

NEW YORK CITY CARSHARE PILOT

Community Board Briefing

June 2017



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

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.



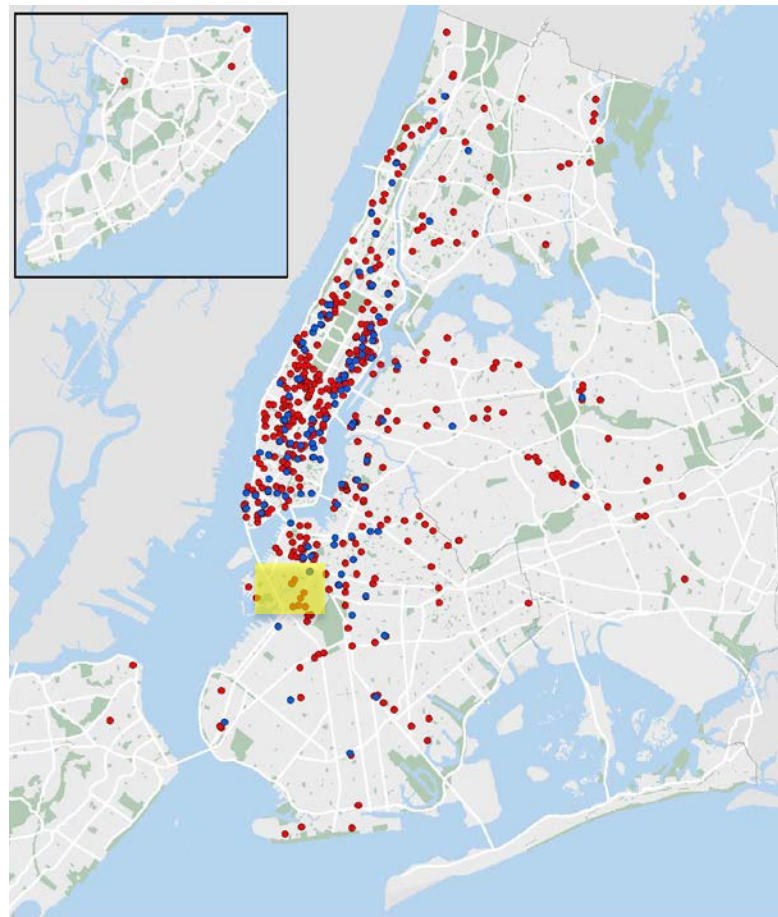
ROUND-TRIP CARSHARE

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



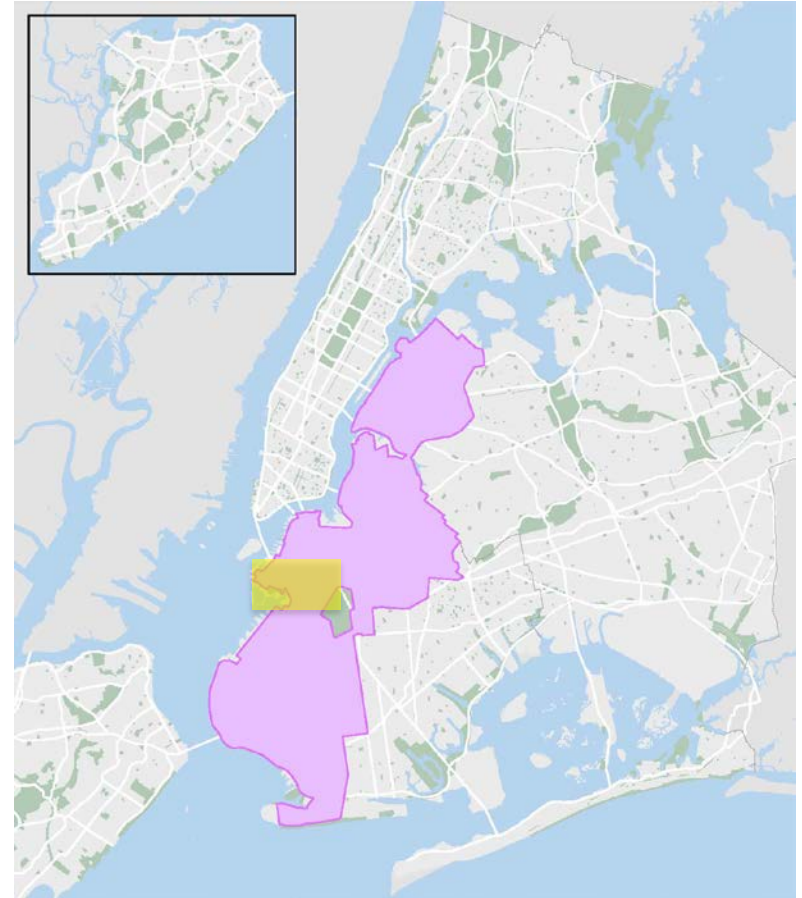
ONE-WAY CARSHARE

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

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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:
 - dedicating curbside spaces for carshare
 - requirements to expand coverage of carshare services to underserved neighborhoods



