

# NEW YORK CITY CARSHARE PILOT

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Community Board Briefing

June 2017



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## Concept and Context



# NEW YORK CITY IS GROWING

## Largest ever population and employment base

2010-2015:

- 370,000 new residents
- 500,000 new jobs
- 20% more tourists



# CHALLENGE OF CONTINUED GROWTH

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The City must use its streets as efficiently as possible to move people and goods. Carshare can be part of the solution:

- Provides members with affordable access to a car, without the expense and responsibility of car ownership.
- Enables members to sell their personal vehicle, typically leading to fewer driving trips and reduced traffic.
- Reduced car ownership should mean less demand for on-street parking, benefiting those who need to own a car and park on street.

# CARSHARING

An element of shared use mobility: providing reliable access to a car without having to worry about annual car insurance and maintenance bills

Members are provided access to an automobile for short-term use — usually by the hour or minute. The cost includes gas and insurance.



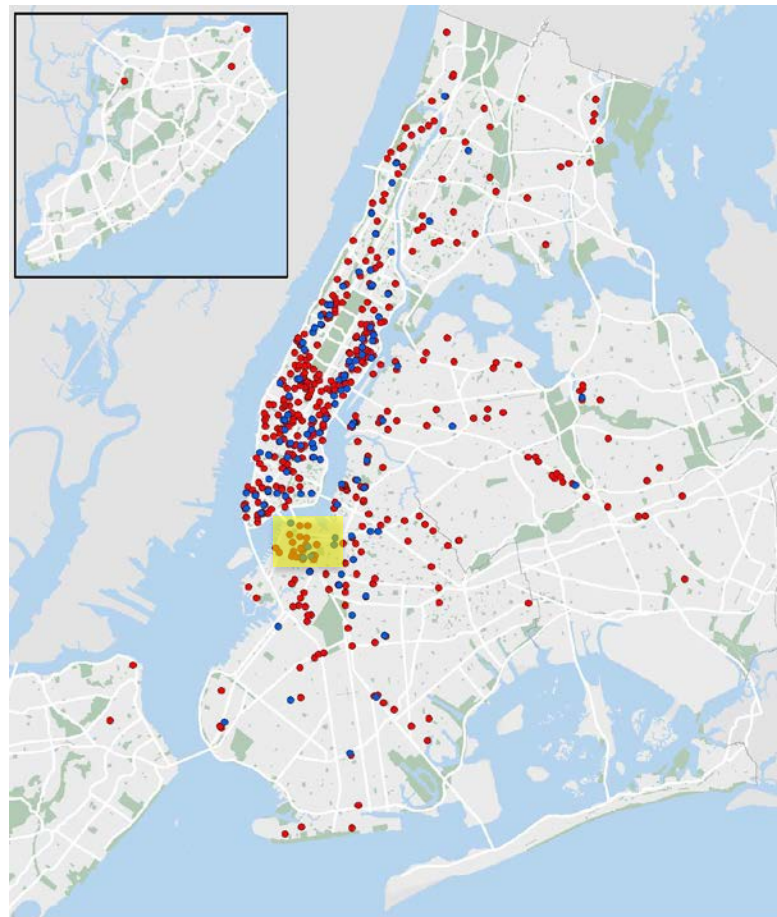
# ROUND-TRIP CARSHARE

## Zipcar (Avis Budget), Enterprise CarShare

- Hourly or daily rentals
- Borrow and return vehicles at same location
- Focused in areas with private garages

### Existing Service in New York City:

- **Zipcar:**
  - 2,500+ cars / 447 locations
- **Enterprise CarShare:**
  - 320+ cars / 110 locations



