



SFMTA
Municipal
Transportation
Agency

On-Street Car Share Pilot Evaluation

San Francisco Municipal Transportation Agency Board of Directors
Policy and Governance Committee
January 20, 2017

Premise of Pilot

- Reduces number of private vehicles in SF
- Reduces congestion & emissions
- Increases mobility options
- Relieves parking demand

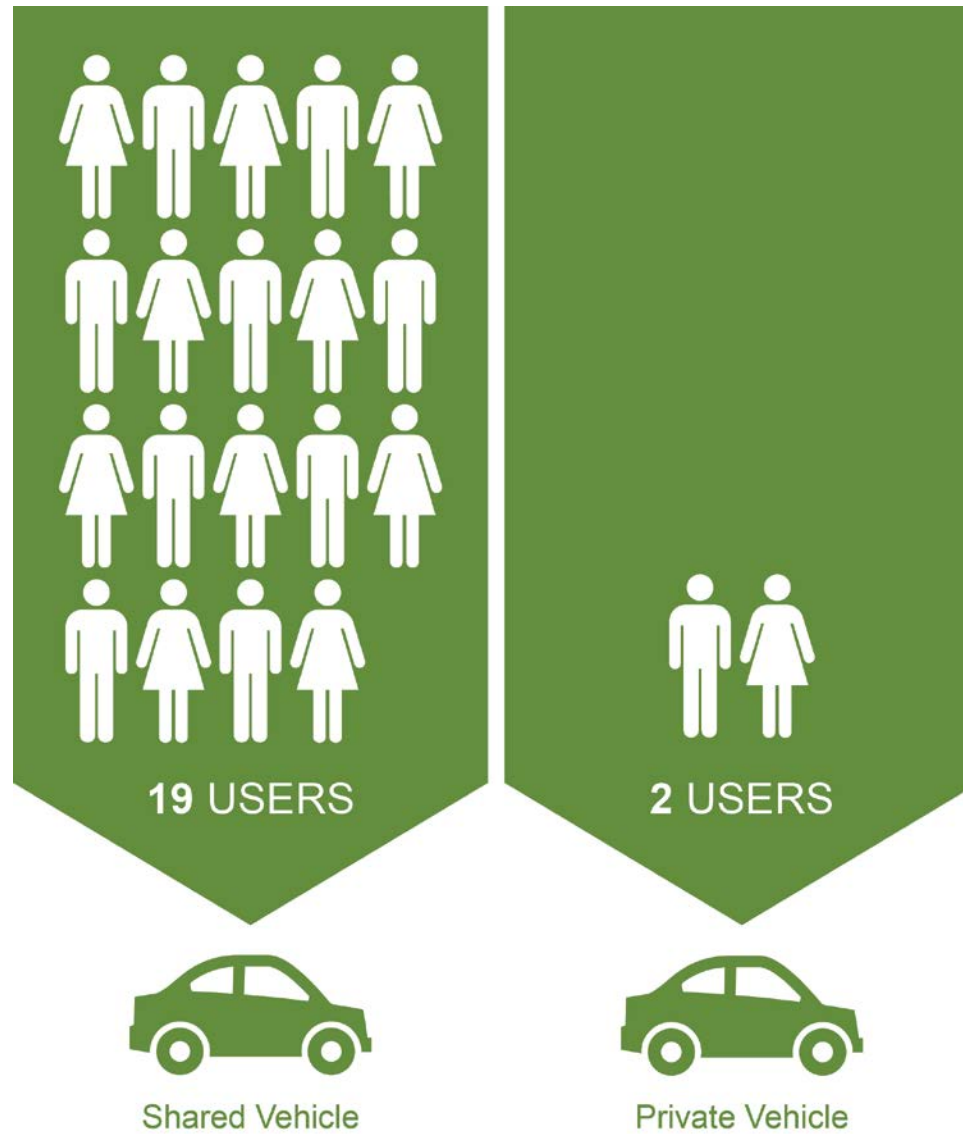


Pilot Framework Overview

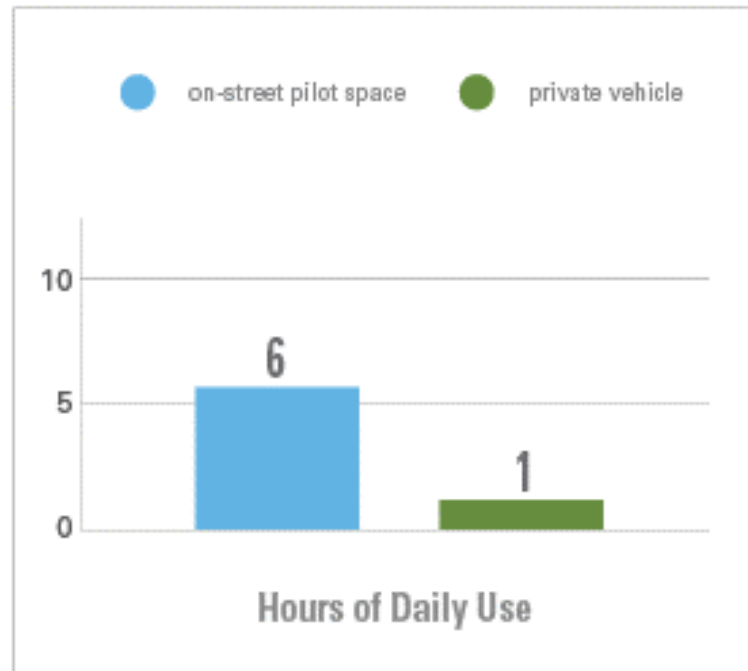
- Definition of “car share organization”
- Conditions of participation
- Pricing zones
- Location selection / review / approval process
- Pilot participants



Findings



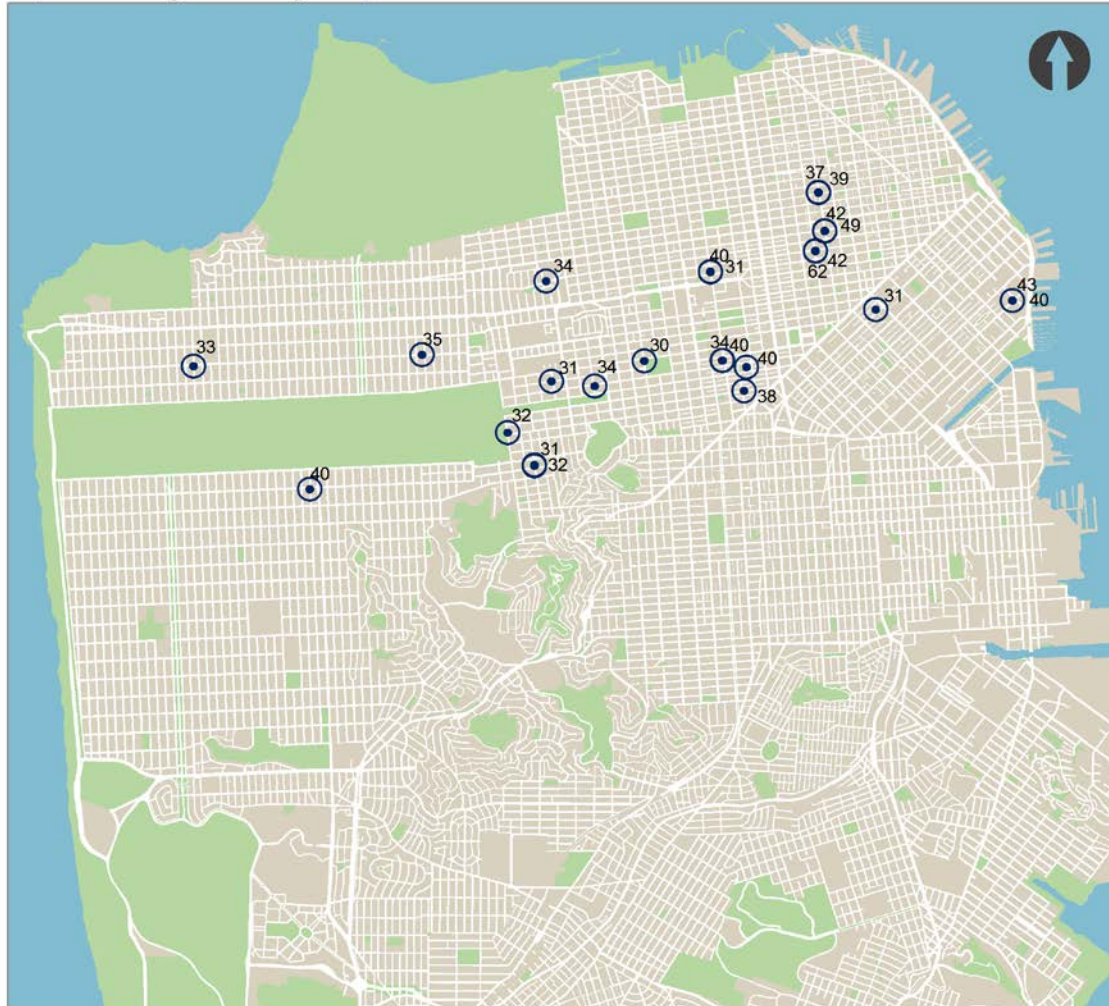
Daily Hours Of Use: Pilot average vs. average private vehicle



