



# City of Santa Barbara California

## PLANNING COMMISSION STAFF REPORT

**REPORT DATE:** April 13, 2017  
**AGENDA DATE:** April 20, 2017  
**PROJECT ADDRESS:** Carsharing Program in Downtown Santa Barbara  
**TO:** Planning Commission  
**FROM:** Transportation Planning Division, (805) 564.5385 extension x2669  
 Rob Dayton, Transportation Planning and Parking Manager   
 Peter Brown, Mobility Coordinator 

### I. PROJECT DESCRIPTION

The project consists of implementing a Carsharing program in Downtown Santa Barbara.

### II. RECOMMENDATION

That the Planning Commission receive a report on Zipcar's progress to make Carshare vehicles accessible throughout downtown Santa Barbara.

### III. BACKGROUND

In October of 2015, Council adopted an Ordinance which established the parameters for how public parking spaces can be leased to a carshare service provider as a method to improve transportation choices for Santa Barbara residents and visitors. Carsharing is now one of the most popular transportation enhancement programs around the world. Members of carshare organizations enjoy greater convenience, lower driving costs and a decreasing need for automobile ownership while maintaining access to a car when needed. Carshare companies provide an on-demand service for a reduced cost which results in added convenience and reduced automobile ownership. Lastly, where carsharing is present, municipalities and their residents are benefiting from more transportation options, reduced parking demand, and fewer vehicle miles traveled. Carsharing is a viable cost-saving option for Santa Barbara's residents, and instituting carsharing in downtown Santa Barbara will increase City revenue and promote the General Plan's Circulation Element goals and policies, including those listed below.

Circulation Element Goal – Integrated Multimodal Transportation System. Create a more integrated multimodal transportation system to connect people, places, goods and services. Provide a choice of transportation modes and decrease vehicle traffic congestion.

Policy C1.2 – Personal Transportation. In partnership with private interests, promote and provide incentives, including the provision of funding for shared-cost personal transportation options such as carsharing and bikesharing to increase personal mobility, reduce air pollution and greenhouse gas emissions, reduce parking demand, and decrease the cost of transportation for individuals.

Other benefits as reported by the Transportation Research Board/National Academy of Sciences and Zipcar surveys include:

- Each Zipcar takes 15 personally owned vehicles off the road
- Members report a 46 percent increase in transit usage
- Zipcar members drive 40 percent fewer miles on average (annually, after becoming members)
- Members report saving \$500 + dollars per year (versus car ownership)

In the summer of 2016, staff conducted interviews and selected a consultant. While Zipcar was clearly the most nimble and capable provider, several issues arose around contract negotiations. Staffing in the City Attorney's Office was limited and the project manager left Zipcar midway through negotiations, which delayed implementation. Zipcar is a unique service provider and initially had difficulty meeting the City's indemnification and insurance provisions that are standard parts of Professional Service Agreements.

In March of 2017, the City received a signed contract with Zipcar and has begun project implementation. Next steps involve finalization of the initial designation of 10-15 spaces within, and adjacent to downtown. Zipcar and Transportation staff agree that there is potential for the program to be successful. However, beginning with a modest number of vehicles and evaluating usage rates enables placement of future vehicles in locations where demand is the highest. Staff from the Transportation Division and Zipcar are working on locations that have the highest likelihood for success for local residents, and will also be beneficial for tourists. City Councilmembers and Planning Commissioners have also recommended that the carshare program be supportive of the Average Unit Density ordinance, which provides for reduced parking requirements as a program incentive. One of the reasons why Zipcar is an attractive provider is that they were willing to pay to lease all spaces used and have a headquarters with a substantial fleet in Los Angeles. This will enable quick turnaround times for managing the fleet of cars on the street in Santa Barbara when locations need to be added or changed to meet local demand or when vehicles need servicing or replacement.

Potential vehicle locations are included below. By locating in the densest neighborhoods along with Downtown, the initial launch this spring will serve residents and visitors who need a car for a few hours.

City lot locations:

- 1 car each (ground floor for visibility and east of access) in City Garages 10 (Ortega and Anacapa) and 6 (Anapamu and Anacapa).
- 2 cars at the Amtrak Depot lot.

On-Street, all corner locations:

- 1 on Sola at De La Vina
- 1 on Figueroa at Chapala
- 1 on De La Guerra at De La Vina

- 1 on Micheltorena and San Andres
- 1 on Milpas at Gutierrez
- 1 car near Cottage Hospital at Los Olivos and Castillo Streets

