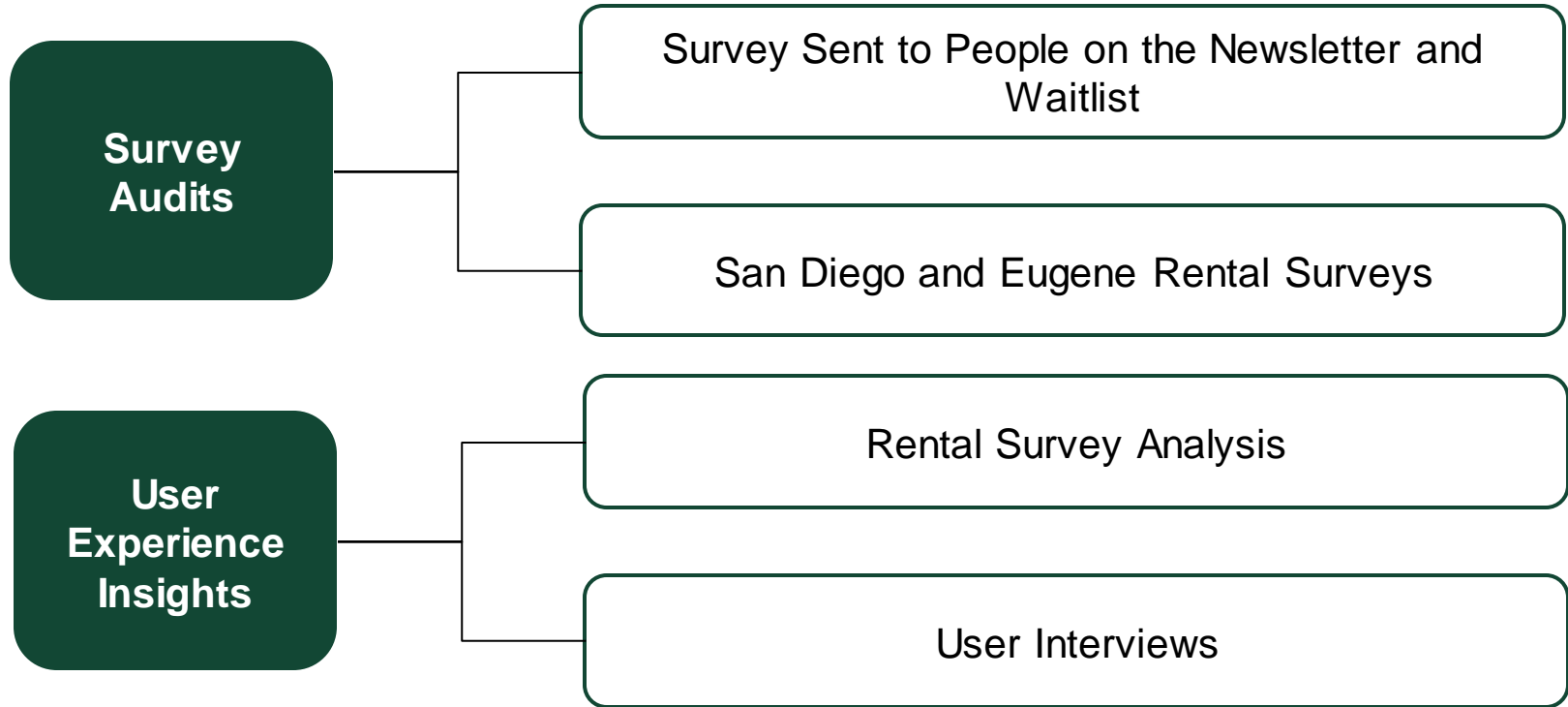
Spring 2021

**App
Flow**

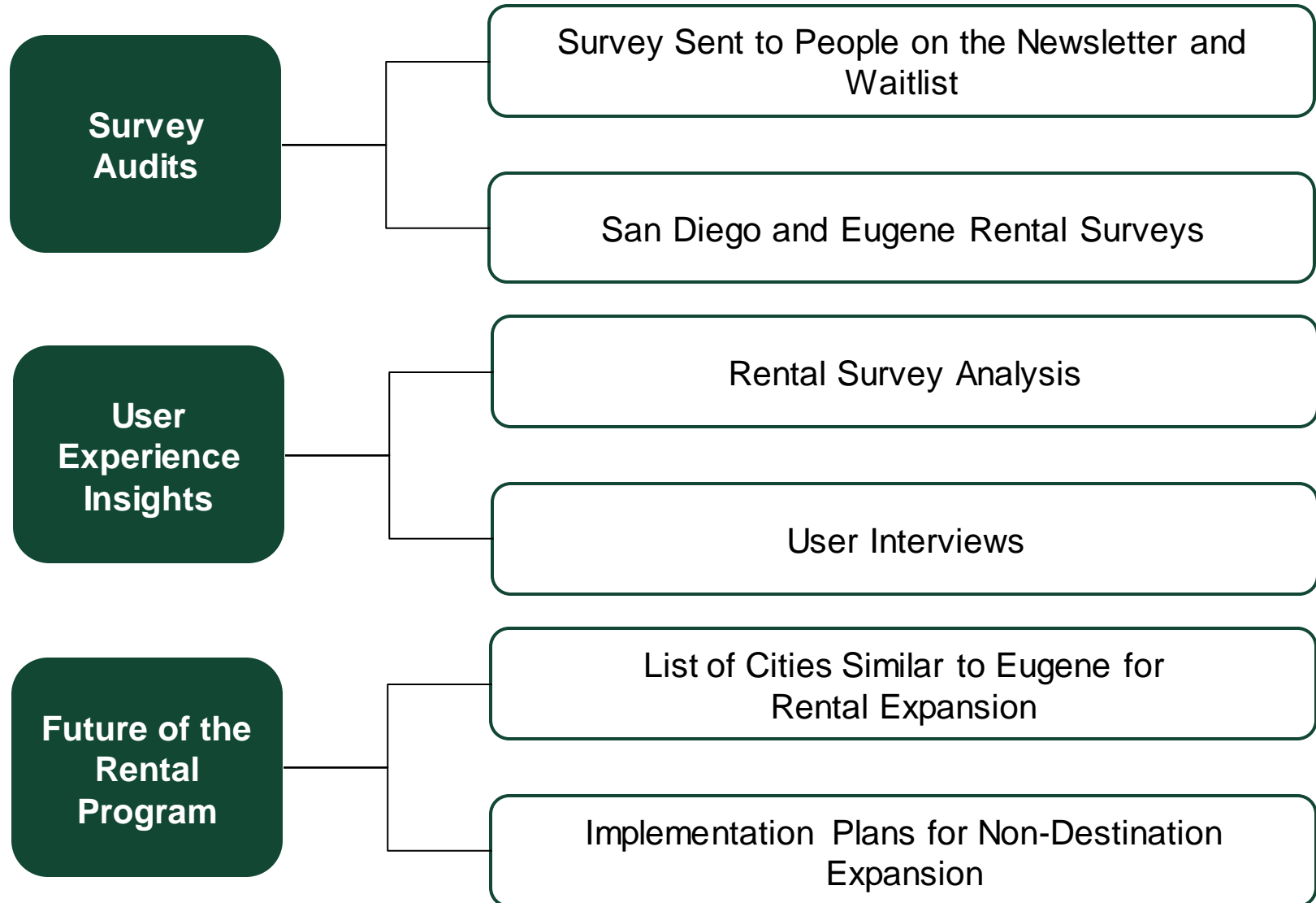
Project Deliverables – Rental Service



Project Deliverables – Rental Service



Project Deliverables – Rental Service



Rental Expansion Journey Map

Current Eugene Rental Program

- ▶ Customers love the vehicle
- ▶ Most interviewees used the EV for fun and joy rides
- ▶ Ridership is not sufficient to warrant expansion of current model

Rental Expansion Journey Map

Current Eugene Rental Program

- ▶ Customers love the vehicle
- ▶ Most interviewees used the FUV for fun and joy rides
- ▶ Ridership is not sufficient to warrant expansion of current model



Expansion in Non-Destination Locations

- ▶ Expansion is easy in tourist heavy locations
- ▶ Non-destination locations need to fully utilize what is unique about that area
- ▶ Our prior projects developed implementation plans that heavily involved the University of Oregon and sports

Rental Expansion Journey Map

Current Eugene Rental Program

- ▶ Customers love the vehicle
- ▶ Most interviewees used the FUV for fun and joy rides
- ▶ Ridership is not sufficient to warrant expansion of current model



Expansion in Non-Destination Locations

- ▶ Expansion is easy in tourist heavy locations
- ▶ Non-destination locations need to fully utilize what is unique about that area
- ▶ Our prior projects developed implementation plans that heavily involved the University of Oregon and sports