IMPETUS FOR PILOT: CARSHARE RESEARCH

The results from other cities show carsharing has measurable benefits

	Round-Trip ¹	One-Way ²
Members who sold a personal vehicle	23% to 32%	2% to 5%
Members who suppressed purchase of a personal vehicle	29% to 68%	7% to 10%
Personal vehicles removed* per carshare vehicle	5 to 20 cars	7 to 11 cars
Average reduction in vehicle miles traveled (VMT) per member	44%	6% to 16%

*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, 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)



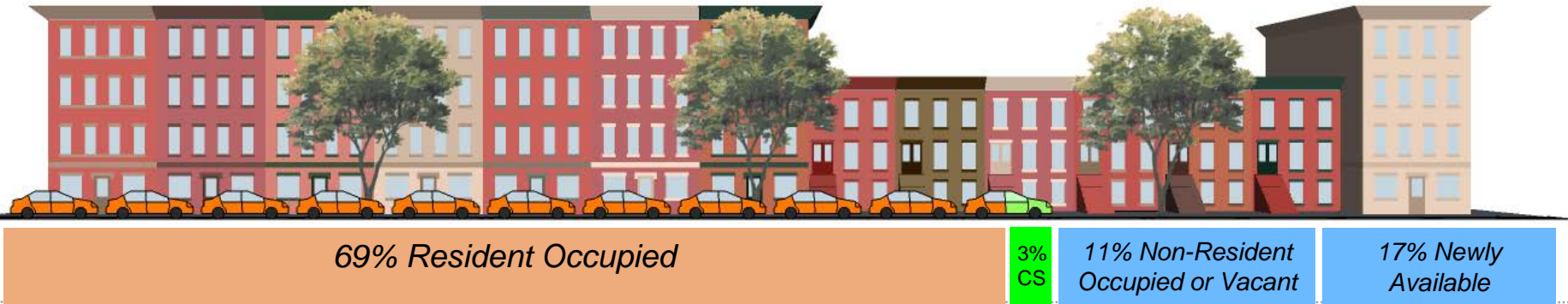
87% Resident Occupied

13% Non-Resident
Occupied or Vacant

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)



