



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** October 13, 2015

**TO:** Mayor and Councilmembers

**FROM:** Transportation Division, Public Works Department

**SUBJECT:** Introduction Of Ordinance To Permit Carshare Operations On City-Owned Properties And Within The Right Of Way

### **RECOMMENDATION:**

That Council introduce and subsequently adopt, by reading of title only, An Ordinance of the Council of the City of Santa Barbara Adding Chapter 10.73 to the Santa Barbara Municipal Code to Establish a Carshare Vehicle Permit Program.

### **DISCUSSION:**

The 2011 General Plan Program Environmental Impact Report (EIR), identified up to 27 intersections where significant traffic congestion either exists or is expected to occur by the year 2030, during peak travel times, due to limited intersection capacity. Carshare was identified as one of the mitigation measures that can offset this traffic impact. Accordingly, Council created Policy C1.2 of the General Plan to implement a Carshare Program. The purpose of the Carshare Ordinance is to enable the City to designate parking spaces for the sole use of Carshare Program Vehicles, consistent with Section 22507.1 of the California Vehicle Code.

In addition to traffic mitigation, Carshare is anticipated to have other benefits to the transportation infrastructure and for Santa Barbara residents, including reduced parking demand, lower automobile ownership, and reduction of personal transportation costs associated with vehicle ownership. Additionally, private companies are more likely now than in the past to implement a Carshare program at no cost to the City. Staff is therefore recommending moving forward with a Carshare Ordinance which is necessary to implement the program.

Carshare is a form of car rental where people rent cars for short periods of time, often by the hour, and typically via membership to the Carshare provider. They are attractive to customers who make only occasional use of a vehicle, as well as others who need a

car or additional household vehicle for occasional trips, but may prefer a carshare membership rather than owning a second or third vehicle.

Over the last year, staff has researched Carshare practices in other California cities (Santa Monica, Los Angeles, Pasadena, West Hollywood, Berkeley, San Francisco, and Sacramento) and has found that successful statewide Carshare programs are broadly accepted. Members of Carshare organizations are finding greater convenience, lower driving costs, and increased ease of parking. In many cases, these factors decrease the need for automobile ownership while maintaining public access to cars when needed.

Participating cities and their residents are benefiting from more transportation options, lower automobile ownership rates, and fewer vehicle miles traveled. Furthermore, because most Carshare members often sell an unneeded vehicle shortly after joining, the program has proven successful in decreasing parking demand in neighborhoods and downtowns. Zipcar, one of the leading Carshare companies, has collected data showing that each Carshare vehicle eliminates about 10-15 vehicles from City streets. Zipcar currently leases cars to members at the Santa Barbara Airport, in Isla Vista, and at both SBCC and UCSB.

Carsharing is a viable option for Santa Barbara's residents and is a critical component of the City's Traffic Congestion Mitigation Program. Instituting carsharing in downtown Santa Barbara and nearby neighborhoods would augment existing Carshare services at the Santa Barbara Airport, and promote the General Plan's Circulation Element goals and policies:

Goal – Integrated Multimodal Transportation System. Create a more integrated multimodal transportation system to connect people, places, goods, and services. Provide a choice of transportation modes and decrease vehicle traffic congestion.

Policy C1.2 – Personal Transportation. In partnership with private interests, promote and provide incentives, including the provision of funding for shared-cost personal transportation options such as carsharing and bikesharing to increase personal mobility, reduce air pollution and greenhouse gas emissions, reduce parking demand, and decrease the cost of transportation to individuals.

## **COMMITTEE REVIEW**

Staff presented the proposed Ordinance to the Ordinance Committee on September 29<sup>th</sup> and the Committee voted unanimously to forward the item to Council for introduction. Staff previously presented the concept of the Carshare program and facilitating ordinance to the Transportation Circulation Committee (TCC), the Downtown Parking Committee (DPC), and the Sustainability Committee in 2014 and 2015. The Sustainability Committee discussed the issue on two occasions as an information item but did not take any action. The TCC unanimously found that a potential Carshare partnership between a private company and the City of Santa Barbara is consistent

with the Circulation Element. The DPC unanimously supported the concept of a Carshare program in Santa Barbara.

