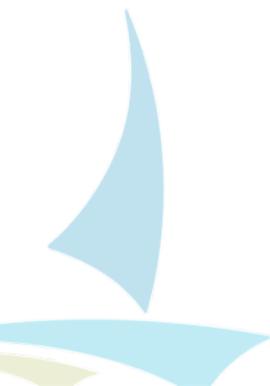


CITY OF MINNEAPOLIS

# Update on the Car Sharing On-street Pilot and Next Steps

William M. Cieminski, MPA, CAPP  
Parking System Manager



# Car Sharing Pilot Program

- Pilot Program  
Sept. 2013 – Sept. 2015
- Steady growth in membership and usage
- Highest usage: Downtown, U of M, and Uptown
- Peak usage: spring and summer
- Pilot total trips: 503,840
- Total members enrolled: 24,705
- Vehicles used: 558 on-street

# Four Types of Car Sharing

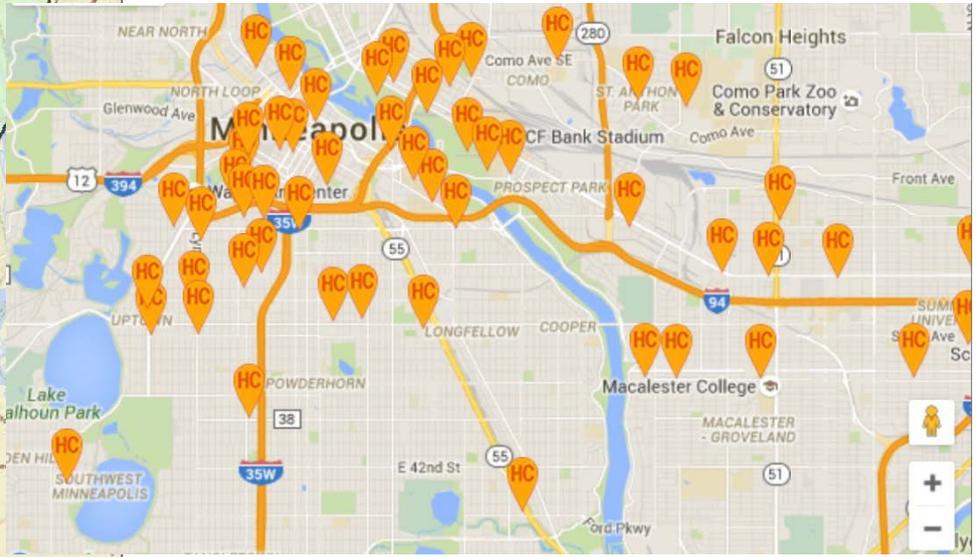
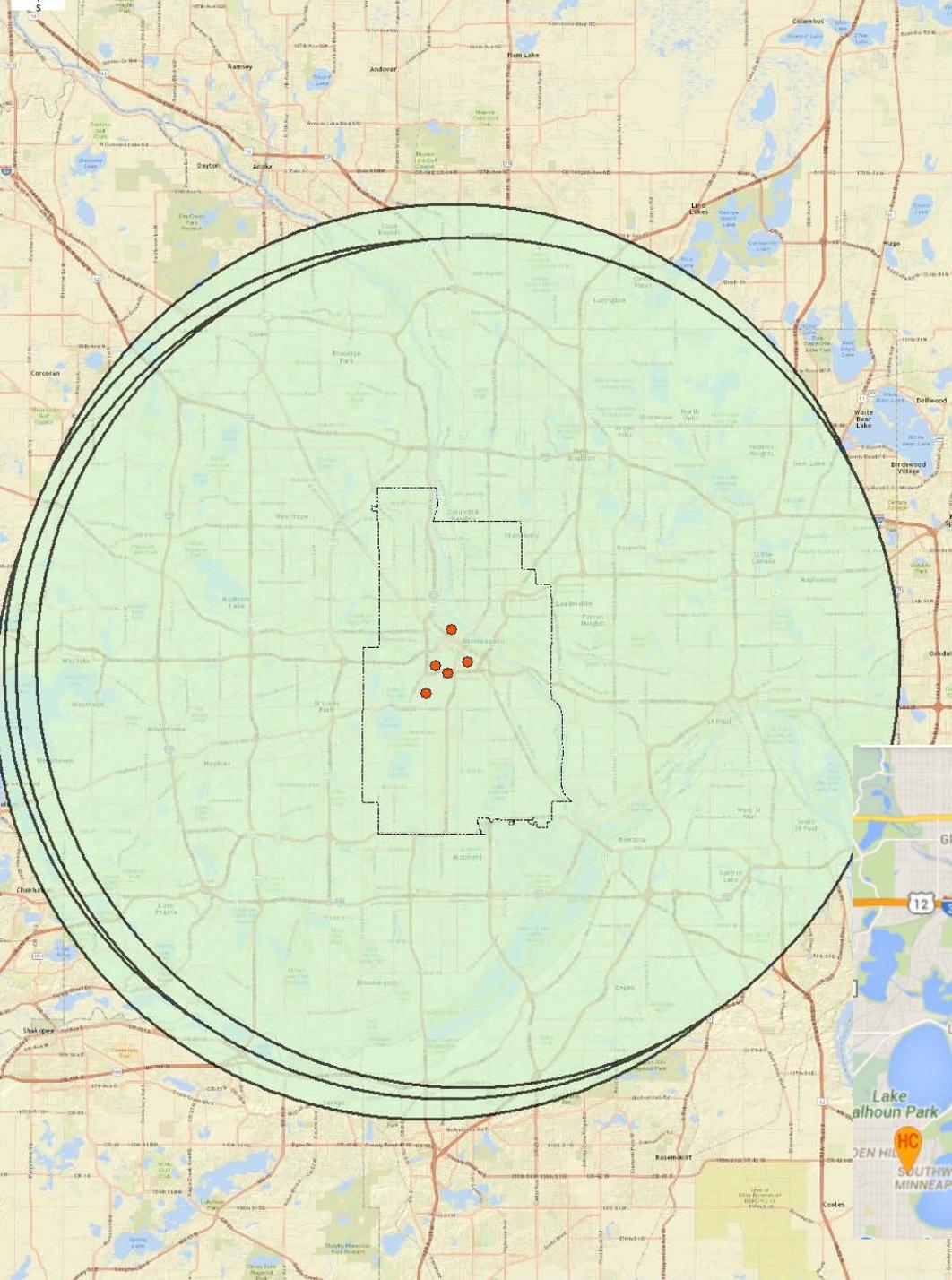
- Round trip
  - HOURCAR had 6 spaces on-street and 58 spaces off-street in Minneapolis
  - Zipcar had 17 spaces on-street and 11 spaces off-street in Minneapolis
- Point-to-point floating
  - Car2go had 350 vehicles in Minneapolis with another 15 allowed for St. Paul car sharing
- Station-to-station
- Peer-to-peer (Privately-owned Cars)

