

City of Alexandria, Virginia

MEMORANDUM

DATE: DECEMBER 5, 2012

TO: MEMBERS OF THE TRANSPORTATION COMMISSION

FROM: FAYE DASTGHEIB, PRINCIPAL PLANNER, TRANSPORTATION
PLANNING DIVISION, TES

SUBJECT: AGENDA ITEM #4 CITYWIDE ON-STREETS CARSHARE POLICY

ISSUE: Consideration of designating on-street spaces for carshare.

RECOMMENDATION: That the Transportation Commission receive the On-street Carshare Policy

DISCUSSION: Since the mid-1980s, the City of Alexandria has been at the forefront of Transportation Demand Management (TDM) efforts in Virginia. The City's Local Motion program provides support and options to reduce reliance on the private automobile and promotes transportation alternatives such as transit, bicycling, walking, carpooling and telework programs.

Car sharing is a sustainable TDM tool that is being used to reduce reliance on single occupancy vehicle (SOV) travel and is a component of Local Motion's overall effort to promote multimodal transportation options and enhance mobility throughout the City. Car sharing programs allow members to reserve a car for hourly use. Individuals can become members of a car sharing service by paying a flat annual fee. Members can reserve a car anytime, via internet or phone. Depending on the car share program, members may be required to pay a nominal monthly membership fee as well as hourly or per-mile charges based on use. Rates generally cover gas, insurance, maintenance, and roadside assistance.

The Carshare Alexandria! Program, currently funded by Local Motion, reimburses residents for their first year of membership in a car share program. The City provides the initial application fee and the first year's annual fee. The Carshare Alexandria! A follow up survey which was conducted of new members nine months after participating in the program in April 2012 indicated that since participating in the program, the car ownership rate amongst participants decreased by 18 percent. In addition, according to the results of the survey, seven percent of participants in the program are considering donating or selling their vehicle which confirms the fact that carsharing would reduce the personal vehicle ownership/usage.

In an effort to make car sharing more accessible to residents, the City is considering a citywide on-street carshare policy that would allow on-street parking spaces throughout the City to be designated as carshare spaces.

Any designated spaces would have to be recommended by the Traffic and Parking Board. The Director of Transportation and Environmental Services will have the final approval authority. The following conditions must be met for the City to designate/reserve an on-street parking space for a private carshare vendor.

- Interested vendors requesting consideration for on-street parking spaces for a carshare vehicle must submit their request to the City's Traffic and Parking Board.
- No more than two designated on-street parking space per block may be reserved for carshare.
- On-street spaces may be leased to carshare vendors for a minimum of two years based on projected revenue generated by each space had the space been operated as a metered space throughout the year. The following are the recommended 2012/2013 annual per space fee for reserving an on-street car share space in Old Town and Carlyle.

Old Town: The recommended annual fee is \$2,300 per space based on 2011 revenue figures
Carlyle: The recommended annual fee is \$1,500 per space based on 2011 revenue figures

The annual per space rate might vary based on the meter revenue during the year within which the request is made.

The City Attorney has not identified any legal impediments to reserving on-street parking spaces for private carsharing vehicles within the public Right of Way. Staff will continue to consult with the City Attorney's office as the policy evolves.

Next Steps

The Alexandria City Council will be asked to endorse the On Street Carshare Policy at its January 8, 2013 meeting.