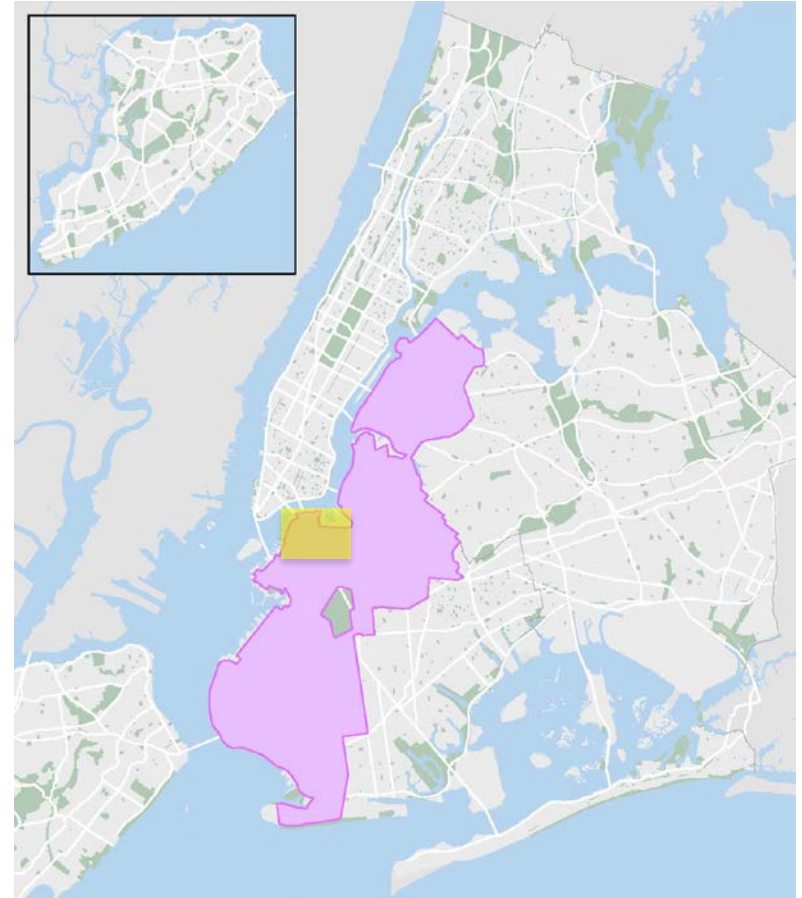
# ONE-WAY CARSHARE

## Car2Go (Daimler), ReachNow (BMW)

- Pick up a car at one location and drop it off at another (within zone)
- Users can park in any legal, unmetered parking space within zone

### Existing Service in New York City:

- Car2Go:
  - 550 Smart cars
  - 27,000+ members
- ReachNow:
  - 250+ BMWs & MINI Clubmen



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## The benefits of carsharing for New York City

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# CARSHARE PILOTS IN OTHER CITIES

## Many US cities have run carshare pilots

- Researched best practices from San Francisco, Washington D.C., Boston, and Hoboken
- Their pilots included:
  - dedicating curbside spaces for carshare
  - expanding coverage of carshare services to underserved neighborhoods



# IMPETUS FOR PILOT: CARSHARE RESEARCH

The results from other cities show carsharing has measurable benefits

	Round-Trip <sup>1</sup>	One-Way <sup>2</sup>
Members who sold a personal vehicle	23% to 32%	2% to 5%
Personal vehicles removed* per carshare vehicle	5 to 20 cars	7 to 11 cars

\*Removed vehicles = sold and suppressed

1) Mineta Transportation Institute, Carsharing and Public Parking Policies: Assessing Benefits, Costs, and Best Practices in North America, March 2010

2) Elliot Martin and Susan Shaheen, Impacts of Car2Go on Vehicle Ownership, Modal Shift, Vehicle Miles Traveled, and Greenhouse Gas Emissions, July 2016.

# CARSHARING MAY LEAD TO REDUCED PARKING DEMAND

## Before: Park Slope, Brooklyn: Census Tract 131, Block Group 4

- 2 blocks bounded by Union and Degraw Sts, 4<sup>th</sup> and 5<sup>th</sup> Aves
- 891 residents / 394 households
- 156 on-street parking spaces
- 135 cars owned by Block Group residents (ACS 5-year 2010-14 data)