Source: USDOT 2009 National Household Travel Survey

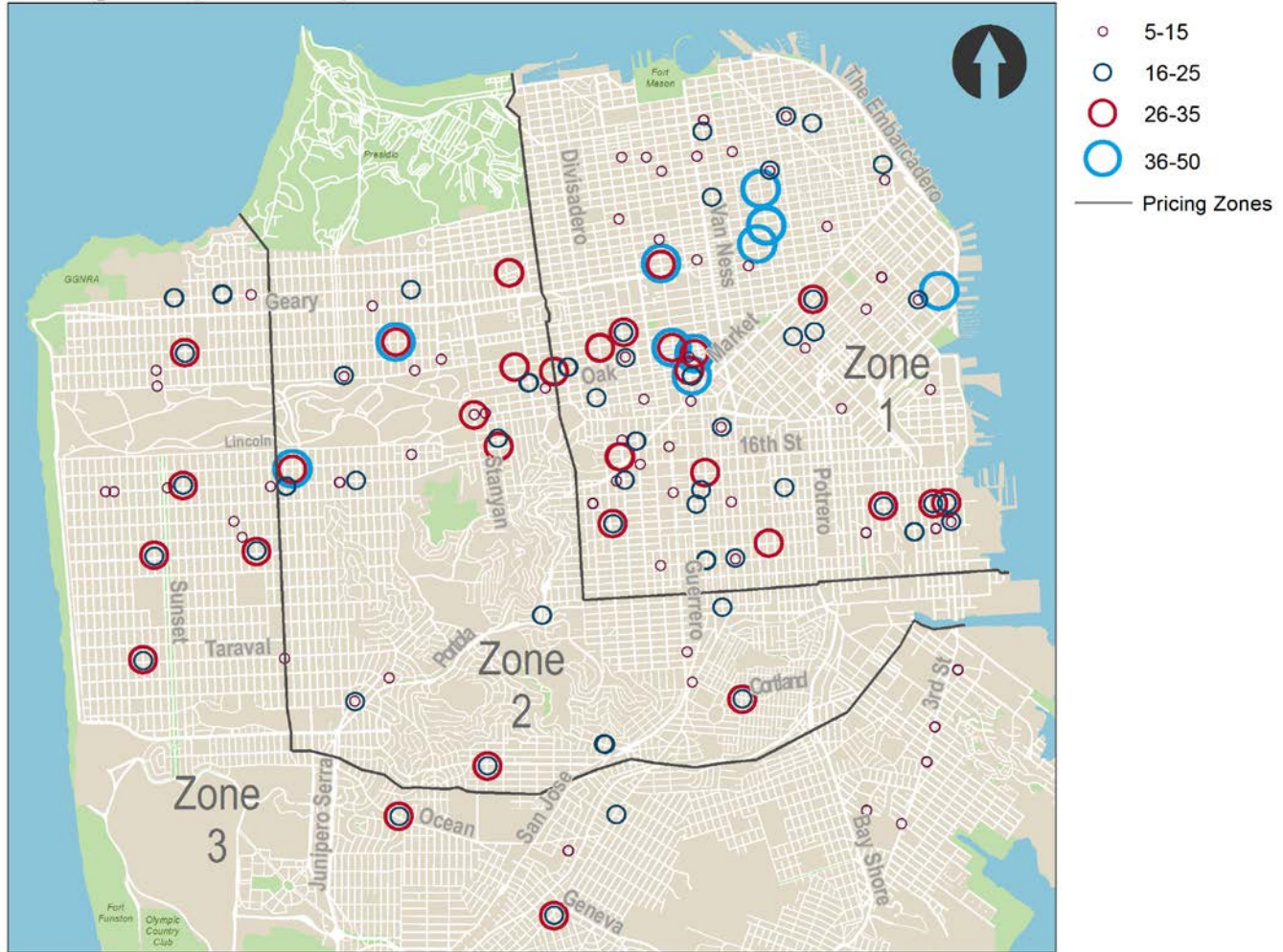
Findings

Top 25 average monthly unique users



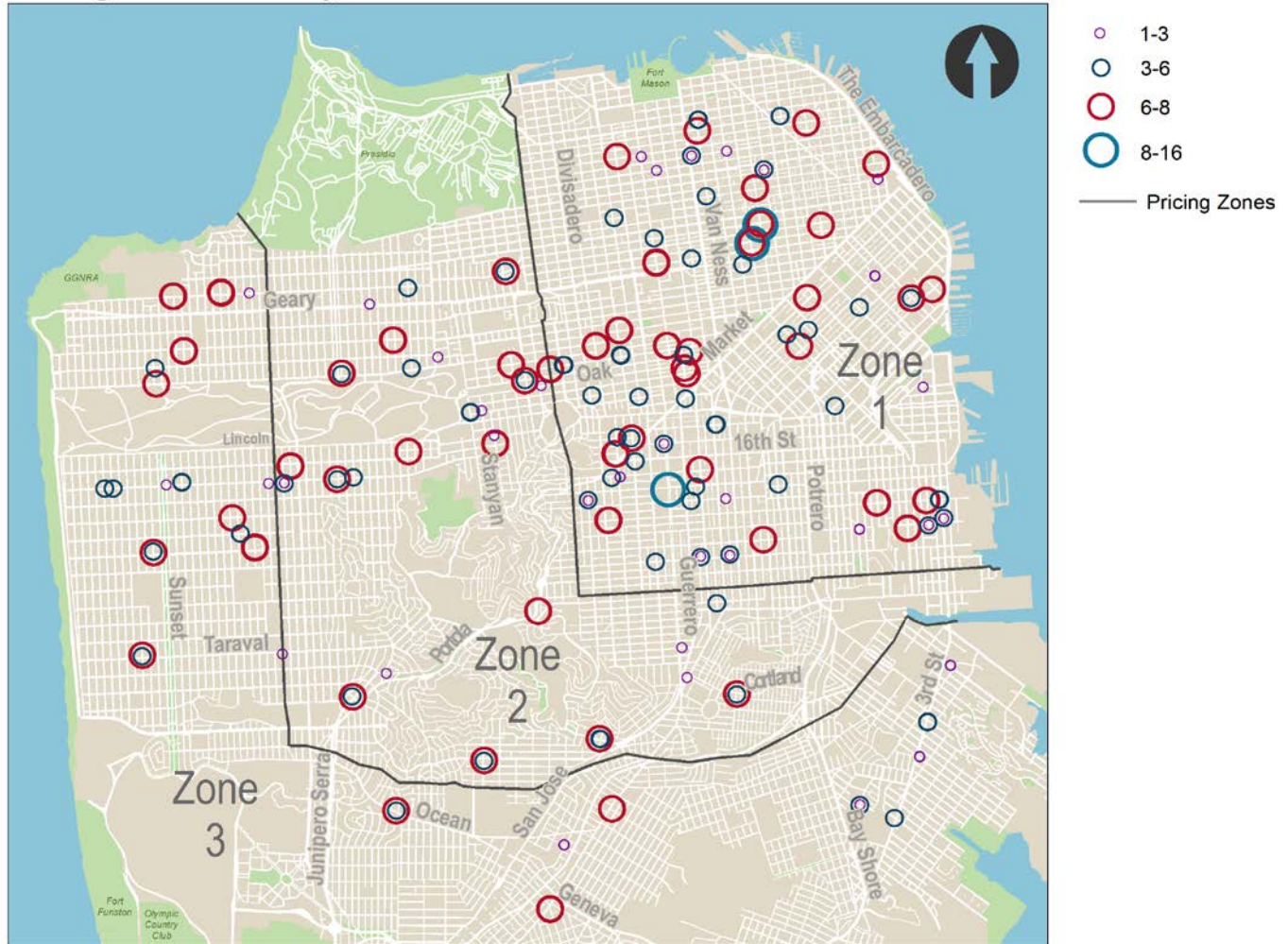
Findings

Average unique users per month



Findings

Average hours of daily use



Other Findings

- There were differences in performance between car share models, operators
- Service reliability was degraded by construction closures, theft & vandalism
- The “Point A-to-Point A” car share model has limits, obstacles

Key Questions

- Does this reduce parking supply?
- Does this privatize the curb? Someone is making a profit on public streets
- “Curb equity” – How to provide access to all neighbors / visitors / businesses, not just those who own cars
- Social equity – How to provide access for disabled users, for low-income and “unbanked” users

- Recalculate permit fees based on program costs
- Keep pricing zones and 15% requirement
- Set utilization and availability minimums
- More data from permittees
- Best practices for space location
- Public review process
- Continue investigating methods to utilize curb equitably and efficiently



- **March/April:** Operational On-Street Permit Program proposal to be SFMTA Board of Directors
- **Ongoing:** Harmonize program with other shared mobility policies and practices
 - One-way car share, bike-share, Scoot, ride-hail services, etc.

Thank you!

On-Street Car Share Pilot webpage:

sfmta.com/projects-planning/projects/car-sharing-policy-and-pilot-project