Carshare Pilot

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CARSHARE LEGISLATION

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

Expanding carshare access to all New Yorkers

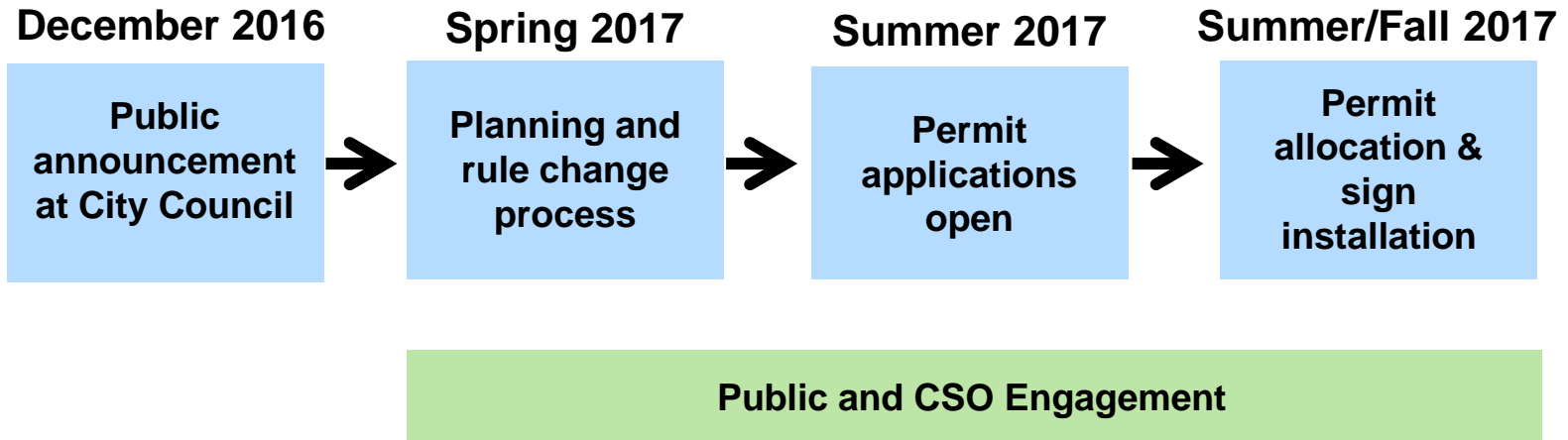
- DOT to use two permits for carshare parking spaces:
 1. DOT parking field and garage permits
 2. On-street carshare parking space permits
- Pilot in 15 zones with greatest potential for car-shedding &/or mobility benefits
- All qualified carsharing organizations (CSOs) may participate
- Elected officials, community boards, and public to provide input about locations
- Expanded carshare access to low- and moderate-income communities through geographic mandates and incentives for providing discounted rates
- Required data sharing by CSOs and comprehensive pilot analysis

PILOT IMPLEMENTATION

- New curbside regulation and multilingual 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

