

File No. 110769

Committee Item No. 6

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Land Use and Economic Development Date July 25, 2011

Board of Supervisors Meeting Date \_\_\_\_\_

#### Cmte Board

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| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Resolution                                   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Ordinance                                    |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget Analyst Report                        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Analyst Report                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/> | Introduction Form (for hearings)             |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Public Correspondence                        |

#### OTHER (Use back side if additional space is needed)

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| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Environmental Review Determination, dtd 7/7/11</u>  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>On-Street Car Sharing Pilot Implementation Plan</u> |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____  |
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Completed by: Alisa Somera Date July 22, 2011

Completed by: \_\_\_\_\_ Date \_\_\_\_\_

An asterisked item represents the cover sheet to a document that exceeds 25 pages.  
The complete document can be found in the file.

1 [Transportation Code - Car Share Vehicle Parking Restrictions]

2  
3 **Ordinance amending the San Francisco Transportation Code, Division I, Articles 7 and**  
4 **8, Division I, by: 1) adding Section 7.2.52 to establish a violation for unauthorized**  
5 **vehicles to park in a designated car share parking space; and 2) amending Section 8.1**  
6 **to permit the removal of vehicles parked in violation of Section 7.2.52.**

7 NOTE: Additions are *single-underline italics Times New Roman*;  
8 deletions are *strike-through italics Times New Roman*.  
9 Board amendment additions are double-underlined;  
Board amendment deletions are ~~strikethrough-normal~~.

10 Be it ordained by the People of the City and County of San Francisco:

11 Section 1. Environmental Findings. The Planning Department has determined that the  
12 actions contemplated in this Ordinance are in compliance with the California Environmental  
13 Quality Act (California Public Resources Code section 21000 et seq.). Said determination is  
14 on file with the Clerk of the Board of Supervisors in File No. 110769 and is  
15 incorporated herein by reference.

16  
17 Section 2. Article 7 of the San Francisco Transportation Code is hereby amended by  
18 adding Section 7.2.52, to read as follows:

19 **SEC. 7.2. INFRACTIONS.**

20 In addition to public offenses created by the Vehicle Code, the actions listed in this  
21 Section 7.2 are prohibited, and each and every violation of a prohibition listed below shall be  
22 an infraction, except as otherwise provided in: (a) this Code; or (b) the Vehicle Code; or (c) as  
23 necessary to comply with the direction of a Police Officer or Parking Control Officer; or (d) with  
24 respect to a Municipal Parking Facility, upon the direction of an authorized parking attendant;  
25 or (e) with respect to any other Public Property, except with the permission of, and subject to

1 such conditions and regulations as are imposed by the agency that owns the property that are  
2 available for public inspection at the agency's offices.

3 **SEC. 7.2.52. CAR SHARE VEHICLE PARKING RESTRICTIONS.**

4 To Park a vehicle in a Parking Space designated by the Municipal Transportation Agency's  
5 Board of Directors for the exclusive use of car share vehicles which have been issued a Car Share  
6 Vehicle Parking Permit by the Municipal Transportation Agency when Municipal Transportation  
7 Agency signs or markings are posted giving notice. Vehicles Parked in violation of this section are  
8 subject to removal pursuant to Section 8.1(a)(12) of this Code.

9  
10 Section 3. Article 8 of the San Francisco Transportation Code is hereby amended by  
11 amending Section 8.1, to read as follows:

12 **SEC. 8.1. CIRCUMSTANCES PERMITTING REMOVAL.**

13 (a) ~~When any legally required signage is posted giving notice, a~~Any Police Officer or  
14 Parking Control Officer is authorized, in accordance with all applicable requirements of this  
15 Code and the Vehicle Code, to remove or cause to have removed any vehicle that is:

- 16 (1) Parked in violation of Vehicle Code Section 22500, 22651 or 22652; (70, 70b) or  
17 (2) Parked, disabled or abandoned in a manner as to obstruct the normal movement of  
18 pedestrian or vehicular traffic, or in a condition to create a hazard to other traffic in violation of  
19 Vehicle Code Sections 22651(b) or 22654(c); (70, 70(b), 71b, 159) or  
20 (3) Not a motorcycle and is Parked in an area designated as motorcycle parking only;  
21 (27, 219) or  
22 (4) Interfering with the use of any Street for purposes other than the normal flow of  
23 traffic in violation of signs posted at least 24 hours before such use is scheduled to begin, in  
24 accordance with Vehicle Code § 22654(d) or 22651(m); (193, 193.4) or  
25

1 (5) Parked at a Stand when such vehicle is not within the class of vehicles authorized  
2 to use such Stand, or is Parked at a Stand outside of the hours that such vehicle is authorized  
3 to use a Stand; (33.5A) or

4 (6) Parked in such a manner that it blocks any entrance to any residence or blocks  
5 access to electric vehicle charging bays; (32.21, 32.21A, 32.22) or

6 (7) Parked in violation of any restriction or prohibition in Division II for which Division II  
7 authorizes removal of vehicles in accordance with Vehicle Code Section 22651(n); (32.4.1,  
8 32.4.3, 27) or

9 (8) Parked in violation of a Parking restriction or prohibition posted at a curb painted  
10 white, yellow, green or red; (33.3, 38.B, 38.C) or

11 (9) Parked on a Street for 72 or more consecutive hours (3 days), except that no  
12 vehicle may be removed pursuant to this Section except in compliance with all procedural  
13 requirements of this Code; (37(a), 159, 159.10) or

14 (10) Parked in any Municipal Parking Facility in any manner which violates this Code,  
15 or which is left in a Municipal Parking Facility for more than 24 hours after the expiration of the  
16 period for which the parking fee was paid for that vehicle; (32.14, 32.19) or

17 (11) A bicycle left unattended in any manner that obstructs a sidewalk, street, alley,  
18 transit access or other public place. (219.2)

19 (12) Parked in a Parking Space designated by the Municipal Transportation Agency's Board of  
20 Directors for the exclusive use of car share vehicles which have been issued a Car Share Vehicle  
21 Parking Permit.