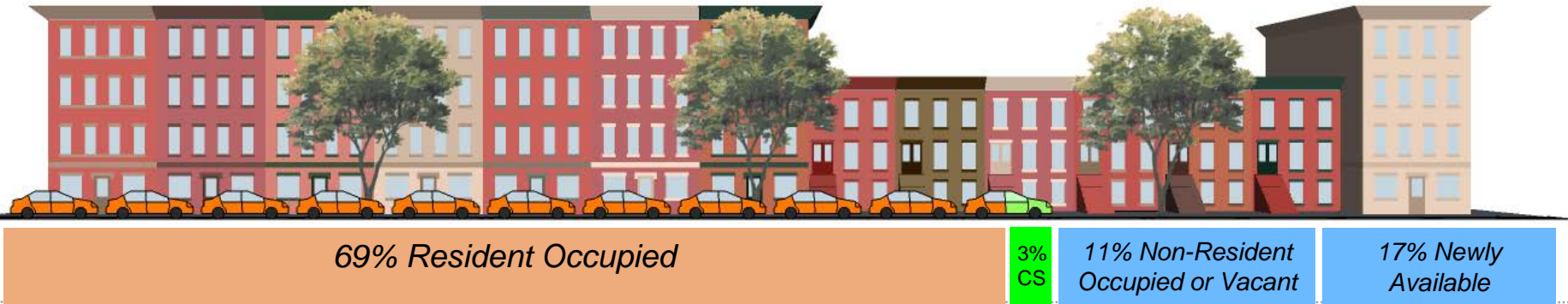
87% Resident Occupied

13% Non-Resident  
Occupied or Vacant

# CARSHARING MAY LEAD TO REDUCED PARKING DEMAND

After: Park Slope, Brooklyn: Census Tract 131, Block Group 4

- 4 carshare vehicles added
- 35 members per carshare vehicle (typical 40-45) = 140 members
- 20% of members shed a vehicle (typical 23-32%) = 28 vehicles shed
- Car shedding leads to 107 personally owned cars (135 before, 28 cars shed)



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## Carshare Pilot

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# CARSHARE LEGISLATION

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## City Council Support for Carshare Signed into Law March 21, 2017

- Int. No. 267-A: To amend the administrative code of the city of New York, in relation to establishing a pilot program for reserving parking spaces in municipal parking facilities
- Int. No. 873-A: To amend the administrative code of the city of New York, in relation to establishing an on-street carsharing parking pilot program

# PILOT IMPLEMENTATION

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## Expanding carshare access to all New Yorkers

- Two types of permit for carshare parking spaces:
  1. DOT parking field and garage permits
  2. On-street carshare parking space permits
- Pilot on-street spaces in 15 zones
- Elected officials, community boards, and public to provide input about locations
- Expanded carshare access to low- and moderate-income communities
- Required data sharing by CSOs and comprehensive pilot analysis

# PILOT IMPLEMENTATION

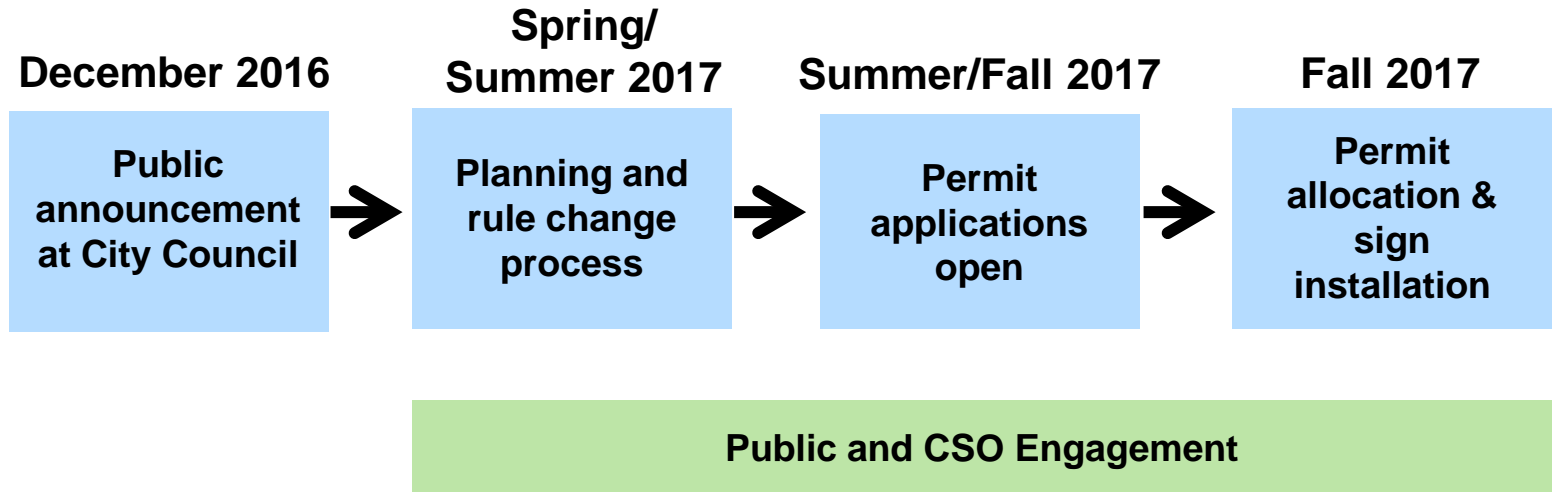
- New curbside regulation and multi-lingual pedestrian signage
- CSOs to clean parking spaces in place of alternate side regulations
- No Standing regulation, NYPD can ticket and tow illegally parked cars
- At their own expense, CSOs can relocate illegally parked vehicles from carshare parking spaces to a legal space within a ½ mile radius





