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OFFICE OF THE CITY CLERK
CITY OF BERKELEY

One-Way Car Share Program Evaluation

May 14, 2019

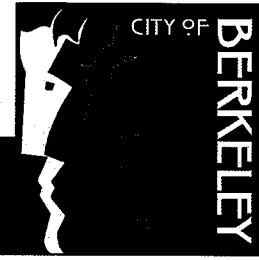
Farid Javandel, Transportation Division Manager

Beth Thomas, Principal Planner, Transportation Division

WHAT IS ONE-WAY CAR SHARE?

- Membership-based
- Rentals can end at different point from start if within service area
- Short-term rentals / by the minute
- Cars located & reserved using mobile application or website





ONE-WAY CAR SHARE PILOT TIMELINE

TWO-AND-A-HALF-YEARS

Fall 2016

-

June 30, 2019



Approval date

-

End of Pilot Program

Policy Objectives

- a) Support One-Way Car Share in the Public-Right-of Way and Municipal Parking Lots
- b) Balance the opportunities for Car Share with Constraints of Local Parking Conditions
- c) Expand the Availability of Car Share Services to All Drivers
- d) Clarify Existing Car Share Policies & Business Rules
- e) Operate a Cost-Neutral Program

ONE-WAY CAR SHARE PILOT PROGRAM

Program Process

1. Qualify Car Share Organization
2. Receive requested number of permits
3. Collect payment and distribute permits
4. Perform field audits
5. Collect and analyze usage reports against field counts

ONE-WAY CAR SHARE PILOT PROGRAM

Qualified Car Share Organization

- Minimum fleet of 20 distinctly branded, Global Positioning System enabled vehicles
- Membership-based service available to all licensed and qualified drivers
- Allow members to operate a rented vehicle without a separate written agreement for each trip
- Commitment to quarterly usage reports

ONE-WAY CAR SHARE PILOT PROGRAM

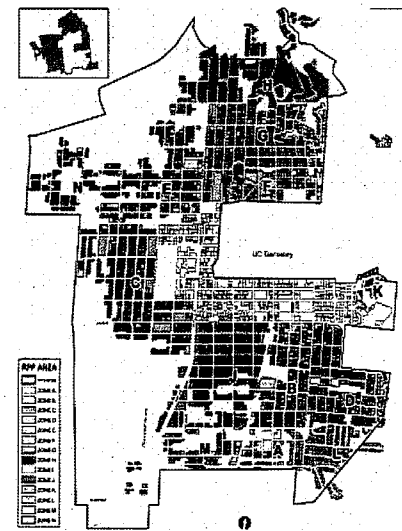
Free Floating Parking Permit (FFPP)

- Deposit paid by the organization for estimated annual meter use
- Member users do not pay at the meter
- Exempted from meter time limits (at spaces of 2+ hours)
- Meter use is monitored quarterly and reconciled annually
- All other meter rules apply



Master Residential Parking Permit (MRPP)

- Organization pays 3X the RPP fee
- Gains access to all RPP areas
- All other RPP rules apply



Combined FFPP/MRPP

PILOT PROGRAM PARKING FEES

EXAMPLE, CAR SHARE COMPANY X

Annual administration fees (based on parking permit type) for each car share operator	
Master Residential Parking Permit only	
Free Floating Parking Permit or Combined (MRPP and FFPP)	
Annual parking permit fees based on percent of car share fleet in the City at any given time	
Percent of fleet in the City	100%
MRPP fee (per vehicle)	\$198.00
FFPP deposit (per vehicle)	\$1,352.00
Combined (per vehicle)	\$1,550.00

PILOT PROGRAM PARKING FEES

CURRENT "GIG" COMPANY (A3 MOBILITY) OPERATIONS

Annual administration fees (based on parking permit type) for each car share operator		
Combined (MRPP and FFPP) Permit	\$11,375.00	
Annual parking permit fees based on percent of car share fleet in the City at any given time		
Percent of fleet in the City	100%	45%
MRPP fee (per vehicle)	\$198.00	\$89
FFPP deposit (per vehicle)	\$1,352.00	\$608
Combined (per vehicle)	\$1,550.00	\$698