**BUDGET/FINANCIAL INFORMATION:**

Carsharing companies pay for the right to use City (or public) spaces to make vehicles available to members. Any member of the public with a valid driver's license is eligible to enroll. Staff plans to release a Request for Proposals for a qualified carshare company to meet all of the provisions of the Ordinance. As a starting point, staff will likely designate up to 10 spaces citywide in the initial phase of the Carshare program, with approximately six in the downtown core (possibly in City parking lots) and four in surrounding residential neighborhoods to allow for easy access to members.

In return for the leasing of these spaces, the City would receive a modest net gain in annual parking revenue. Maintenance costs of the parking spaces and related signage will be the responsibility of the Carshare company. The following is a list of anticipated requirements of the selected company for parking space management:

1. Maintain signage, paint, and cleanliness of the designated spaces.
2. Place on-street stalls near intersections for higher visibility and ease of street sweeping in the event a Carshare vehicle is parked during cleaning hours.
3. Reimburse the City for the cost of relocating street sweeping signs to locations outside of the designated Carshare spaces so that Carshare vehicles are not in violation of Municipal Code Chapter 7.28.

**SUSTAINABILITY IMPACT:**

Both nationally and internationally, carsharing has been shown to have sustainability benefits. Examples include academic and independent studies documenting reductions in automobile ownership rates, increases in transit ridership among Carshare members, decreased vehicle miles traveled within cities where carsharing is prevalent, reductions in parking demand, and lower energy consumption.

**PREPARED BY:** Browning Allen, Transportation Manager/PB/mj

**SUBMITTED BY:** Rebecca J. Bjork, Public Works Director

**APPROVED BY:** City Administrator's Office

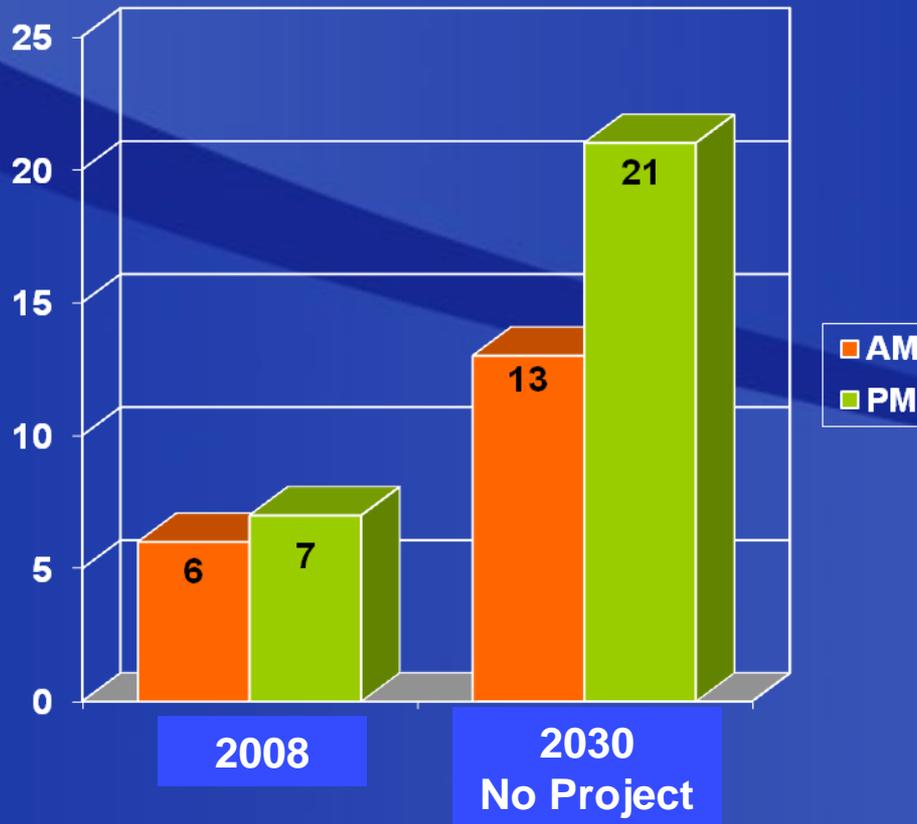


# Carshare Operations Ordinance

City Council Meeting  
October 13, 2015

# General Plan FEIR - Traffic

## City Intersections at LOS D, E, or F





# Circulation Element Policies

- ◆ Policy C1.2 Personal Transportation. ...Promote and provide incentives including...carsharing.
- ◆ Policy C6.8 Car-Sharing. Work with public and private interests to establish carsharing.