Total Non-Destination Market

- ▶ If Eugene is a success, where do we go next?
- ▶ We focused on finding a comprehensive list of cities that would be ideal for expansion
- ▶ Our methodology focuses on finding cities that are like Eugene

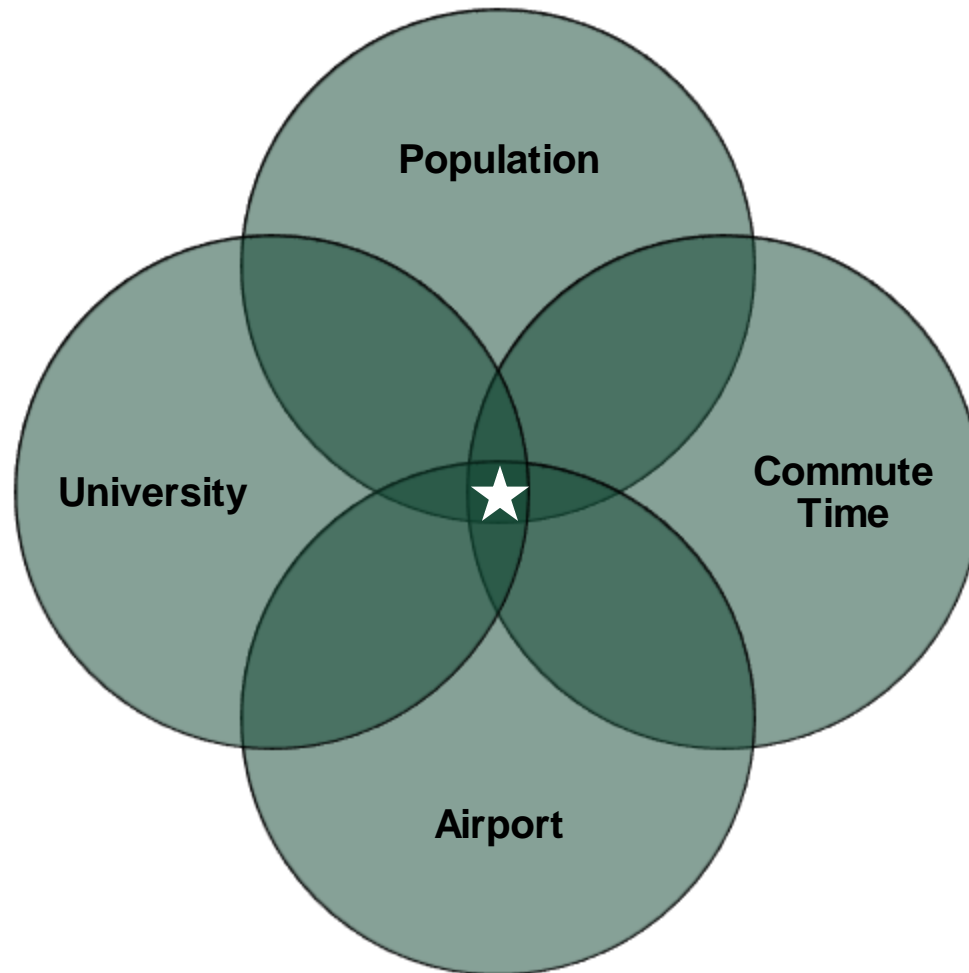
How Many "Eugenes"

How Many "Eugenes"

106

City Characteristics for Expansion

If Client is looking to expand into more non-destination markets, similar to Eugene, some of the following categories must be utilized in a new business model.



Methodology for Each Major Category

Population ----- **100,000 to 300,000** ----- Eugene has a population of 176,464. When expanding to other cities, a similar medium sized population will be key.

University ----- **Must have** ----- Universities are a massive driver of events and tourism. Large potential for partnerships.

Commute Time ----- **Less than 25 minutes** ----- Eugene has a low commute time of 18 minutes. The national average is 28 minutes.

Airport ----- **Must have** ----- Airports provide the opportunity for a rental partnership. Must also be 15 minutes from downtown.

