

Exhibit 2: One-way Car Share – Business Model

Vehicles are available 24/7, and are owned by a private carsharing organization. Point-to-point carsharing relies on members – who must be at least 18 years old – to use their smart phones to reserve vehicles and to unlock reserved cars. It is possible to sign-up and reserve vehicles without a smart phone; however, it is more cumbersome via the Gig web page. Once in the car, a member does not need a key to start the car. To make a quick stop, members choose “Park and Come Back” to be able to return to the same vehicle. Members return a vehicle in the East Bay zone, and do not need to return the car to the same spot.

The viability of the point-to-point carsharing model relies on the carsharing organization’s ability to park its vehicles in on-street public parking spaces. When carsharing vehicles are located in the public right-of-way, these vehicles are more visible to potential users and are more conveniently located to trip origins and destinations making them easier to access. According to the Shared-Use Mobility Center, most of the main island of Alameda is considered to be a “high” shared mobility opportunity area mainly due to its medium density, underlying transit service, walkways and bikeways. The cost comparison to other modes is that carsharing tends to cost more than transit, cycling and walking, and costs less than car ownership. In the quarterly report for Gig Car Share’s Oakland and Berkeley one-way carsharing pilot program, the following data was collected in Table 1 below:

**Table 1: Quarterly Report for the One-way Carsharing Pilot Program
in Oakland and Berkeley (October 1 – December 31, 2017)**

Age	Berkeley and Oakland	
16 to 29	57.8%	
30 to 44	30.0%	
45 to 59	9.9%	
60 to 74	2.1%	
74+	0.1%	
	Berkeley	Oakland
Median parking time per unreserved vehicle	2 hours and 20 minutes	7 hours and 11 minutes
Median duration of trip reservations	14 minutes	17 minutes
Median trip length	1.9 miles	2.5 miles
Parking exceeding 72 hrs	0.75%	2.46%