

**CAR SHARING PROGRAM
APPLICATION**

Application deadline: Friday, October 17, 2014, 4:00 p.m.

Please review the Car Sharing Program guidelines for additional information.

| PART 1: GENERAL INFORMATION | |
|--|---|
| <i>a) Project Sponsor</i> | |
| Lead Applicant (Agency) | City of Oakland, Public Works Department |
| Project Manager (name and title) | Jamie Parks, Complete Streets Program Manager |
| Contact Information (email and phone) | jparks@oaklandnet.com 510.238.6613 |
| <i>b) Partner Agency/Business/Organization (Including your agency, please list all the agencies involved their role in respect to the project; use additional sheets of paper if needed)</i> | |
| Agency/Business/Organization | TransForm |
| Contact Name | Stuart Cohen |
| Contact Information (email and phone) | stuart@transformca.org 510.740.3150 x311 |
| Role in Project | Community Outreach and Marketing |
| | |
| Agency/Business/Organization | UC Berkeley Transportation Sustainability Research Center |
| Contact Name | Susan Shaheen |
| Contact Information (email and phone) | sshaheen@berkeley.edu 510.642.9168 |
| Role in Project | Program Evaluation |

| PART 2: PROJECT PURPOSE AND NEED | |
|---|--|
| a) Project Type (check all that apply) | <input checked="" type="checkbox"/> Suburban communities and / or communities that do not have robust car sharing service <input checked="" type="checkbox"/> Underserved communities <input type="checkbox"/> Business parks / transit connections <input checked="" type="checkbox"/> Innovative / new technologies |
| b) Project Title | Oakland Car Share and Outreach Program |
| c) Project Description and Purpose | <p>Oakland is partnering with TransForm and UC Berkeley Transportation Sustainability Research Center (TSRC) to conduct a comprehensive car share expansion and outreach program consisting of three primary components:</p> <ol style="list-style-type: none"> 1. Establish new City programs to provide point-to-point car sharing and dedicated on-street parking for car sharing. 2. Extensive outreach program focused in East Oakland to increase market penetration for a variety of car sharing options within disadvantaged communities. 3. Program evaluation to quantitatively assess the performance of the various program sub-components. |

| PART 2: PROJECT PURPOSE AND NEED | |
|--|--|
| d) Project Location / Community | Oakland |
| e) Project located in one of top 16 cities taking on housing growth in Plan Bay Area | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |
| If NO, please explain how the selected city will be taking on future growth | Click here to enter text. |

| PART 3: COST AND FUNDING | |
|---|-----------|
| a) Total Project Budget | \$457,895 |
| b) Total Grant Request from MTC | \$387,248 |
| c) Local Match – 11.47 percent of total project budget* | \$52,521 |

* TransForm is providing additional matching support for staff costs, see detailed budget

PART 4: NARRATIVE (no more than 10 pages total)

- Detailed description of project and purpose (2 pages max.)
- Detailed work plan
- Project schedule, such as a gantt chart
- Project roles, for both lead agency and partner agencies
- Letter of support from each partner agencies (not included towards page count)
- Cost proposal, including project and staffing costs
- Vicinity map
- Detailed project area map, including proposed car share locations, etc.
- Optional Attachment:* Description of applicable past projects

4A. Detailed Description of Project and Purpose

Oakland's application for a Car Share Expansion and Outreach Program provides a unique opportunity not only to dramatically expand the number of car sharing vehicles available in Oakland, but to couple this expansion with intensive community outreach to increase market penetration in low-income and disadvantaged communities. The application will provide critical funding to update City policies and implement an administrative program for car sharing. These changes are necessary preconditions to widespread car share adoption within Oakland, and will not occur without outside funding.

In addition, the City will partner with TransForm to implement an intensive outreach and marketing campaign to complement the expansion of car share availability. The outreach will focus on historically disadvantaged communities in East Oakland along the International Boulevard corridor, and will include multiple shared mobility options (e.g., car2go, Getaround, City CarShare). This outreach program is an important component of encouraging transportation behavior shifts in concert with the forthcoming Bus Rapid Transit system, and will also serve as a model for shared mobility outreach throughout the Bay Area.

Finally, our application includes the UC-Berkeley Transportation Sustainability Research Center (TSRC) to evaluate the environmental, economic, and social benefits of point-to-point and dedicated on-street parking spaces for car sharing in Oakland.

Background

Oakland was an early adopter of car sharing, and first approved City CarShare to provide car sharing services in 2001. In 2006, the City approved a contract with City CarShare to replace part of the City's vehicle fleet with a dedicated location on Clay Street in downtown Oakland. More recently, a second traditional car sharing provider (Zipcar), as well as peer-to-peer companies (RelayRides and Getaround) began operating in Oakland.

Despite the long-standing success of car sharing within Oakland, the City has never adopted a car sharing policy, made changes to the municipal or planning codes to support car sharing services, or created car sharing rules and permits to facilitate the adoption of car sharing throughout Oakland. This lack of City involvement in the car sharing market has resulted in car sharing organizations' almost exclusive reliance on private lots with excess parking capacity to provide vehicle locations. Moreover, a lack of geographic distribution requirements has also resulted in a concentration of car sharing locations downtown, north of Lake Merritt, and at BART stations¹.

The lack of policies and programs to support car sharing is a significant obstacle to the expansion of car sharing in Oakland. With a car sharing policy and administrative programs, combined with a concerted outreach effort, we believe that car sharing services could expand considerably to meet latent demand. Car sharing organizations also are aware of the potential demand in Oakland. For instance, car2go, a point-to-point car sharing provider has approached Oakland to establish a zone of operations in early 2015, and Zipcar, Getaround and City CarShare have all expressed interest in expansion using dedicated on-street spaces. Further, by embracing the use of public property for car sharing, the City sees an opportunity to ensure that car sharing services are more equitably distributed throughout Oakland's neighborhoods.

¹ Peer-to-peer vehicle locations are more dispersed, but they generally follow the same distribution as traditional car sharing locations.

Despite recognition of the benefits of car sharing, Oakland lacks the staff capacity or resources to undertake the studies and establish the administrative processes to make the necessary changes. A successful application would provide a one-time investment in policy and program development that would (1) modernize the City's approach to regulating car sharing activities; (2) conduct outreach to increase awareness and participation, especially in East Oakland; (3) build a critical mass of users for the new shared mobility services; (4) evaluate the car sharing services for their environmental, economic, and social benefits; and (5) lay the necessary foundation for continued car share expansion in Oakland.

Program Elements

The application includes four key tasks necessary to address the needs outlined above.

1. Establish a **program** that will study the utilization of **dedicated spaces for car sharing on public property** throughout Oakland, using SFMTA's "On-street car sharing pilot evaluation" study (2012) as a guide. This program would grant conditional dedicated space permits to the 11 existing, unpermitted dedicated spaces for car sharing vehicles in the public right-of-way and in municipal lots as well as permit an initial expansion of up to 60 new dedicated spaces in commercial and residential neighborhoods. This will make car sharing more widely seen and available, and allow the City to evaluate where dedicated spaces work best. After the study, City staff anticipates that the number of permitted dedicated spaces for car sharing would increase similar to San Francisco.
2. **Support the widespread adoption of car sharing in low-income and historically underrepresented communities** in East Oakland. This program will market complimentary and innovative models of car share, to dramatically expand the range of services available. TransForm will partner with Getaround³, a peer-to-peer provider that will waive fees associated with installation of their "Instant" infrastructure for new members associated with our program. TransForm will also explore potential incentives (e.g., membership waivers, time credits) with car2go, a point-to-point car sharing service. Since both of these systems require a critical mass of users to be successful, TransForm will partner with community based organizations and businesses as well as conduct intensive multi-lingual outreach. Consolidated outreach will advertise all of the options available, which ideally includes car sharing locations near transit hubs. With partners like EBALDC we will promote the new options to residents in affordable housing developments and all residents within a quarter mile from the anticipated Bus Rapid Transit line.
3. Evaluate the point-to-point and dedicated space car sharing programs for **environmental, social, and economic benefits** as well as **program effectiveness**. Participating car sharing organizations will provide evaluators with vehicle utilization and anonymous member data. Evaluators would study indicators such as greenhouse gas emissions avoided, service adoption by low-income and disadvantaged groups, and cost savings from private vehicles shed to measure the benefits and costs of car sharing in Oakland. Evaluation will also include utilization rates and demographics of members to make recommendations to City staff regarding the number of car sharing vehicles in the city, effective methods to promote an equitable distribution of car sharing services, program requirements and outreach opportunities to reach key demographic groups.
4. Develop the **administrative rules, requirements, and internal processes** necessary to the City to operate the dedicated parking space and point-to-point car sharing programs on an on-going basis. These rules and requirements will be shaped by the findings from the initial evaluations.

³ The company recently launched Getaround Instant in Oakland, making it easier and more convenient to share cars using a smartphone app, so owners no longer have to meet and exchange keys with renters.