475 vehicles * \$698 = \$331,550

GIG Car Share Home Zone

- Oakland
- Berkeley
- Albany
- Alameda



GIG Car Share Berkeley Members



GIG Car Share Berkeley Usage

Origins

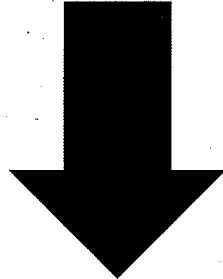


Destinations



ONE-WAY CAR SHARE EVALUATION

Benefits

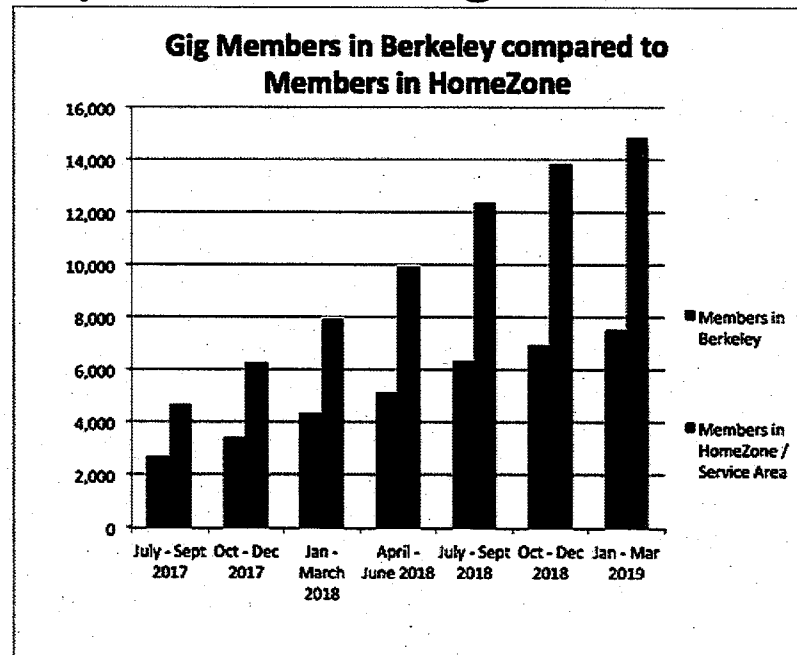
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- A large, solid black arrow pointing downwards, positioned to the left of the list of benefits.
- Number of personal vehicles
 - Vehicle Miles Traveled
 - Air pollution by old vehicles replaced by more efficient vehicles
 - One car-share vehicle replaces 7 to 11 private vehicles*
 - Each car-share vehicle results in 4 to 7 fewer tons of greenhouse gases emitted per year*
 - Helps solve first- and last-mile transit problem
 - Provides more affordable transportation option than owning and maintaining own vehicle

*Martin, Elliot and Shaheen, Susan, *Impacts of Car2Go on Vehicle Ownership, Modal Shift, Vehicle Miles Traveled, and Greenhouse Gas Emissions: An Analysis of Five North American Cities*, July 2016, Transportation Sustainability Research Center, UC Berkeley

ONE-WAY CAR SHARE EVALUATION

Berkeley Demand

- Percent membership in Berkeley
 - 7,542 members as of 3/31/19
 - 50% of service area members in Berkeley but only 25% of service area in Berkeley
- 50% of Berkeley members age 30 and older



