

How Can Cities Bring Shared Mobility to All Residents?

OAKLAND'S CAR SHARE AND OUTREACH PROGRAM

Sara Barz
Shared Mobility Coordinator, City of Oakland, California
@skbarz



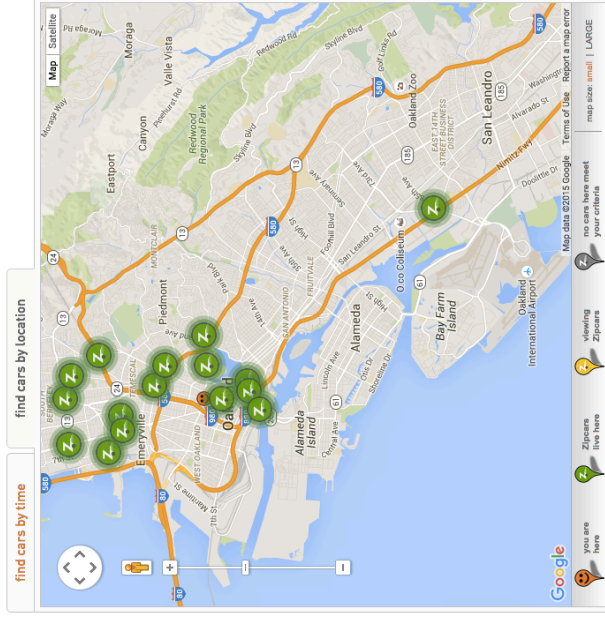


Car Share in Oakland, 2000s-2015

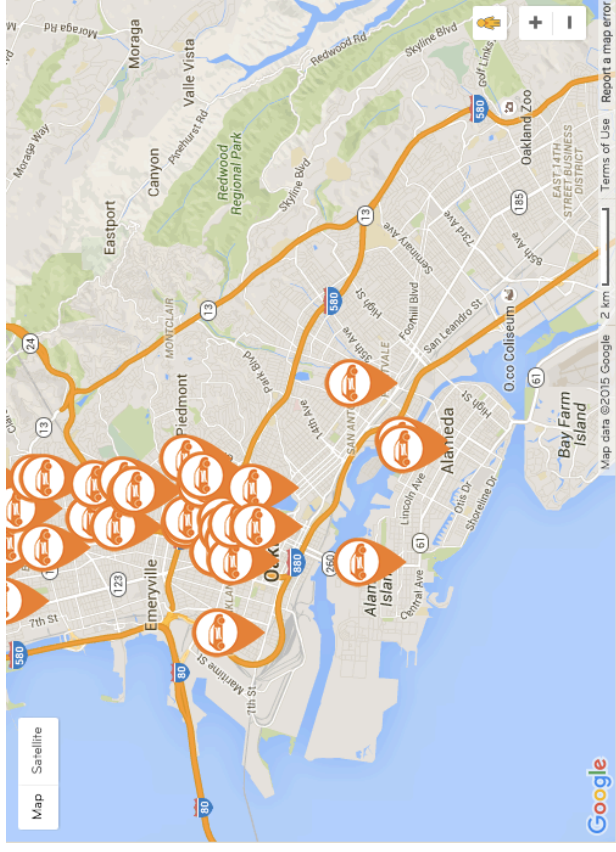
Image 1 & 2: Google Streetview. Image 3: "Car2Go Amsterdam Smart ED cropped" by Car2Go_Amsterdam_Smart_ED_Herengracht.JPG: Brbldervative work: Mariordo (talk) - This file was derived from Car2Go Amsterdam Smart ED Herengracht.JPG: Licensed under CC BY-SA 3.0 via Commons - https://commons.wikimedia.org/wiki/File:Car2Go_Amsterdam_Smart_ED_cropped.JPG#/media/File:Car2Go_Amsterdam_Smart_ED_cropped.JPG