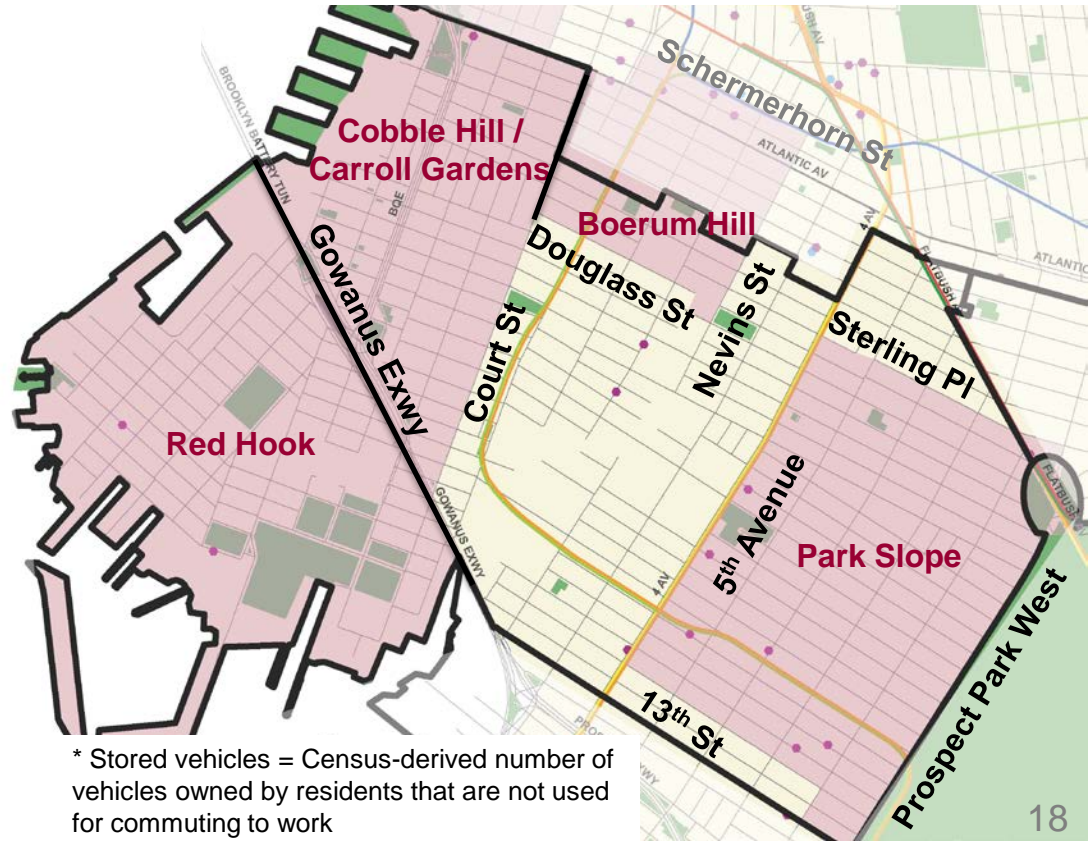


PILOT IMPLEMENTATION

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

Brooklyn Community District 6

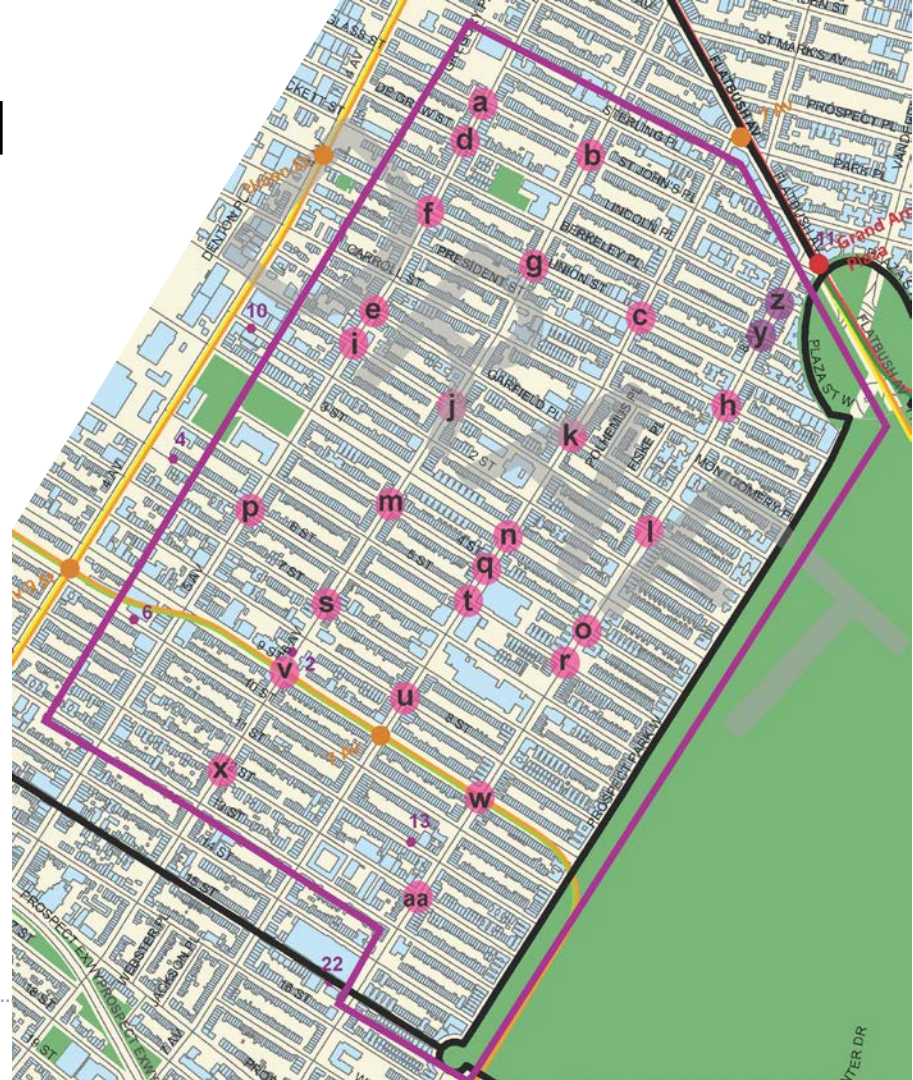


* Stored vehicles = Census-derived number of vehicles owned by residents that are not used for commuting to work

PILOT IMPLEMENTATION