ONE-WAY CAR SHARE EVALUATION

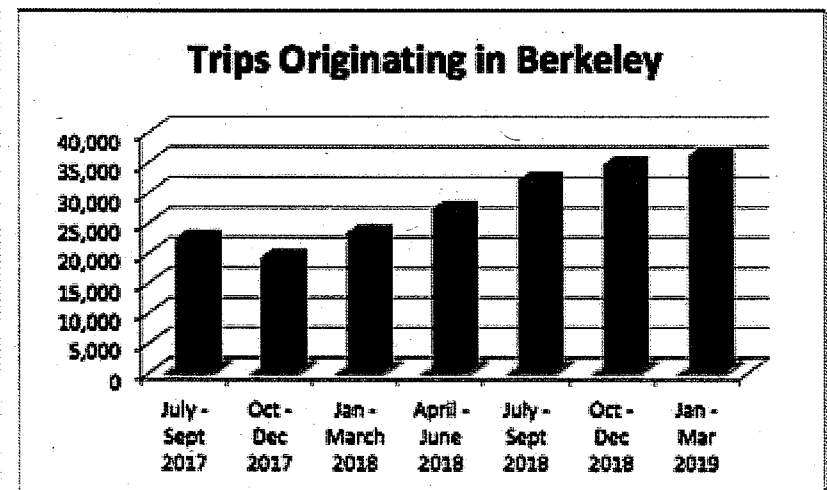
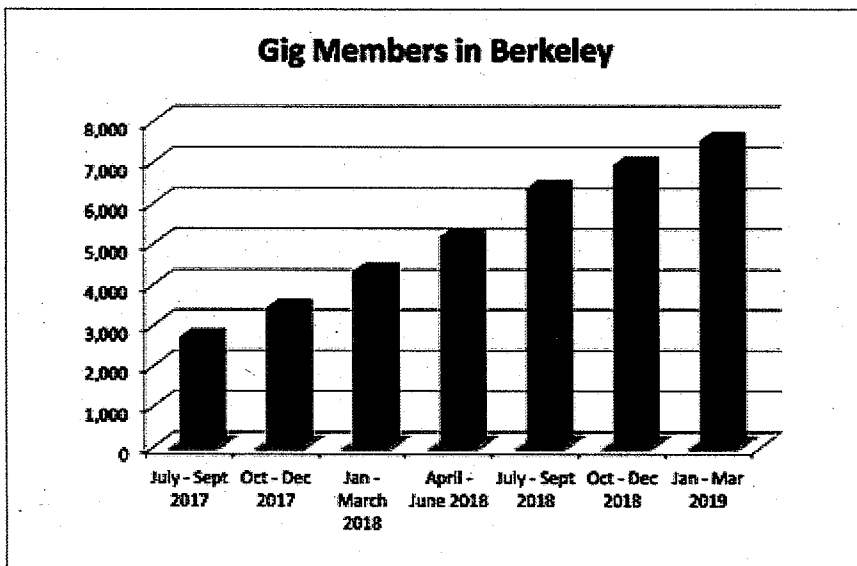
Car Utilization and Parking

- Average trips/car/day: 2.14
- Median parking time per vehicle between rentals
 - Berkeley: 2hr6m
 - Region: 2hr59m
- Percentage of Berkeley parking events exceeding 72 hours: about one-tenth of 1% (0.13%)

ONE-WAY CAR SHARE EVALUATION

Growth in Demand

- GIG expansion based on customer demand
 - Service area from 12.8 to 26.2 square miles (6.7 in Berkeley)
 - Vehicles from 250 to 475
- Berkeley memberships up 177% from Q3 2017 to Q1 2019



ONE-WAY CAR SHARE PROGRAM

Recommendation

- Amend the One-Way Car Share Ordinance to establish an ongoing program
 - Parking permit fees were adjusted in Oct 2018, so would remain the same until next annual adjustment.
 - Raise Administration Fee from \$11,375 to \$12,703 to account for salary increases.
 - Parking permit caps:
 - Existing cap of 700 per company
 - New option of 500 for local cars, plus 300 for cars based > 50 miles away.

Questions & Comments

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