Notable Cities

Example: Eugene, Oregon

Population: 176,654

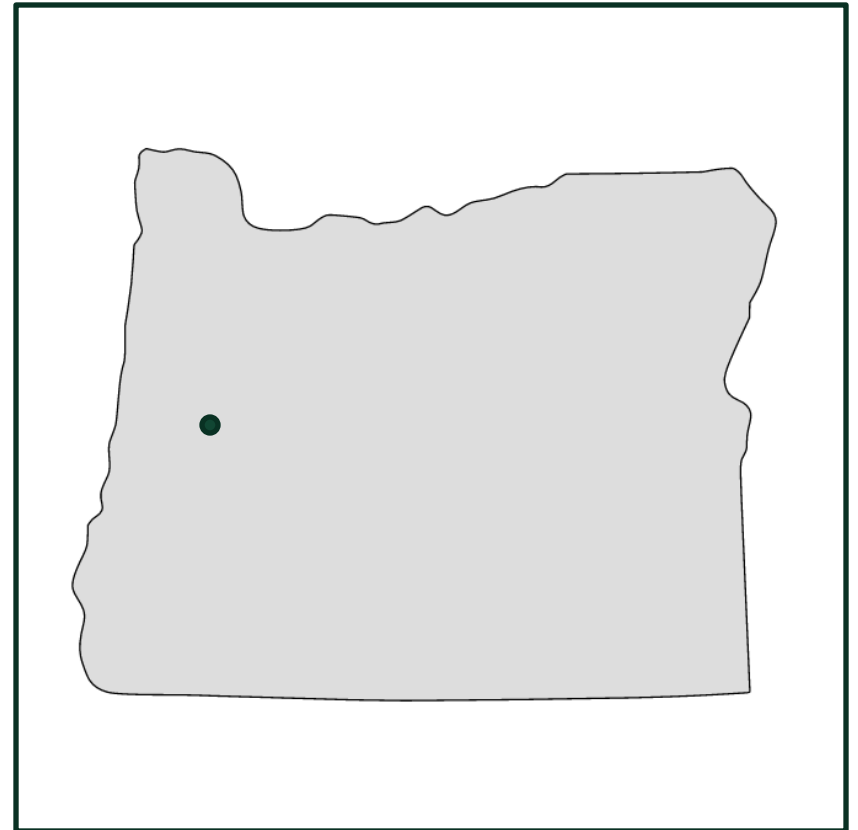
University: University of Oregon

Student Population: 21,752

Number of Hotels: 72

Airport: Eugene Airport (EUG)

Average Commute Time: 18 minutes



Provo, Utah

Population: 115,162

University: Brigham Young University (BYU)

Student Population: 34,737

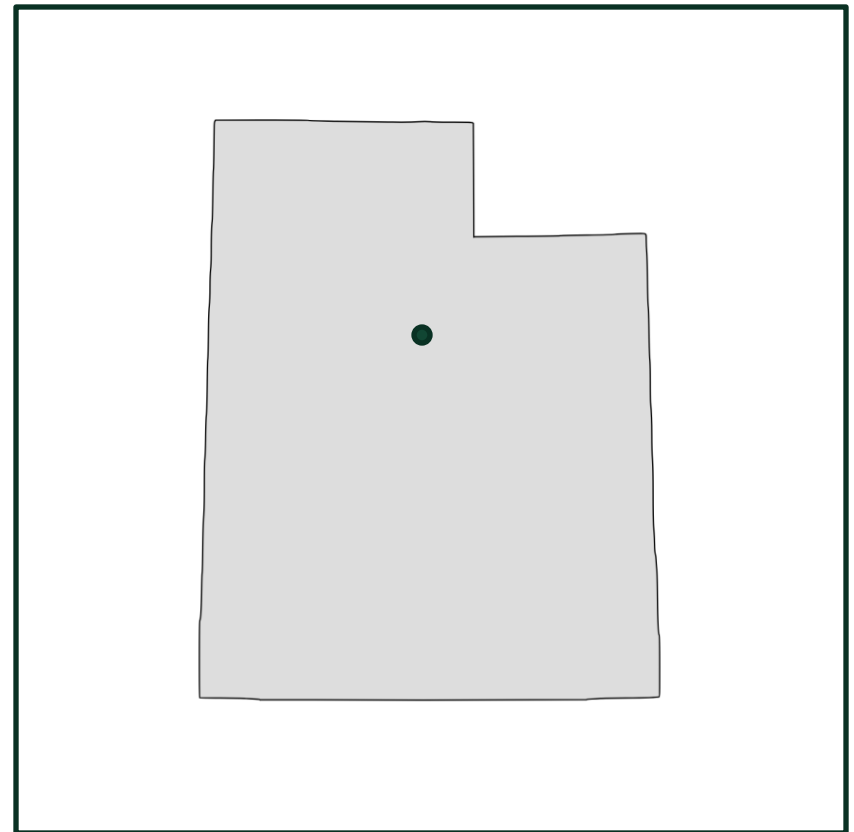
Number of Hotels: 31

Airport: Provo Airport (PVU)

