



Office of the City Manager

July 26, 2016

To: Honorable Mayor and Members of the City Council

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

Subject: Progress Report - Implementing a One-Way Car Share (Point-to-Point Car Share) Pilot Program

This report provides an update regarding the City's efforts to explore implementation of a one-way car share (point-to-point car share) pilot program in Berkeley.

Transportation Division staff prepared an [Action item](#) for inclusion on the March 29, 2016 City Council meeting Agenda¹. That item was removed from the Agenda by the City Manager with a request from City Council for an update before commencement of Council's summer recess. The staff report included two resolutions: 1) Approve a Car Sharing Policy; 2) Identify General Fund monies to be used for revising ordinances, implementing protocols for one-way car share operations in Berkeley, and designate Public Works as the custodian of the program.

Transportation Division's current timeline anticipates the ordinance, resolutions, and report coming before Council September 13, 2016 with the City gaining the ability to issue permits and business licenses November 1, 2016. The pilot program would sunset December 31, 2018 without further action by Council.

Since March of 2016, Public Works Transportation Division staff have led the effort to develop the enabling ordinance, mechanisms (eligibility applications, terms and conditions, coordination with parking enforcement vendors, and so on), and evaluation metrics by convening meetings with staff from other City divisions and departments, according to the timeline indicated below.

- March 15, 2016 – Working group meeting #1
- April 5, 2016 – Meet with City Attorney's Office staff
- April 11, 2016 – Meeting with Finance Department staff
- April 28, 2016 – Working group meeting #2
- May 18, 2016 – Meeting Traffic Engineering and Finance staff
- June 3, 2016 – Meeting Traffic Engineering and Finance staff

¹ Action item can be found at <http://www.ci.berkeley.ca.us/recordsonline/export/16940936.pdf>.

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- June 16, 2016 – Working group meeting #3
- June/July 2016 – Meeting with the City Public Information Officer
- June/July 2016 – Meeting with Police and Parking Enforcement
- June/July 2016 – Meeting with City Attorney’s Office
- July 21, 2016 – Update to the Transportation Commission
- September 13, 2016 – City Council meeting for Ordinance, Resolution, and Report
- October 3, 2016 – Pilot begins, applications from eligible car sharing organizations
- November 1, 2016 – Begin issuing parking permits for one-way car share vehicles
- December 31, 2018 – Pilot Program ends

Attendees and invitees to our meetings have included the following:

PW – Transportation Division	Farid Javandel
PW – Transportation Division	Danette Perry
PW – Transportation Division	Beth Thomas
PW – Transportation Division	Kamala Parks
PW – Transportation Division consultant	Kara Oberg
PW – Transportation Division	Hamid Mostowfi
PW – Transportation Division	Alene Pearson
PW – Transportation Division	Matt Cotterill
311 Customer Service	Kathy Cassidy
311 Customer Service	Maya Wilson
Health, Housing, and Community Services	Jenny Wyant
PW – Administration	Leisl Redmond
City Manager	Matthai Chakko
IT	Barry Jennings
City Attorney	Michael Woo
City Attorney	Zach Cowen
City Attorney	Lynne Bourgault
Parking enforcement	Lyesha Garrett
Police	Randolph Files
Finance	Sherri Jackson
Finance	Rosario Riche
Planning – Office of Energy and Sustainable Development	Neal DeSnoo
Planning – Office of Energy and Sustainable Development	Sarah Moore
UC Berkeley Office of Transportation	Todd Henry
City of Oakland – Shared Mobility Coordinator	Sara Barz
City of Oakland - Finance	Juliana Demers

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Kamala Parks, Associate Planner, Public Works, Transportation Division, (510) 981-7066

cc: Zach Cowan, Interim Deputy City Manager / City Attorney
Mark Numainville, City Clerk
Ann-Marie Hogan, City Auditor
Phillip L. Harrington, Public Works Director
Danette Perry, Parking Services Manager, Public Works
Henry Oyekanmi, Finance Director
Hamid Mostowfi, Supervising Traffic Engineer, Public Works
Matthai Chakko, Public Information Officer