

City of Miami Car Sharing Feasibility Study

Prepared by:

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Presentation Outline

I. Introduction to Car Sharing

1. What is car sharing?
2. Where has car sharing been successful?
3. Does car sharing work?

II. A Pilot for the City of Miami

1. Preparation
2. Launching Program
3. Evaluate and Reassess

III. Conclusions

What is Car Sharing?

“A membership program intended to offer an alternative to car ownership under which persons or entities that become members are permitted to use vehicles from a fleet on an hourly basis”



What is car sharing?

- Vehicles rented on an hourly basis
 - Reserve vehicle online, by telephone
 - Access vehicles from reserved parking space (known as a car share pod). Vehicles accessed wirelessly
 - Vehicle is returned to original parking space at end of reservation
- Cost internalizes all aspects of vehicle operation
 - Includes fuel, insurance and maintenance
 - Mileage: cap of 150-180 miles per 24-hour window
 - Some programs charge assorted fees
 - One-time application fee, annual fee.

Application and annual fees are low – 10-30 for application fees, 40-60 for annual fees
Car share operators try to find parking for vehicles in high-visibility locations. Vehicles act as their own billboards.



Car sharing can be found in many of the “usual suspect” cities that are known for innovative transportation ideas.

-Portland – United States market entrant. Parking spaces were initially moved as needed. Photograph in background of these slides depicts a Zipcar vehicle in Portland. Notice orange sign and parking enforcement sign

-San Francisco – CityCarshare large non-profit car share operator. Introducing plug-in electric vehicle pilot program at SFO city hall. Plans on reducing city vehicle fleet and substituting with car share memberships

-Philadelphia – early adopter of city-fleet reduction plan. Car share memberships for city officials enabled city to downsize fleet by 400 vehicles, saving city \$1.8 million per year

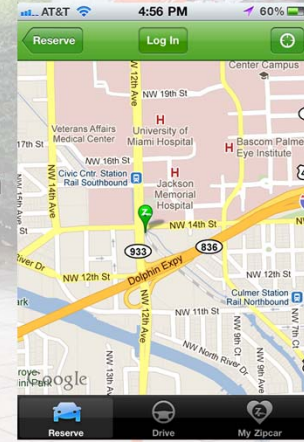
-Chicago – iGo also a non-profit organization. Unique for their integration with Chicago’s Transit System. Spring 2010: Introduced the Chicago Card Plus/I-GO Card. Integrates city transit system with car share program in one card.

This is really the point of car sharing. The intent of these programs is provide an alternative to private ownership. Car sharing is intended part of an assortment of transportation alternatives to private vehicle ownership. The other choices being walking bicycling and public transit. Important to place vehicles at convenient and transit-connected locations. Chicago is also in a new fleet management program with Zipcar. Reducing fleet size and costs through agreement. City negotiated discounted rates with operator.

-Finally, Los Angeles. Explore LA example a little bit more – currently city is in a pilot program with Zipcar. Many similarities which I will explore further.

Car Sharing in Miami

- Zipcar at University of Miami
 - 3 year relationship
 - Parking shortage prompted new policy: Freshmen prohibited from bringing cars to campus
 - 12 vehicles on Coral Gables campus City of Miami Health District
 - Approximately 1,000 members



UM started with 3 vehicles in the Fall of 2008. By Fall 2009, enough demand to expand program to 12 vehicles.

Advantages: captive audience (First year students not allowed to bring cars to campus), parking shortage

Alternative to providing new garage at \$15,000 per space.

Image: the Zipcar iPhone app depicts a car share pod at the U. Miami health center. This interface allows someone to reserve a vehicle and extend a reservation. Members can also reserve vehicles online or by telephone for most car share operators.

Zipcar is the largest car share operator in the world. Members can rent vehicles anywhere that Zipcar has a presence. For instance, a car share member in Miami can take a trip to Texas and reserve a Zipcar in Austin seamlessly. As of September 2011, Zipcar had over 9,000 vehicles and 605,000 members. The company has a presence in many major American cities, Canada and the United Kingdom.

Where is car sharing

- Florida International University
 - University Park Campus
 - 3 vehicles introduced in 2010
 - June 2011
 - 220 members and growing
 - Plans to add additional vehicles
 - Considering fleet vehicle services for departments

Parking director very positive about program.

FIU is exploring the possibility of implementing car sharing to reduce the size of the University's vehicle fleet.

Does car sharing work?

- Car sharing as a Traffic Control Measure
 - 2009 Survey with PhillyCarShare users:
 - 7% deferred vehicle purchase 25% sold vehicle
 - Studies estimate each car share vehicle replaces approximately 15 privately owned vehicles
 - Alleviates parking demands



1:15 ratio is generally consistent with other car share studies, with estimates in the 1:10, 1:13 and 1:15 range.

The average private vehicle is used for less than 2 hours each day. A “fully” used car share vehicle is in use for 50% of a (24 hour) day. The average private vehicle is in use for no more than 2 hours a day.

Does car sharing work?