Average Commute Time: 18 minutes

Highlights:

- ▶ Tech-forward startup town
- ▶ Career and lifestyle prosperity



Richmond, Virginia

Population: 226,610

University: Virginia Commonwealth University

Student Population: 29,070

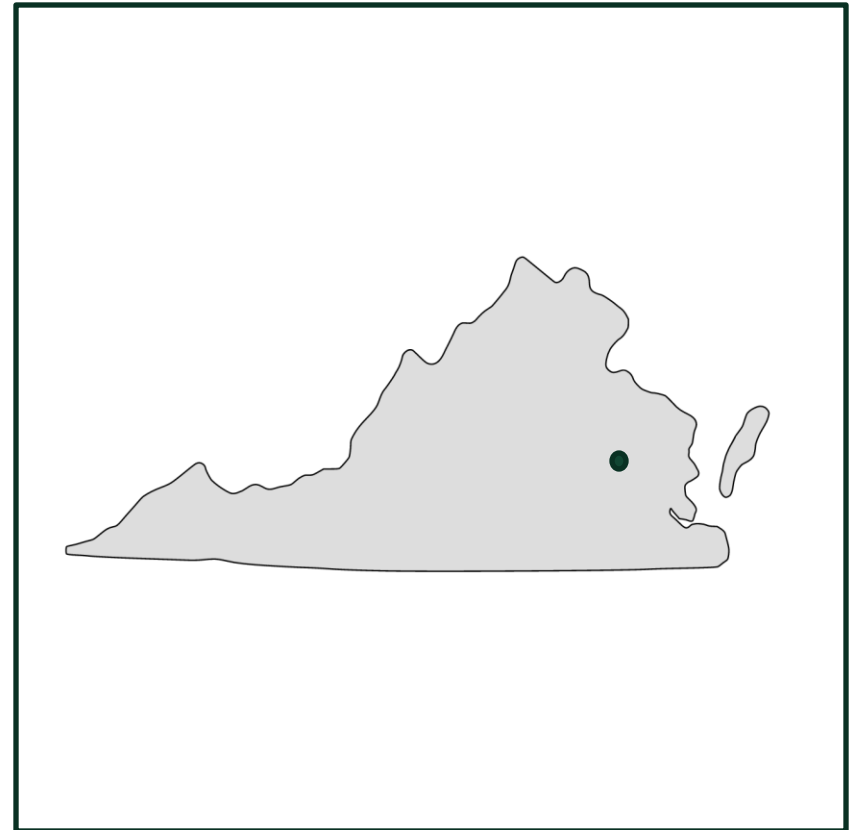
Number of Hotels: 152

Airport: Richmond International Airport (RIC)

Average Commute Time: 22 minutes

Highlights:

- ▶ Progressive outlook
- ▶ Historic Cary Street, James River activities



Durham, North Carolina

Population: 283,506

Universities: Duke University

Student Population: 16,172

University of North Carolina

Student Population: 30,098

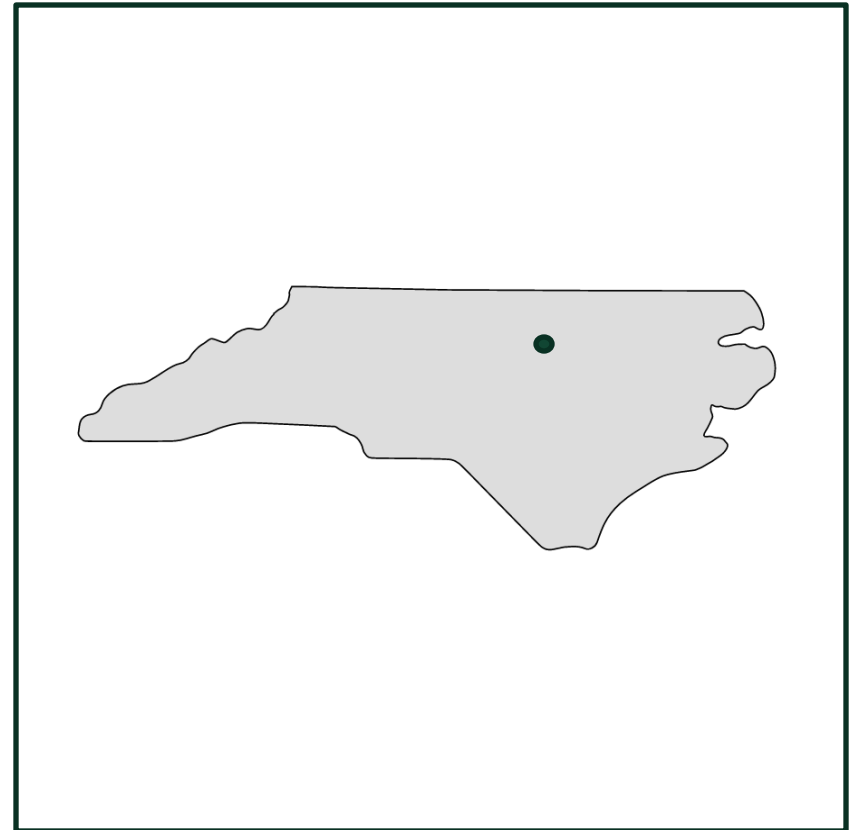
Number of Hotels: 127

**Airport: Raleigh-Durham International Airport
(RDU)**

Average Commute Time: 21 minutes

Highlights:

- ▶ Large sports presence in two universities
- ▶ Minor League Baseball



Knoxville, Tennessee

Population: 190,740

University: The University of Tennessee

Student Population: 31,701

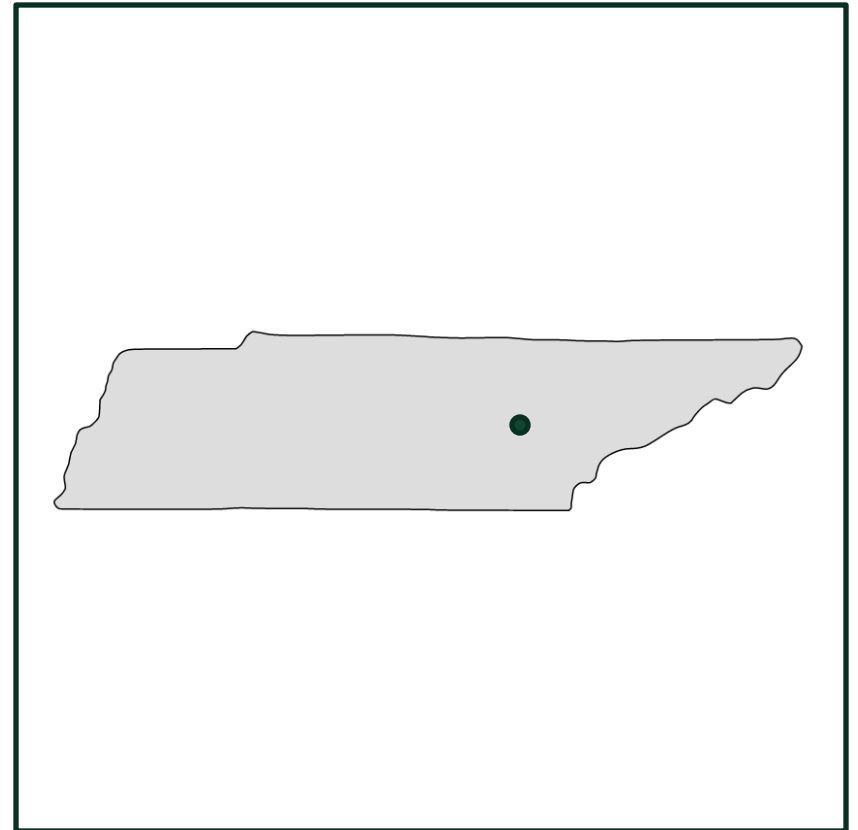
Number of Hotels: 87

Airport: McGhee Tyson Airport (TYS)

Average Commute Time: 19 minutes

Highlights:

- ▶ Proportional student to city population to Eugene
- ▶ Rich sports culture and history



