

GreenTRIP

TRAFFIC REDUCTION STRATEGIES FREE CARSHARE MEMBERSHIP



TRAFFIC REDUCTION + INNOVATIVE PARKING

WHAT IS CAR SHARING?

Car sharing is a service that gives members 24/7 access to a fleet of unattended vehicles from convenient locations on an hourly basis.

Members simply reserve a car online or via phone, access the car and go.

They get to drive a car when they need for a fraction of the cost of ownership.

AAA estimates the nationwide average monthly cost of owning a car is \$500. The average monthly bill for City CarShare members is \$50 per month.

CITY CARSHARE: PROVEN RECORD FOR TRAFFIC REDUCTION

Recent UC Berkeley Studies found:

- Between 24% - 29% of City CarShare members have sold a car in the last two years.
- In 2009, 12,400 members share 340 cars, equal to 36 members per 1 car.
- City CarShare members reduced VMT by 67%.

These studies only reflect data from City CarShare not Zip Car.



FREE CARSHARE MEMBERSHIP

CERTIFICATION THRESHOLDS

- Provide free carshare membership to all eligible residents, (per eligibility requirements of the car share provider).
- Identify an existing carshare pod within a 1/2 mile of the project or provide one on-site.

	City CarShare	Zip Car
Developer	Application Fee	\$30
	Membership Cost	\$10-20/month per household
Residents	Average Cost per Hour Total	\$6.75/hour (mileage & hourly combined)
	Use Units	15 minute increments
	Hourly	\$1.50*-\$7.50 (*midnight to 8am)
	Mileage	\$0.35/mile
	Contact	Amy Anton Operations Director (415) 970-6207 amy@citycarshare.org
		\$25 (waived for developments)
		\$50-\$25*/year *in developments
		\$10 (mileage included)
		Minimum: 1 hour, 1/2 hour and daily
		\$7-\$14*/hour (*higher for luxury cars)
		None
		Austin Marshburn Marketing Manager (415) 495-7478 amarshburn@zipcar.com
Cars in the Bay Area	300	830
Insurance	\$100,000	\$30,000
	Offers: - partnership models - low-income discounts	

ZIP CAR: PROVEN RECORD FOR TRAFFIC REDUCTION

National Zip Car Report, 2005:

- 32% of Zip Car member have sold a car.
- Zip Car members reduced their VMT by 79.8%



City CarShare at El Cerrito Plaza BART Station

KEYS TO A SUCCESSFUL PARTNERSHIPS BETWEEN CITY CARSHARE AND NEW DEVELOPMENT

An ideal carshare location must have a mix of uses, higher density, good pedestrian environment, low vehicle ownership rates, access to basic services and transit and an on site parking ratio under 1:1.

Additionally:

- Carshare pod is available to surrounding community.
- Parking is unbundled.
- Site plans locate the carshare pod visibly and conveniently for both building tenants and the public.

INFORMATION NEEDED TO DETERMINE FEASIBILITY OF CREATING A NEW CITY CARSHARE POD

The City CarShare Operations Director typically asks for the following in assessing potential for creating a new pod:

- Transit service and routes within walking distance.
- Parking Plan and Site Plan for proposed development.
- Mix of unit types. Inventory number of studio, 1, 2, 3+ Bedroom units.
- Special populations served: Seniors, disabled, SRO's
- Levels of Housing Affordability.
- Carshare Marketing Plan.
- Building security plan.

Some people will use car sharing instead of owning a car.

Others will use car sharing instead of buying a second car.

CITY CARSHARE IN OVER 20 DEVELOPMENTS



Gaia Building, Panoramic Interests Downtown Berkeley (opened in 2002)

- 91 units
- 17 parking spaces
- 1 CarShare vehicle



Mosaica 601 - San Francisco (opened in 2003)

- 34 units
- 34 parking spaces
- 1 CarShare vehicle

Broadway Family Apartments San Francisco (opened in 2008)

- 80 units
- 41 parking spaces
- 3 CarShare vehicles

ZIP CAR DEVELOPMENTS

[HTTP://WWW.ZIPCAR.COM/SFOAPTS/](http://www.zipcar.com/sfoapts/)

This web site has an inventory of developments where Zip Car is integrated as an amenity.

Residents of developments with Zip Car get their one time application fees waived and cost of membership reduced to \$25/year.



Avalon at Mission Bay

- 863 units
- 4 Zip Car vehicles