4B. Detailed Work Plan

| # | Task Description |
|----------|--|
| 1 | Car Sharing Program, Phase 1 - Initial Launch Lead: Oakland Public Works/Consultant Support: TransForm |
| 1.1 | Support point-to-point car sharing: Field resident complaints, manage permit changes, analyze system utilization data, and liaise between the service provider and the program evaluator. |
| 1.2 | Draft administrative rules: Develop and implement regulations regarding the distribution of car sharing vehicle locations, the amount of time a car sharing vehicle can be set aside for private use, data reporting, and other basic requirements. |
| 1.3 | Draft criteria to become qualified car sharing organizations: Establish minimum service requirements for car sharing organizations to create a list of car sharing organizations qualified to operate in Oakland (we anticipate that we will draw primarily on San Francisco's work to increase efficiency). |
| 1.4 | Select participating car sharing organizations: Invite qualified car sharing organizations to participate in the dedicated space program. |
| 1.5 | Select dedicated car sharing locations: Using the San Francisco Municipal Transit Agency's <i>On-street car sharing pilot study</i> (2011) as a guide, select a distribution of on-street parking spaces paired with off-street parking spaces throughout the city to evaluate the benefits and costs of on-street versus off-street locations for car sharing. The City of Oakland will work with car sharing organizations to test a variety of location types. In the first phase of the program, the City will select up to 60 additional on-street spaces to evaluate. |
| 1.6 | Reach out to neighbors and businesses: To ensure that the locations that the City chooses will be well-used, the City will reach out to neighbors and businesses to find agreeable locations for the new dedicated spaces for car sharing. |
| 1.7 | Approve conditional dedicated space permits: Once final locations have been selected, the City of Oakland will grant conditional use permits to the car sharing organizations for the duration of the grant period. |
| 1.8 | Post signage and paint curbs: The City of Oakland will post the signs necessary and paint the curbs for the dedicated spaces for car sharing. |
| 1.9 | Coordinate with other City departments: The Public Works Department will coordinate with Parking Enforcement and the Department of Finance and Management to run the car sharing program. |
| 1.10 | Update City website and public works call center: The City will create a shared mobility section on the website to support outreach and customer service. |

| # | Task Description |
|----------|--|
| 2 | Shared Mobility Outreach Program to Low-Income Communities Lead: TransForm |
| 2.1 | Form and coordinate a shared mobility outreach program advisory committee: The advisory committee will comprise leaders from local organizations, religious institutions and business groups interested in maximizing the benefits of car sharing for their respective communities. Committee members knowledgeable of the specific needs of target groups will guide program design and outreach. |
| 2.2 | Design outreach and marketing strategy: Outreach, marketing and education will be designed to overcome the barriers to access and information for low-income, minority communities. Outreach to local businesses will work in tandem with current technical assistance efforts underway to facilitate availability of car share for local business use to mitigate for parking removal taking place as part of Bus Rapid Transit and bicycle and pedestrian improvements along the corridor. |
| 2.3 | Coordinate graphic design outreach materials: Work with a graphic designer to produce multi-lingual materials explaining how various services (e.g., car2go, Getaround, City CarShare, Zipcar) can work for low-income driver and business community needs. |
| 2.4 | Coordinate with car sharing providers: Coordinate outreach, marketing and incentives for low-income users. |
| 2.5 | Develop web communications: Host web pages on its existing website to explain the outreach program and offer clear, consolidated information on car share options in East Oakland. |
| 2.6 | Conduct outreach, education, and training with stakeholders: TransForm will lead outreach efforts in identified communities to get a critical mass of residents and businesses to share vehicles on Getaround, use car2go, and participate in other car share services (if available). Trainings and education will be coordinated with East Bay Asian Local Development Corporation, Oakland Sustainable Neighborhood Initiative, Oakland Business Development Corporation, business improvement districts (BIDs) and other interested stakeholders. Includes mass mailings, community presentations, and car share membership enrollment. |
| 2.7 | Develop and conduct survey: In coordination with TSRC, TransForm will survey the interests and attitudes of business, real estate, and community organizations participating in the program to understand the benefits and obstacles associated with these complimentary shared mobility options. New users generated by the outreach will also report on their user experience. |
| 2.8 | Analyze survey data: The survey will evaluate the challenges and successes of the targeted outreach to inform operations of car share in communities of concern. |
| 2.9 | Write report for public audience: TransForm will draft a case study report detailing the program with a focus on recommendations for replication. |
| 2.10 | Report results |

| # | Task Description |
|----------|---|
| 3 | Program Evaluation Lead: TSRC |
| 3.1 | Develop pre-survey: The survey shall serve as an in-take survey of new members that join the expanded services. This survey will ask basic information about demographics, baseline travel information such as current use of existing modes, amount of driving, motivations for joining car sharing, vehicle holdings and purchase plans, and select attitudinal information. |
| 3.2 | Conduct pre-survey on rolling basis: The pre-survey shall be implemented with members as they join and preferably before they have had extended exposure to the car sharing service |
| 3.3 | Develop post-survey: The post-survey will ask questions that focus on the change in transportation mode use, change in driving, experience with car sharing, change in vehicle holdings and purchase plans, among other selected metrics. |
| 3.4 | Conduct post-survey: The post-survey will be implemented at a fixed point in time within the project 12 months after the planned deployment of the expanded car sharing service. |
| 3.5 | Analyze survey results: The evaluation will aim to evaluate changes in VMT that occur as a result of the expanded services, contingent on available data. The evaluation will also aim to translate these changes in VMT to changes in emissions |
| 3.6 | Report results |
| 4 | Car Sharing Program, Phase 2 - Post-Evaluation Implementation Lead: Oakland Public Works/Consultant |
| 4.1 | Support point-to-point car sharing: Field resident complaints, manage permit changes, analyze system utilization data, and liaise between service providers and evaluators. |
| 4.2 | Research operations funding opportunities: Identify available funding options to support the on-going administration of car sharing. |
| 4.3 | Revise criteria to become qualified car sharing organizations: Use data from the evaluation to review qualifications to become a car sharing organization in Oakland. |
| 4.4 | Create Dedicated Space Parking Permit: The City will add a permit to the Municipal Code to allow dedicated spaces for car sharing. |
| 4.5 | Revise requirements for participation in program: Use data from the evaluation to revise requirements to operate a dedicated car sharing location. |
| 4.6 | Draft expansion map: Based on the program evaluation, the City will identify feasible opportunities to expand dedicated spaces for car sharing in Oakland. |
| 4.7 | Determine permit fees: Based on gathering data on meter use in the vicinity of the dedicated spaces or turnover in unmetered areas, the City will establish appropriate fees for the Dedicated Space Parking Permits. |
| 4.8 | Incorporate expansion locations: The City of Oakland will invite qualified car sharing organizations to participate in the expanded dedicated space program, |
| 4.9 | Reach out to neighbors and residents: The City will reach out to neighbors and businesses to find agreeable locations for the new dedicated spaces for car sharing. |
| 4.10 | Determine ongoing staff needs |
| 4.11 | Draft MTC grant report |
| 4.12 | Draft City Council staff report and present update to City Council |

4C. Project Schedule

| # | Task | YEAR ONE | | | | | | | | | | | | YEAR TWO | | | | | | | | | | | | | | |
|--|--|----------|---|---|---|---|---|---|---|---|----|----|----|----------|---|---|---|---|---|---|---|---|----|----|----|--|--|--|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | | | |
| 1 Car Sharing Program, Phase 1 - Initial Launch | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.1 | Support point-to-point car sharing | █ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.2 | Draft administrative rules | █ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.3 | Draft criteria car sharing organization qualifications | █ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.4 | Select participating car sharing organizations | | | | █ | | | | | | | | | | | | | | | | | | | | | | | |
| 1.5 | Select dedicated car sharing locations | | | | █ | | | | | | | | | | | | | | | | | | | | | | | |
| 1.6 | Reach out to neighbors and businesses | | | | █ | | | | | | | | | | | | | | | | | | | | | | | |
| 1.7 | Approve conditional dedicated space permits | | | | | | | █ | | | | | | | | | | | | | | | | | | | | |
| 1.8 | Post signage and paint curbs | | | | | | | █ | | | | | | | | | | | | | | | | | | | | |
| 1.9 | Coordinate with other City departments | | | | | | | █ | | | | | | | | | | | | | | | | | | | | |
| 1.10 | Update City website | | | | █ | | | | | | | | | | | | | | | | | | | | | | | |
| Shared Mobility Outreach Program to Low-Income | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 Communities | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.0 | Project management and administration | █ | | | | | | | | | | | | █ | | | | | | | | | | | | | | |
| 2.1 | Outreach program advisory committee | █ | | | | | | | | | | | | █ | | | | | | | | | | | | | | |
| 2.2 | Design outreach and marketing strategy | █ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.3 | Coordinate graphic design outreach materials | █ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.4 | Coordinate with car share organizations | █ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.5 | Develop web communications | █ | | | | | | | | | | | | █ | | | | | | | | | | | | | | |
| 2.6 | Conduct outreach, education, and training | | | | █ | | | | | | | | | | | | | | | | | | | | | | | |
| 2.7 | Develop and conduct survey | | | | | | | | | | █ | | | | | | | | | | | | | | | | | |
| 2.8 | Analyze survey data | | | | | | | | | | | | | █ | | | | | | | | | | | | | | |
| 2.9 | Write report for public audience | | | | | | | | | | | | | | | | █ | | | | | | | | | | | |
| 2.10 | Report results | | | | | | | | | | | | | | | | | | | █ | | | | | | | | |
| 3 Program Evaluation | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.1 | Develop Pre-Survey | █ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.2 | Conduct Pre-Survey on rolling basis | | | | █ | | | | | | | | | | | | | | | | | | | | | | | |
| 3.3 | Develop Post-Survey | | | | | | | | | | | | | █ | | | | | | | | | | | | | | |
| 3.4 | Conduct Post-Survey after 12 months of program operation | | | | | | | | | | | | | █ | | | | | | | | | | | | | | |
| 3.5 | Analyze survey results and other data | | | | | | | | | | | | | | | | █ | | | | | | | | | | | |
| 3.6 | Report results | | | | | | | | | | | | | | | | | | | █ | | | | | | | | |
| Car Sharing Program, Phase 2 - Post-Evaluation | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 Implementation | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.1 | Draft administrative rules | | | | | | | | | | | | | █ | | | | | | | | | | | | | | |
| 4.2 | Research operations funding opportunities for program | | | | | | | | | | | | | | | | █ | | | | | | | | | | | |
| 4.3 | Revise car sharing organization criteria | | | | | | | | | | | | | | | | | | | █ | | | | | | | | |
| 4.4 | Create Dedicated Space Parking Permit | | | | | | | | | | | | | | | | | | | █ | | | | | | | | |
| 4.5 | Revise requirements for participation in program | | | | | | | | | | | | | | | | | | | █ | | | | | | | | |
| 4.6 | Draft expansion map | | | | | | | | | | | | | | | | | | | █ | | | | | | | | |
| 4.7 | Determine permit fees | | | | | | | | | | | | | | | | | | | █ | | | | | | | | |
| 4.8 | Incorporate expansion locations | | | | | | | | | | | | | | | | | | | █ | | | | | | | | |
| 4.9 | Reach out to neighbors and residents | | | | | | | | | | | | | | | | | | | █ | | | | | | | | |
| 4.10 | Determine ongoing staff needs | | | | | | | | | | | | | | | | | | | █ | | | | | | | | |
| 4.11 | Draft MTC grant report | | | | | | | | | | | | | | | | | | | | | | █ | | | | | |
| 4.12 | Draft City Council staff report | | | | | | | | | | | | | | | | | | | | | | █ | | | | | |

