Concept and Context
The City must use its streets as efficiently as possible to move people and goods. This means increasing the share of residents who walk, bike, and take transit.

DOT believes that shared-use mobility options such as carshare complement these goals.
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
The benefits of carsharing for New York City
CARSHARE PILOTS IN OTHER CITIES

Many US cities have run carshare pilots

• DOT looked at best practices from cities that conducted pilots to encourage carshare, such as San Francisco, Seattle, Washington D.C., Boston, and Hoboken.

• These pilots included:
  o dedicating curbside spaces for carshare
  o requirements to expand coverage of carshare services to underserved neighborhoods
The results from other cities show carsharing has measurable benefits

<table>
<thead>
<tr>
<th></th>
<th>Round-Trip¹</th>
<th>One-Way²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members who sold a personal vehicle</td>
<td>23% to 32%</td>
<td>2% to 5%</td>
</tr>
<tr>
<td>Members who suppressed purchase of a personal vehicle</td>
<td>29% to 68%</td>
<td>7% to 10%</td>
</tr>
<tr>
<td>Personal vehicles removed* per carshare vehicle</td>
<td>5 to 20 cars</td>
<td>7 to 11 cars</td>
</tr>
<tr>
<td>Average reduction in vehicle miles traveled (VMT) per member</td>
<td>44%</td>
<td>6% to 16%</td>
</tr>
</tbody>
</table>

*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
Carshare Pilot
CARSHARE LEGISLATION

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

• Local Law 47: 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

• Local Law 50: To amend the administrative code of the city of New York, in relation to establishing an on-street carsharing parking pilot program
PILOT IMPLEMENTATION

Expanding carshare access to all New Yorkers

- DOT to use permits for carshare parking spaces
- Pilot in 14 zones with greatest potential for car-shedding &/or mobility benefits
- All qualified carshare companies may participate
- Expanded carshare access to low- and moderate-income communities through geographic mandates and incentives for providing discounted rates
- Pilot evaluation through data sharing and independent analysis
PILOT IMPLEMENTATION

- New curbside regulation and multi-lingual pedestrian signage
- Carshare companies 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, companies can relocate illegally parked vehicles from carshare parking spaces to a legal space within a ½ mile radius
Carshare Outreach & Pilot Siting
PILOT PLANNING – STAKEHOLDER OUTREACH

Carshare briefings with community stakeholders

- Briefing of Brooklyn Council Members – April 2017
- Council Member Brad Lander briefing – April 2017
- Council Member Carlos Menchaca briefing – April 2017
- Community Board 6 Transportation Committee presentation – June 2017
- Assembly Member Jo Anne Simon briefing – July 2017
PILOT PLANNING – ON-STREET OUTREACH

Bastille Day on Smith Street (7/16/17)

- Spoke to approx. 120 people
- Gathered 60 location recommendations
- Handed out 105 carshare postcards
PILOT PLANNING

Online outreach

• 110 feedback portal comments for carshare zones in Park Slope, Carroll Gardens / Cobble Hill, Boerum Hill, and Red Hook

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

• Twitter notifications
PILOT IMPLEMENTATION

Park Slope carshare pilot zone

- DOT created an illustrative map of 27 feasible/potential locations to solicit input from CB 6 and the public.
- DOT will site 15 locations (30 spaces) for the pilot.
PILOT IMPLEMENTATION

Red Hook carshare pilot zone

• DOT created an illustrative map of 10 feasible/potential locations to solicit input from CB 6 and the public.
• DOT will site 5 locations (10 spaces) for the pilot
PILOT IMPLEMENTATION

**Carroll Gardens carshare pilot zone**

- DOT created an illustrative map of 22 feasible/potential locations to solicit input from CB 6 and the public.

- DOT will site 15 locations (30 spaces) for the pilot.
PILOT IMPLEMENTATION

Boerum Hill carshare zone
• DOT created an illustrative map of 18 feasible locations for community feedback
• DOT will site 10 locations (20 spaces)
PILOT SCHEDULE

December 2016
- Public announcement at City Council

Summer 2017
- Planning and rule change process

Fall 2017
- Permit applications open

Spring 2018
- Permit allocation & sign installation

Public and Carshare Company Engagement
THANK YOU!

Questions?

Visit our website: nycdotcarshare.info
PILOT IMPLEMENTATION

DOT Parking Facilities

- **Allocation**: DOT to reserve at least 10% or 10 parking spaces, whichever is less, for carshare vehicles in all lots and garages.

- **Flexibility**: spaces only allocated where there is demand from CSOs.

- **Electric Vehicle Opportunity**: some facilities have electric vehicle chargers.
PILOT IMPLEMENTATION

On-Street

- **Allocation**: 15 on-street carshare pilot zones citywide
- **Flexibility**: Between 10 and 30 spaces depending on neighborhood characteristics
PILOT IMPLEMENTATION

Carshare pilot zones within BK CB 6

- **Park Slope:**
  - 62%-94% cars owned are “stored”
  - 65%-72% workers take transit

- **Red Hook:** single family / NYCHA
  - 72%-93% cars owned are stored*
  - 40%-70% workers take transit

- **Cobble Hill / Carroll Gardens:**
  - 62%-89% cars owned are stored*
  - 60%-74% workers take transit

- **Boerum Hill:**
  - 61%-89% cars owned are stored*
  - 66%-74% workers take transit

* Stored vehicles = Census-derived number of vehicles owned by residents that are not used for commuting to work
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, 4th and 5th 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

*each car icon represents 10 cars owned
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)

*69% Resident Occupied
3% CS
11% Non-Resident Occupied or Vacant
17% Newly Available

*each car icon represents 10 cars owned*