



**SFMTA**  
Municipal Transportation Agency

# Car Sharing Policy and Pilot Project

San Francisco Municipal Transportation Agency Board of Directors

7 | 16 | 2013



# Car Sharing Policy and Pilot Proposal

- Adopt SFMTA Car Share policy framework – consolidate and clarify policy for off-street and on-street car sharing
- Approve expanded two-year pilot of on-street car sharing
- Amend Transportation Code to support the expanded on-street pilot program



# Traditional Car Sharing – Benefits

- Reduce automobile ownership rates
- Reduce vehicle miles traveled (VMT)
- Reduce greenhouse gas and other emissions
- Reduce household transportation budgets and increase economic reinvestment
- Increase walking, bicycling, and transit use



# Car Sharing – Models

- Traditional car sharing (e.g. City CarShare, Zipcar)
- Peer-to-Peer (e.g. Getaround, Relay Rides)
- One-way (e.g. Car2go, DriveNow)



# Car Sharing – Off-Street Program

- SFMTA has offered car share spaces at lots and garages since 2003
- Currently about 80 spaces in 19 SFMTA garages and lots
- Remainder of car share fleets are housed in private lots and garages, individually negotiated by CSOs
- Supports all car share models (traditional, peer-to-peer, etc.)
- Proactively meets with Car Share Organizations
- Actively pursuing expansion of car share services



# Car Sharing – On-Street Benefits

- Off-street spaces are not always sited where there is demand for them
- Off-street locations are disappearing as development takes place
- There are 281,000 on-street spaces in San Francisco
- On-street spaces can expand car sharing by:
  - Increasing the visibility of car sharing
  - Improving geographic distribution of spaces
  - Increasing total number of spaces
  - Ensuring availability of parking spaces in the long-term



# Initial On-Street Pilot

- Fall 2011: SFMTA implemented a pilot of on-street car sharing spaces under an agreement between the City Administrator's Office and City CarShare
- SFMTA Board and Board of Supervisors approved changes to the Transportation Code that enable the program
  - Division I – Established a violation for parking in a designated car share space and the ability to tow violators
  - Division II – Enabled designation of on-street spaces and creation of new permit program
- The SFMTA worked with the City Administrator's Office, City CarShare, and Supervisors' offices to select spaces.



