



City of Santa Barbara
Transportation & Circulation Committee
Staff Report

DATE: November 16, 2017

TO: Transportation & Circulation Committee (TCC) Members

FROM: Dan Gullett, Supervising Transportation Planner

SUBJECT: Zipcar Update

RECOMMENDATION

That the Committee receive an update on Zipcar usage in Santa Barbara.

BACKGROUND

The Circulation Element, adopted in December 2011, encourages the City to partner with a carsharing provider to increase personal mobility, reduce air pollution and greenhouse gas emissions, reduce parking demand, and decrease the cost of transportation for individuals (Implementation Action C1.2).

In October 2015, City Council adopted an Ordinance allowing for the lease of public parking spaces to a carshare service provider. In March 2017, the City entered into a five year contract with Zipcar to make available and operate car sharing service in the City of Santa Barbara.

In April 2017, Zipcar initially located ten vehicles at the following locations:

Parking lots:

- Railroad Depot Lot (2 vehicles)
- City Garage Lot 6 (Anapamu and Anacapa)
- City Garage Lot 10 (Ortega and Anacapa)

On-Street:

- Almond and Micheltorena
- De la Vina and Ortega
- Figueroa and Chapala
- Gutierrez and Milpas
- Los Olivos and Castillo
- Sola and De la Vina

These locations were identified as having high likelihoods for success for local residents, downtown employees, and tourists. This program was anticipated to be adaptive market conditions with vehicles being added, reduced, or relocated as necessary.

Data on vehicle use is provided in the attachment. Some locations have experienced low demand and low utilization. Zipcar has already removed one of the two vehicles in the Railroad Depot Lot. Zipcar is also interested in relocating other underperforming vehicles to locations within the City that may have higher demand to optimize the vehicle use.

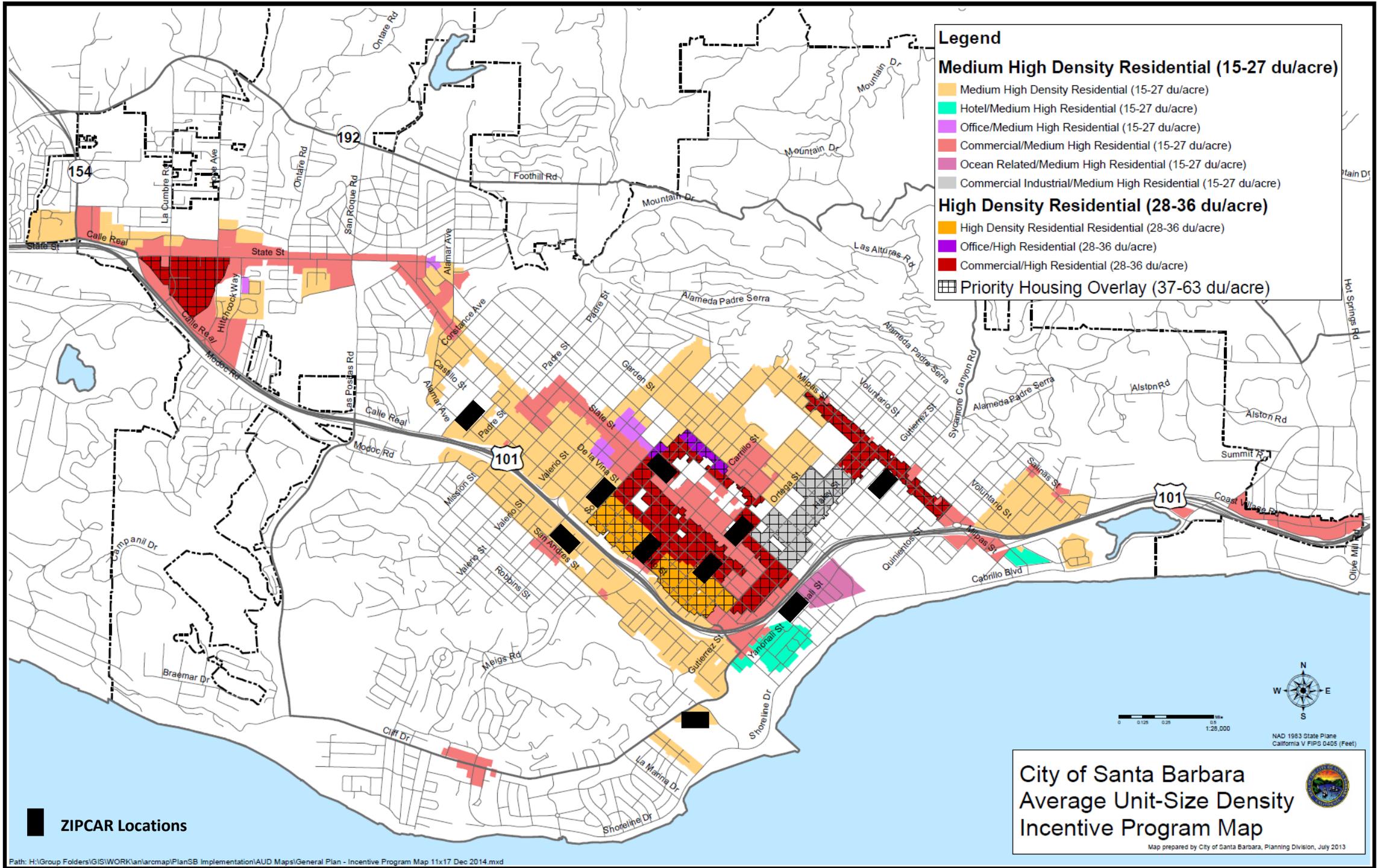
The lowest performing vehicles are currently at Almond and Micheltorena and Gutierrez and Milpas. Possible relocation areas are on Oceano, west of the Santa Barbara City College Campus, and near student housing along San Pascual or Coronel in the Lower West neighborhood.

City Councilmembers and Planning Commissioners have also recommended that carshare be supportive of the Average Unit Size Density Incentive (AUD) Program, which provides for reduced parking requirements as a program incentive. While hundreds of units have been approved as part of the AUD Program, few have been built to date. We expect demand for car share service to increase in areas with high concentrations of AUD projects, including West Downtown.

CONCLUSION

Transportation Planning and Downtown Parking staff will continue to work with Zipcar to locate vehicles where they can best achieve the City's goals for the program and Zipcar's usage goals. Zipcar will continue tracking usage and demand and is responsible for marketing.

ATTACHMENTS: Map of Locations
Usage Data



2017 Zipcar Location Usage Data

Location	Model	May	June	July	August	September	October
Amtrak Santa Barbara Station	Fit	18%	5%	4%	5%	3%	7%
City Garage Lot 10	Golf	10%	14%	20%	4%	1%	10%
City Garage Lot 6	Impreza	12%	3%	21%	13%	18%	10%
De La Vina and Ortega	CR-V	13%	27%	40%	14%	16%	19%
Figueroa and Chapala	Impreza	2%	11%	24%	8%	3%	4%
Gutierrez and Milpas	Fit	1%	1%	4%	0%	0%	3%
Los Olivos and Castillo	Prius	11%	3%	11%	9%	13%	6%
Sola at De La Vina	Impreza	10%	8%	19%	6%	3%	13%
Almond and Micheltoarena	Fit	0%	0%	0%	0%	4%	0%