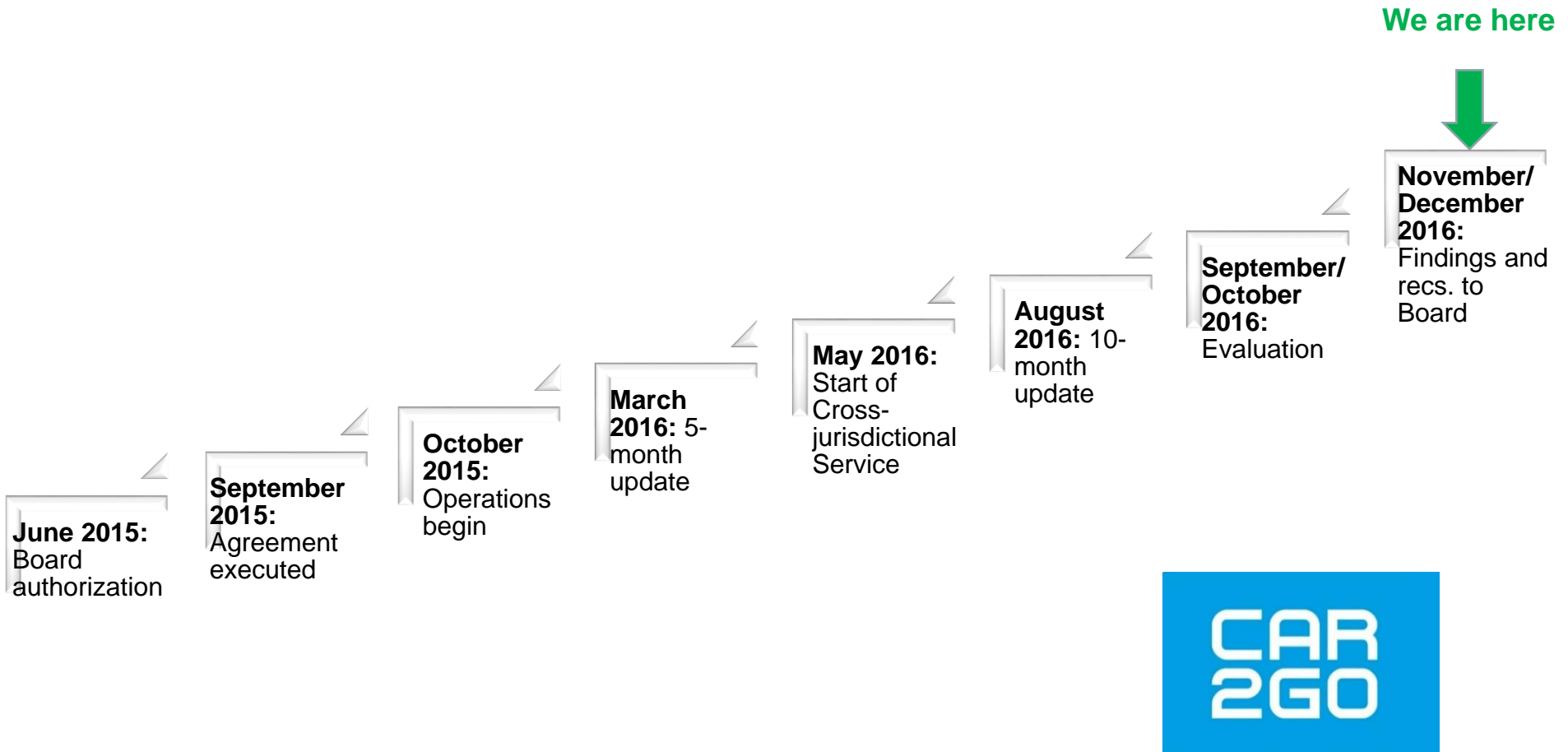


Car-sharing Demonstration Study Final Evaluation and Recommendations

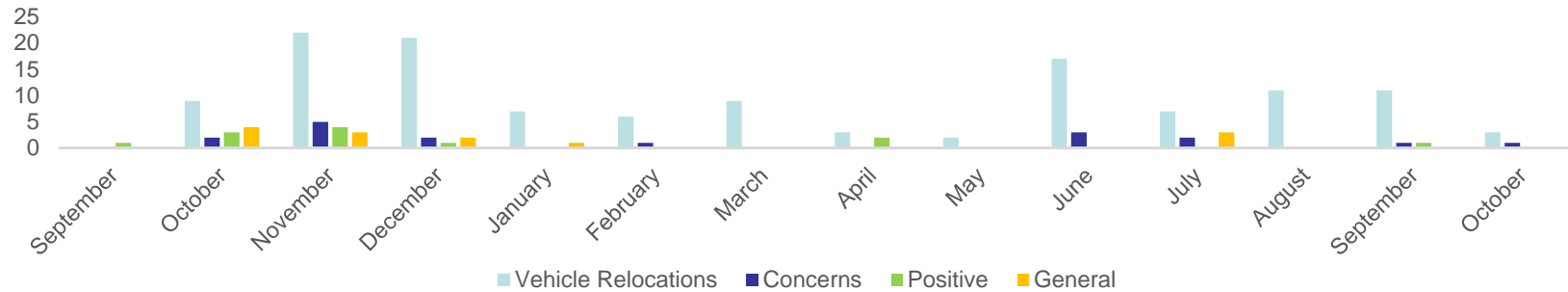
Endorsement for Extension of
car2go Agreement
Transportation Commission
November 21th, 2016

Timeline



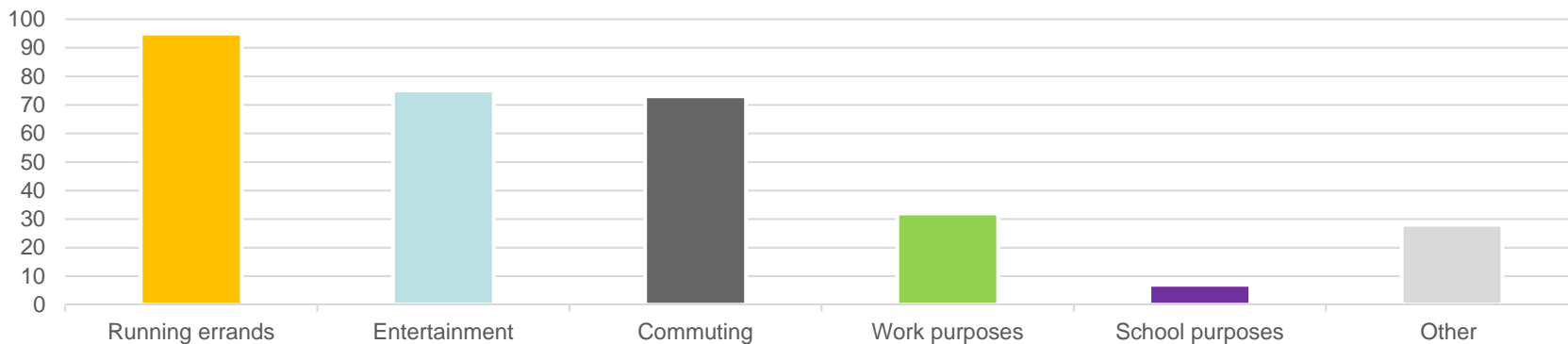
Public Comments and Requests

