



## Request for City Council Committee Action From the Department of Public Works

**Date:** January 29, 2013

**To:** Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee

**Subject:** Car Sharing Pilot

**Recommendation:**

Receive and file a verbal presentation on the Car Sharing Pilot Program.

**Previous Directives:** None

**Prepared by:** Atif Saeed, PW Traffic and Parking Division 612-673-2943

**Approved by:**

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Steven A. Kotke, P.E., City Engineer, Director of Public Works

**Presenters:** Atif Saeed, Parking Systems Manager, PW Traffic & Parking Division

**Reviews**

Permanent Review Committee (PRC):	Approval	Yes	Date 11/8/12
Civil Rights Affirmative Action Plan	Approval	NA	Date
Policy Review Group (PRG):	Approval	NA	Date

**Financial Impact**

Not Applicable

**Community Impact**

Neighborhood Notification: Not Applicable

City Goals: Eco-Focused; A City that Works; Jobs and Economic Vitality

Comprehensive Plan: Not applicable

Zoning Code: Not applicable

**Background/Supporting Information**

The Public Works Department is exploring the possibility of implementing a city-wide car sharing program in Minneapolis. Based on research conducted by staff, a pilot program was found to be the best first step towards determining the feasibility of such a program. Public Works is issuing an RFP to identify a contractor to conduct a Car Sharing Pilot.

## Car Sharing

Car sharing is a community based transportation service that allows pre-approved members to use a car when needed. A number of vehicles are usually parked at locations throughout the city and members reserve and access vehicles as needed. Generally, vehicles can be rented by the hour or day, and the rates charged by the operator usually include all expenses including maintenance, fuel, insurance, and parking fees.

According to Transportation Sustainability Research Center (TSRC) at University of California Berkeley, car sharing is gaining popularity in North America. TSRC reports that as of July 2012, 26 U.S. car sharing programs claimed 806,332 members sharing 12,634 vehicles.

Car sharing has been known to reduce the need for car ownership. According a nationwide study published by University of California Transportation Center (UCTC), one car sharing vehicle can replace as many as 9 to 13 individually owned vehicles, resulting in reduced congestion, greenhouse gas emissions and need for parking supply.

Additionally, most car sharing operators use modern, fuel-efficient cars including hybrids, further contributing towards a healthier environment. Moreover, car-sharing members may be more likely to walk to local stores and businesses for basic goods and services and utilize several modes of transportation to meet their needs, resulting in local economic growth as well as more sustainable mode share.

## Summary of Car Sharing Pilot RFP and Process

Over the past years, two service providers have expressed interest in partnering with the City to offer a city-wide car sharing services, including requests for curbside presence. While exploring the possibility of such a program, staff communicated with several cities, including Portland, Seattle, Pittsburgh and Vancouver that had either already implemented similar car sharing programs or had begun the process.

Based on these conversations, it was determined that each city had faced unique logistical challenges as it tried to implement car sharing. As an example, the local traffic and parking regulations and seasonal parking restrictions may present unique challenges for an on-street car sharing program in Minneapolis. Some of these challenges are known, however, there is a possibility that some unforeseen issues would arise once a program is rolled out.

Staff recommends a 2-year Pilot as a first step. The goal of the Pilot is to provide the City with the operational, transactional and financial data needed to establish the financial feasibility of a self-sustaining city-wide car sharing program. A Pilot would not only help determine the overall demand for car sharing and the potential growth rate of such a service in Minneapolis, but could also help identify any unforeseen challenges associated with implementing a long-term city-wide on-street service.

Information requested from potential participants will include, among other things:

- A suggested number of vehicles for the Pilot and the reasons for choosing the number
- Proposed on-street and off-street locations within Minneapolis with an explanation of why the particular locations were chosen
- Proposed rates to be paid for parking spaces

- The format and the frequency with which the operational, transactional and financial data will be made available

All on-street and off-street locations will be reviewed by Public Works staff in collaboration with CPED in order to develop a final list of recommended locations. Staff will then return with a recommendation for Council action for approval to negotiate and enter into a contract for the Pilot.

The tentative timeline for the project is as follows:

RFP Release:	February, 2013
Proposals Due:	March, 2013
Recommendation for Council Action:	April, 2013
Service Start Date:	May, 2013