



Jesse Arreguín
City Councilmember, District 4

ACTION CALENDAR
July 14, 2015

To: Honorable Mayor and Members of the City Council
From: Councilmember Jesse Arreguín
Subject: Point-to-Point Car-Sharing

RECOMMENDATION

Direct the City Manager to draft a staff report, to be completed no later than August 28, 2015, on point-to-point carsharing in the City of Berkeley that includes:

- (1) A draft policy or ordinance allowing point-to-point carsharing;
- (2) A draft fee structure for point-to-point carsharing vendors; and
- (3) A draft map for point-to-point carsharing in the City of Berkeley

In addition the City Manager should send a copy of the draft proposal to the following commissions no later than August 28, 2015: (1) Transportation; (2) Energy; and (3) Community Environmental Advisory. We request that these three commissions consider the report at its first meeting of September 2015, and refer any comments or recommendations to the City Council at that time.

Finally, we request that staff conduct any stakeholder engagement necessary to complete the report, including soliciting suggestions or questions from other cities and any interested providers of point-to-point carsharing services.

BACKGROUND

This request is a follow up to a referral authored by Mayor Bates and passed by the Council on May 12, 2015. In that referral, Mayor Bates and the Council requested that several commissions begin exploring the expansion of carsharing in the City of Berkeley to include point-to-point models, and examine policies adopted by municipalities like Oakland and Alameda, in an effort to meet Berkeley's climate action goals. This request sets a timeline and asks staff for a formal report that will assist the commissions and the Council in examining this issue.

On March 17, 2015, the Oakland City Council considered a staff report on point-to-point carsharing, and approved an enabling ordinance, a map for allowable operations, and amendments to the City of Oakland's master fee schedule to establish a structure for providers to compensate the City for fees associated with parking. (Before being considered by the full Oakland City Council, this report was introduced to the Oakland

City Council on February 5, 2015, and heard before the Oakland City Council Committee on Public Works on February 24, 2015.)

As a result of Oakland's action to approve and regulate point-to-point carsharing, the point-to-point carsharing provider "car2go" is planning to launch its service in the East Bay in early 2016. Currently, the City of Alameda is close to completing a similar legislative process. And the City of Emeryville is actively looking at this as well.

Because, if done right, a coordinated regional roll-out of this innovative service could greatly benefit residents of the City of Berkeley and help the City progress towards its Climate Action Plan goals, this request creates a timeline and deadlines to keep our review on track.

Though some City commissions have begun the informal informational process, it is my understanding that some of the commissions have indicated a desire to await a staff report before formally providing comments and recommendations to the City Council.

Given the time-sensitive nature of this issue, approval of this request will ensure that the commissions and City Council will have a tangible proposal to consider in a timely manner consistent with the proposed coordination of neighboring East Bay cities.

While the City of Oakland's staff report, draft ordinance, draft map, and draft fee structure would need to be tailored for the City of Berkeley, the City Manager has a concrete starting point for drafting a report for our commissions and the Council to review.

This request asks that the Berkeley City Council consider proposals from staff, along with comments and recommendations from commissions by October 2015.

FISCAL IMPACTS

Staff time.

CONTACT PERSON

Jesse Arreguin, City Councilmember, District 4 (510) 981-7140

ATTACHMENTS

1. City of Oakland staff report entitled, "Adopt A Car Sharing Policy, Ordinance, Master Fee Changes, and External Funding"
2. Oakland City Council Resolution No. 85459 (Approved on March 17, 2015)
3. Office of the Mayor referral entitled, "Expanding Carshare to Include Point-to-Point Models"