# What is Carshare?

- ◆ A model of car rental where people rent cars for short periods of time, often by the hour.



# Carsharing Objectives:

1. Implement *Plan Santa Barbara*, Final EIR Mitigation Measure 2.c. Expand TDM Program - Carsharing.
2. Add to the City's Transportation Demand Management tools.
3. Decrease congestion.
4. Expand transportation choices for residents and visitors.

# TRB and NAS Findings

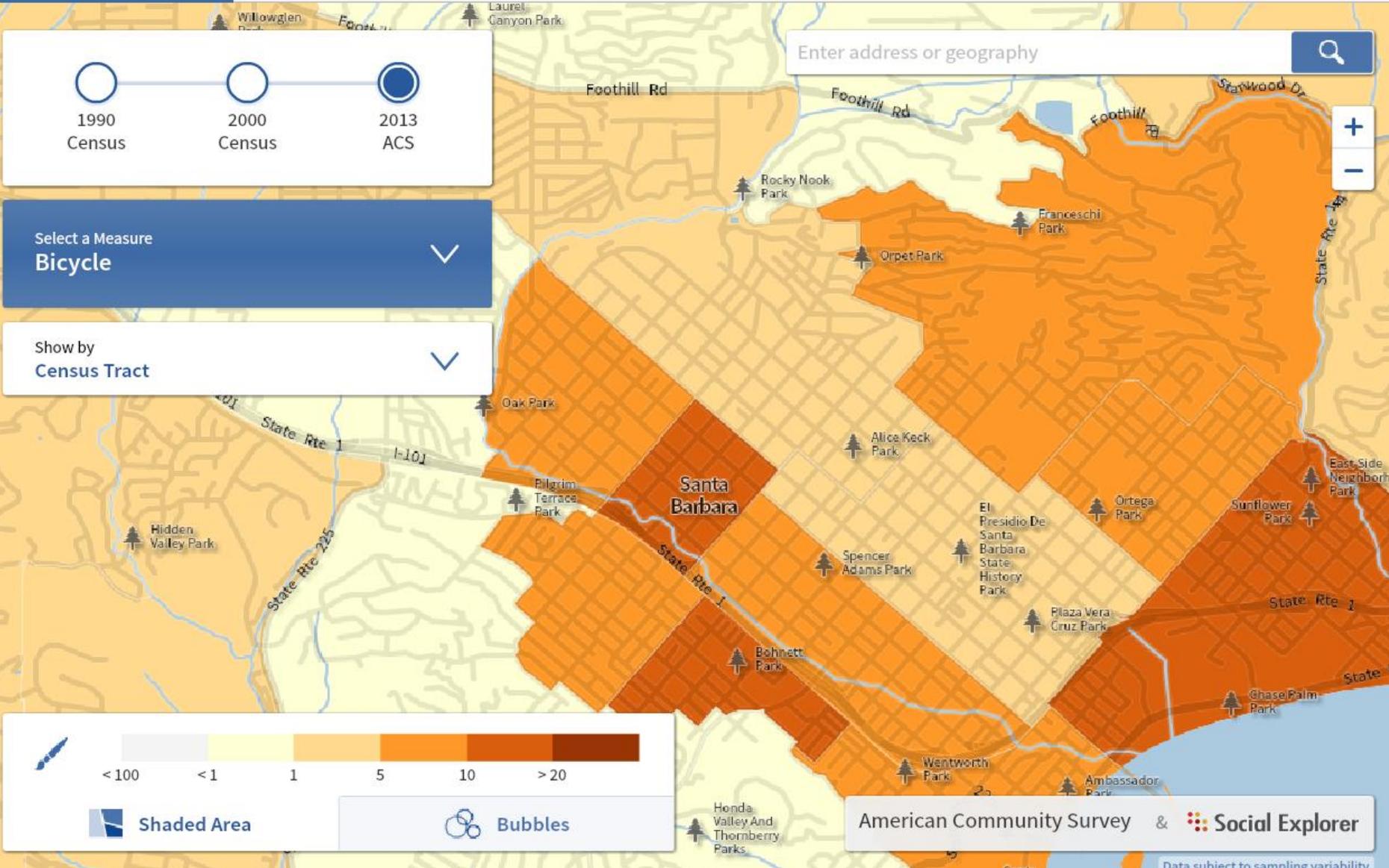
- ◆ Each carshare vehicle displaces an average of 15 personally owned vehicles.
- ◆ Members report a 46% increase in transit usage and drive 40% fewer miles.
- ◆ Members report saving \$500+ dollars per year (versus car ownership).
- ◆ Cities free up parking spaces by lowering parking demand.

