



September 16, 2016

Subject: Update on the Point-to-Point Carsharing Demonstration Study: 10 Months In

This is the 10-month status report on the progress of the point-to-point carsharing demonstration in Arlington. The agreement was executed September 1, 2015, and service began on October 22, 2015, with the verbal agreement to provide this update with available information on the reception and performance of the service, on the communications efforts, and in general the commitments made within the agreement.

As a reminder, on May 26th, 2016, an amendment to the original agreement went into effect, allowing cross-jurisdictional access to reduce vehicle idle times and rebalancing costs, and make the service more useful to Arlington residents.

Status Summary

The program is operating within the parameters of the demonstration study agreement and the amendment. Through July, 2016, there were over 2,300 Arlington resident members of the program, and over 22,000 trips had been taken on the system. The introduction of the cross-jurisdictional access on May 26th, was accompanied by a more than doubling of trips; service trips (rebalancing by staff) decreased while member trips increased. The average daily parking time per vehicle in RPP zones slightly decreased after cross-jurisdictional service, while the average daily metered parking time per vehicle slightly rose. It is worth noting that WMATA's SafeTrack initiative began, with major track work in Arlington, at the same time that cross-jurisdictional service began, which may have influenced use of this service. Since October 2015, County staff has received 60 pieces of public feedback directly, while car2go has received an additional 82 unique communications. All requests received for vehicle relocations were addressed by car2go. The following list provides details about car2go's current compliance with each element of the demonstration study agreement.

car2go Areas of Compliance

Vehicle Fleet	Since the introduction of the cross-jurisdictional service, the fleet is composed of 800 vehicles that operate in Arlington and in DC, of which up to 200 are allowed to be within Arlington County at any given time. However, the customer demand within Arlington results in a present average operating fleet size of 95 within Arlington County.
Vehicle Registration	<i>This section of the original agreement was deleted in its entirety with the amendment in May, to facilitate the cross-jurisdictional service with DC.</i>
Vehicle Identification	Car2go provides a monthly update on the license plate list of vehicles operating within the Arlington-DC home zone.
Emission Standards	All vehicles in the fleet meet the EPA SmartWay emission standards (rating: 36 mpg).
Maintenance	The County has received no complaints from residents about the condition of fleet vehicles.
Home Zone	Since May 26 th , 2016, the demonstration study's operational zone consists of Arlington County, Virginia and Washington, DC. Trips outside of this area are almost non-existent (three in June and July combined).
Parking and Traffic Laws	car2go provides information on parking regulation to their members. Since the start of the program, car2go fleet vehicles have received a total of 33 parking tickets and one red light violation ticket.
System Management and Rebalancing: <i>(April and August Data received too late to incorporate into this update; they will be factored into the final evaluation)</i>	Since implementation of the cross-jurisdictional service, a total of 24 relocation requests have been recorded by Arlington County staff and car2go. Comparing parking times before and after (June/July) the introduction of the cross-jurisdictional service, respectively, shows that the average daily parking time per vehicle in RPP zones slightly decreased, while the average

	daily metered parking time per vehicle rose slightly. A trend cannot yet be established due to only two months' worth of data for the cross-jurisdictional service.
Advertising	The Company has not advertised or published Arlington County government's promotional materials without the County's consent.
Penalties and Fines	car2go has taken financial responsibility for all fines and enforcement actions.
Communications Plan (car2go Role)	<p>Since the last update, car2go heavily promoted the "Bridge the Gap" campaign associated with cross-jurisdictional access, with emails to car2go members, digital marketing to Arlington and D.C., targeted and paid social media, hosted a member event, and utilized major local print and digital news sources. In addition, car2go offered promotional free car2go membership, minutes of free drive time, and discounted rates.</p> <p>Since the last update, car2go's General Manager joined Arlington County staff in speaking to community members at Claremont, Aurora Highlands, Long Branch Creek, Lyon Village, and Arlington Ridge Civic Association meetings in June, July, and September.</p>
Program Status Update Meetings	County staff and car2go have been meeting on a monthly basis to discuss and assess the program, and communicate via email and phone on an as-needed basis to address residents' requests or organizational issues.
Data and Reporting (Survey Data):	Member surveys were administered in February and August. Results of these surveys will be included and discussed in the final evaluation report.

Data Highlights

Since the start of the demonstration study, staff documented 60 public comments regarding the car2go service from residents via phone, email, and the County website comment section. The data was combined with the car2go records. The total feedback amounts to 142 occurrences (118

relocation requests or concerns, 13 general inquiries, and 11 positive statements). The start of the cross-jurisdictional service and concomitant increase in fleet size from 25 to 95 was accompanied by a brief increase in public feedback, from two in May to 20 and 12 in June and July, respectively, and were still mainly relocation requests. No resident feedback has been received by Arlington County since the end of July.

By the end of July 2016, a total of over 22,000 trips had been taken since the start of the demonstration study, with 51% of this total taken in June and July alone (we do not yet have August data). Service trips (driven by car2go maintenance staff to relocate cars and perform routine maintenance) were more than halved since the start of cross-jurisdictional service.

Member trips, meanwhile, increased by more than 15%. Since introduction of the cross-jurisdictional service, the highest weekly rental frequencies take place between Wednesdays and Saturdays with a peak tendency around 8am, 12pm, and at 6pm.

Since implementation of the cross-jurisdictional service (June/July), about a third of the member trips being taken are still within Arlington County (38%). Almost all of the trips taken to Arlington from Washington, DC, are being balanced out by vehicles being driven to Washington, DC, providing one of the reasons for a proportionally low number of service/relocation trips. Most trip starts/ends in Arlington are along the Metrorail corridors.

County Communications Tools and Efforts

A demonstration study webpage is housed on the arlingtonva.us website. The page includes a comment section which has been repeatedly used by residents for feedback. A carsharing@arlingtonva.us email address was set up and is displayed on all communications relating to the demonstration study. All facts about the study with updates on the agreement changes and the cross-jurisdictional access have been included on the webpage as well as added to frequently asked questions (FAQs). Staff reached out to Civic Associations twice to request being put on the agenda for a presentation about the demonstration study and then the cross-jurisdictional service. Information has been presented at five Civic Association meetings since May 2016 (6 associations before May). Press releases concerning the study and important updates have been published through the official County channels. The commuterpage.com and carfreediet.com websites provide crosslinks to the demonstration study page as well as to the car2go website.

Performance Measurement

Staff continues to monitor the program. Overall program performance evaluation is underway, and results and staff recommendations will be presented for Board consideration in November.