



Office of the City Manager

May 5, 2017

To: Honorable Mayor and Members of the City Council

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

Subject: One-Way (Point-to-Point) Car Share Operations to Begin in Berkeley and Oakland

This information report provides details and a timeline for the first vendor to operate one-way car share (point-to-point car share) as part of a new pilot program in Berkeley and Oakland.

#### ONE-WAY CAR SHARE OPERATIONS TO BEGIN

A3 Mobility, a subsidiary of AAA Northern California, Nevada and Utah, was the first qualified car share organization to operate one-way car share in the Bay Area. On their **April 30, 2017 launch date**, 250 vehicles were distributed throughout Berkeley and Oakland. In the month leading up to their launch, A3 Mobility conducted outreach to neighborhood and business organizations, and promoted membership sign-ups by providing \$85 in free driving credits to new members who sign up by midnight on April 30. Car share program vehicles will be Toyota Priuses equipped with rooftop bicycle racks. The service will be branded as *GIG Car Share* and the vehicles will display this name.

#### BACKGROUND

The cities of Berkeley and Oakland have each been closely coordinating implementation of their one-way car share pilot programs. As a result, car share organizations (CSO's) would be able to create a regional transportation network for residents, visitors, and commuters in Berkeley and Oakland during the pilot program.

One-way car share programs allow their members to pick up a vehicle from one location and drop it off at a different location within the CSO's designated zone. Members find the location of available vehicles in real-time using a CSO's mobile application or website. Vehicle rental fees are charged either by duration of usage, or per mile and include fuel, maintenance, insurance, and parking.

Parking spaces for these cars are not assigned; instead, the car share organization purchases parking permits that enable users to park at metered spaces with a Free-Floating Parking Permit (FFPP), within designated residential areas with a Master Residential Parking Permit (MRPP), or both. A3 Mobility has opted to purchase both the FFPP and MRPP permits for their vehicles.

The CSO tracks its vehicles using a global positioning system (GPS). Users must sign a written agreement that allows data collection via GPS, as this system enables members to find vehicles and provides the CSO a record of the vehicle's travel patterns in order to assess member fees. City staff will use the GPS records to assess meter usage by zone (such as goBerkeley premium and value zones), vehicle usage, parking location and duration, and other metrics in order to assess the program's success and to determine associated fees to be paid by the CSO to the City. As a result, Berkeley users will not pay at the meter when they park a car share vehicle with an FFPP. The FFPP also allows a car share vehicle to park beyond the posted time limits of metered spaces of two hours or more. The MRPP allows permitted car share vehicles to park in any Residential Parking Permit (RPP) zone in Berkeley with the same rights and responsibilities as an RPP vehicle. A recent study found that one-way car share reduces the number of vehicles on the road and reduces parking demand.<sup>1</sup> A3 Mobility expects that each car share vehicle will be used by three to five different users each day, on average.

In all other respects, car share vehicle users must obey existing parking regulations such as not parking during street sweeping; in yellow zones; nor in spaces with time limits of less than two hours, etc. Officers will rely on the displayed permits on the vehicles in order to enforce appropriate parking rules during the pilot program.

The number of parking permits that can be issued annually for this pilot program is capped at 1,600 with a 700-permit-per-CSO annual limit.

One-way car share programs currently operate successfully in many cities including Portland, Oregon; Seattle, Washington; Austin, Texas; Washington, DC; and San Diego, California.

### LEGISLATIVE HISTORY

Enabling legislation for one-way car share was initially presented to Council on [September 27, 2016](#)<sup>2</sup>. Council adopted Berkeley Municipal Code changes and approved fees for this program on [October 20, 2016](#).<sup>3</sup> The pilot program will sunset on June 30, 2019 without further action by Council.

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<sup>1</sup> Martin, Elliot and Susan Shaheen. *Impacts of Car2Go on Vehicle Ownership, Modal Shift, Vehicle Miles Traveled, and Greenhouse Gas Emissions: An Analysis of Five North American Cities*, July 2016.

Accessed April 25, 2017 at <http://tinyurl.com/hb57fuu>

<sup>2</sup> September 27, 2016 Staff Report "Car Sharing Policy for One-Way Car Share Two-and-a-Half-Year Pilot Program, and Adding BMC Chapter 14.62" <http://tinyurl.com/kkvocnd>

<sup>3</sup> Ordinance 7,508-N.S. "Adding Berkeley Municipal Code Chapter 14.62 To Establish New Pilot Parking Permits And Fees to Qualified Organizations Operating One-Way Car Share." <http://tinyurl.com/mgzynz>

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