# SCHEDULE: PILOT LAUNCH IN MID-2017

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# PILOT IMPLEMENTATION

Brooklyn  
Community Board 2

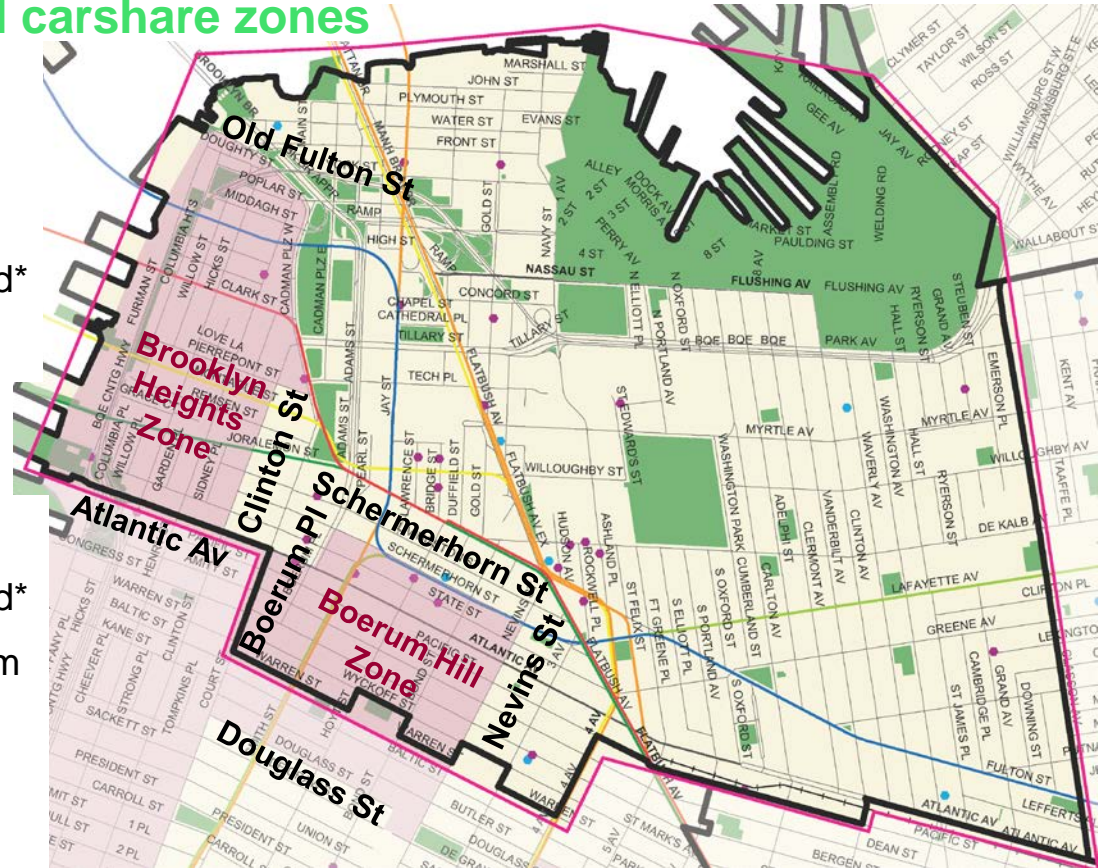
## Brooklyn Heights & Boerum Hill carshare zones

