Request for City Council Committee Action from the Department of Public Works

Date: June 17, 2014

To: Honorable Kevin Reich, Chair Transportation & Public Works Committee

Subject: **Car Sharing Pilot Update**

Recommendation: Receive and file - Presentation

Previous Directives:

> December 10, 2013 – Authorize execution of a two-year agreement with Zipcar, Inc. for a car-sharing pilot program.

> November 7, 2013 – Authorize execution of a two-year agreement with Neighborhood Energy Connection, dba HOURCAR, for a car sharing pilot program.

> August 16, 2013 – a) Authorize execution of a two-year agreement with Car2go N.A., LLC for a city-wide car sharing pilot program, pending passage of any ordinance amendments required to carry out the terms of the contract; and b) Accept the City Engineer's recommendation to allow certain parking in established Critical Parking Areas as outlined in the contract, and authorize the same as a special term under M.C.O. 478.710.

Department Information

Prepared by: Paul Cao, Parking Systems Analyst, 673-2943

Approved by:_____
              Steven A. Kotke, P.E., Director of Public Works

Presenters in Committee: Jon Wertjes, Director of Traffic & Parking Services

Reviews
- Permanent Review Committee(PRC):   Approval <u>Yes</u> Date <u>11/08/2012</u>

Financial Impact
- No Financial Impact

Supporting Information

Background

The Public Works Department has started to implement a city-wide car sharing program in Minneapolis. Based on staff research, a pilot program was determined to be the best initial

step towards determining the feasibility of such a program. On February 6, 2013, Public Works issued a Request for Proposal (RFP) for a car sharing pilot.

On May 10, 2013, the City Council authorized staff to negotiate terms for a two-year contract with the recommended vendor, Car2go. The Council further directed staff to expand the program to include multiple vendors for use of on-street reserved parking, limiting the vendors to those firms that had recently submitted proposals for the program. On June 28, 2013, the City Council authorized the expansion of the car sharing pilot to include Hourcar and Zipcar and directed staff to negotiate terms for the two-year agreements.

Current Status

Car2go:
- Nine months in operation since launch date September 12th, 2013. Currently have 350 permitted vehicles to provide for a city-wide, free-floating, point-to-point car sharing service.
- The key terms of the two-year agreement include utilization of a minimum of 350 vehicles in which Car2go may, upon City's approval, add up to 150 additional vehicles between six and twelve months after initial launch date based on member demand totaling 500 vehicles.
- Car2go has provided quarterly reports containing agreed upon transactional data. Latest quarterly report for the third quarter was received June 12th and is attached. The previous and future quarterly reports will be posted at the City's parking web page, www.minneapolismn.gov/parking/
- Highlights from the third quarter report will be presented to the Committee.

Hourcar:
- Six months in operation since launch date of December 12, 2013. Currently have six permitted vehicles at their designated reserved curbside parking spaces in Minneapolis.
- Hourcar has provided their first quarter report containing agreed upon transactional data. The second quarter report will be due late June, 2014 and will be posted on the City's parking web page.

Zipcar:
- Five months in operation since launch date of January 23rd, 2013. Currently have sixteen permitted vehicles at their designated reserved curbside parking spaces in Minneapolis.
- Seventeen approved curbside parking spaces were approved for the exclusive use of Zipcar for the pilot duration, however, one reserved space was removed due to street roadway construction projects.
- Zipcar has provided their first quarter report containing agreed upon transactional data. Zipcar's second quarter report will be due late July, 2014 and will be posted on the City's parking web page.

Attachment: Car2go – Quarterly Update (3rd quarter, June 2014)