4D. Project Roles

Oakland Public Works Department (Project Sponsor)

The Oakland Public Works Department (OPW) will be responsible for ensuring completion of all tasks and delivery of all reports referenced in this application, including necessary grant reports. OPW staff will ensure that grant partners: (1) complete their tasks on schedule and on budget; (2) receive funding and reimbursements for tasks and related expenses; and (3) submit regular updates on task progress.

In addition, OPW staff will facilitate internal coordination within the City (e.g., Department of Finance and Management, Parking Enforcement, City Administrator) on behalf of consultants, car sharing organizations, or partners.

OPW staff will also oversee the selection and management of a consultant to perform portions of Tasks 1 and 4. Anticipated consultant tasks include:

1. developing the policy and administrative rules of the program;
2. ensuring that car sharing organizations receive permits to participate in the program;
3. reviewing feasibility of potential dedicated on-street space locations; and
4. developing an expansion strategy after the initial phase of the program.

TransForm (Outreach and Marketing Partner)

TransForm will create the public face of Oakland's shared mobility options, building on its reputation as strong advocates for safe, abundant, and equitable transportation options. TransForm's primary role will be to support the widespread adoption of shared mobility options in low-income and underrepresented communities in East Oakland. TransForm is well positioned to shared mobility outreach efforts in East Oakland through their experience engaging communities along International Boulevard as part of Bus Rapid Transit planning and implementation. Moreover, through its Green TRIP certification program, TransForm has developed strong ties with car sharing providers.

TransForm will also conduct outreach and marketing to residents and businesses located near dedicated parking spaces for car sharing vehicles. When appropriate, TransForm will support the policy development and implementation work of the consultant. At the end of the grant period, TransForm will share findings from its outreach and marketing efforts with the City, stakeholders and other grant partners, and the public.

UC Berkeley Transportation Sustainability Research Center (Evaluation partner)

The Transportation Sustainability Research Center (TSRC) at UC Berkeley, one of the country's leading transportation research centers, will evaluate the benefits and costs of various models of car sharing in Oakland. The evaluation of Oakland's car sharing program will complement current research projects at TSRC. An internationally recognized leader in shared-use vehicle research, TSRC is currently conducting an update on North American and International car sharing trends. Drs. Susan Shaheen and Elliot Martin, two experienced car sharing researchers, will lead TSRC's evaluation study for the City.

Responsibilities of TSRC will include:

- coordinating with participating car sharing organizations to access data;
- conducting member surveys;
- measuring the shifts in travel patterns of car sharing members in Oakland; and
- calculating the environmental, economic and social impacts of the distinct models of car sharing.

At the end of the grant period, TSRC will advise OPW on strategies for car sharing expansion in Oakland on the basis of findings from the program evaluation. TSRC will be expected to share findings from the program evaluation with the City, stakeholders and other grant partners, and the transportation research community.