# Overview of Lessons Learned

1. Data Collected
  - <http://www.minneapolismn.gov/parking/index.htm>
2. Customer Surveys
  - Finalizing data. Soon to be posted.
3. What Other Cities are Doing
4. Meetings with Car Share Organizations (CSO's)

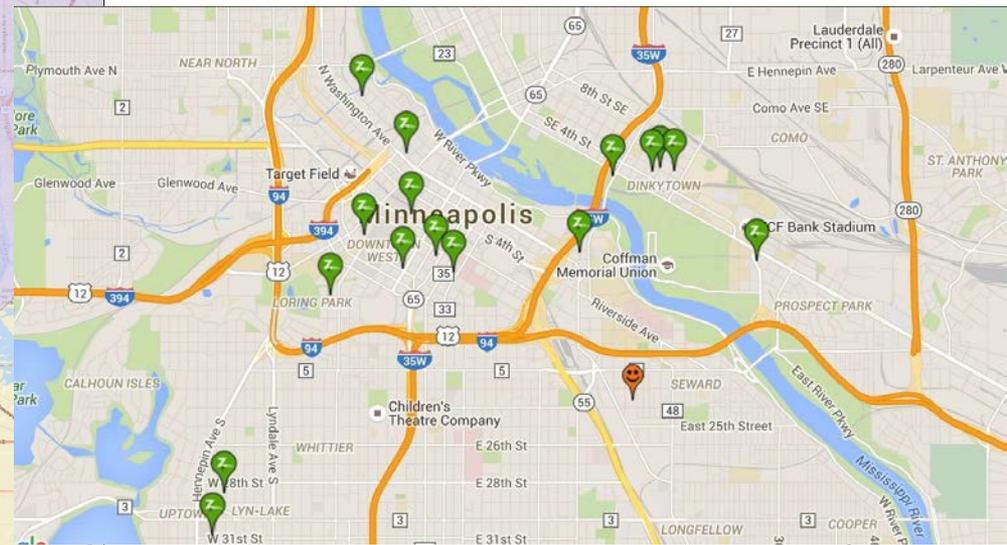
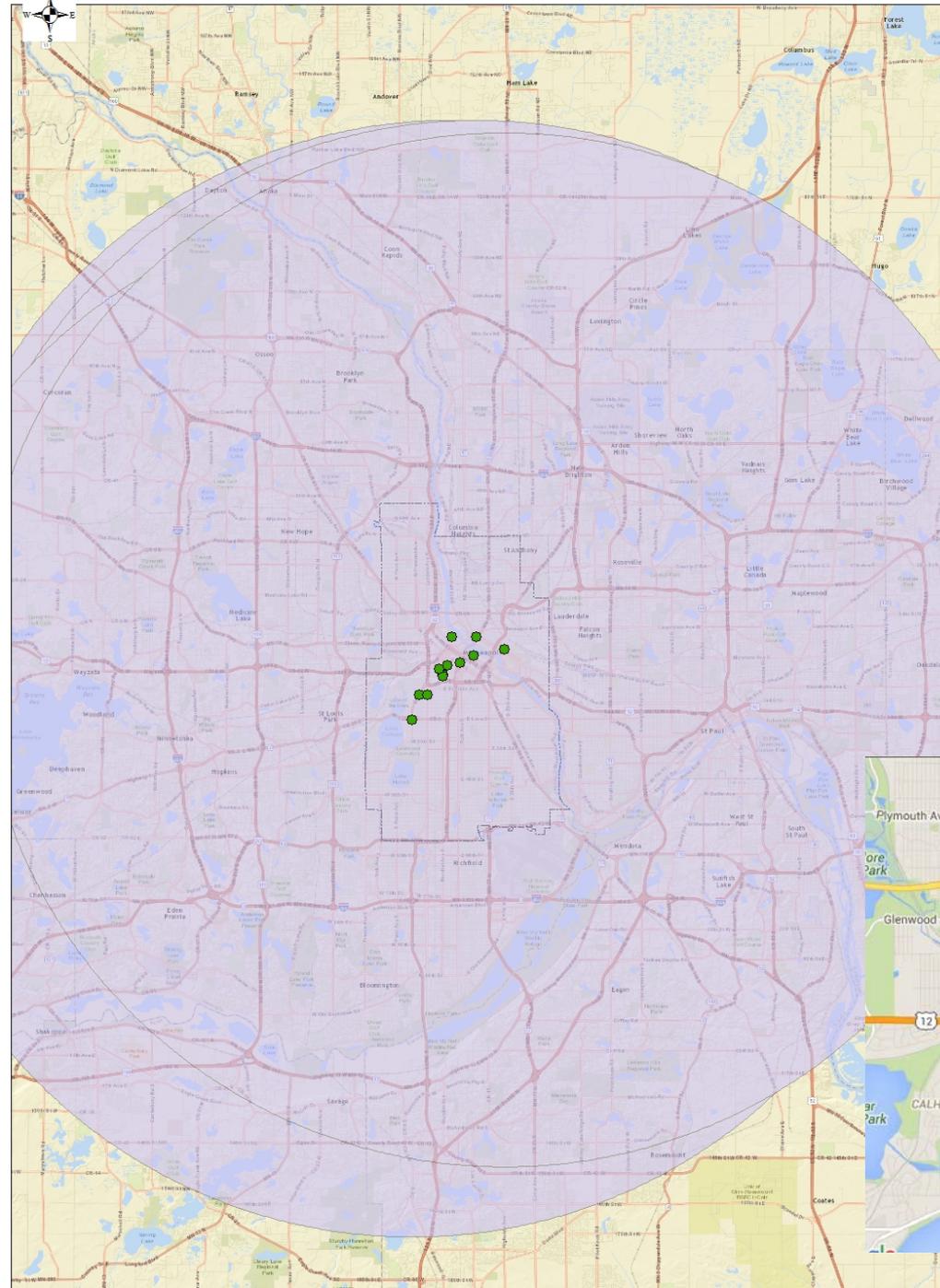
# HOURCAR Averages