Current Locations of Car Share

ZIPCAR

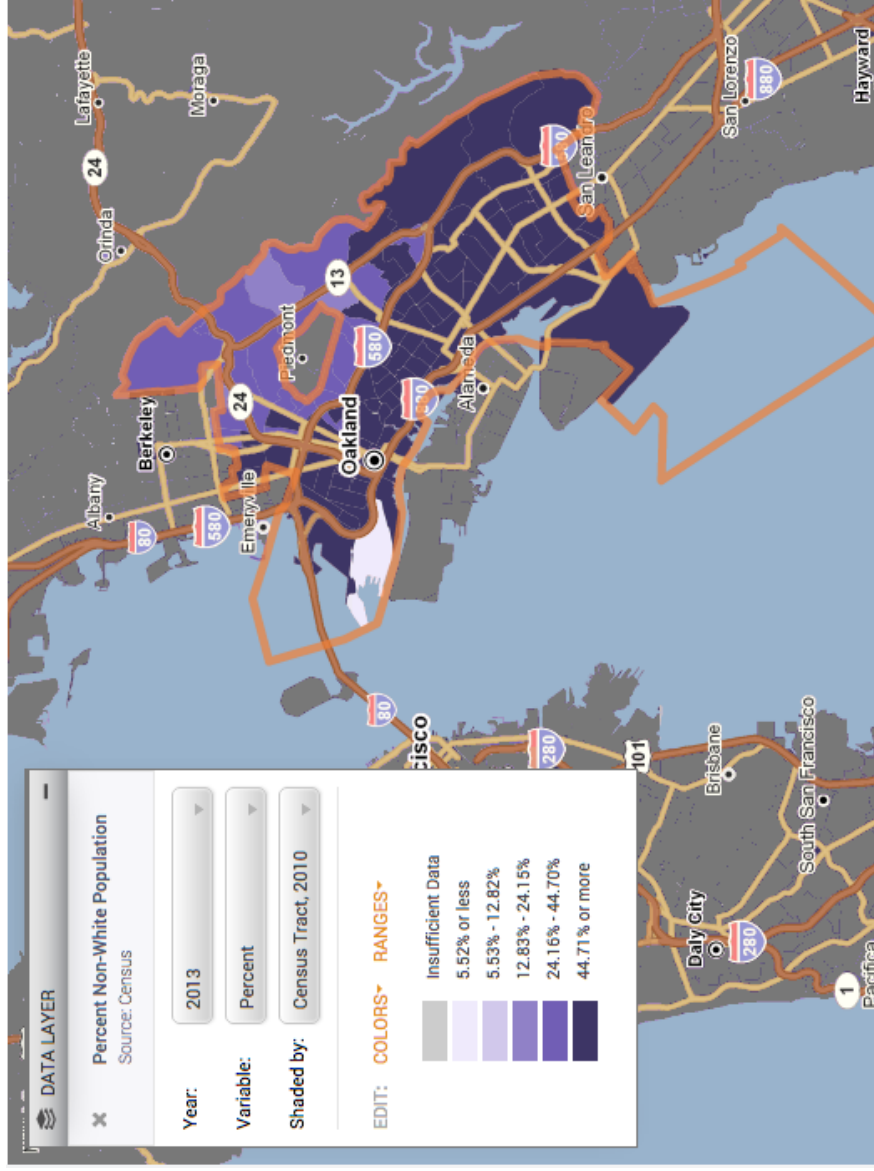


CITY CARSHARE



Demographics

Image 1 & 2: PolicyMap. American
Community Survey Data 2009-2013



Support Car Sharing on Public Property and Use of Public Right-of-Way

The City of Oakland should work with car sharing organizations to make the public right of way and municipally owned lots and garages available for car sharing services, as the City deems appropriate and in a manner that balances all modes of transportation, in accordance with adopted policy. The City will establish basic requirements to operate a car sharing service, and monitor feedback from Oakland residents about car sharing services.

Balance the Opportunities for Car Sharing with the Constraints of Local Parking Conditions

In planning and permitting car sharing services, the City of Oakland will consider current and projected parking and accessibility conditions in both residential and commercial districts.

Expand the Availability of Car Sharing Services to All Drivers

The City of Oakland wants to ensure that all residents, including the elderly, disabled, and disadvantaged, are served by this environmentally beneficial mode of transportation. The City expresses its intent to work with car sharing organizations so that all neighborhoods and communities have equitable access to car sharing services.

Clarify Existing Car Sharing Policies and Business Rules

An early adopter of car sharing, the City of Oakland intends to clarify existing policies and procedures

Car Share Policy

Call for Car Share Projects

July 2014
[ELIGIBLE PROJECTS](#)



Applications: Car Sharing Program

TIMELINE

Call for Applications Issued

July 2014

Pre-Application Workshop

Friday, August 22, 2014
Metropolitan Transportation Commission
Joseph P. Burt 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

1. **Eligible Projects**

Projects have been available in the Bay Area since 2009. The number of subscribers and the number of subscriptions have grown significantly since the program's inception. The program is currently serving over 100,000 subscribers and 1,000 cars across the Bay Area.

2. **Under-served minority and low-income communities**

The Car Sharing Program is available in 10 communities across the Bay Area. The program is currently serving over 100,000 subscribers and 1,000 cars across the Bay Area.

3. **Initiatives Program**

The program is part of the Metropolitan Transportation Commission's Transit Connections Program, which provides funding for innovative transit projects. The program is currently serving over 100,000 subscribers and 1,000 cars across the Bay Area.

4. **Eligible Applicants**

The program is currently serving over 100,000 subscribers and 1,000 cars across the Bay Area. The program is currently serving over 100,000 subscribers and 1,000 cars across the Bay Area.

FOR MORE INFORMATION, CONTACT:

Metropolitan Transportation Commission
101 8th Street, Oakland, CA 94607
Phone: 415.779.1234
Email: carsharing@mtc.ca.gov

METROPOLITAN TRANSPORTATION COMMISSION
Joseph P. Burt MetroCenter | 101 Eighth Street | Oakland, California 94607 | www.mtc.ca.gov

Oakland Car Share and Outreach Program

PROGRAM COMPONENTS

1. Regulatory reform
2. Outreach and incentives focused in East Oakland neighborhoods
3. Evaluation

GRANT AWARD

1. \$320,526 in CMAQ funds
2. Dedicated local match of \$64,105 from Measure B (county sales tax for transpo)
3. 27 months
4. Grant covers ~50% of program costs, including staff time and materials

Outcomes: Frustration and Excitement

CHALLENGES WITH PARTNERSHIP

1. Public money moves slowly
2. Funding agencies don't necessarily talk to one another

RESPONSE FROM CAR SHARING ORGS

1. Very positive and open to regulation!
2. Car sharing organizations are willing to work with the City to expand in new areas
3. Car sharing organizations have already expressed interest in purchasing permits

Takeaways

1. To expand car share to low-income or underrepresented areas, cities **don't have to buy vehicles or build parking**; regulation and incentives can attract car sharing organizations
2. To pursue equity, the City has got to **regulate the curb** and car sharing organizations
3. **CMAQ funds** can be used for shared mobility initiatives

Thank you

SEE OUR POLICY MATERIALS :
[HTTP://BIT.LY/OAKCARSHARE](http://bit.ly/oakcarshare)

Sara Barz
sbarz@oaklandnet.com
[@skbarz](#)