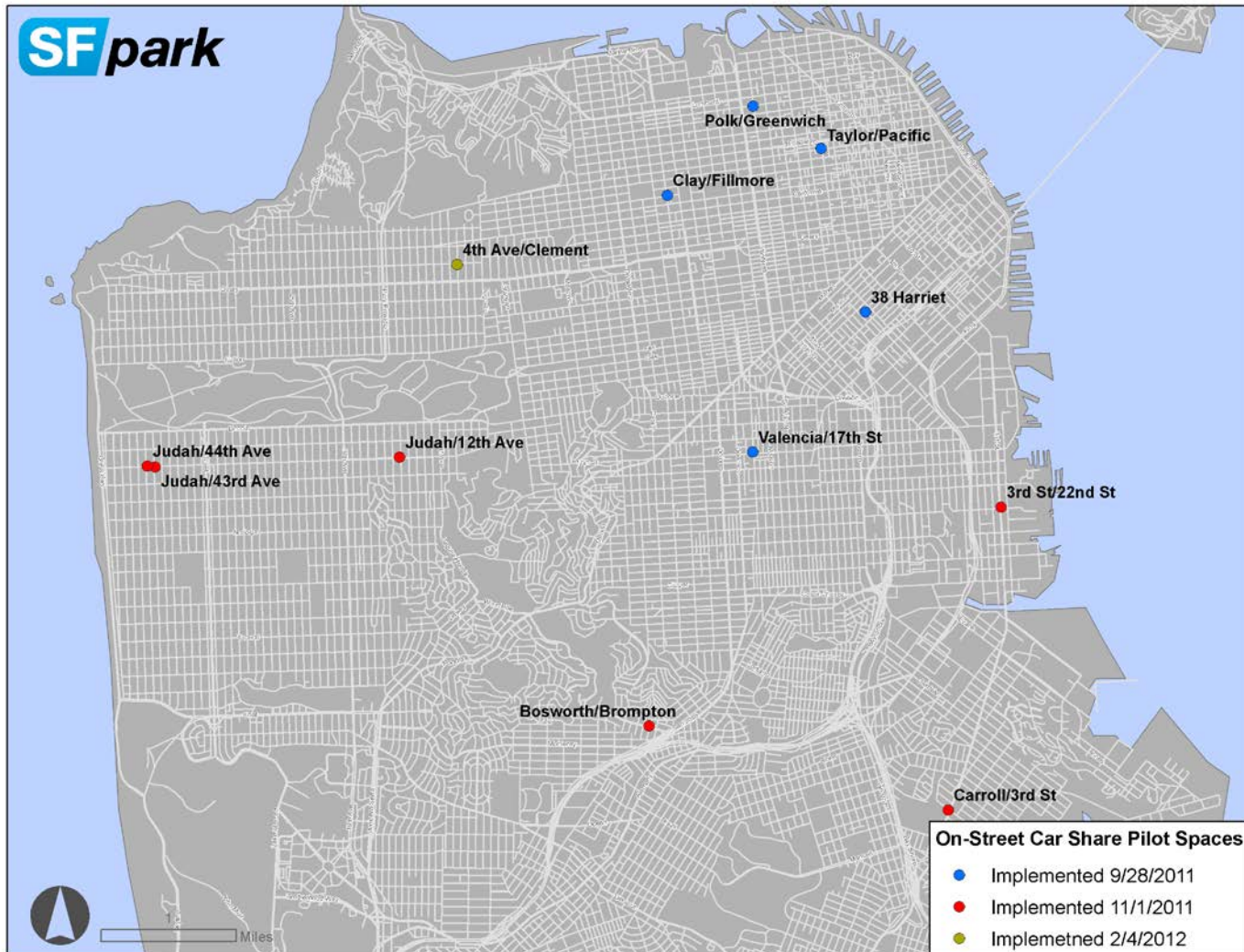
# Initial Pilot – On-Street Car Share Pods







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# Initial Pilot – Lessons Learned

- On-street car share spaces are feasible and can quickly become well utilized if they are located in high demand areas
- Enforcement of the spaces – through a combination of targeted enforcement, paint, and signage treatments – is critical
- Commercial areas offer high visibility and accessibility, but present enforcement challenges
- A broad base of political support is necessary for spaces to be approved
- Public awareness of spaces is essential



# Expanded On-Street Pilot Proposal

- Refine on-street car share permit requirements and fees (in Transportation Code)
- Two-year pilot (approx. Sept 2013-Aug 2015)
- Invite qualified Traditional and Peer-to-Peer CSOs to participate in exchange for providing various data to SFMTA
- Up to 150 on-street spaces per CSO in Year 1, another 150 spaces in Year 2
- Review and adjust pilot at key points (pod locations, outreach efforts)