Boulder, Colorado

Population: 108,250

University: University of Colorado – Boulder
Student Population: 35,528

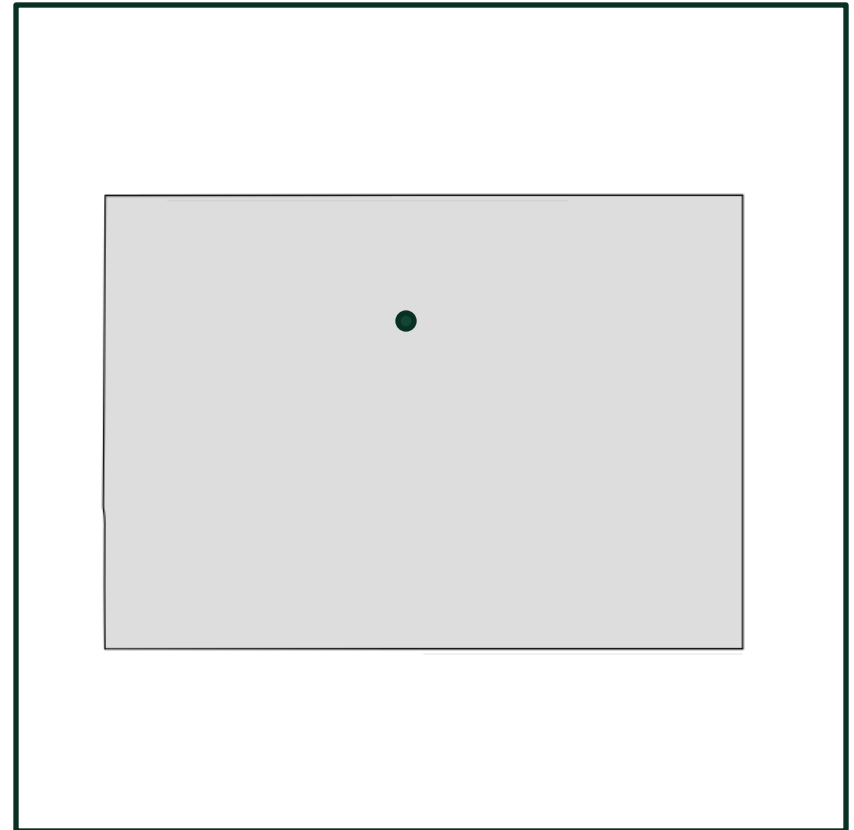
Number of Hotels: 36

Airport: Boulder Municipal Airport (BDU)

Average Commute Time: 19 minutes

Highlights:

- ▶ High disposal income
- ▶ Large student population



Boise, Idaho

Population: 235,684

University: Boise State University

Student Population: 24,103

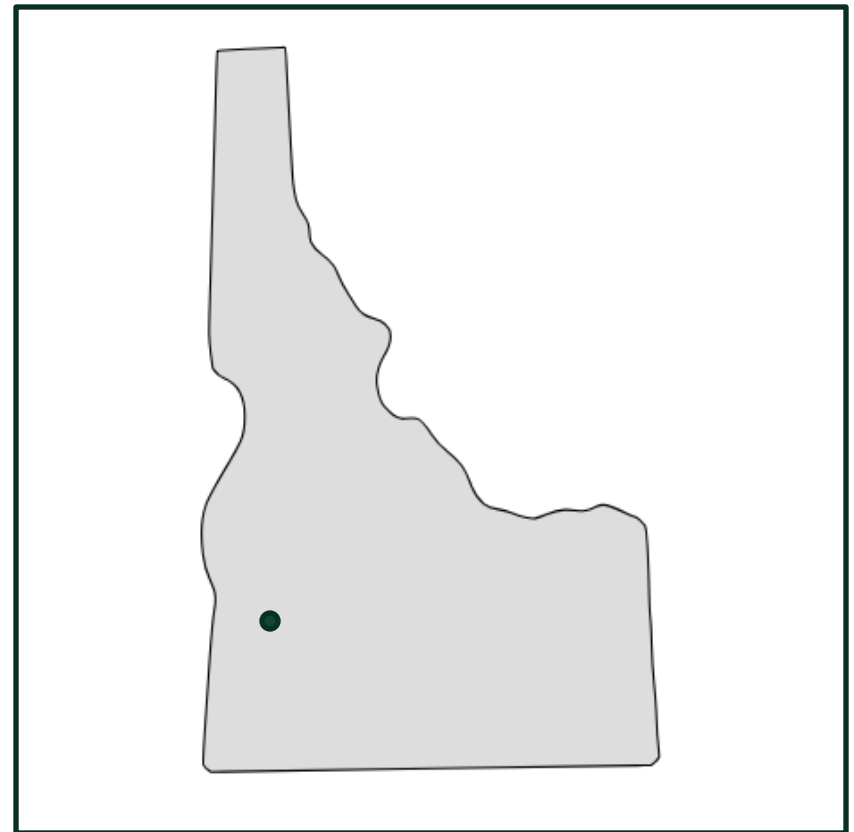
Number of Hotels: 99

Airport: Boise Airport (BOI)

