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Metropolitan Transportation Authority

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JANUARY 12, 2015

TO: BOARD OF DIRECTORS

THROUGH: ARTHUR T. LEAHY *AL*
CHIEF EXECUTIVE OFFICER

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

SUBJECT: METRO CAR SHARE PILOT PROGRAM

ISSUE

This report summarizes staff's approach to implementing the Metro Car Share Program as directed by the Board.

BACKGROUND

At the July 2014 Metro Board Meeting, the Metro Board approved a motion from Chair Garcetti to initiate a car share pilot program. At the October Metro Board Meeting, the Metro Board approved a motion by Director O'Connor clarifying the intent of the original motion to allow for more than one operator and to integrate existing car share programs into the Metro Car Share Program.

DISCUSSION

Throughout the development of this pilot program, staff has met the two car share operators in Los Angeles County, Zipcar and Car2Go, to solicit their feedback and suggestions. In response to the October 2014 motion, staff met with Car2Go¹ and the South Bay Council of Governments to determine the best method for incorporating multiple operators and existing car share programs while implementing the Metro Car Share Program in an expeditious manner.

To accomplish the three goals of multiple operators, regional integration, and timely implementation, staff is planning to lease individual parking spaces to qualified car share operators under a permit program. The permit program would require any operator to meet basic screening criteria (See Attachment A). In addition, the permit would stipulate certain reporting requirements that would allow Metro and the car share

¹ Car2Go is the car share operator for the South Bay Council of Government's car share program

operators to evaluate the effectiveness of the pilot program. The duration of the permit would be 12 months. Car share operators leasing Metro-owned parking spaces will be required to pay a monthly fee. The program will be housed in the Metro Real Estate-Parking Group.

NEXT STEPS

We will develop the permit form during the month of January. We expect to initiate the program in February 2015 for a period of approximately 12 months. We will report back to the Board in September, 2015 with an interim report.

ATTACHMENTS

Attachment A: Car Share Operator Criteria

Attachment B: July 2014, Motion #28

Attachment C: October 2014, Motion #24

Car Share Operator Criteria

- Operator must meet the definition of a “car share organization” (CSO)
 - A public, private, or non-profit entity that provides preapproved members access to a citywide network of at least ten (10) motor vehicles in the County of Los Angeles
 - Vehicles may only be available to members by reservation on an hourly (or similar unit of time) basis and at set rates which may vary by time, date, and/or vehicle size
 - Vehicles are available to members at unstaffed, self-service locations and are available to members at all times
 - Automobile insurance must be provided for each car share vehicle and for each member using the vehicle during the time of use
 - The logo or emblem of the CSO must be prominently displayed on the driver side, passenger side, and/or rear of the vehicle
 - Vehicles must be less than seventy-two (72) inches in height, and emit low levels of emissions for the applicable vehicle class
 - Preference will be given to those CSOs with a fleet that meets the California Air Resources Board’s standard for a Ultra Low Emission Vehicle II or Super Ultra Low Emissions Vehicle

- Operator must document successful operations within Los Angeles County for the past five years
 - If applicant has been in the Los Angeles County market for less than five years, applicant must demonstrate financial viability in similar market

- Operator shall provide an outreach plan and conduct outreach to riders and community
 - Applicant must provide outreach activity summary
 - Applicant must document outreach effectiveness

MOTION BY:

**DIRECTOR PAM O'CONNOR, MAYOR ERIC GARCETTI, AND
DIRECTOR MIKE BONIN**

July 16, 2014

Systemwide Parking

Car Share

At the April 2014 Board meeting, the MTA Board adopted the First/Last Mile Strategic Plan.

The First/Last Mile Strategic Plan called for the integration of car share vehicles at MTA Park & Ride lots.

Car share complements MTA's transit service, allowing transit riders to make a seamless connection between MTA stations and their final destinations and affording transit riders the many mobility benefits of a car without the financial burden of car ownership.

The First/Last Mile Strategic Plan identifies other benefits of car share, including increased transportation flexibility; expanded modal opportunities for those that are transit dependent; and reduction of Vehicle Miles Traveled and Greenhouse Gas emissions.

Research by the University of California, Berkeley has shown that each car share vehicle takes between 9 and 13 cars off of the road.

Car share will make it easier for people to get to their destinations using MTA transit service.

WE, THEREFORE, MOVE that the MTA Board direct the CEO to:

- A. Develop pre-certification criteria for qualified carshare operators.
- B. Work with a qualified carshare operator to immediately initiate a carshare pilot program at a minimum of five select Park & Ride lots.

- C. In conjunction with the Comprehensive Parking Assessment, develop and initiate a long-term carshare program at appropriate Park & Ride lots, including those that currently exist, are under construction, and are planned.
- D. Report back at the October 2014 MTA Board meeting on all the above.

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REVISED

October 23, 2014

**A Clarification to the Metro Car Share Pilot Program
By
Director Pam O'Connor**

At the July 2014 Board meeting, the LACMTA Board approved a motion to initiate a car share program at Metro park and ride lots.

Staff was specifically instructed to "...Work with a qualified car share operator to immediately initiate a car share pilot program at a minimum of five select Park & Ride lots."

As a co-author, I would like to see the July 2014 motion clarified with the direction such that opportunities related to car share are fully realized.

I, THEREFORE, MOVE that the Planning and Programming Committee direct the CEO to:

- A. Clarify that under the prior motion, staff may implement a pilot program with more than one operator, and
- B. Work with local agency and COG staff to integrate existing car share programs into the Metro Car Share Program, and
- C. Report back at the January 2015 ~~November 2014~~ Planning and Programming Committee in response to this direction.