Frequency and Type of Public Responses
(month)

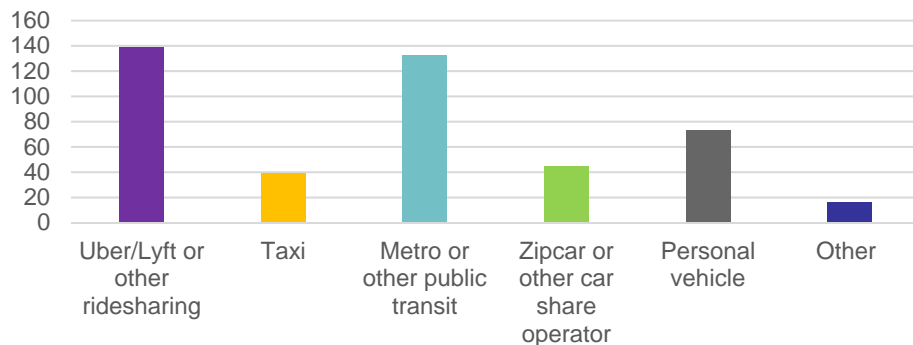


- Overall, amount of public **comments and requests has been minimal**
- **Usefulness** to Arlington Members
- **Negative impacts limited** to some localized parking effects – mitigated by rebalancing

How do you use car2go? Select all that apply.



