



Office of the City Manager

June 30, 2017

To: Honorable Mayor and Members of the City Council

From: *DWR* Dee Williams-Ridley, City Manager

Subject: GIG Car Share Operations - Update on Pilot Program

In my May 5, 2017 memo, we provided you with details of the pilot program for GIG Car Share. We have heard some concerns regarding the parking of GIG cars in residential areas, and our Transportation staff reached out to GIG to follow up. Attached is a letter from GIG in response, which I'm sharing with you. If you have any other questions, please don't hesitate to contact my office.

Thank you for helping us make this program work for all residents.

Attachment

cc: Jovan Grogan, Deputy City Manager  
Mark Numainville, City Clerk  
Matthai Chakko, Assistant to the City Manager  
Ann-Marie Hogan, City Auditor  
Phil Harrington, Public Works Director  
Farid Javandel, Transportation Manager, Public Works



To: Kamala Parks, Associate Transportation Planner

From: Jason Haight, President, GIG Car Share

Date: June 26, 2017

**Subject: Response to City of Berkeley June 20 Inquiry**

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The purpose of this note is to respond to your requests to: 1) demonstrate how we monitor and rebalance vehicles to avoid cars remaining idle for more than 72 hours (idle time events); and 2) provide a monthly report of idle time events, starting with the monthly activity of June.

Berkeley residents have been quick to adopt one-way car share as a part of their daily lives. It has been less than two months since launching Northern California's first one-way car share program, and already over 5.8K local residents have registered to use the new service. Residents have taken over 14K trips, more than twice our forecast. Our hybrid vehicles are already in use more than twice the rate of privately owned vehicles. Car share markets typically don't reach this utilization level until the end of the 2<sup>nd</sup> year of operation, and Berkeley/Oakland reached it before the end of the 2<sup>nd</sup> month, demonstrating the pre-existence of resident demand for a convenient, affordable, and environmentally friendly transportation option.

While we are humbled by the pace of adoption by Berkeley residents, it has put pressure on our team to scale up operations to keep pace with demand. The high usage of the vehicles has meant our operations team has been working hard to keep the cars clean, fueled, maintained, repaired, and positioned in areas of high demand. Our intention has been to assess allocation of resources over the first few months and make appropriate adjustments to improve Member satisfaction and reduce residents' concerns. We have not yet reached the end of the second month of operation, but based on the rapid adoption of this new service, we have begun to accelerate this reallocation of resources.

#### **Lessons Learned from the Great Northwest:**

While Berkeley/Oakland is the first market to adopt a one-way car share policy in Northern California, there are other markets we can study to understand how residents may respond to the introduction of the new service. Vancouver, Seattle, and Portland all passed similar ordinances allowing a one-way car share policy in which members can park shared vehicles in residential neighborhoods. In each market, some residents initially raised concerns over competition for limited parking spaces. However, over time, and through the combined efforts of the cities and operators, residents have learned of the public benefits of the programs, particularly the facts that ***each car share vehicle removes 7-11 privately owned vehicles from the road, each car share vehicle removes 4-7 metric tons of greenhouse gases from the air every year, and car share vehicles are utilized 3x more than privately owned vehicles.***

Operators in other cities recommend that we consider sharing additional training with the City of Berkeley to better inform frontline staff on the one-way car share service and the value and benefits it provides to the city. These other cities also reiterated the importance of initial patience, and that increased adoption and usage of the service will naturally lead to a reduction in idle time of vehicles.

## Monitoring and Rebalancing of Idle Vehicles:

Our software enables real-time monitoring of the idle time of all parked vehicles. We have established a reporting system in which our operations team is notified when a car has remained idle in a single parking spot for a specified amount of time. We recently adjusted the notification from occurring at the 72-hour mark to occurring at the 52-hour mark, intended to give us enough time to move the car before exceeding the 72-hour limit.

Over the coming months, we will demonstrate continual progress in reducing the number of instances in which we exceed the 72-hour limit. We are less than two months into the operation, and we are working hard to appropriately prioritize other rebalancing and servicing needs (avoiding street sweeping tickets, cleaning and fueling vehicles, etc.). As we ramp up the operation, we will be able to meet the demands of Berkeley residents, including those of car share Members and non-Member residents.

## Intersection of Cedar and Euclid:

We reviewed the history of the reported vehicle parked near the intersection of Cedar and Euclid. The vehicle arrived June 18 at 3:24 pm and departed June 20 at 6:45 pm, for a total idle time of 51 hours and 27 minutes.

While this vehicle was idle less than 72 hours, we recognize that Gig cars can be confused with one another as they were purposefully designed to look identical. Residents may not realize when a non-descript grey Honda Civic hasn't moved in eight days, but due to the branding of the vehicle, they will recognize when a GIG (or, more typically, various GIGs) has been on the block for a few days.

This neighborhood in particular has some unique characteristics. It is the northeast boundary of the HomeZone, and therefore dozens of Gig Members who live just outside of the HomeZone will often end trips in this neighborhood and walk the remaining distance to/from their home. We have been regularly repositioning vehicles from this neighborhood since our first week of operation.

## Action Items:

We are committed to being accountable to the City of Berkeley through transparently sharing data and serving as an ethically responsible and collaborative city partner. By further partnering with the city, we can increase outreach efforts and effectively respond to residents' questions, educating residents of the key public benefits of a one-way car share program:

- **Reduce congestion:** Take cars off the road by diverting trips from private vehicles and ride-hailing services, thereby complementing public transit, reducing traffic, reducing greenhouse gases, and improving overall safety
- **Improve equity:** Increase parity by providing greater accessibility to people of different incomes, ages, language preferences, physical abilities, and neighborhoods
- **Be accountable:** Be open and transparent with our data and serve as a financially and ethically responsible and collaborative city partner

A few key action items we intend to pursue:

1. Reallocate resources towards the timely rebalancing of idle vehicles
2. Partner with the City of Berkeley on outreach efforts
3. Consider HomeZone expansion to alleviate bunching of vehicles at HomeZone boundaries
4. Submit a monthly report to the City of Berkeley starting with a June report
5. Present a program update to Berkeley City Council Members

## Appendix:

### Berkeley Distribution of Gig Members

Berkeley Gig Members are located all over the city of Berkeley.