Park Slope carshare pilot zone

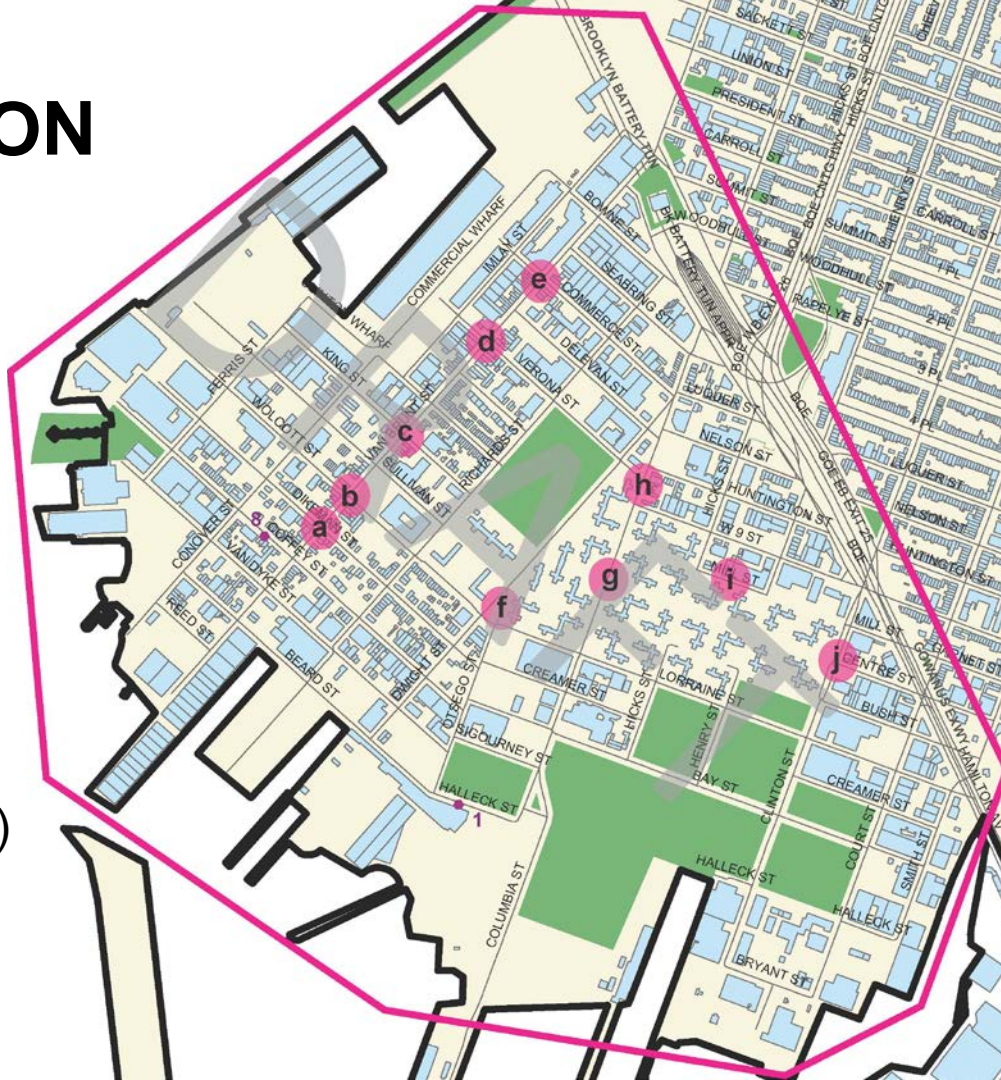
- Each dot represents an intersection with at least one feasible carshare parking location
- DOT identified 27 feasible locations (pairs of carshare spaces only at unmetered block corners)
- Based on CB and public feedback, DOT will site 15 locations (30 spaces) for the pilot