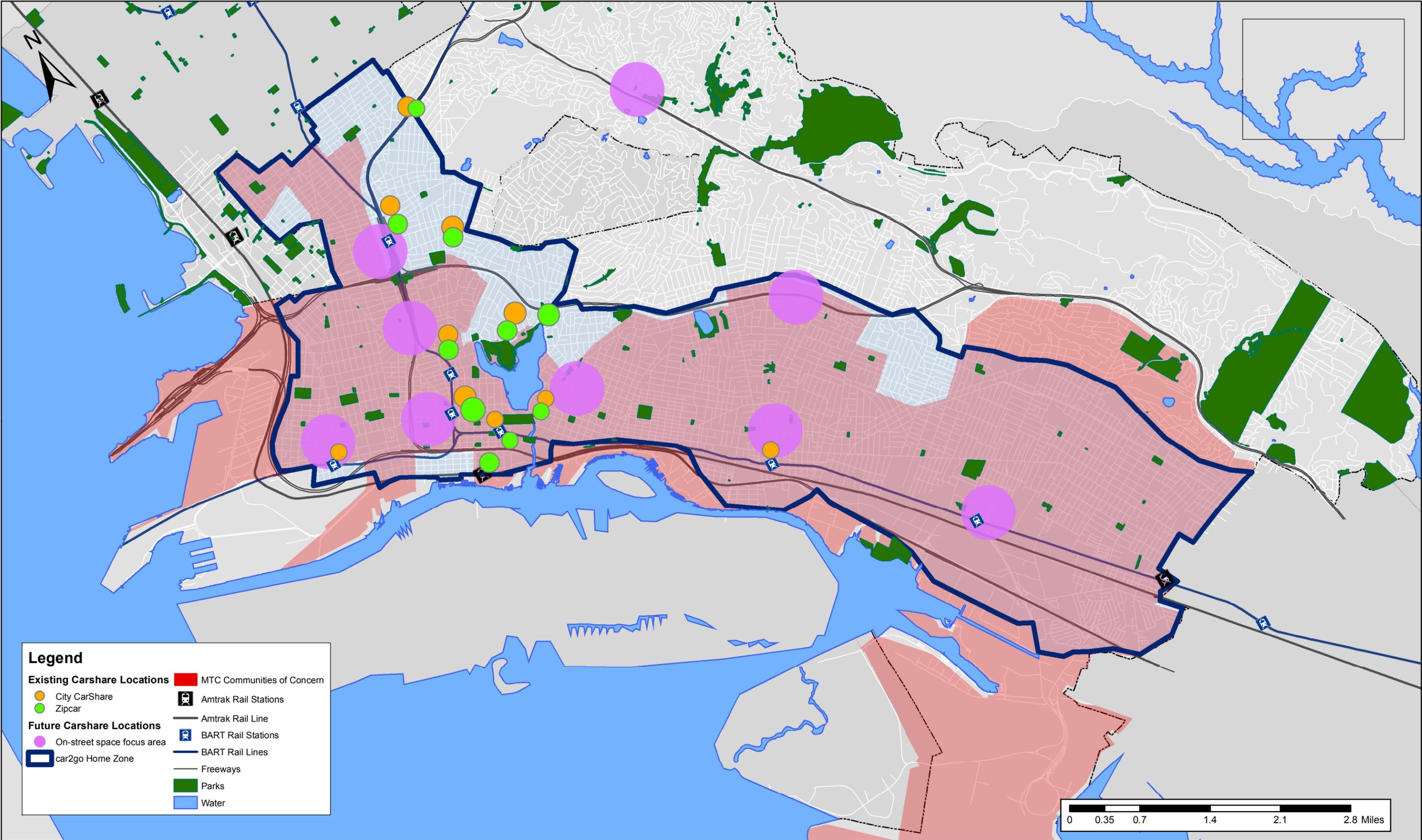
4E. Cost Proposal

| Project Role | | Oakland Car Sharing Program - Budget and Staff Estimate | | | | | | | | | | | | | | | | | PROJECT TOTALS | | | | | | | |
|-------------------------|--|---|-------------------|-----------------|--------------|-------------|-----------------------------------|------------------|--------------------|----------------|-------------------|---|------------------------|---------------------|---------------------|---------------------|-------------------------|------------|---------------------|-------------------|---------------------|--|-------------|--|--------------------------|--|
| | | OAKLAND PUBLIC WORKS / CONSULTANT | | | | | TRANSFORM | | | | | TRANSPORTATION SUSTAINABILITY RESEARCH CENTER* | | | | | | | | | | | | | | |
| | | Jamie Parks (City Staff) | | | | | Clarrissa Cabansagan | | | | | Susan Shaheen | | | Elliott Martin | | Adam Cohen | | | | Matthew Christensen | | Apar Bansal | | Undergraduate Researcher | |
| | | Oversight/ Administration | Project Principal | Project Manager | Analyst | Technician | Community Planner | Outreach Manager | Outreach Oversight | Communications | Project Principal | Principal Investigator | Ass. Research Engineer | Survey Researcher 2 | Survey Researcher 2 | Junior Specialist 2 | Undergraduate Assistant | Task Hours | | | Labor Cost | | | | | |
| LABOR ESTIMATE | | | | | | | | | | | | | | | | | | | | | | | | | | |
| # | Task | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | Grant Administration | 104 | | | | | | | | | | | | | | | | | | 104 | \$ 13,000 | | | | | |
| 1 | Car Sharing Program, Phase 1 - Initial Launch | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.1 | Support point-to-point car sharing | 4 | 4 | 16 | 48 | 8 | | | | | | | | | | | | | | 80 | \$ 10,631 | | | | | |
| 1.2 | Draft administrative rules | 2 | 2 | 6 | 8 | 2 | | | | | | | | | | | | | | 20 | \$ 2,783 | | | | | |
| 1.3 | Draft criteria car sharing organization qualifications | 2 | 2 | 8 | 16 | 2 | | | | | | | | | | | | | | 30 | \$ 4,143 | | | | | |
| 1.4 | Select participating car sharing organizations | 4 | 2 | 16 | 16 | 2 | | | | | | | | | | | | | | 40 | \$ 5,673 | | | | | |
| 1.5 | Select dedicated car sharing locations | 12 | | 40 | 80 | 12 | 12 | | | | | | | | | | | | | 156 | \$ 19,777 | | | | | |
| 1.6 | Reach out to neighbors and businesses | 12 | 4 | 16 | | 16 | 150 | | | | | | | | | | | | | 198 | \$ 14,423 | | | | | |
| 1.7 | Approve conditional dedicated space permits | 4 | 4 | 24 | 48 | | | | | | | | | | | | | | | 80 | \$ 11,380 | | | | | |
| 1.8 | Post signage and paint curbs | 12 | | 10 | | | 50 | | | | | | | | | | | | | 72 | \$ 8,100 | | | | | |
| 1.9 | Coordinate with other City departments | 20 | 4 | 20 | | | | | | | | | | | | | | | | 44 | \$ 6,500 | | | | | |
| 1.10 | Update City website | 8 | 8 | 24 | 48 | 24 | 8 | | | | | | | | | | | | | 120 | \$ 15,611 | | | | | |
| 2 | Shared Mobility Outreach Program | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.0 | Project management and administration | | | | | 60 | 20 | | | 40 | | | | | | | | | | 120 | \$ 10,101 | | | | | |
| 2.1 | Outreach program advisory committee | 4 | | | | 155 | 80 | 40 | | | | | | | | | | | | 279 | \$ 18,444 | | | | | |
| 2.2 | Design outreach and marketing strategy | 4 | | | | 25 | 15 | 10 | | | | | | | | | | | | 54 | \$ 3,789 | | | | | |
| 2.3 | Coordinate graphic design outreach materials | | | | | 50 | 10 | | | | | | | | | | | | | 60 | \$ 3,888 | | | | | |
| 2.4 | Coordinate with car share organizations | 8 | | | | 110 | 40 | | | 4 | | | | | | | | | | 162 | \$ 11,072 | | | | | |
| 2.5 | Develop web communications | | | | | 48 | 10 | | 85 | | | | | | | | | | | 143 | \$ 8,519 | | | | | |
| 2.6 | Conduct outreach, education, and training | | | | | 380 | 825 | 30 | | | | | | | | | | | | 1235 | \$ 74,331 | | | | | |
| 2.7 | Develop and conduct survey | | | | | 50 | 80 | 30 | | 6 | | | | | | | | | | 166 | \$ 10,938 | | | | | |
| 2.8 | Analyze survey data | | | | | 90 | 6 | 6 | | 12 | | | | | | | | | | 114 | \$ 8,280 | | | | | |
| 2.9 | Write report for public audience | | | | | 100 | 20 | 10 | | 28 | | | | | | | | | | 158 | \$ 12,042 | | | | | |
| 2.10 | Report results | | | | | 40 | 10 | 5 | | 14 | | | | | | | | | | 69 | \$ 5,357 | | | | | |
| 3 | Program Evaluation | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.1 | Develop Pre-Survey | 4 | | | | 8 | | | | | 16 | 24 | | 8 | | | | | | 60 | \$ 4,931 | | | | | |
| 3.2 | Conduct Pre-Survey on rolling basis | 2 | | | | | | | | | 24 | 24 | 16 | 16 | 16 | | | | | 98 | \$ 6,457 | | | | | |
| 3.3 | Develop Post-Survey | 6 | | | | 8 | | | | | 16 | 24 | | 8 | | | | | | 62 | \$ 5,181 | | | | | |
| 3.4 | Conduct Post-Survey after 12 months of program operation | 2 | | | | | | | | | 24 | 24 | 16 | 16 | 16 | | | | | 98 | \$ 6,457 | | | | | |
| 3.5 | Analyze survey results and other data | 4 | | | | 8 | | | | | 56 | 80 | 100 | 140 | 100 | 380 | | | | 868 | \$ 31,959 | | | | | |
| 3.6 | Report results | 8 | | | | 4 | | | | | 32 | 34 | 36 | 64 | 36 | 38 | | | | 252 | \$ 13,079 | | | | | |
| 4 | Phase 2 - Post-Evaluation Implementation | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.1 | Draft administrative rules | 4 | 2 | 12 | 16 | 2 | | | | | | | | | | | | | | 36 | \$ 5,033 | | | | | |
| 4.2 | Research operations funding opportunities for program | 12 | 2 | 16 | 24 | | | | | | | | | | | | | | | 54 | \$ 7,580 | | | | | |
| 4.3 | Revise car sharing organization criteria | 2 | 2 | 2 | 4 | 2 | | | | | | | | | | | | | | 12 | \$ 1,623 | | | | | |
| 4.4 | Create Dedicated Space Parking Permit | 2 | 2 | 8 | 16 | | | | | | | | | | | | | | | 28 | \$ 4,010 | | | | | |
| 4.5 | Revise requirements for participation in program | 4 | 2 | 8 | 16 | 4 | | | | | | | | | | | | | | 34 | \$ 4,526 | | | | | |
| 4.6 | Draft expansion map | 2 | | 4 | 16 | 2 | | | | | | | | | | | | | | 24 | \$ 3,103 | | | | | |
| 4.7 | Determine permit fees | 4 | 2 | 12 | 24 | 2 | | | | | | | | | | | | | | 44 | \$ 6,073 | | | | | |
| 4.8 | Incorporate expansion locations | 4 | 4 | 12 | 32 | 2 | | | | | | | | | | | | | | 54 | \$ 7,513 | | | | | |
| 4.9 | Reach out to neighbors and residents | 12 | 2 | 12 | 48 | | 12 | | | | | | | | | | | | | 86 | \$ 10,740 | | | | | |
| 4.10 | Determine ongoing staff needs | 2 | 2 | 8 | 16 | | | | | | | | | | | | | | | 28 | \$ 4,010 | | | | | |
| 4.11 | Draft MTC grant report | 4 | 4 | 32 | 40 | 8 | | | | | | | | | | | | | | 88 | \$ 12,151 | | | | | |
| 4.12 | Draft City Council staff report | 20 | 10 | 16 | 16 | | | | | | | | | | | | | | | 62 | \$ 9,140 | | | | | |
| TOTAL HOURS | | 298 | 64 | 322 | 532 | 74 | 1208 | 1290 | 131 | 85 | 104 | 168 | 210 | 168 | 252 | 168 | 418 | | | 5492.2345 | | | | | | |
| TOTAL LABOR RATE | | \$ 125.00 | \$ 200.00 | \$ 160.00 | \$ 130.00 | \$ 100.00 | \$ 66.43 | \$ 56.67 | \$ 77.84 | \$ 56.04 | \$ 124.55 | \$ 106.04 | \$ 78.15 | \$ 38.34 | \$ 40.91 | \$ 32.44 | \$ 15.61 | | | | | | | | | |
| LABOR ESTIMATE | | \$ 37,250.00 | \$ 12,800.00 | \$ 51,520.00 | \$ 69,160.00 | \$ 7,400.00 | \$ 80,247 | \$ 73,104 | \$ 10,197 | \$ 4,763 | \$ 12,953 | \$ 17,814 | \$ 16,412 | \$ 6,440 | \$ 10,308 | \$ 5,450 | \$ 6,530 | | | | | | | | | |
| | | OPW / CONSULTANT SUB-TOTAL: | | | | | TRANSFORM LABOR SUB-TOTAL: | | | | | TSRC LABOR SUB-TOTAL: | | | | | | | LABOR TOTAL: | \$ 422,350 | | | | | | |
| | | \$ 178,130 | | | | | \$ 181,265 | | | | | *Estimated rates, see TSRC letter of support for official rates | | | | | | | \$ 62,954 | | | | | | | |

| DIRECT COSTS | OPW | TRANSFORM | TSRC | |
|-------------------------------------|-----|-----------|-----------|------------------|
| Travel | | \$ 1,000 | | \$ 1,000 |
| Graphic designer | | \$ 5,000 | | \$ 5,000 |
| Copying, printing, and mailing | | \$ 14,500 | | \$ 14,500 |
| Translation/Interpretation Services | | \$ 3,000 | | \$ 3,000 |
| Survey distribution | | | \$ 12,046 | \$ 12,046 |
| DIRECT COST TOTAL: | | | | \$ 35,546 |

| | |
|--------------------------------------|-------------------|
| PROJECT TOTAL COST: | \$ 457,895 |
| TRANSFORM (10% LABOR COST MATCH): | \$ 18,127 |
| CITY OF OAKLAND (11.47% CASH MATCH): | \$ 52,521 |
| TOTAL GRANT REQUEST: | \$ 387,248 |

4F. Vicinity Map and Detailed Project Area Map



4G. Letters of Support

1. TransForm
2. UC-Berkeley Transportation Sustainability Research Center
3. Bay Area Climate Collaborative
4. BayShare
5. car2go
6. City CarShare
7. East Bay Asian Local Development Corporation (EBALDC)
8. Getaround
9. Unity Council
10. Zipcar



October 16, 2014

Ms. Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

RE: Oakland's Car Sharing Program

Dear Ms. Hom:

I am writing to express my strong support for the City of Oakland's application to fund the expansion of car sharing services in Oakland, in partnership with the UC Berkeley Transportation Sustainability Research Center (TSRC) and the organization I direct, TransForm.