- Avg. Trip: 27.2 mi.  
(13.6 mi. Radius)
- 1.3 Trips/Car/Day
- 3.9 Hours/Trip
- Data Provided by HOURCAR



# Zipcar Averages

- Avg. Trip: 34.0 mi.  
(17.0 mi. Radius)
- 6.5 Trips/Car/Day
- 5.4 Hours/Trip
- Data Provided by Zipcar

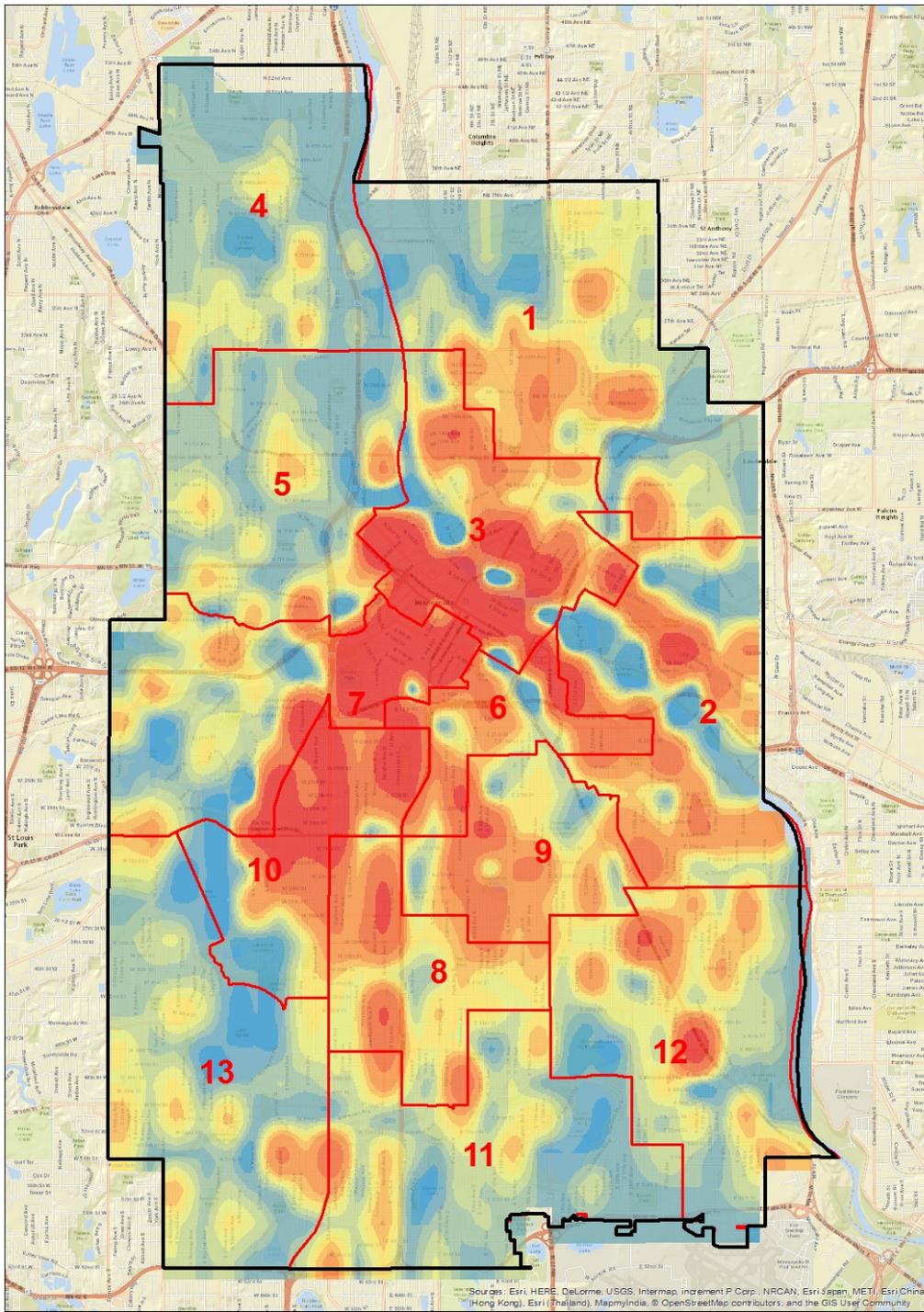


# Car2go Averages

- Avg. Trip: 4.5 mi.
- 1.8 Trips/Car/Day
- 20.8 Minutes/Trip

Ward 1	30,982
Ward 2	36,066
Ward 3	95,217
Ward 4	7,347
Ward 5	17,717
Ward 6	30,132
Ward 7	83,620
Ward 8	24,993
Ward 9	24,780
Ward 10	59,147
Ward 11	13,399
Ward 12	37,444
<u>Ward 13</u>	<u>16,570</u>
Total	477,414

- Data extracted from car2go transaction coordinates



# Pilot Program Lessons Learned

## Car Share Organizations (CSO) Feedback

### Round-trip CSO Requests:

- Better signage/on-street branding
- Stronger enforcement & towing in reserved spaces
- Reserved spaces in city ramps



# Pilot Program Lessons Learned

## Car Share Organizations (CSO) Feedback

### Point-to-Point CSO Requests:

- Narrowed service area
- Limited or no data shared with city
- A la carte service options & pricing
- Continued no-cost reciprocity with St. Paul



# Pilot Program Lessons Learned

## Car Share Organizations (CSO) Feedback

### All CSO Requests:

- Lower prices
- Financial incentives for citywide service
- Flexible city rules regarding loss or change of spaces due to construction
- Reduction or elimination of state taxes

Staff is exploring options for these feedback items.

# Pilot Program Lessons Learned

## City Staff

- Overall feedback has been positive
- Limited questions “Why is this car parked in front of my property?”
- Statistics indicate program can continue to be successful and beneficial to the public
- Administrative cost was < \$50,000
- Program can be simplified and less data required