- 2007 Washington DC Dept. of Transportation Survey
 - 30% sold a vehicle
 - 61% postponed vehicle acquisition
- Vehicle Miles Traveled (VMT) Reductions
 - Austria: 62% decline for car owners (118% increase for non-owners)
 - still achieving overall net VMT reductions
 - San Francisco: 53% VMT decrease by 2nd year of program

VMT decreases outweigh increases as the number of miles driven overall went down when combining both groups. The 118% appears to be dramatic but represents an increase of approximately 1,000 miles in a year, whereas the 62% decline represents an actual decline of approximately 6,000 miles.

Does car sharing work?

- Economic benefits
 - 2010 study for PhillyCarShare, increased purchasing power for members by \$13.2 million
- Environmental
 - Reduced emissions – overall car share members drive less than with vehicle ownership
 - Reserved parking reduces time spent looking for space



See reference slide for a link to the PhillyCarShare report.

Los Angeles

- Pilot program
 - Initiated with Zipcar
 - Has been very successful at universities (UCLA, USC).
 - Membership expanded
 - Zipcar usage increased
 - Too successful – demand is greater than can be met by existing vehicles
 - Now expanding to non-collegiate environment
 - City of Hollywood – public transportation connections

Los Angeles – many similar characteristics to Miami. Autocentric focus, infamous traffic. Positive results have encouraged expansion and extension of pilot. Testing Hollywood, non-collegiate environment. Access to LA Metro system.

A Pilot Program for the City of Miami

- Parallels to LA – car sharing already established in university environments with enthusiastic support
- Car share programs are interested in expanding in South Florida
- Miami Beach issued a car share RFP in 2008 and as of September 2011 was in negotiations with operator

Los Angeles example is similar to Miami's situation. Successful and enthusiastic car share membership base at higher education facilities in autocentric cities. Opportunity to expand reach of program to other parts of Miami-Dade County.



Car sharing parking locations should be selected with a strong consideration for surrounding environment.

High-traffic, high visibility (on-street over in garage when available. Vehicles are their own marketing devices)

Accessible to commercial and residential sites

Available 24 hrs a day

Pilot Program

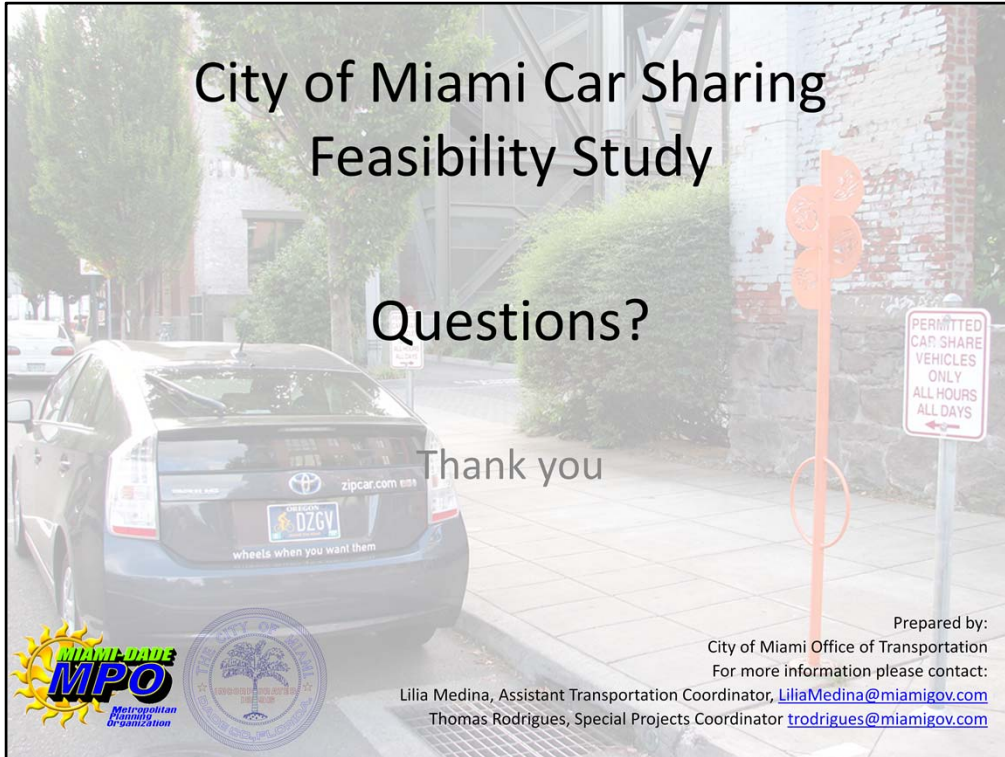
5. Evaluate and reassess pilot

- a) Identify challenges and problems
- b) Seek resolutions
- c) Determine program success
- d) Evaluate and plan future steps



Conclusions

- Car sharing has the potential to succeed in Miami-Dade County
- Car sharing can contribute to address Transportation Control Measures
- Car sharing should be considered one of many tools to improve mobility in Miami-Dade County
- Pilot Program can provide feedback to other interested municipalities
- Moving forward, car sharing program can function as a partial substitute to government fleet services.





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Questions?

Thank you

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