If car2go were not available what alternative mode would you use? Select all that apply.

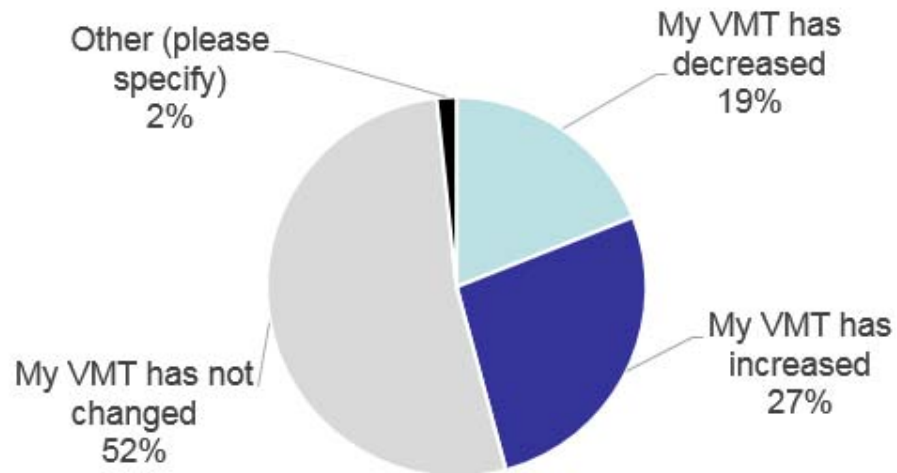


Greatest competitors of car2go service:

- **Uber/Lyft/Taxi**
- **Public transportation**
- **Personal vehicle**

Survey (cont.)

Since becoming a car2go member would you say your vehicle miles traveled (VMT) per week increased or decreased?

