

Agenda Report

TO: CITY COUNCIL August 4, 2003
FROM: CITY MANAGER
SUBJECT: AUTHORIZATION TO APPLY FOR CAR SHARING PROGRAM

RECOMMENDATION:

It is recommended that the City Council:

1. Authorize the submittal of a grant for \$400,000 with the California Transportation Commission, Business Transportation and Housing Agency, and Department of Transportation for participation in the Statewide Car Sharing Deployment Project; and
2. Upon notice of award of the grant, authorize the execution of an Agreement and/or Memorandum of Understanding between the City and Caltrans for oversight of the program.

RECOMMENDATION FROM COMMISSIONS:

The Transportation Advisory Commission reviewed the proposed grant opportunity at their July 10, 2003, meeting. The Commission recommends that the City Council approve submittal of a grant for participation in the Statewide Car Sharing Deployment Project.

BACKGROUND:

The City of Pasadena has been approached by car sharing organizations to participate in a joint effort to institute car sharing in Pasadena. The City's Department of Transportation recently became aware of a \$2.9 million Statewide Car Sharing Deployment Project being offered by the California Transportation Commission, Business Transportation and Housing Agency, and Department of Transportation. The purpose of the 5-year project is to deploy shared-use vehicles ("car sharing") in regions throughout California, all linked to transit.

Applications for the first two-year phase of the Statewide Car Sharing Deployment Project (\$200,000 per year) are due no later than September 1, 2003. Applications must be submitted by (and have written support from) the regional Metropolitan Planning Organization/Regional Transportation Planning Agency. City staff is working with the Metropolitan Transportation Authority (MTA) staff on the viability of pursuing the grant opportunity.

This type of opportunity is supportive of programs that the Transportation Advisory Commission has requested staff to investigate and is included in the Mobility Plan.

Background Information on Car Sharing

Car sharing is a members-only service, offering cars conveniently located at transit sites and employment centers, for hourly use on short trips. Members (individuals or businesses, on behalf of their employees) have access to cars on a reservation basis, and pay only for hours and miles driven. A third-party owner provides the vehicles and insurance, approves driver/members, conducts refueling and maintenance, manages reservations, and provides billing services.

Benefits:

- One principal benefit of car sharing is to facilitate transit ridership by providing employees who take transit with a “car at work” for business meetings, emergencies, or personal trips such as medical appointments. Car sharing also provides “connectivity” to get transit riders “the last mile” in certain locations. Offering car sharing in conjunction with the Metro Rail’s Gold Line could boost transit ridership. Several studies confirm that participation in car sharing networks increases members’ transit use.
- Car sharing can be an important element in commute trip reduction programs, and enable people to live with one less car, or in transit-oriented developments, with no car at all.
- Carsharing
 - Helps to reduce vehicle miles traveled (VMT), and increases other forms of travel (biking/blading, pedestrian travel, transit);
 - Promotes carpooling;
 - Reduces air pollution and fuel consumption;
 - Mitigates land use impacts; and
 - Enhances public/private partnerships.

California Car sharing Proposal Objectives:

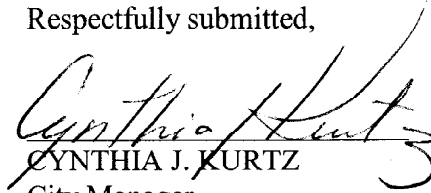
The Statewide Car sharing Deployment Project seeks a car sharing fleet that would be leased or owned, insured and operated by a third-party provider through a competitive request for proposal process administered by Caltrans. The first phase of the project seeks to deploy 750 shared-use vehicles in various regions throughout the state. In 2004, it is anticipated that the second phase will increase the fleet to 1,400 vehicles statewide.

Car sharing networks are currently being deployed in the U.S. in cities such as Seattle, Portland, San Diego, Washington, D.C., Boston, Chicago, New York City, and Boulder, Colorado. Seattle-based Flexcar recently launched its members-only service in Southern California at Union Station downtown, and parking lots in Santa Monica and Long Beach.


FISCAL IMPACT

The \$400,000 funding goes directly to the vendor, to underwrite costs of shared-vehicle procurement, management and marketing. The City of Pasadena, through the grant proposal process, can provide general direction for how the car sharing vendor spends grant funds (e.g. subsidies/support for car sharing initiatives in low-income neighborhoods or employment centers, etc.). The City of Pasadena would provide in-kind administrative assistance, facilitate the identification of parking spaces for car sharing, subsidize the cost of parking in City operated garages by waiving parking fees (for a potential annual fiscal impact of \$3,000), and potentially seek additional outside funding for this project. The City will not operate or provide direct financial support for the car sharing project.

Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

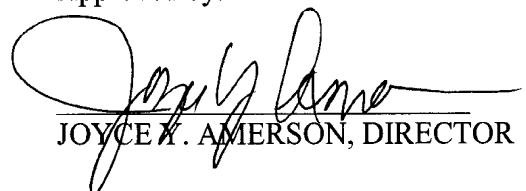
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