# What Other Cities are Doing

- Best practices
- Permits and pricing structures

## Cities Surveyed

Arlington County, VA

Aspen, CO (City-owned)

Austin, TX

Calgary AB, Can.

Denver, CO

Los Angeles, CA

Philadelphia, PA

Portland, OR

San Francisco, CA

Seattle, WA

St. Paul, MN

Sydney, NSW, Aust.

Toronto, ON, Can.

Vancouver, BC, Can.

Victoria, BC, Can.

Washington, DC

# What Other Cities are Doing?

- 15 of the 16 established permit programs (the other is in a pilot program)
- All are charging additional fees for residential permit parking areas (CPA's)
- 5 of the 16 established limitations on the quantity of vehicles or spaces available to each CSO in their programs:
  - Denver – Point-to-point limited to 250 cars (Denver expands these limits for CSO's who also serve “opportunity” areas.)
  - Arlington County, VA – 200 cars
  - Austin, TX – 500 cars
  - Calgary, AB, CAN. -- Limited to 25% of all metered spaces
  - Seattle – 500 cars

# Next Steps

- Develop policy for future Council action
- Policy would include:
  - Annual permitting approach (vs. negotiating contracts)
  - Annual reporting vs. quarterly reporting
  - Coverage area – citywide vs. selected areas
  - Simplified flat-rate pricing
    - Exploring any incentives/discounts
  - Number of vehicles
    - Minimums and/or maximums



# Timeline

- Next Steps:
  - Draft and finalize policy – November
  - Resolution adopting policy
    - To T&PW Committee:
      - December/January with February (contingency)
    - March 1, 2016 implementation
- If ordinance is required – earliest dates:
  - November 20, 2015 – notice of intent
  - January 19, 2016 – hold public hearing
  - January 29, 2016 – full Council vote
  - March 1, 2016 – new ordinance effective date