

Point-to-Point Car Sharing Policy

The City of Alameda recognizes the practice of car sharing – a membership-based service, available to all qualified drivers in a community, which allows members to make vehicle trips with the use of a rented vehicle without a separate written requirement for each trip – as a beneficial mode of transportation that reduces demand for private vehicles, decreases per capita greenhouse-gas emissions, and creates more mobility options. Furthermore, car sharing supports Alameda’s *Transportation Element* of the General Plan and the *Climate Action Plan*, which encourage the use of alternatives to single-occupant vehicles. The City will establish requirements to operate qualified car share organizations in Alameda, will adopt changes to the municipal code and Master Fee Schedule to permit the use of car sharing services in the public right-of-way and in the parking structure, and will establish a program for staff to monitor the use of car sharing within Alameda.

A. Objectives

Support Car Sharing on Public Property

The City of Alameda will work with car sharing organizations to make the public right-of-way and the parking structure available for car sharing services, as the City deems appropriate. The City will establish basic requirements to operate a car sharing service and to monitor feedback from community members about car sharing services. In addition, the City will collect and analyze data from car sharing organizations to ensure that the public right-of-way and public parking facilities are being used in a manner that reduces dependency on private automobiles while enhancing mobility options.

Maintain Sensitivity to Local Parking Conditions

In planning and permitting car sharing services, the City of Alameda will maintain sensitivity to parking conditions in both residential and commercial districts. The needs of both owners of private vehicles as well as members of car share organizations will be balanced. The City will resolve disputes by relying on the overarching Multimodal Goal of the General Plan’s *Transportation Element* “to allow all modes to be mutually supportive and to function together as one transportation system.”

Clarify Existing Car Sharing Policies and Business Rules

The City will enforce traffic regulations, and will issue citations to individuals or vehicles when the privileges extended to permitted car sharing organizations are violated. The City of Alameda intends to clarify existing policies and procedures that currently limit the expansion of car sharing services in the public right-of-way and the parking structure. The City will establish and maintain an administrative process for granting car sharing-related permits that is fair, transparent and predictable to car sharing organizations.

Operate a Cost-Neutral Program to the General Fund

The financial impact of administering a car sharing program will be cost neutral to the General Fund. The City will make space in the public right-of-way and the parking structure to car sharing organizations, but it will not subsidize the operations of car sharing organizations. Staff time on the car sharing program will be charged to Measure B.

B. Implementation

Requirements for Participation

The Director of Public Works or designee will:

- Establish a program for point-to-point car sharing (i.e., “one way car sharing”).
- Set and publish car sharing administrative rules that establish the requirements to operate a qualified car sharing organization in Alameda.
- Create “Free-Floating Parking” permits.
- Monitor resident feedback as well as utilization data from car sharing organizations for the duration of the City’s car sharing programs.
- Determine performance measures of car sharing services and will publish the results on a regular basis.
- Set the permit fee and grant permits to car sharing organizations in cooperation with the Finance Department.
- Provide updates to the Transportation Commission and the City Council regarding findings from the program with the first update being one year after operation begins.

Parking Privileges for Car Sharing Services

The City of Alameda recognizes that car sharing services require different parking privileges than most privately owned vehicles. Thus, the Director of Public Works or designee will develop the “Free-Floating Parking” permit that will allow car sharing services to operate in Alameda in a fair and reasonable manner. This permit will not entitle car sharing organizations to free metered parking, and must include a fee that covers lost meter revenue as determined by the Director of Public Works or designee in cooperation with the Finance Department.

A “Free-Floating Parking” Permit waives the parking duration limits, in metered and unmetered spaces with two-hour or longer time limits, for car sharing vehicles belonging to a permitted car sharing organization within the City of Alameda. This annual permit entitles the car sharing organization to track and reimburse the City of Alameda for the parking meter fees of their car sharing vehicles annually or in a manner determined by the Director of Public Works or designee. Nevertheless, users are prohibited from ending car sharing rentals at spaces with parking meters and at locations that change parking designation within 24 hours to no parking such as for street sweeping.

With the exception of the privileges extended to car sharing vehicles and car sharing organizations bearing the “Free-Floating Parking” permit, all other traffic regulations apply to car sharing vehicles operating in Alameda. The Director of Public Works or designee will bring a complementary ordinance to the City Council to approve the necessary changes to the Municipal Code to establish the “Free-Floating Parking” permit.