TransForm's mission is to promote walkable communities with excellent transportation choices to connect people of all incomes to opportunity, keep California affordable, and help solve our climate crisis. With diverse partners we engage communities in planning, run innovative programs and win policy change at the local, regional, and state levels. We are committed to making the Bay Area a model region and spreading solutions across California.

We are eager to play a pivotal role in helping the City of Oakland spread the benefits of innovative car share systems to low-income communities currently underserved by traditional car share.

TransForm is partnering with local groups in Oakland to bring the most promising solutions to life through deep community engagement. We aim for International Boulevard Bus Rapid Transit (BRT) corridor to become a mobility hub with a host of transportation choices. For the past ten years we've had a full time staff person dedicated to community engagement and planning in this corridor. By linking smart land use policies with innovative, affordable transportation East Oakland can become a model of development without displacement. With intensive carsharing this development has greater potential to further reduce vehicle ownership and vehicle travel.

Our recent Strategic Plan also has a focus on catalyzing the transportation sharing economy. A key strategy is working with car share companies to integrate their services directly into residential and commercial developments, with a focus on affordable housing. As part of our GreenTRIP program we have been working with City Carshare and Getaround to create models of long-term commitments from residential developers. To spread car share services to low income communities it is essential that we have a range of choices and encouragement and outreach that is coordinated, consolidated, and intense. A critical mass of users is particularly important for peer-to-peer and point-to-point services. Yet if you look at current vehicle availability on the peer-to-peer sites, East Oakland is essentially a car sharing desert.

TransForm will work closely with EBALDC, The Unity Council, and the business and faith communities to quickly build that critical mass. We've reached out to Oakland Housing Authority, Oakland Business Development Corporation, and the Eastside Cultural Center regarding this potential program and hope for their participation. We will host an East Oakland advisory committee that will help shape the program and the outreach as well as be ambassadors for the effort.

Low income households stand to benefit the most from car share given their specific mobility needs and potential to save on auto payments, insurance, and maintenance. Yet traditional carsharing models have limited siting in Oakland's low income and minority neighborhoods. One innovative model, peer-to-peer car

MAIN OFFICE: 436 14TH STREET, SUITE 600, OAKLAND, CA 94612 | T: 510.740.3150 |
SACRAMENTO: 717 K STREET, SUITE 300, SACRAMENTO, CA 95814 | T: 916.706.2035 |
SILICON VALLEY: 48 SOUTH 7TH STREET, SUITE 103, SAN JOSE, CA 95112 | T: 408.406.8074 |

WWW.TRANSFORMCA.ORG

sharing significantly removes cost barriers to vehicle deployment and low income participation, holding the promise to reach currently underserved parts of the city. We are confident that through this outreach program, we can take East Oakland from a car share desert to a strong car share corridor.

We will partner with Getaround, a peer-to-peer system whose mission is to reduce auto-ownership and climate pollution through car sharing. Getaround empowers individuals to safely share cars while generating income, and charges no membership fees. Through our GreenTRIP program, we are already working with Getaround to offer car share in residential development. The Garden Village development in Berkeley, which went through our GreenTRIP certification process, will feature a pod of 4-6 vehicles provided and maintained by building management using the Getaround platform. Getaround is interested in this plan for East Oakland outreach and can waive the fees to install Getaround Instant infrastructure for any new members that sign up through this program.

We will also promote car2go, a point-to-point system that will begin operations in Oakland within the next year. Car2go has the potential to serve low income drivers since its service will cover East Oakland's lower income neighborhoods. Since car2go vehicles are not guaranteed to be parked in any given location, outreach to facilitate use of car2go by East Oakland businesses and community members will help create a critical mass of users along the corridor. While car2go requires a one-time membership fee of \$35, we are coordinating with the company to offer membership waivers and time credit to attract new users.

With the advisory committee we will work to overcome a host of other barriers, such as residents that do not have credit cards, which is required for these systems, and some don't have a "smartphone" or regular internet access. Another major issue with peer-to-peer is that vehicles in low income areas are older, on average, and have more reliability and safety concerns. EBALDC is interested in seeing whether their residents would be able to get loans to upgrade to newer vehicles if they had the opportunity for a new income stream from peer-to-peer. This would help residents get vehicles with significantly better mileage while overcoming safety and reliability issues. The availability of these vehicles, in the building with neighbors they trust, would be advertised as a way for those who need only occasional use to get rid of the burden of vehicle ownership.

We've reached out to the Fruitvale Business Improvement District and Oakland Business Development Corporation with the concept of businesses using car share to resolve parking removal concerns on International Boulevard—probably the most contentious issue with the BRT project. Anything that we can do to reduce vehicle ownership in advance of BRT service will be incredibly useful in ensuring that insufficient parking does not hurt the project.

Additionally, we have high hopes that City Carshare will also place vehicles by major transit stations in East Oakland. All three of these car share services have very different forms and functions, but they complement each other to allow people access to vehicles without the burden and high expense of vehicle ownership.

TransForm is grateful for your consideration of the Oakland's Carsharing Project. We look forward to working with the City of Oakland on the project.

Sincerely,



Stuart Cohen
Executive Director
TransForm



SPONSORED PROJECTS OFFICE
2150 Shattuck Ave, Suite 313
BERKELEY, CA 94704-5940

October 14, 2014

Subject: UCB/Phoebe Proposal Number: **5321**
Project Title: "Evaluation of Carsharing Expansion in Oakland"
UC Berkeley Principal Investigator: Susan Shaheen
Period of Performance: November 1, 2014 through October 31, 2017
Total Amount Requested: \$75,000
Attention: Jamie Parks – City of Oakland

Dear Mr. Parks:

The Regents of the University of California, Berkeley campus, is pleased to submit the enclosed proposal to the City of Oakland as a subawardee in your proposal to the Metropolitan Transportation Commission under the MTC Car Sharing Program Request for Proposals. This letter serves as an organizational letter of commitment.

I am the University representative to whom questions may be directed and with whom award negotiations may be conducted. I can be reached at npines@berkeley.edu or at (510) 643-3891.

Should this proposal be selected for funding, please issue contract documents and attachments suitable to a non-profit, educational institution in the University's corporate name. **Please note:** We reserve the right to negotiate contract/grant terms applicable to the University.

If award documents are in electronic format, please email them to SPOAWARDS@BERKELEY.EDU

If award documents are in hard copy, please send them to the following address: The Regents of the University of California, c/o Sponsored Project Office, 2150 Shattuck Ave, Suite 313, Berkeley, CA 94704-5904.

Thank you for your consideration of this proposal.

Sincerely,

A handwritten signature in blue ink that reads "Noam Pines".

Noam Pines
Contract and Grant Officer
Sponsored Projects Office



ITSBerkeley

INSTITUTE OF TRANSPORTATION STUDIES
109 McLAUGHLIN HALL, MC 1720
BERKELEY, CA 94720-1720
Phone: (510) 642-3585 Fax: (510) 643-3955

October 13, 2014

Ms. Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

RE: Oakland's Car Sharing Program

Dear Ms. Hom:

I am writing to express my strong support for the City of Oakland's grant application to fund the expansion of car sharing services in Oakland, in partnership with TransForm and our UC Berkeley Transportation Sustainability Research Center (TSRC).

As an organization specializing in shared-use vehicle research, TSRC is aware of the growing popularity of carsharing in Oakland, and we have documented the mobility and environmental benefits associated with increased use of carsharing services. As such, we are excited to support Oakland's request for grant funding from MTC to fund the policy development, implementation, and evaluation tasks needed to increase the availability and performance of carsharing throughout Oakland.

The application includes three components critical to the continued success and expansion of carsharing within Oakland:

- TransForm will lead an outreach campaign to encourage the adoption of shared mobility technologies in low-income and historically underrepresented communities in Oakland. TransForm will use its experience and relationships working with communities in East and West Oakland to introduce carsharing to groups who would otherwise not use this services.
- The City of Oakland will launch a program to permit dedicated parking spaces for carsharing vehicles on city streets and in municipal lots and garages. Evidence shows that on-street parking for carsharing can increase the visibility of this mode, improve proximity to trip origins, and increase the number of carsharing locations in a sustainable and equitable manner.
- TSRC will evaluate the environmental, economic, and social benefits (e.g., equity, cost savings, mobility benefits) of point-to-point car sharing and use of on-street parking spaces for carsharing in Oakland. The results of the study will guide the carsharing expansion plans for Oakland.

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Over the next 25 years, Oakland will add over 50,000 new housing units, and those residents will need sustainable transportation options. Carsharing's proven success in providing a low-cost driving option, while reducing vehicle miles traveled and greenhouse gas emissions make it an important part of realizing sustainable growth within Oakland for a wide range of socio-demographics groups. Once again, we urge MTC to fully fund Oakland's application.

Thank you for your support of sustainable transportation in our community.