Through June 25, 2017, 1,223 Berkeley residents have registered as Gig Members.

Gig Members come from various age brackets. Below is an approximate age distribution:

- 12% Gen Z
- 59% Millennials
- 22% Gen X
- 7% Baby Boomers

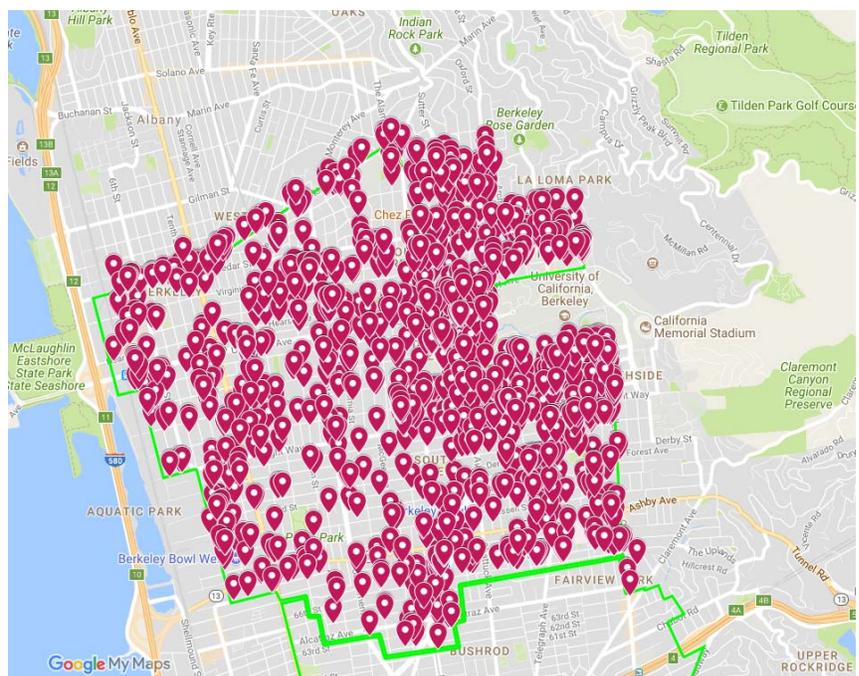


### Berkeley Distribution of Trip Destinations

Berkeley residents have initiated 4,498 trips (through June 25, 2017), and the service is being used to drive all over the HomeZone.

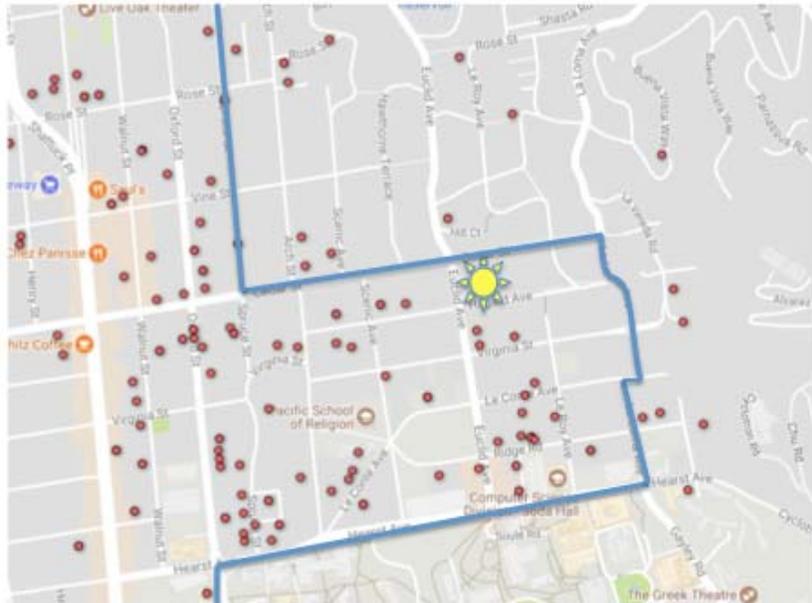
On average, 80 Gig vehicles are in Berkeley at any given moment.

Even if all Gig vehicles were to be parked at the same time, less than 0.5% of the city's total available parking spaces would be utilized by Gig vehicles.



Intersection of Cedar and Euclid

This map demonstrates the location of the reported vehicle (yellow sun), the HomeZone boundary (blue line), and the home addresses of nearby Gig Members living both inside and outside of the HomeZone boundary (red dots).



One-way car share services often focus attention on rebalancing vehicles from the boundaries to the interior.

When extreme bunching occurs, operators will extend the boundaries outwards to meet the demand of nearby residents.

Daily Routine for Many Berkeley Gig Members

A sampling of Berkeley Gig Members shows that many residents are already using Gig over six times per week, making private ownership of a vehicle unnecessary.

Reduced private ownership leads to a reduction in congestion and greenhouse gases.

Berkeley Resident	Join Date	Trips Completed	Trips per Week
Anonymous	May 4, 2017	54	7.3
Anonymous	May 4, 2017	48	6.5
Anonymous	May 6, 2017	47	6.6
Anonymous	May 12, 2017	54	8.6
Anonymous	May 25, 2017	47	10.6