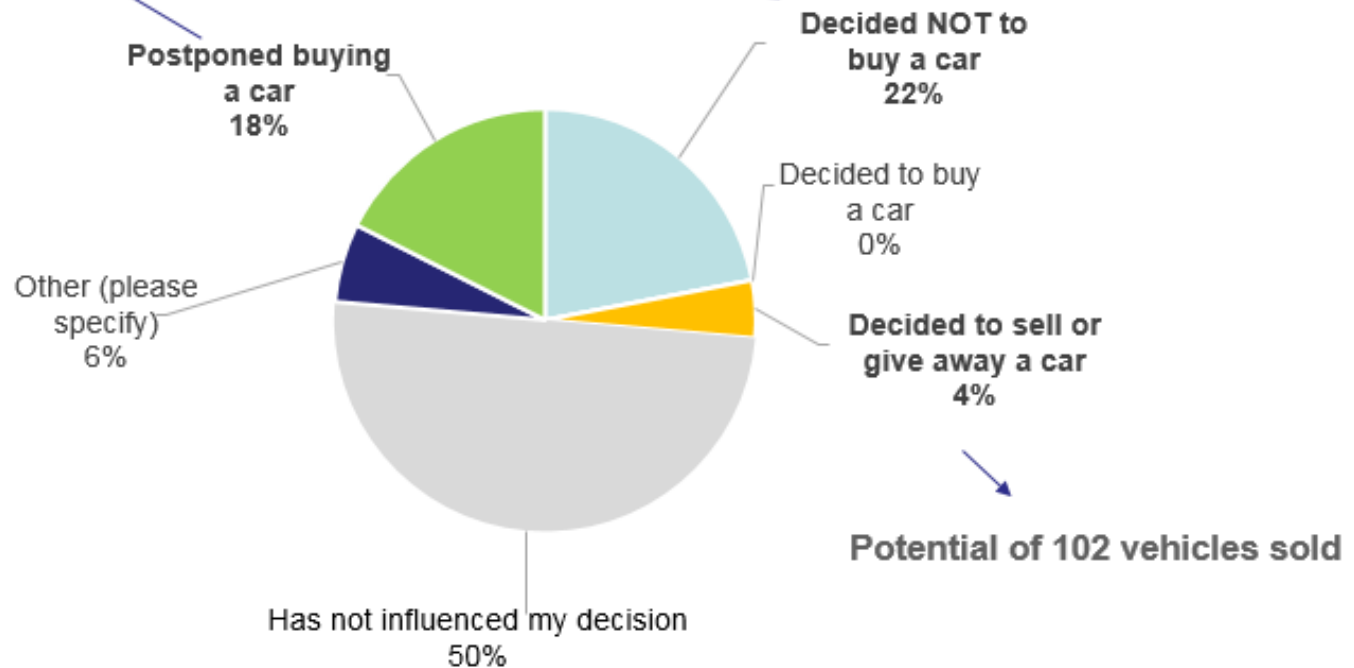


More quantitative data needed!

Survey (cont.)

How has your car2go membership influenced your decision on buying/not buying/shedding a car?

Potential of 1027 vehicles that were not bought since implementation of study



Summary

Data suggests:

- Some RPP areas along metro corridor and County boundaries may require **more attention to relocation**
- Service used to reach **shopping/entertainment areas**
- Service used as **first/last mile connector** to transit
- Present **95 vehicle fleet size satisfies demand** and promotes on average low parking duration
- **Reduction in private car ownership** amongst members
- **Net benefit in VMT**

Recommendation

- **Continue reduction of vehicle idle** time through strategic monitoring and rebalancing efforts
- **Intensify collaboration** with the District Department of Transportation to identify and improve on future benefits and challenges of the service for the greater region and individual communities.
- Consider specifications in future agreements for **fleet vehicle weight limitations**, if necessary, to ensure that fleet vehicles sizes are appropriate to the space
- Consider specifications in future agreements **to improve visibility and awareness of vendor contact information** out in the community, to facilitate notification and timely response to parking issues.

Request for Endorsement

Staff requests that TC endorses continuation of the free-floating car-share service in Arlington with the cross-jurisdictional feature until December 1st, 2017

- **Agreement Changes**

- Vehicle Operating Fee:

- separation of administration and operation fee
 - payment of actual usage of metered location during metered times
 - RPP zone access cost per vehicles infleeted per month

- Vehicle Identification Parameters

- Coloring removed

- Data and Reporting:

- Optimized type of data (mainly excluded summary report information)

- Program Meetings with vendor:

- Quarterly instead of monthly

Next Steps

December 10th - Board Meeting:

- Final evaluation of point-to-point demonstration study and recommendations
- Request for action on agreement extension



Contact

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Endorsement of Code Changes : Car-Sharing

Transportation Commission
November 21th, 2016

Reason for Code Changes

Code Changes:

1. create **code consistency** with Arlington's MTP
2. provide foundation for **enforcement** of access to curb space
3. **streamline car-sharing** services in the County
4. facilitate **competition**
5. allow for **adaptability** to changing community needs, technology advancements, and service models
6. **improve monitoring and evaluation** of services by staff

Key Proposed Amendments

Chapter 14.2 (Motor Vehicles and Traffic):

Code Citation	Title	Purpose of Changes
NEW Article X, Section 109	Free-Floating Car-share Program	would authorize the County Manager to establish a free-floating car-share program, allowing vehicles of a car-share fleet to be parked in any legal on-street parking space without payment at the time of parking
NEW Article X, Section 110	Reserved-Space Car-share Program	would authorize the County Manager to establish a reserved-space car-share program, allowing public on-street space to be reserved for the exclusive use by authorized car-share vendors, and to determine the amount of parking spaces assigned to each car-share parking station

Transportation Commission Feedback:

- Definition of term “vehicle”, e.g. by weight
- Contact information availability, e.g. in car2go vehicle front shield



Administrative feature, allowing the County Manager to account for them through the procurement process

Next Steps

December 10th - Board Meeting:

- Request for action on code changes

In case of Board approval:

- Design and Implementation of the reserved-space program (Spring 2017)
- Design and implementation of a free-floating car-share program (Fall 2017)



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