PILOT IMPLEMENTATION

Red Hook carshare pilot zone

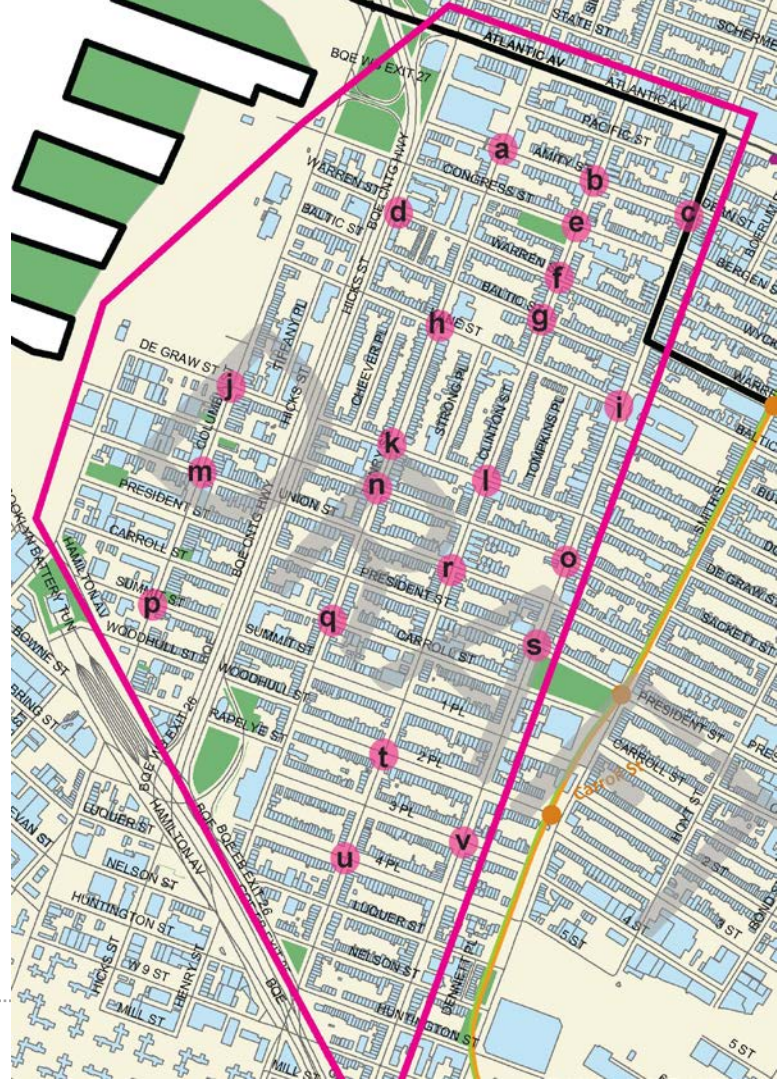
- Each dot represents an intersection with at least one feasible carshare parking location
- DOT identified 10 feasible locations (pairs of carshare spaces only at unmetered block corners)
- Based on CB and public feedback, DOT will site 5 locations (10 spaces) for the pilot