### Brooklyn Heights

- More than 62% working residents commute via transit
- More than 78% of cars owned are stored\*
- Median HH income is greater than NYC

### Boerum Hill

- More than 66% working residents commute via transit
- More than 61% of cars owned are stored\*
- Majority of median HH income in Boerum Hill zone is greater than NYC median



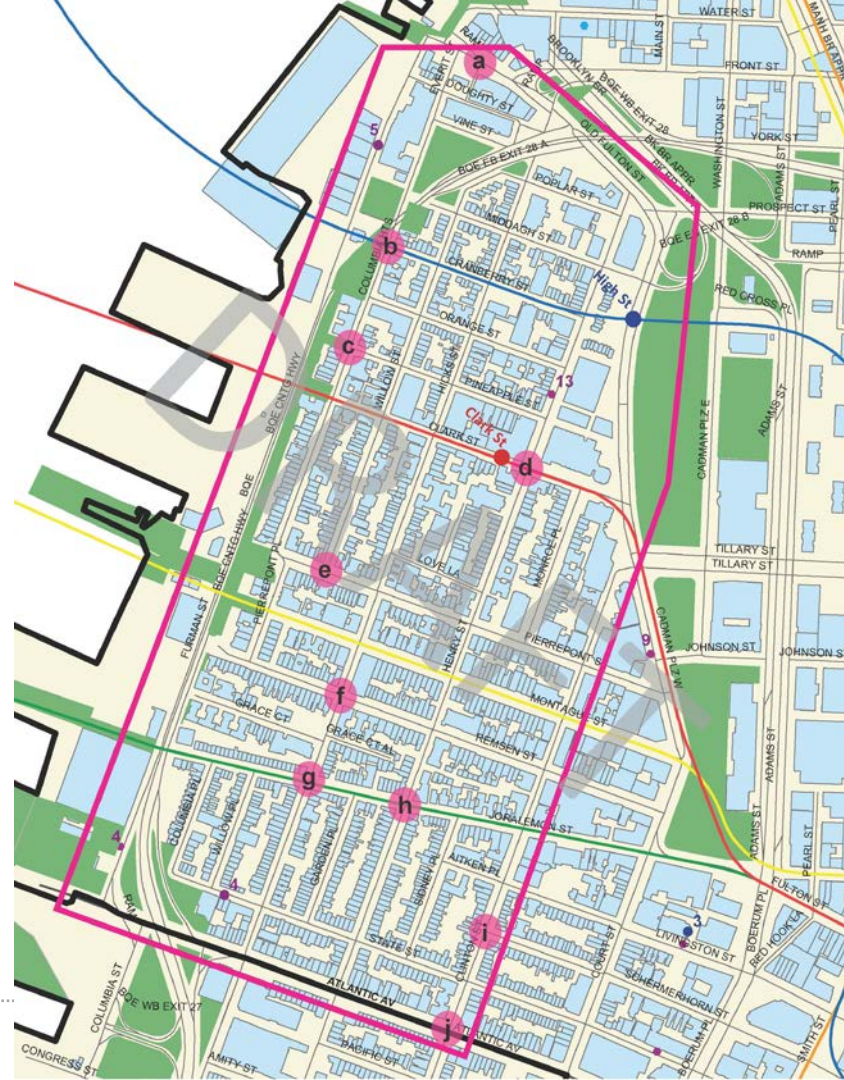
\* Stored vehicles = Census-derived number of vehicles owned by residents that are not used for commuting to work