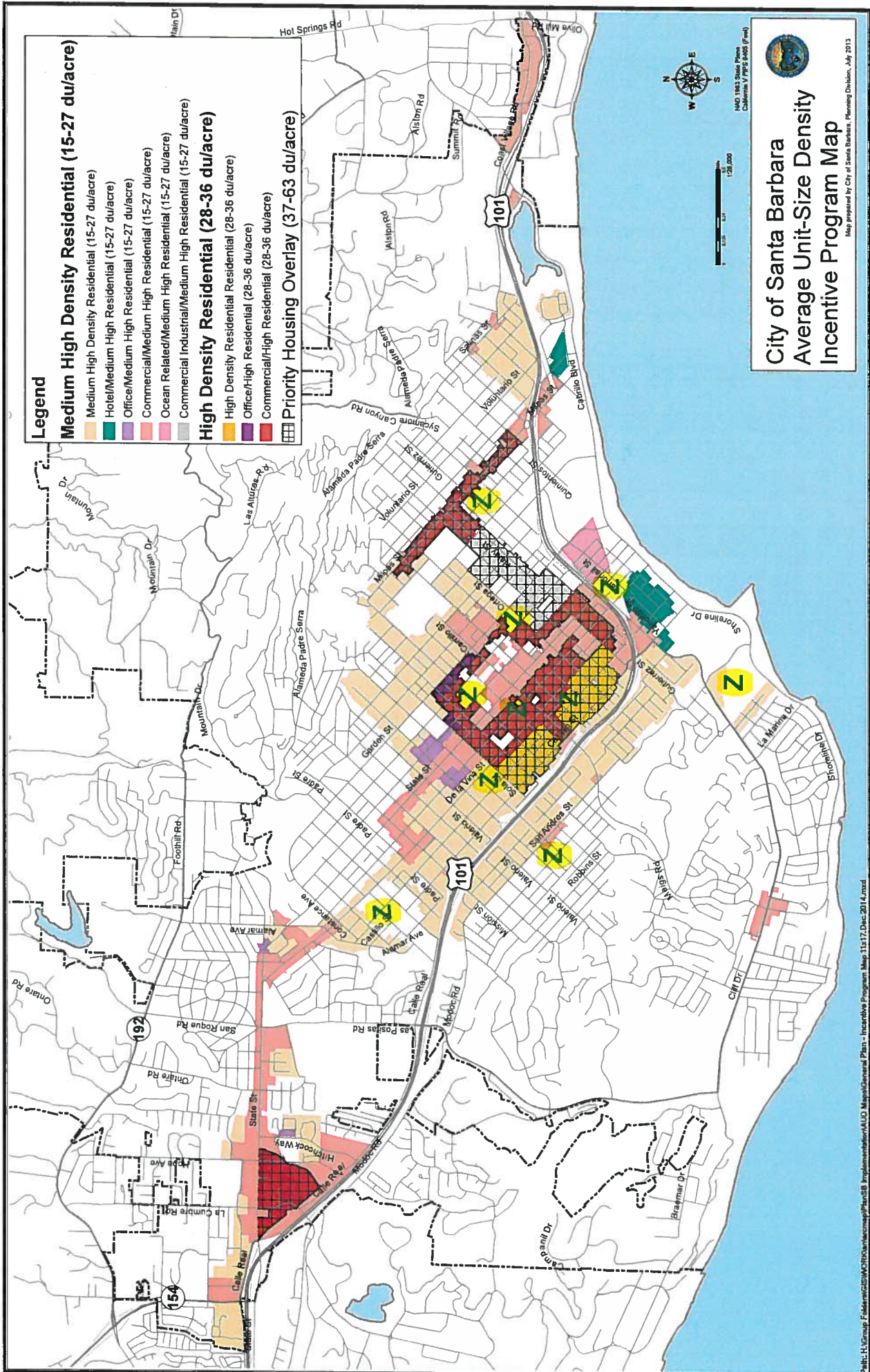
#### **IV. CONCLUSION**

Carshare services will be available in April 2017. Zipcar is be working with Transportation and Downtown Parking staff to sign, paint and designate spaces over the coming months. Zipcar will also be tracking usage and demand, and is responsible for the bulk of the marketing efforts.

#### Exhibits:

- A. Map of Locations, AUD overlay and Land Uses





- Legend**
- Medium High Density Residential (15-27 du/acre)**
- Medium High Density Residential (15-27 du/acre)
  - Hotel/Medium High Residential (15-27 du/acre)
  - Office/Medium High Residential (15-27 du/acre)
  - Commercial/Medium High Residential (15-27 du/acre)
  - Ocean Related/Medium High Residential (15-27 du/acre)
  - Commercial Industrial/Medium High Residential (15-27 du/acre)
- High Density Residential (28-36 du/acre)**
- High Density Residential (28-36 du/acre)
  - Office/High Residential (28-36 du/acre)
  - Commercial/High Residential (28-36 du/acre)
- Priority Housing Overlay (37-63 du/acre)**
- Priority Housing Overlay (37-63 du/acre)

City of Santa Barbara  
 Average Unit-Size Density  
 Incentive Program Map

Map prepared by City of Santa Barbara, Planning Division, July 2013

EXHIBIT A

Path: H:\Group Files\GIS\WDR\GIS\Map\General Plan - Incentive Program Map 11x17\Dec.2014.mxd

