

# Gig Car Share Pilot Program for Point to Point Carshare

City Council  
May 1, 2018

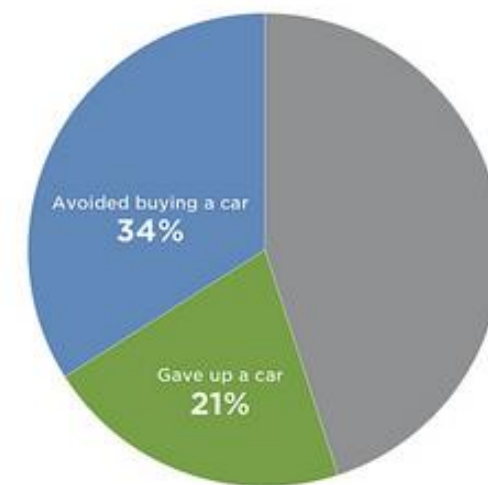


# Carsharing Benefits

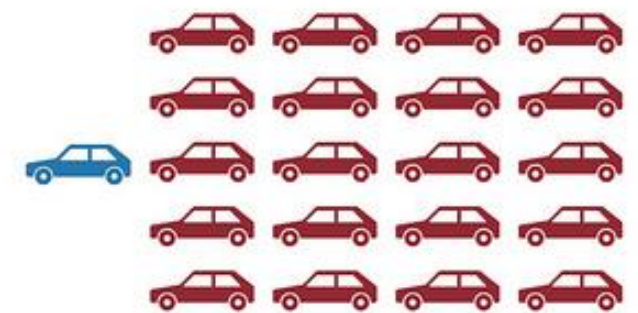
- Costs less than car ownership
  - Car free households in Alameda: 5.1%
- Reduces car ownership, vehicle miles traveled, vehicles on city streets and greenhouse gas emissions
- Increases walking and bicycling
- Provides an additional transportation option
- Improves access to East Bay

## Benefits of Car Sharing

Car sharing makes it easier to go car light or car-free, since members still have access to a car when they really need one.



More than 1 in 5 people who join carshare give up a car, and more than 3 in 10 avoid buying a car altogether.



One shared vehicle replaces up to 20 personally owned vehicles

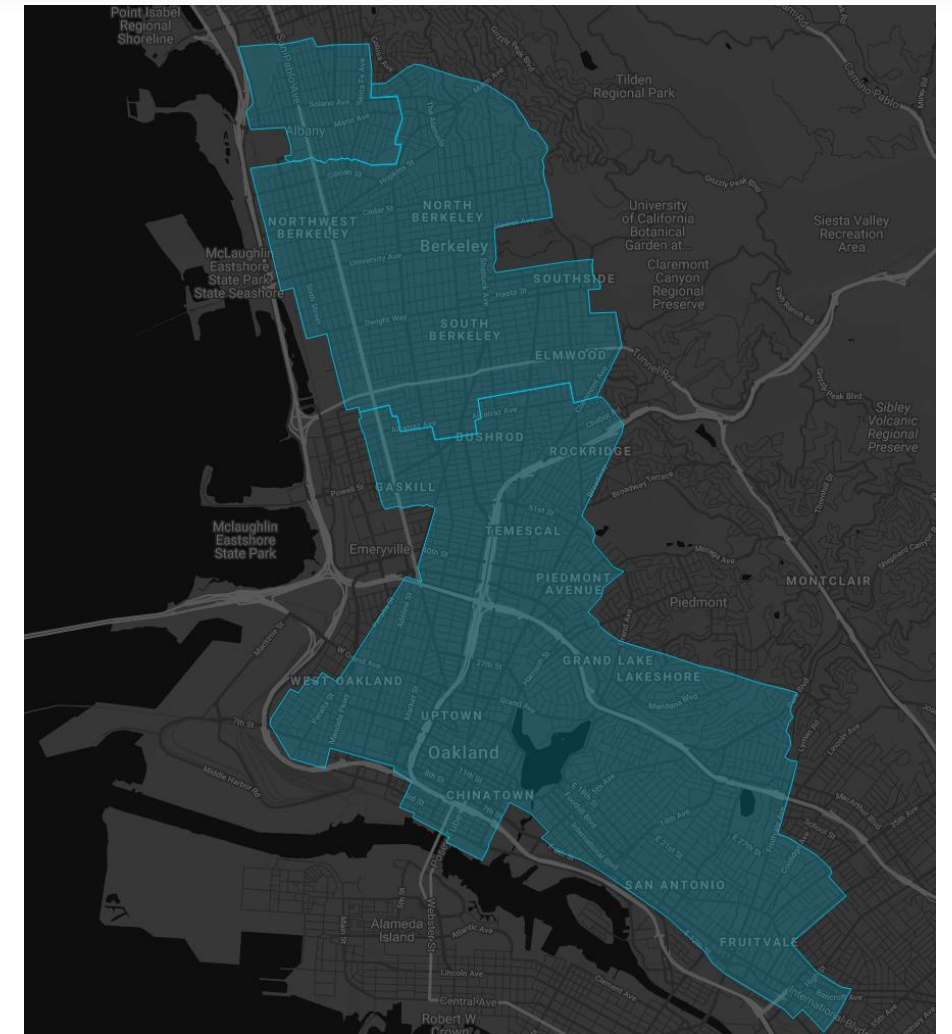
Source: carzonrent



# Oakland / Berkeley Pilot Highlights

- Coverage Area:
  - 64% of Berkeley
  - 22% of Oakland

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 (unreserved vehicle)	2 hrs and 20 min.	7 hrs and 11 min.
Median trip duration	14 min.	17 min.
Median trip length	1.9 miles	2.5 miles
Parking > 72 hrs	0.75%	2.46%



# Pilot Program Description

- Launching with up to 35 vehicles on the main island of Alameda
- Providing no more than 50 vehicles on average
- Launching in Bay Farm Island only if it makes business sense
- Using fuel efficient hybrid, electric vehicles with bike racks
- Relocating prior to impacting street sweeping and no more than 72 hours
- Responding to any concerns with 24/7 hotline





# Next Steps

- Promote/educate Alamedans
- Monitor progress
- Evaluate: early 2019
- Transportation Commission: March 2019
- City Council: April/May 2019