Sincerely,



Susan A. Shaheen, Ph.D.
Adjunct Professor, Civil and Environmental Engineering
Co-Director, Transportation Sustainability Research Center
University of California, Berkeley

Evaluation of Carsharing Expansion in Oakland

Scope of Work

UC Berkeley's Transportation Sustainability Research Center (TSRC) will partner with the City of Oakland to evaluate an expansion of carsharing within the city. The City of Oakland is proposing to expand carsharing with the support of federal funds from the Congestion Mitigation and Air Quality (CMAQ) Improvement Program through a Metropolitan Transportation Commission (MTC) grant program. This expansion will support the provision of new carsharing services from existing providers that are currently operating services within and outside of Oakland. The projects are expected to be implemented within 24 months upon obligation of funds and Caltrans approval. The program will also include a low-income outreach program operated by Transform to encourage low-income resident participation.

The evaluation will be focused on understanding how the expanded services influence key metrics of interest with respect to travel behavior and environmental impacts. The study will also assess the effectiveness of the low-income outreach program operated by Transform. The evaluation will evaluate changes in vehicle miles traveled (VMT) that occur as a result of the expanded services, contingent on available data. The evaluation will also translate these VMT changes into emission changes. In addition, the evaluation includes assessing changes in use of different transportation modes. The evaluation will assess changes in walking, bicycling, public transportation use, driving, as well as other more niched modes including carpooling/ridesharing, public bikesharing, and ridesourcing services (e.g., Uber, Lyft, and Sidecar).

The evaluation will employ survey instruments to conduct the research. In collaboration with the City of Oakland and carsharing providers, UC Berkeley's TSRC will implement a pre-survey and a post-survey (before-and-after) of carsharing members. The goal of the survey is to have a minimum of 200 individuals respond to a before-and-after survey. A gift card incentive will be employed to encourage respondent participation throughout the survey and to address respondent bias. The pre-survey will serve as an in-take survey of new members that join the expanded services. The pre-survey will be implemented with members as they join and preferably before they have had extended exposure to the carsharing service. This survey will ask basic information about demographics; baseline travel information, such as current use of existing modes and amount of driving; motivations for joining carsharing; vehicle holdings and purchase plans, and select attitudinal information. The survey instruments will also query study participants about the role of the low-income outreach program in recruitment and program attractiveness (e.g., did the outreach program and incentives encourage them to join carsharing).

UC Berkeley will summarize the basic results from the pre-survey and design the post-survey. While the pre-survey will be "rolling" in nature, surveying members as they join, the post-survey will be implemented at a fixed point in time within the project 12 months after the planned deployment of the expanded carsharing service. It is expected that different respondents will have been in the survey for different periods of time. This time will be known and accounted for in the analysis. The post-survey will

ask questions that focus on the change in transportation modal use, driving change, experience with carsharing, change in vehicle holdings and purchase plans, among other selected metrics. The change in travel behavior as well as an estimate of the emission change, vehicle holdings, and other measures resulting from carsharing use will be computed from the two surveys. The surveys will also evaluate the impact that specific parking environments have on usage. For example, the provision of on-street spaces may hold a special utility for members, and the degree to which these parking locations enhance the experience (if at all), will be evaluated with questions in the survey.

The pre- and post-surveys will be linked to each other to facilitate the before-and-after analysis. TSRC will work with the City of Oakland and carsharing providers to establish a link across the surveys using a de-identified survey ID. The ID will be specific to the study and will be matched to emails by the participating carsharing providers and not shared with UC Berkeley. These IDs will be matched across surveys by respondent. TSRC will implement survey incentives to help support response rates.

Contingent on data availability and time, UC Berkeley would explore joining of the survey analysis with available vehicle data. Vehicle usage data may be linked using the same study ID in the survey. This data can be used to better understand how people with specific impacts and responses use the system, and how that system is correlated with measured impacts. Vehicle data that are necessary for this kind of analysis includes on a per trip basis: start location, end location, VMT per trip, start time, end time, and fuel used (if known). Further discussions on how to link these data may be necessary and completion of this analysis would be contingent on data availability from vehicle operators.

| | |
|-----------------------|---|
| Project Title: | Evaluation of Carsharing Expansion in Oakland |
| Agency: | City of Oakland |
| PI: | Susan Shaheen |

| Salaries: | Name | Title | Budget Year | Monthly Base Salary | | Title | Months Charged to Project | | | Project Salary | | | 2014-2015 | 2015-2016 | 2016-2017 | TOTAL | |
|------------------------|---------------------|--------------------------|-------------|---------------------|--------|----------|---------------------------|----------|--------|----------------|-------|--------|-----------------|-----------------------------|-----------------------------|------------------|-----------------------------|
| | | | | Cal/Ac Yr | Summer | | Cal/Ac Yr | % Effort | Summer | % Effort | Ac Yr | Summer | Rate Increase | Year 1 2/1/2015-06/30/15 | Year 2 7/1/2015-06/30/16 | | Year 3 07/01/16-01/31/17 |
| | Susan Shaheen | Principal Investigator | Year 1 | 10,583 | 10,583 | Academic | 5 | 4% | | 0% | 2,117 | | 3.00% | 2,117.00 | 5,232.00 | 3,144.00 | 10,493.00 |
| | Elliot Martin | Assistant Research Engin | Year 1 | 7,800 | 7,800 | Academic | 5 | 5% | | 0% | 1,950 | | 3.00% | 1,950.00 | 4,820.00 | 2,896.00 | 9,666.00 |
| | Adam Cohen | Survey Researcher 2 | Year 1 | 3,608 | 3,608 | Staff | 5 | 4% | | 0% | 722 | | 3.00% | 722.00 | 1,784.00 | 1,072.00 | 3,578.00 |
| | Matthew Christensen | Survey Researcher 2 | Year 1 | 3,850 | 3,850 | Staff | 5 | 6% | | 0% | 1,155 | | 3.00% | 1,155.00 | 2,855.00 | 1,715.00 | 5,725.00 |
| | Apaar Bansal | Junior Sepcialist 2 | Year 1 | 3,238 | 3,238 | Academic | 5 | 4% | | 0% | 648 | | 3.00% | 648.00 | 1,601.00 | 962.00 | 3,211.00 |
| | TBA | Undergraduate Assistant | Year 1 | 2,088 | 2,088 | Student | 5 | 10% | | 0% | 1,044 | | 3.00% | 1,044.00 | 2,581.00 | 1,551.00 | 5,176.00 |
| Total Salaries: | | | | | | | | | | | | | 7,636.00 | 18,873.00 | 11,340.00 | 37,849.00 | |

| Fringe Benefits: | Name | Title | Budget Year | Benefit Rate | Person Months Charged to Project | Project Benefits | | 2014-2015 | 2015-2016 | 2016-2017 | TOTAL | | | |
|-------------------------------|---------------------|--------------------------|-------------|--------------|----------------------------------|------------------|--------|-----------|-----------|-----------|-----------------|-----------------|-----------------|------------------|
| | | | | | | Ac Yr | Summer | | | | | | | |
| | Susan Shaheen | Principal Investigator | Year 1 | 34.00% | 0.2 | 720 | | 720.00 | 1,831.00 | 1,100.00 | 3,651.00 | | | |
| | Elliot Martin | Assistant Research Engin | Year 1 | 34.00% | 0.25 | 663 | | 663.00 | 1,687.00 | 1,014.00 | 3,364.00 | | | |
| | Adam Cohen | Survey Researcher 2 | Year 1 | 0.00% | | | | | | | | | | |
| | Matthew Christensen | Survey Researcher 2 | Year 1 | 42.10% | 0.2 | 304 | | 304.00 | 767.00 | 461.00 | 1,532.00 | | | |
| | Apaar Bansal | Junior Sepcialist 2 | Year 1 | 42.10% | 0.3 | 486 | | 486.00 | 1,228.00 | 737.00 | 2,451.00 | | | |
| | TBA | Undergraduate Assistant | Year 1 | 34.00% | 0.2 | 220 | | 220.00 | 560.00 | 337.00 | 1,117.00 | | | |
| | TBA | Undergraduate Assistant | Year 1 | 0.00% | 0.5 | | | | | | | | | |
| | TBA | Undergraduate Assistant | Year 1 | 0.00% | | | | | | | | | | |
| Total Fringe Benefits: | | | | | | | | | | | 2,393.00 | 6,073.00 | 3,649.00 | 12,115.00 |

| | | | | | | | | | | |
|------------------------------------|--------|--------|--------|--------|--------|-------|------------------|------------------|------------------|------------------|
| GSR Tuition Fees | # Yr 1 | # Yr 2 | # Yr 3 | # Yr 4 | # Yr 5 | Total | | | | |
| GSR Fees | | | | | | \$ - | | | | |
| Total GSR Tuition Remission | | | | | | | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Salaries and Benefits | | | | | | | 10,029.00 | 24,946.00 | 14,989.00 | 49,964.00 |

| | | | | | | | | | | |
|-------------------------------|--|--|--|--|--|--|------------------|------------------|------------------|------------------|
| Other expenses | | | | | | | | | | |
| Survey Participant Incentives | | | | | | | 3,260.00 | 3,150.00 | 3,150.00 | 9,560.00 |
| Direct Costs | | | | | | | 13,289.00 | 28,096.00 | 18,139.00 | 59,524.00 |
| SUBTOTAL Direct Costs | | | | | | | 13,289.00 | 28,096.00 | 18,139.00 | 59,524.00 |

| | | | | | | | | | | |
|---|--|--|--|--|--|--|------------------|------------------|------------------|------------------|
| UCB Indirect Costs Base | | | | | | | 13,289.00 | 28,096.00 | 18,139.00 | 59,524.00 |
| Total IDC | | | | | | | 3,455.00 | 7,305.00 | 4,716.00 | 15,476.00 |
| Total Direct & Indirect Costs: | | | | | | | 16,744.00 | 35,401.00 | 22,855.00 | 75,000.00 |

| | |
|----------------------|---------------------------|
| Category | On / Off Campus |
| IDC RATE: 26% | Sponsored Research |
| | Off-Campus |
| | Sponsor Category |
| | Federal |