Average Commute Time: 18 minutes

Highlights:

- ▶ Nightlife culture
- ▶ University culture



Santa Rosa, California

Population: 178,127

University: Sonoma State University

Student Population: 7,807

Number of Hotels: 52

**Airport: Charles M. Schulz - Sonoma County
Airport (STS)**

Average Commute Time: 23 minutes

Highlights:

- ▶ Heart of California's wine country
- ▶ Similar culture and population to Eugene



Ann Arbor, Michigan

Population: 123,851

University: University of Michigan

Student Population: 48,153

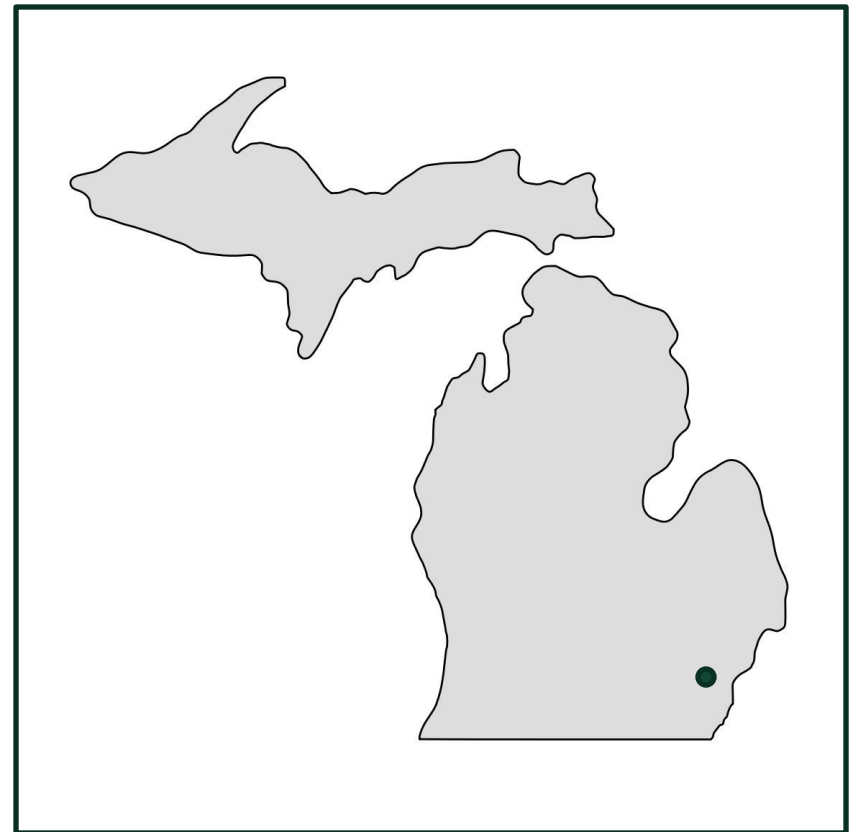
Number of Hotels: 49

Airport: Ann Arbor Municipal Airport (ARB)

Average Commute Time: 18 minutes

Highlights:

- ▶ Premier university in both academics and athletics
- ▶ One of America's top college towns and cities for young professionals



Thank You!

Table of Contents

Cities for Non-Destination Location

Rental Expansion

- ▶ [Methodology](#)
- ▶ [State Directory](#)

Implementation Ideas for Non-Destination Rental Expansion

- ▶ [Yield/Effort Matrix](#)
- ▶ [Implementation Ideas](#)

Rental Survey Analysis

- ▶ [Rental Pricing](#)
- ▶ [Renting Again and Potential of Purchasing](#)
- ▶ [Rental Setup and Operations](#)
- ▶ [Common Vehicle Performance Problems](#)

Interview Insights from Survey Respondents

- ▶ [Renters from Eugene](#)
- ▶ [Renters from San Diego](#)