

City of Alexandria, Virginia

MEMORANDUM

DATE: JANUARY 16, 2013

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

THROUGH: RASHAD M. YOUNG, CITY MANAGER

FROM: RICHARD J. BAIER, P.E., LEED AP, DIRECTOR, T&ES

SUBJECT: REQUEST FOR ADDITIONAL INFORMATION ON CITYWIDE ON-STREET PARKING POLICY

ISSUE: Citywide On-Street Carshare Policy

DISCUSSION: This memo is in response to a request for additional information raised at the January 8, 2013 City Council meeting, as well as a response to Mr. Test's letter of January 7, 2013.

What is Car Sharing?

Car Sharing is the general term used to refer to a model of car rental where members rent cars for short periods of time often by the hour. In the Washington DC area these companies include Zipcar, Hertz and Car2Go. Currently Zipcar operates in Alexandria and has several thousand members and has 16 spaces in private parking facilities and WMATA lots.

What is Uber?

Uber is essentially a hybrid taxi-cab company and a limousine service. Operating as a private company, a number of other cities have had issues/litigation resulting from the operation of such a company due to its revenue impacts upon existing taxi-cab service, lack of sufficient governmental regulation, and a host of customer service issues. After a discussion with the City Attorney, this does not appear to be a good fit at this time for Alexandria and its more regulated public transportation needs. However, web/GIS technologies and market practices will continue to evolve overtime and will need to be periodically reviewed.

Where Would On-Street Carshare Spaces in the Pilot be Located?

Based on where current Zipcar members are located, residential and commercial densities and future growth, there are a number of areas in the City that would be successful as future carshare locations.

For this pilot program we are planning spaces at the East Eisenhower/Carlyle area. As I explained to members of the community at the Old Town Civic Association meeting on January 9, 2013, during the pilot program **there will be no spaces designated on-street in the Old**

Town area. According to Zipcar, its existing 16 off-street spaces in the Old Town area perform well.

As outlined in the January 8, 2013 docket item, no more than two designated on-street parking spaces per block may be reserved for carshare. All requests for reserving on-street spaces would have to go before the City's Traffic and Parking Board which provides the public an opportunity to comment. The spaces may be located on metered or unmetered blocks. A license agreement signed by the City Manager is needed prior to designation of any on-street space as a reserved carsharing space. Over the next year it is unlikely that the total requested carshare space will exceed 10 spaces.

Fiscal Impact:

Based on FY 2011 meter revenue figures, implementation of a pilot in the East Eisenhower/Carlyle area is estimated to generate approximately \$1,500 per space annually. As the on-street spaces are not occupied on City streets during all revenue hours and the rental revenue assumes payment for every revenue hour. We anticipate net additional revenue of \$500 to \$750 per year per space.

Local Motion and Carshare Alexandria!

The City's Carshare Alexandria! program, described in the January 8, 2013 docket item, which provides subsidies to City residents who enroll in carsharing programs such as Zipcar, is funded by the City's Local Motion program. Local Motion is the City's program to promote multimodal transportation options and enhance mobility throughout the City. Local Motion is a critical tool to reduce vehicle trips and emissions and coordinates with other regional programs to reduce vehicular trips.

Local Motion is funded by a number of federal and state grants including an annual operating grant. The FY 13 operating grant is for \$285,000 with a City match of \$57,000. This grant funds a large number of Local Motion programs and initiatives, including Carshare Alexandria! which support the City's multi-modal initiatives.

Recent surveys by Transportation Planning staff indicate that after participation in the program, the car ownership rate among participants decreased by 18 percent, which is within three percent of all jurisdictions surveyed in North America.

How Are Carshare Spaces Enforced?

All carshare companies and users are required to abide by parking rules and restrictions. According to the Zipcar and Hertz representatives, carshare users are informed that if they are not parking at designated Zipcar or Hertz spaces, they are required to follow the posted restrictions for on-street parking. The police department staff will enforce the reserved on-street carshare spaces that are marked with standard "No Parking" signs, so as to have the same ability to ticket and tow cars as for regular on-street and handicapped spaces. Violators are responsible for paying the parking ticket.

Impact on Inventory of On-Street Parking Spaces:

While this policy would reserve a limited number of on-street spaces for carshare companies, all requests would be heard before the City's Traffic and Parking Board after a parking occupancy survey is conducted to determine whether reserving a parking space in the requested block would negatively affect residential parking adjacent to the requested spaces.

In addition, research has been conducted to study the impacts of carsharing on car ownership. The Transit Cooperative Research Program's (TCRP) report on car-sharing that was published in 2005 indicated that each carsharing vehicle replaces five to six privately owned vehicles or a net reduction of four to five parking spaces. The study stated that in a web-based survey conducted in 2004 of carsharing members of all carsharing companies in the States, 50% of respondents reported that they were able to sell their second vehicle because of participating in a carsharing program. As such, designating an on-street space for carsharing could free up some on-street spaces since residents would have an option to rely on other modes of transportation rather than a single occupancy vehicle. The City's Carshare Alexandria! has confirmed that members in Alexandria have a lower car ownership rate after joining a carshare program.

Arlington County and the District of Columbia both have on-street carsharing spaces. Arlington County has 62 on-street spaces designated for carsharing and the District has 84 reserved carsharing spaces.

Visibility of carshare spaces in known fixed locations is an important element of the program. This both allows potential customers to see that carshare service is available and gives certainty to regular customer as to the location to pick up and drop of carshare vehicles. According to the first year report on the Arlington Carshare Program prepared by Arlington County Commuter Services (ACCS), the Arlington Pilot Carshare Program accomplishments were in large part due to high-visibility of on-street carshare vehicles, and the safety of the members. Based on the results of a survey conducted from members, 76% of the Arlington County carsharing members indicated that they feel safer using the on-street carshare vehicles than the ones that are parked in off-street facilities. Staff contacted both Zipcar and Hertz, and they indicated that visibility is a major reason why they would prefer carshare spaces to be located on-street and not in far less visible parking garages. Parking garage hours also vary.