# PILOT IMPLEMENTATION

## Brooklyn Heights carshare pilot zone

- DOT created an illustrative map of 10 feasible/potential locations to solicit input from CB 2 and the public. DOT will site 5 locations (10 spaces) for the pilot
- Each circle represents an intersection with at least one feasible carshare parking location (two carshare spaces at an unmetered block corner)
- Community input is welcome at:

<http://nycdotfeedbackportals.nyc/nycdot-carshare-pilot>



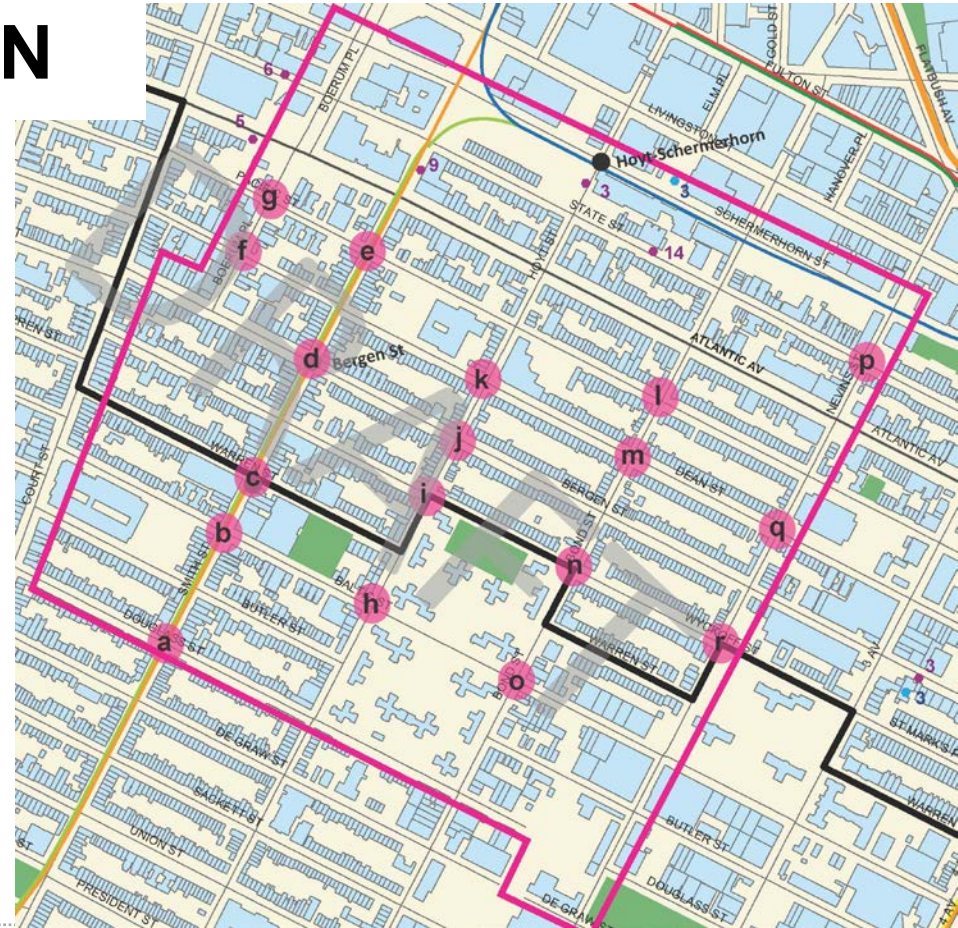


# PILOT IMPLEMENTATION

## Boerum Hill carshare pilot zone

- DOT created an illustrative map of 18 feasible/potential locations to solicit input from CB 2 and the public. DOT will site 10 locations (20 spaces)
- Each circle represents an intersection with at least one feasible carshare parking location (two carshare spaces at an unmetered block corner)
- Community input is welcome at:

<http://nycdotfeedbackportals.nyc/nycdot-carshare-pilot>



# THANK YOU!

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Questions?

Visit our feedback portal: <http://nycdotfeedbackportals.nyc/nycdot-carshare-pilot>



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