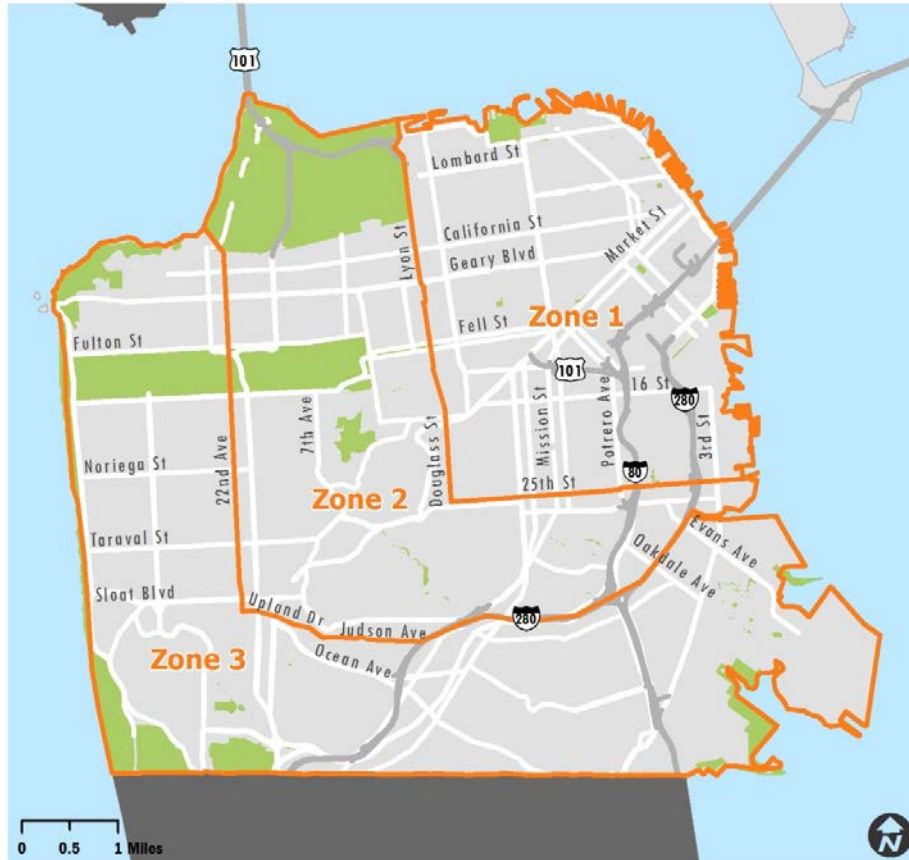


# Expanded Pilot – CSO requirements

- Vehicles available at hourly (or less) increments only
- Vehicles available at least 75% of the month
- Outreach plan to reach new members
- Outreach activity summary
  - Evaluate effectiveness after nine months, consider establishing criteria for outreach performance
- Provide data to the SFMTA
- Survey CSOs' members (for data on mode shift, car ownership, travel patterns, etc)



# Expanded Pilot – Geographic Equity



- Incentivize geographic distribution - parking space fee discount/premium
- Require 15% of on-street pods in Zone 2 and 15% in Zone 3



# Designating On-Street Car Share Spaces

1. Pass review by SFMTA transportation engineering staff to ensure functional feasibility and no conflicts with other regulations
2. Undergo review by Transportation Advisory Staff Committee (TASC) review to brief relevant SFMTA divisions and other City departments on new spaces and programs
3. Perform outreach to relevant neighborhood and community groups
4. Pass a SFMTA Transportation Engineering Public Hearing
5. Receive approval from the SFMTA Board of Directors



# Expanded On-Street Pilot - Evaluation

At conclusion of pilot, evaluate how on-street car sharing has helped the SFMTA to achieve its goals for:

- Mode shift
- Emission reduction
- Auto ownership
- Perceived mobility (by our customers)

Consider recommendation to make on-street car share program permanent

Continue to evaluate one-way car sharing for possible future consideration



# Implementation Timeline

| Date                     | Task   |
|--------------------------|--|
| Fall 2012 to Spring 2013 | <ul style="list-style-type: none"><li>• Finalize policy proposal</li><li>• Conduct external outreach on proposal to CSOs, Mayor, Supervisors, City Administrator's Office, Planning Department, DPW, Department of the Environment, and other stakeholders</li><li>• Finalize legislative changes and policy proposal</li><li>• Present policy and legislative changes to SFMTA Board for approval</li></ul> |
| Summer to Fall 2013      | <ul style="list-style-type: none"><li>• CSOs begin outreach for on-street spaces</li><li>• Receive CSO on-street and off-street parking lot requests and evaluate</li><li>• Finalize on-street spaces to be designated and begin approvals process</li><li>• Receive approvals for on-street spaces (TASC, public hearing, SFMTA Board)</li></ul>  |
| Spring to Summer 2013    | <ul style="list-style-type: none"><li>• SFMTA begin implementation of on-street spaces</li><li>• CSOs to begin marketing on-street spaces</li><li>• CSOs to initiate service at on-street spaces</li></ul>   |





# Questions?