

July 2014



## Call for Applications: Car Sharing Program

**C**ar sharing services have been available in the Bay Area since 2001, and in that time the number of vehicles available and the number of subscribers has grown. Acknowledging the importance of car sharing on both the community and the environment, Plan Bay Area, the region's long-range transportation plan/Sustainable Communities Strategy, invests \$13 million in car sharing over the course of the Plan to achieve a 2.6 percent per capita reduction in greenhouse gas (GHG) emissions.

The Car Sharing Program is a \$2 million grant program that aligns with the car sharing goals identified in Plan Bay Area and the Climate Initiatives Program. The funding is intended to be a one-time funding source to help projects with initial implementation costs.

### **BAY AREA CLIMATE INITIATIVES PROGRAM**

The Car Sharing Program is part of the overall Climate Initiatives Program, which invests a significant amount over the course of Plan Bay Area into innovative technologies and strategies that aim to reduce transportation-related emissions. The primary source of funding for the Climate Initiatives Program is Congestion Mitigation and Air Quality Improvement (CMAQ) funds.

Cycle 1 of CMAQ Climate Initiatives Program funding included a \$31 million grant program initiated in 2010. This grant program, known as the Climate Initiatives Innovative Grant Program, tested 17 high-impact, innovative transportation projects with the greatest potential to reduce GHGs. Several of these

### **WHAT IS CAR SHARING?**

Car sharing allows people to rent cars by the hour, for as short a time as 30 minutes up to a full weekend, and is primarily for short distance trips. Car sharing can save families and individuals hundreds of dollars every month in car payments, insurance, gas, registration and repairs by encouraging members to drive less often.

projects included car sharing components, and early evaluation results have shown these projects to be successful. Cycle 2 will support the expansion of similar efforts to other areas by investing \$2 million in the Car Sharing Program.

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**METROPOLITAN TRANSPORTATION COMMISSION**

Joseph P. Bort MetroCenter | 101 Eighth Street | Oakland, California 94607 | [www.mtc.ca.gov](http://www.mtc.ca.gov)

## ELIGIBLE PROJECTS

The Car Sharing Program will support the car sharing program goals identified in Plan Bay Area. Projects must support expansion to/of one or more of the following to be considered for grant funding:



1. Suburban or urban communities that do not have robust car sharing service

2. Underserved minority and/or low-income communities



3. Business parks and transit connections

4. Innovative/new technologies, i.e. point-to-point car sharing, electric vehicle (EV) fleet



## ELIGIBLE APPLICANTS

Public agencies located within the top sixteen cities taking on two-thirds of the region's housing growth in Plan Bay Area, or a city that can demonstrate it is taking on a significant amount of growth. Businesses, non-profits, and community organizations may also apply if they partner with a public agency that is willing to sponsor the project.



## TIMELINE

Call for Applications Issued

July 2014

Pre-Application Workshop

Friday, August 22, 2014  
Metropolitan Transportation Commission  
Joseph P. Bort MetroCenter  
101 8th Street, Oakland, CA 94607

Application Submission Due Date

Friday, October 17, 2014  
4 p.m.

Review Process

October 2014 – November 2014

Anticipated Awards

December 2014 – January 2015

## FOR MORE INFORMATION, CONTACT:

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