



Metro

Los Angeles County
Metropolitan Transportation Authority

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TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

FROM: MARTHA WELBORNE, FAIA *MW*
CHIEF PLANNING OFFICER

SUBJECT: CAR SHARE PILOT PROGRAM UPDATE

BACKGROUND

At the July 2014 Metro Board Meeting, the Metro Board approved a motion from Chair Garcetti to initiate a car share pilot program. In October 2014 the Metro Board approved a motion clarifying the intent of the original motion to allow for more than one operator to integrate existing car share programs into the Metro Car Share Program. Metro staff provided the Board with an implementation plan for the Car Share Program in January 2015.

Throughout the development of the pilot program process Metro staff met with two car share providers in the Los Angeles County, Zipcar and Car2Go, to solicit their feedback and suggestions. Out of the two car share providers only Zipcar applied for the license agreement to operate a car share program at Metro parking facilities. In May 2015 Metro signed a license agreement with Zipcar to provide car share services at ten Metro station parking facilities.

DISCUSSION

Since January 2015, staff has been working with Zipcar representatives to develop a contract and identify locations with car share service potential. Metro staff and Zipcar representatives conducted site visits and looked at demographics to identify the best locations to pilot the program. Metro entered into a license agreement with Zipcar for the operation of Zipcar vehicles at ten Metro parking facilities in May 2015. A press event was held on May 29, 2015, at the Metro North Hollywood Red Line Station to kick off the partnership. This event was attended by Mayor Eric Garcetti, Metro Chief Executive Office Phillip A. Washington and Metro Board Member Jacquelyn DuPont-Walker.

Under this license agreement Zipcar provides two (2) vehicles at ten (10) Metro stations which include: El Segundo, Indiana, La Cienega/Jefferson, Lincoln/Cypress, North Hollywood, Pierce College, Universal City, Van Nuys, MacArthur Park and Willow. The car share program contributes additional service options to the first and last mile connections. The utilization of the car share program at Metro parking facilities has reached 67% since the program started. Metro will continue to monitor the program and report back to the Board with updates.

Staff is currently working with Zipcar to provide outreach and expand the program at additional Metro stations. Future extensions including the Expo II and Foothill Lines are also being considered. The car share pilot program will be studied further in the Supportive Transit Parking Program (STPP) Master Plan study currently underway. The STPP will provide additional recommendations for the pilot program going forward.

NEXT STEPS

Metro staff will continue to work with car share providers to further develop the car share program at Metro stations. The STPP Master Plan will explore the possible expansion of the car share program and make recommendations for the pilot program in the future.

Staff will continue to monitor the progress of the program and provide an update in May 2016.

FINANCIAL IMPACT

Since it opened for operation in June the car share program has been generating \$4,050 per month in revenue which is deposited to Metro's General Fund account 40799 and Project 306006.