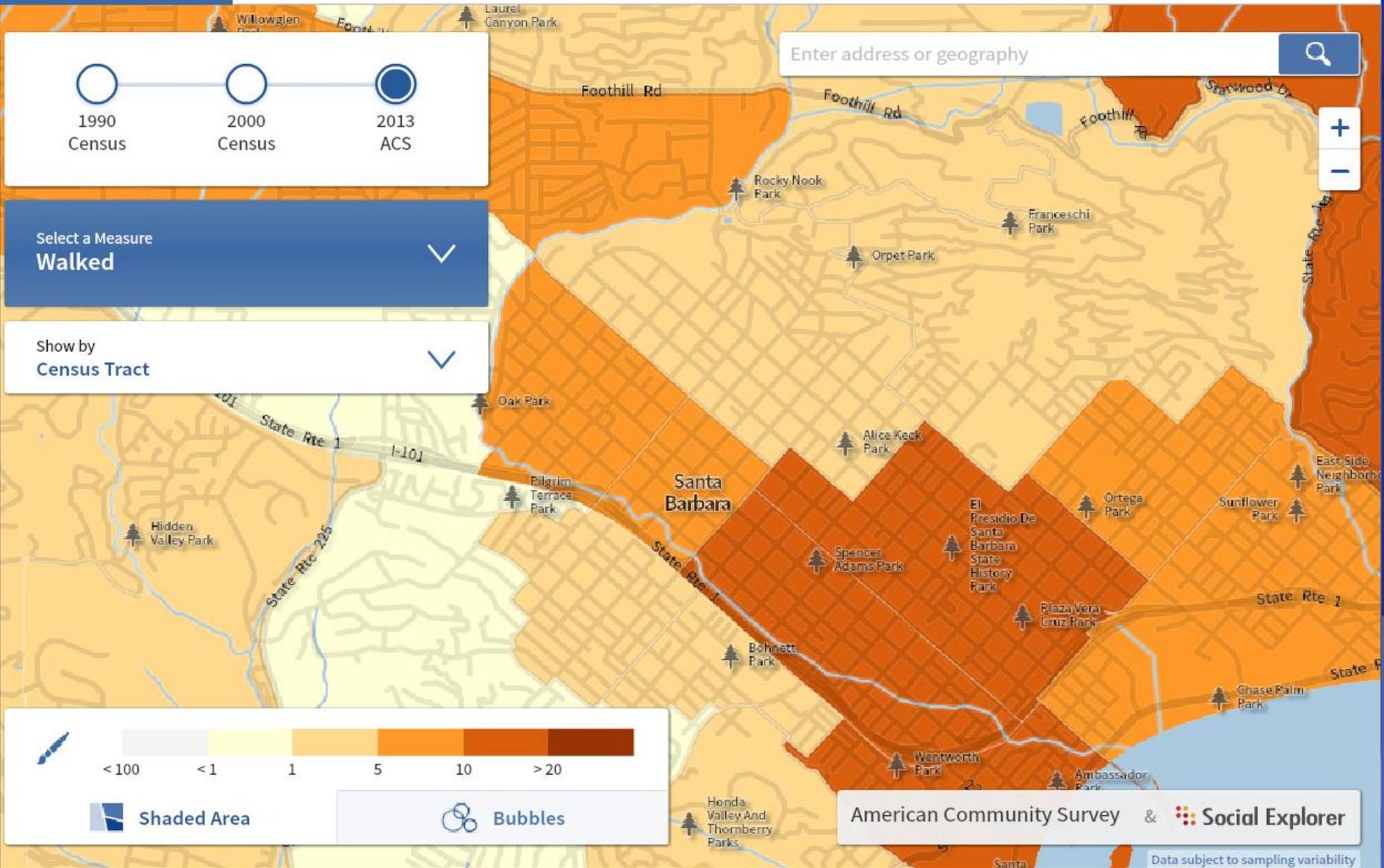




# Where would Carshare be?

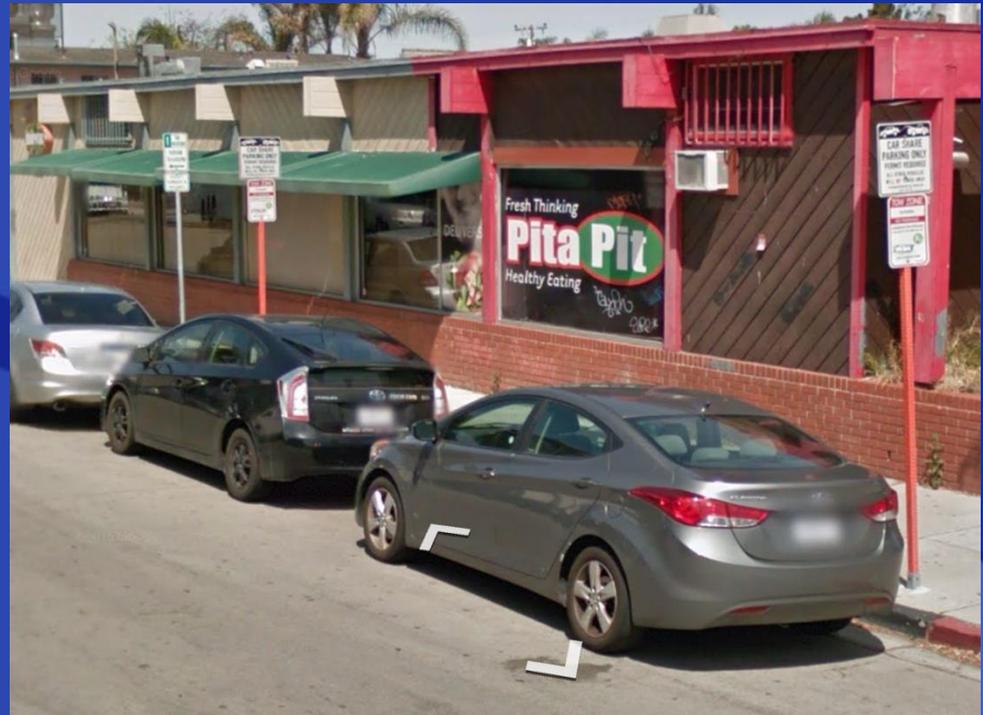
- ◆ About 10 vehicles initially
- ◆ 2 downtown garages with capacity (lots 6 and 10)
- ◆ Locations on street to be determined.





# Carshare in Santa Barbara Region

- ◆ UC Santa Barbara: 3 cars
- ◆ Isla Vista: 4 cars
- ◆ SBCC: 2 cars
- ◆ Westmont College: 2 cars
- ◆ Santa Barbara Airport: 2 cars





# Implementation

- ◆ Finalize draft ordinance to enable the City to partner with private companies and designate parking spaces
- ◆ Release RFP/RFQ
- ◆ Select carshare partner (Council)
- ◆ Launch operations in 2016