Budget Justification

Personnel:

- **Susan Shaheen**, Principal Investigator (1 calendar month) will provide overall guidance and direction for the research and high level communication with project partners.
- **Elliot Martin**, Assistant Research Engineer, (1.2 calendar months) is the lead researcher implementing the project.
- **Adam Cohen**, Survey Researcher 2, (1 calendar month) will assist with project implementation under Elliot Martin's guidance.
- **Matthew Christensen**, Survey Researcher 2, (1.4 calendar months) will assist with project implementation under Elliot Martin's guidance.
- **Apaar Bansal**, Junior Specialist 2, (1 calendar month) will assist with project implementation under Elliot Martin's guidance.
- **TBD**, Undergraduate Student Researcher, (2.4 calendar months) will assist with project implementation under Elliot Martin's guidance.

The University of California does not pay employees based on labor hours. The standard unit of labor is the month. The individuals included in this proposal are appointed to Full Time Effort (FTE) positions and appointments on externally sponsored projects are a percentage of that full time effort. When hourly equivalents are needed for certain purposes the University's definition of a month is 174 hours. Any hourly rates provided are for estimating purposes only and will not be tracked and recorded as such.

Fringe Benefits:

- Fringe benefits for **Susan Shaheen, Elliot Martin, and Apaar Bansal** are calculated at the federally approved rate of 34% of academic titles and 35% the following year.
- Fringe benefits for **Adam Cohen and Matthew Cristensen** are calculated at the federally approved rate of 42.1% of staff titles and 43% the following year.
- Fringe benefits for **Undergraduate Student Researcher** are calculated at the federally approved rate for students of 0%.
- The UC Berkeley composite fringe benefit rates have been reviewed and federally approved by the Department of Health and Human Services for use by all fund sources for FY14–15. Rates beyond June 30, 2014 are estimates and are provided for planning purposes only.

Other Direct Charges:

Survey Incentives:

\$9,560 is allocated for survey incentives to encourage survey participation.

Indirect Charges:

The Off-Campus Facilities and Administrative Cost Rate of 26% is used to determine IDC. Indirect cost charges are calculated using modified total direct costs (which excludes equipment, graduate students tuition remission, rent, participant support, and subaward costs in excess of \$25,000 per subaward). This reflects the on-campus indirect cost rate established by the University and DHHS in an agreement dated August 13, 2014.

October 17, 2014

Ms. Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

RE: Oakland's Car Sharing Program

Dear Ms. Hom:

I am writing to express my strong support for the City of Oakland's grant application to fund the expansion of car sharing services in Oakland, in partnership with TransForm and the UC Berkeley Transportation Sustainability Research Center (TSRC).

As a supporter of car sharing, the Bay Area Climate Collaborative (BACC) is aware of the growing popularity of car sharing in Oakland, and recognizes the mobility and environmental benefits associated with increased use of car sharing services. As such, we are excited to support Oakland's request for grant funding from MTC to fund the policy development, implementation, and evaluation tasks necessary to increase the availability and performance of car sharing throughout Oakland. This proposal complements the CarShare4All proposal led by City CarShare with BACC support.

The application includes three components critical to the continued success and expansion of car sharing within Oakland:

- TransForm will lead an outreach campaign to encourage the adoption of shared mobility technologies in low-income and historically underrepresented communities in Oakland. TransForm will use its experience and relationships working with communities in East and West Oakland to introduce car sharing to groups who would otherwise not use car sharing.
- The City of Oakland will launch a program to permit dedicated parking spaces for car sharing vehicles on city streets and in municipal lots and garages. Evidence shows that on-street parking for car sharing can increase the visibility of car sharing, improve proximity to trip origins, and increase the number of car sharing locations in a sustainable and equitable manner.
- TSRC will evaluate the environmental, economic, and social benefits of point-to-point car sharing and utilization of on-street parking spaces for car sharing in Oakland. The results of the study will guide the car sharing expansion plans for Oakland.

Over the next 25 years, Oakland will add over 50,000 new housing units, and those residents will need sustainable transportation options. Car sharing's proven success in providing a low cost driving option while reducing vehicle miles traveled and greenhouse gas emissions make it an important part of realizing sustainable growth within Oakland. Once again, we urge MTC to support this application.

Sincerely,



Rafael K. Reyes
Executive Director



Jesse Biroscak
Co-Founder, Chair
BayShare.org

October 14, 2014

Attn:
Ms. Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

RE: Oakland's Car Sharing Program

Dear Ms. Hom:

I am writing to express my strong support for the City of Oakland's grant application to fund the expansion of car sharing services in Oakland, in partnership with TransForm and the UC Berkeley Transportation Sustainability Research Center (TSRC).

As a huge supporter of car sharing, City CarShare, and Getaround, BayShare has seen car sharing explode in popularity in Oakland, and recognizes the mobility and environmental benefits associated with increased use of car sharing services. As such, we are absolutely excited to support Oakland's request for grant funding from MTC to fund the policy development, implementation, and evaluation tasks necessary to increase the availability and performance of car sharing throughout Oakland.

The application includes three components critical to the continued success and expansion of car sharing within Oakland:

- TransForm will lead an outreach campaign to encourage the adoption of shared mobility technologies in low-income and historically underrepresented communities in Oakland. TransForm will use its experience and relationships working with communities in East and West Oakland to introduce car sharing to groups who would otherwise not use car sharing.
- The City of Oakland will launch a program to permit dedicated parking spaces for car sharing vehicles on city streets and in municipal lots and garages. Evidence shows that on-street parking for car sharing can increase the visibility of car sharing, improve proximity to trip origins, and increase the number of car sharing locations in a sustainable and equitable manner.
- TSRC will evaluate the environmental, economic, and social benefits of point-to-point car sharing and utilization of on-street parking spaces for car sharing in Oakland. The results of the study will guide the car sharing expansion plans for Oakland.

Over the next 25 years, Oakland will add over 50,000 new housing units, and those residents will need sustainable transportation options. Car sharing's proven success in providing a low cost driving option while reducing vehicle miles traveled and greenhouse gas emissions make it an important part of realizing sustainable growth within Oakland. Once again, we urge MTC to fully fund Oakland's application.

Thank you for your support of sustainable transportation in our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Jesse Biroscak".

Jesse Biroscak
Co-Founder, Chair
BayShare.org



October 17, 2014

Ms. Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

RE: Oakland's Car Sharing Program

Dear Ms. Hom:

I am writing to express my strong support for the City of Oakland's grant application to fund the expansion of car sharing services in Oakland, in partnership with TransForm and the UC Berkeley Transportation Sustainability Research Center (TSRC).

As a carshare operator, car2go is aware of the growing popularity of car sharing in Oakland, and recognizes the mobility and environmental benefits associated with increased use of car sharing services. As such, we are excited to support Oakland's request for grant funding from MTC to fund the policy development, implementation, and evaluation tasks necessary to increase the availability and performance of car sharing throughout Oakland.

The application includes three components critical to the continued success and expansion of car sharing within Oakland:

- TransForm will lead an outreach campaign to encourage the adoption of shared mobility technologies in low-income and historically underrepresented communities in Oakland. TransForm will use its experience and relationships working with communities in East and West Oakland to introduce car sharing to groups who would otherwise not use car sharing.
- The City of Oakland will launch a program to permit dedicated parking spaces for car sharing vehicles on city streets and in municipal lots and garages. Evidence shows that on-street parking for car sharing can increase the visibility of car sharing, improve proximity to trip origins, and increase the number of car sharing locations in a sustainable and equitable manner.
- TSRC will evaluate the environmental, economic, and social benefits of point-to-point car sharing and utilization of on-street parking spaces for car sharing in Oakland. The results of the study will guide the car sharing expansion plans for Oakland.

Over the next 25 years, Oakland will add over 50,000 new housing units, and those residents will need sustainable transportation options. Car sharing's proven success in providing a low cost driving option

while reducing vehicle miles traveled and greenhouse gas emissions make it an important part of realizing sustainable growth within Oakland. Once again, we urge MTC to fully fund Oakland's application.

Thank you for your support of sustainable transportation in our community.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Walter Rosenkranz', is written over a faint, light blue rectangular background.

Walter Rosenkranz
Business Development Manager
Car2go N.A., LLC



October 17, 2014

Ms. Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

RE: Oakland's Car Sharing Program

Dear Ms. Hom:

City CarShare, a Bay Area nonprofit, is pleased to support the City of Oakland's programs to expand carsharing in the City. Through outreach to underserved & low income neighborhoods, including the advent of on-street parking for transit-oriented carsharing programs, the City can help meet its environmental and social objectives. These two aspects of the City's proposal for the Carsharing grant are compatible and consistent with City CarShare's local efforts and its grant proposal.

