

**MEMORANDUM - CITY OF PASADENA
DEPARTMENT of TRANSPORTATION**

DATE: May 23, 2013

TO: Transportation Advisory Commission

FROM: Frederick C. Dock, Director

RE: Carshare Pilot Program

Car-sharing is a convenient, low cost sustainable transportation alternative that has grown considerably in North America during the past ten years. Carshare networks are efficient car rental systems for those who need a car for a short period of time or occasional users that do not own a car. Carshare networks have become a mainstay in first mile/last mile transportation in transit-served areas because they allow transit users (or other ride sharing individuals) an option for reaching destinations that are beyond walking distance from the transit trip. In residential areas near transit, carshare networks make zero-car and one-car households feasible for a larger segment of the population.

Carshare Pilot Program

Given the positive environmental benefits of car sharing, and its increased adoption by municipalities throughout the Country, the City of Pasadena engaged Zipcar, a carshare company, in a potential pilot program modeled after a recently implemented program in the City of San Jose, California. The pilot program will station up to 40 vehicles on-street throughout Pasadena in two phases. In the initial phase, 20 vehicles are planned at 10 locations (two back-to-back spaces per location), and an additional 20 vehicles in the next phase if supported by sufficient market demand. Attached is map of proposed locations for the initial phase of the program. Zipcar currently operates off-street in Pasadena with a node at Caltech and one at the Westgate Apartments at Del Mar Boulevard and Pasadena Avenue.

Carshare Benefits

Following are some of the key benefits of carshare programs:

- Helps reduce congestion, pollution and vehicle miles travelled in Pasadena.
- Solo drivers are more inclined to carpool or use transit when carshare is available for emergencies or short trips.
- Visitors may elect to use transit to come to Pasadena when carshare is available to them.
- Facilitates purchases of larger items by retail shoppers who arrive on foot or via transit.

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- A potential alternative to the use of the fleet vehicles by city departments and private businesses.
- A potential alternative to guaranteed-ride-home offered by the Department of Transportation Prideshare program to employees using public transportation or carpooling.
- A potential alternative to owning multiple cars for households with more than one driver.
- Replacing private automobiles with shared ones directly reduces demand for parking spaces and may reduce traffic congestion at peak times.
- A long-term study of City Carshare members by the University of California, Berkeley, found that 30 percent of households that joined a car share program either sold a car or delayed purchasing one. Furthermore, transit use, bicycling, and walking increased among members.
http://tsrc.berkeley.edu/NewsandEvents/Impact_of_Carsharing_on_Household.pdf

Next Steps

Before a carshare pilot can be implemented in Pasadena, the following must occur:

- Review by the City Attorney's Office of the pilot agreement that is modeled on the agreement between the City of San Jose and Zipcar.
- Recommendations from the three parking meter advisory commissions regarding the use of metered parking spaces in the Old Pasadena, Playhouse and South Lake Avenue Parking Meter Districts.
- Amendment of the Pasadena Municipal Code to allow the exclusive use of on-street curb space by carshare vehicles, which will entail authorizing the Department of Transportation Parking Enforcement section to cite and tow violators and to exempt carshare vehicles from overnight parking and street cleaning prohibitions.

Attachments:

Attachment A: Zipcar Carshare Pilot Program Factsheet

Attachment B: Map of Proposed Zipcar Locations in Phase I

ATTACHMENT A

Zipcar Carshare Pilot Program Factsheet

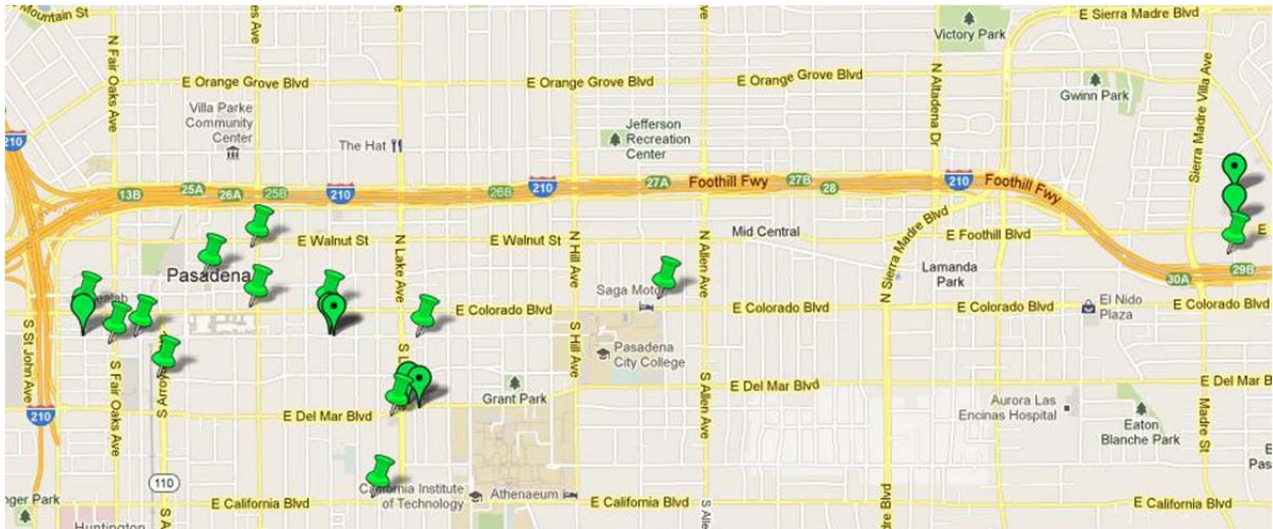
Background:	Car-sharing is a convenient, low cost sustainable transportation alternative that has grown considerably in North America during the past ten years. It is an attractive alternative to renting a car for those who need a car for a short period of the time or occasional users that do not own a car.
Recommendation:	Use of Zipcar car-sharing program to allow for convenient access to a vehicle for a short period of time by the City of Pasadena residents, visitors and employees.
Terms:	One year pilot- option to renew or terminate after one year with 30 day notice.
Limitations:	City agrees to only use and market Zipcar car-sharing program during the term.
Vehicles and Curb Parking Spaces:	<p>Zipcar will station up to 40 and a minimum of 20 vehicles at 10 mutually agreed upon locations in Phase I.</p> <p>Zipcar will pay the cost of staff time and required signage.</p> <p>Zipcar will maintain dedicated on-street parking spaces.</p> <p>City will provide and enforce two highly visible parking curb spaces.</p> <p>City agrees to provide up to 10 additional curb spaces parking for Phase II at mutually agreed locations.</p>
Benefits:	<p>Helps reduce congestion, pollution and vehicle miles travelled in Pasadena.</p> <p>Solo drivers are more inclined to carpool or use transit when carshare is available for emergencies or short trips.</p> <p>Visitors may elect to use transit to come to Pasadena when carshare is available to them.</p> <p>A potential alternative to the use of the fleet vehicles by city departments.</p> <p>A potential alternative to guaranteed-ride-home offered by Department of Transportation Prideshare program to employees using public transportation or carpoolers.</p>

ATTACHMENT A (continued)

A potential alternative to owning multiple cars for households with more than one driver.

Replacing private automobiles with shared ones directly reduces demand for parking spaces and may reduce traffic congestion at peak times.

**ATTACHMENT B
 MAP**



List of Proposed Zipcar Locations

1. W of DeLacey; S of Colorado
 1A. N of Green; W of DeLacey
2. E of Fair Oaks; S of Green
3. S of Green; E of Raymond
4. E of Arroyo; N of Cordova
5. N of Holly; W of Garfield
6. W of Los Robles; N of Colorado
7. E of Los Robles; S of Walnut
8. W of El Molino; S of Colorado
 8A. W of El Molino; N of Green
 8B. N of Green; E of El Molino
9. W of Mentor; S of Green
10. S of Del Mar; W of Lake
 10A. N of Del Mar; E of Lake
 10B. Shoppers Lane lot; S of Del Mar
11. E of Hudson; N of California
12. E of Bonnie; N of Colorado
13. E of Halstead; N of cul-de-sac by SMV Goldline station garage
 13A. W of Halstead; N of Foothill
 13B. E of Halstead; N of Foothill