PILOT IMPLEMENTATION

Carroll Gardens carshare pilot zone

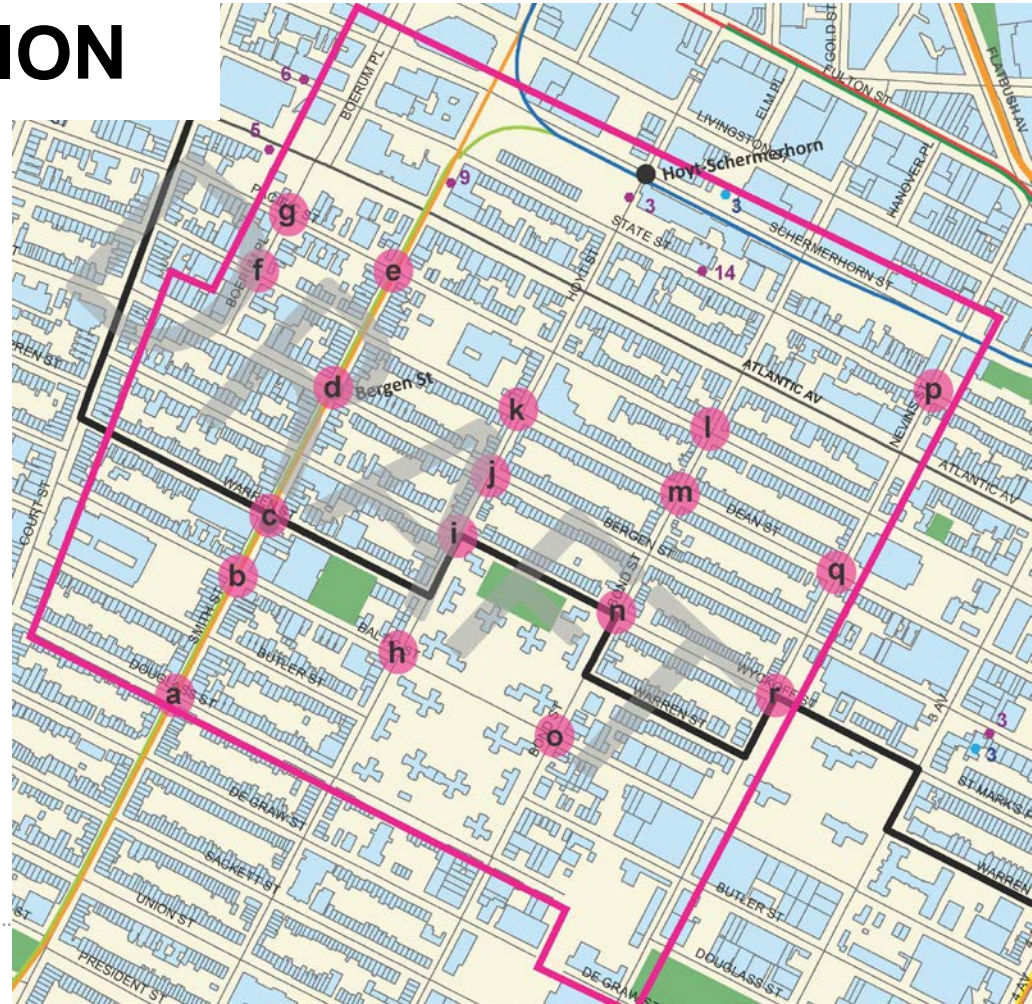
- Each dot represents an intersection with at least one feasible carshare parking location
- DOT has identified 22 feasible locations (pairs of carshare spaces only at unmetered block corners)
- Based on CB and public feedback, DOT will site 15 locations (30 spaces) for the pilot



PILOT IMPLEMENTATION

Boerum Hill carshare pilot zone

- Each dot represents an intersection with at least one feasible carshare parking location
- DOT identified 18 feasible locations (pairs of spaces only at unmetered block corners)
- Based on CB and public feedback, DOT will site 10 locations (20 spaces) for the pilot



THANK YOU!

Questions?

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



NYC DOT



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