As a long time provider of carsharing in Oakland, City CarShare recognizes the need to have City support if carsharing is to be financially and operationally sustainable in serving multiple neighborhoods. The environmental and social benefits identified with classic carsharing programs is well documented and, currently, the City of Oakland is served by several provider with over 100 vehicles – primarily in downtown & Lake Merritt areas. In order to expand, however, there is a need to have supportive policy and programs (such as those offered by Transform). As such, we enthusiastically support the aspects of Oakland's request for grant funding from MTC for policy development, implementation, and evaluation tasks that will lead to the growth and expansion of transit-oriented carsharing throughout Oakland.

With the expected housing/population growth expected in Oakland in the future, residents and business will need 'green' transportation options that help reduce demands on parking, congestion, vehicle miles traveled and greenhouse gas emissions. Additionally, programs that provide affordable transportation, for all constituencies, will be necessary to ensure equity. Classic transit-oriented carsharing's proven success in helping communities achieve these objectives can be enhanced by the City's effort to support carsharing through outreach, research, policy development and on-street program development.

Thank you for your careful consideration of the City of Oakland's proposal and your continued support of carsharing in the Bay Area.

Sincerely,

Rick Hutchinson

CEO, City CarShare



EAST BAY ASIAN LOCAL DEVELOPMENT CORPORATION

BUILDING HEALTHY AND VIBRANT NEIGHBORHOODS

October 14, 2014

Ms. Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

RE: Oakland's Car Sharing Program

Dear Ms. Hom:

On behalf of East Bay Asian Local Development Corporation (EBALDC), I am writing to express strong support for the City of Oakland's grant application to fund the expansion of car sharing services in Oakland, in partnership with TransForm and the UC Berkeley Transportation Sustainability Research Center (TSRC).

EBALDC is a 501(c)(3) nonprofit community development corporation that works with and for the diverse populations of the East Bay to build healthy, vibrant and safe neighborhoods. Building affordable housing and mixed used developments is a large part of our work, and we develop in transit-friendly locations so that our residents can have access to jobs, education, health care, and other opportunities for health and success in their lives. Our comprehensive programs help families and individuals begin a path toward financial security and access the resources they need to lead healthy, stable and fulfilling lives.

We are thrilled to partner with the City of Oakland, TransForm and TSRC in bringing the benefits of innovative car share systems to East Oakland residents, businesses, and community members. To date we have worked with TransForm on a number of projects and can attest to the organization's deep engagement of community members on transportation issues in East Oakland. We will help TransForm promote and encourage use of the new car share options to residents in our affordable housing developments and the surrounding community so that a critical mass of East Oakland receives the benefits of innovative car share systems.

EBALDC currently manages 19 properties that house over 3,000 residents in the East Bay: 16 of these properties are located in Oakland, 3 of which are directly located on International Boulevard, the future Bus Rapid Transit (BRT) corridor. We also recognize the synergy in presenting multiple car share options to our members since we envision the BRT corridor to become a hub for mobility and transportation choices including prospective expansion of City CarShare to the Fruitvale along the BRT corridor. Robust car share availability and use is a key component to offering that range of choices. We believe this partnership will bring resources and opportunities that will enable our residents to make choices that lead to healthy and vibrant lives.

We recognize the great potential for Getaround's peer-to-peer model of car sharing to enable our low-income residents to earn extra income by sharing their cars while significantly reducing the barriers to the sharing economy that our residents currently experience. EBALDC may also consider introducing supportive initiatives like a loan program that helps residents fix unreliable vehicles to get better mileage, so as to facilitate better participation in our properties.

As such, we are excited to support Oakland's request for grant funding from MTC to fund the policy development, implementation, and evaluation tasks necessary to increase the availability and performance of car sharing throughout Oakland.

Over the next 25 years, Oakland will add over 50,000 new housing units, and those residents will need sustainable transportation options. Car sharing's proven success in providing a low cost driving option while reducing vehicle miles traveled and greenhouse gas emissions make it an important part of realizing sustainable growth within Oakland. Once again, we urge MTC to fully fund Oakland's application.

Thank you for your support of sustainable transportation in our community.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joshua Simon".

Joshua Simon, Executive Director
East Bay Asian Local Development Corporation



Getaround, Inc.
1233 Howard St #714
San Francisco, CA 94103
getaround.com

October 15, 2014

Ms. Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

RE: Oakland's Car Sharing Program

Dear Ms. Hom:

I am writing to express my strong support for the City of Oakland's grant application to fund the expansion of peer-to-peer car sharing services in Oakland, in partnership with TransForm and the UC Berkeley Transportation Sustainability Research Center (TSRC).

As a P2P car sharing provider, Getaround has seen a growing popularity of P2P car sharing in Oakland, and recognizes the mobility and environmental benefits associated with increased use of car sharing services. As such, we are excited to support Oakland's request for grant funding from MTC to fund the policy development, implementation, and evaluation tasks necessary to increase the availability and performance of car sharing throughout Oakland.

The application includes three components critical to the continued success and expansion of car sharing within Oakland:

- TransForm will lead an outreach campaign to encourage the adoption of shared mobility technologies in low-income and historically underrepresented communities in Oakland. TransForm will use its experience and relationships working with communities in East and West Oakland to introduce car sharing to groups who would otherwise not use car sharing.
- The City of Oakland will launch a program to permit dedicated parking spaces for car sharing vehicles on city streets and in municipal lots and garages. Evidence shows that on-street parking for car sharing can increase the visibility of car sharing, improve proximity to trip origins, and increase the number of car sharing locations in a sustainable and equitable manner.
- TSRC will evaluate the environmental, economic, and social benefits of point-to-point car sharing and utilization of on-street parking spaces for car sharing in Oakland. The results of the study will guide the car sharing expansion plans for Oakland.

Over the next 25 years, Oakland will add over 50,000 new housing units, and those residents will need sustainable transportation options. P2P car sharing's proven success in providing a low cost driving option while reducing vehicle miles traveled and greenhouse gas emissions make it an important part of realizing sustainable growth within Oakland. Once again, we urge MTC to fully fund Oakland's application.

A handwritten signature in black ink, appearing to read 'Padden Murphy', written over a white background.

Padden Murphy

Director of Public Policy & Business Dev
Padden@getaround.com
801.580.0811



50TH ANNIVERSARY

October 15, 2014

Ms. Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

RE: Oakland's Car Sharing Program

Dear Ms. Hom:

On behalf of The Unity Council I am writing to express strong support for the City of Oakland's grant application to fund the expansion of car sharing services in Oakland, in partnership with TransForm and the UC Berkeley Transportation Sustainability Research Center (TSRC).

We are thrilled to partner with the City of Oakland, TransForm and TSRC in bringing the benefits of innovative car share systems to East Oakland residents, businesses, and community members. To date we have worked with TransForm on a number of projects and can attest to the organization's deep engagement of community members on transportation issues in East Oakland. We will help TransForm promote and encourage use of the new car share options to residents in our affordable housing developments and the surrounding community so that a critical mass of East Oakland receives the benefits of innovative car share systems.

We understand the synergy in presenting multiple car share options to our members since we envision the Fruitvale Transit Station and BRT corridor to become a hub for mobility and transportation choices including the prospective expansion of City CarShare. Robust car share availability and use is a key component to offering that range of choices. We believe this partnership will bring resources and opportunities that will enable our residents to make choices that lead to healthy and vibrant lives.

We recognize the great potential for Getaround's peer-to-peer model of car sharing to enable our low-income residents to earn extra income by sharing their cars while significantly reducing the barriers to the sharing economy that our residents currently experience. As such, we are excited to support Oakland's request for grant funding from MTC to fund the policy development, implementation, and evaluation tasks necessary to increase the availability and performance of car sharing throughout Oakland.

Over the next 25 years, Oakland will add over 50,000 new housing units, and those residents will need sustainable transportation options. Car sharing's proven success in providing a low cost driving option while reducing vehicle miles traveled and greenhouse gas emissions make it an important part of realizing sustainable growth within Oakland. Once again, we urge MTC to fully fund Oakland's application.

Thank you for your support of sustainable transportation in our community.

Sincerely,

Chris Iglesias
Chief Executive Officer



October 17, 2014

Ms. Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

RE: Oakland's Car Sharing Program

Dear Ms. Hom:

I am writing to express my strong support for the City of Oakland's grant application to fund the expansion of car sharing services in Oakland, in partnership with TransForm and the UC Berkeley Transportation Sustainability Research Center (TSRC).

Having provided car-share availability in Oakland for the past 6 years, Zipcar is aware of the growing popularity and interest within the city, and recognizes the mobility and environmental benefits associated with increased use of car sharing services. As such, we are excited to support Oakland's request for grant funding from MTC to fund the policy development, implementation, and evaluation tasks necessary to increase the availability and performance of car sharing throughout Oakland.

The application includes three components critical to the continued success and expansion of car sharing within Oakland:

- TransForm will lead an outreach campaign to encourage the adoption of shared mobility technologies in low-income and historically underrepresented communities in Oakland. TransForm will use its experience and relationships working with communities in East and West Oakland to introduce car sharing to groups who would otherwise not use car sharing.
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Over the next 25 years, Oakland will add over 50,000 new housing units, and those residents will need sustainable transportation options. Car sharing's proven success in providing a low cost driving option

while reducing vehicle miles traveled and greenhouse gas emissions make it an important part of realizing sustainable growth within Oakland. Once again, we urge MTC to fully fund Oakland's application.

Thank you for your support of sustainable transportation in our community.

Sincerely,

A handwritten signature in black ink, consisting of a large, sweeping loop followed by a horizontal line that tapers to the right.

Jon Tyburski
Locations Manager, San Francisco Bay Area
Zipcar