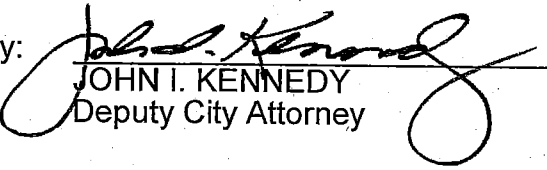
22 (b) Any peace officer or other employee authorized to enforce Port Regulations who  
23 finds any vehicle or animal unattended and standing or Parked in violation of Port Regulations  
24 may remove the vehicle or cause it to be removed to the nearest garage or such animal to the  
25 nearest place of safety. (220)

1 (c) Any peace officer who arrests the operator of a vehicle that is licensed as a  
2 charter-party carrier of passengers by the CPUC for operating as a taxicab may impound the  
3 vehicle in accordance with California Public Utilities Code §5411.5.

4 Section 4. Effective Date. This ordinance shall become effective 30 days from the  
5 date of passage.

6  
7 APPROVED AS TO FORM:  
8 DENNIS J. HERRERA, City Attorney

9 By:

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11 JOHN I. KENNEDY  
12 Deputy City Attorney  
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**LEGISLATIVE DIGEST**

[Transportation Code - Car Share Vehicle Parking Restrictions]

**Ordinance amending the San Francisco Transportation Code, Division I, Articles 7 and 8, Division I, by: 1) adding Section 7.25.52 to establish a violation for unauthorized vehicles to park in a designated car share parking space; and 2) amending Section 8.1 to permit the removal of vehicles parked in violation of Section 7.25.52.**

Existing Law

There are no existing on-street car share vehicle parking restrictions. In 2006, state law was changed to authorize local authorities to designate on-street parking spaces for the exclusive use of car share or ridesharing vehicles.

Amendments to Current Law

This ordinance authorizes the City to issue parking citations to vehicles parked in a designated car share parking space if such vehicles do not display a valid Car Share Vehicle Parking Permit issued by the Municipal Transportation Agency if adequate signs or markings are posted giving notice. In addition, unauthorized vehicles parked in designated car share parking spaces are subject to removal or towing.

Background Information

The Municipal Transportation Agency is establishing an on-street Car Share Vehicle Parking Permit program whereby Car Share Organizations may apply for on-street parking permits for designated car share parking spaces. The Municipal Transportation Agency's program will consist of a six-month "pilot" followed by permanent implementation of the program.

BOARD of SUPERVISORS



City Hall  
Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. 554-5184  
Fax No. 554-5163  
TDD/TTY No. 554-5227

June 30, 2011

File No. 110769

Bill Wycko  
Environmental Review Officer  
Planning Department  
1650 Mission Street, 4<sup>th</sup> Floor  
San Francisco, CA 94103

*Statutory exempt per CEQA  
Guidelines Section 15273:  
Rates, Tolls, Fees, & Charges.*

*Brett Bollinger 07/07/11*  
Approved Planning Dept. Brett Bollinger

Dear Mr. Wycko:

On June 21, 2011, Mayor Lee introduced the following proposed legislation:

**File No. 110769**

Ordinance amending the San Francisco Transportation Code, Division I, Articles 7 and 8, Division I, by: 1) adding Section 7.2.52 to establish a violation for unauthorized vehicles to park in a designated car share parking space; and 2) amending Section 8.1 to permit the removal of vehicles parked in violation of Section 7.2.52.

The legislation is being transmitted to you for environmental review, pursuant to Planning Code Section 306.7(c).

Angela Calvillo, Clerk of the Board

Handwritten signature of Alisa Somera in cursive.

By: Alisa Somera, Committee Clerk  
Land Use & Economic Development Committee

Attachment

c: Nannie Turrell, Major Environmental Analysis  
Brett Bollinger, Major Environmental Analysis  
AnMarie Rodgers, Manager, Legislative Affairs

2011.0709E

Edwin M. Lee | Mayor  
 Tom Nolan | Chairman  
 Jerry Lee | Vice-Chairman  
 Leona Bridges | Director  
 Cheryl Brinkman | Director  
 Malcolm Heinicke | Director  
 Bruce Oka | Director  
 Joél Ramos | Director  
 Nathaniel P. Ford Sr. | Executive Director/CEO

## MEMORANDUM

DATE: June 20, 2011

TO: Honorable Members of the Board of Supervisors

FROM: *NPF* Nathaniel P. Ford Sr.  
Executive Director/CEO *Nathaniel P. Ford Sr.*SUBJECT: Request for approval of amending Transportation Code, Division I  
Sections 7.2.52 and 8.1 to establish a violation for parking in a  
designated car share space and the ability to tow violators

RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO

2011 JUN 24 PM 12:12  
*OR*

The San Francisco Municipal Transportation Agency (SFMTA) recommends the Board of Supervisors amend the San Francisco Transportation Code, Division I by 1) adding Section 7.2.52 to establish a violation for unauthorized vehicles to park in a designated car share parking space; and 2) amending Section 8.1 to permit the removal of vehicles parked in violation of Section 7.2.52.

Goals of this policy change include:

1. Increased visibility and growth of car sharing in San Francisco;
2. Improved access to car sharing vehicles by locating them in on-street parking spaces;
3. Promote the viability of on-street car sharing spaces by enforcing against parking by unauthorized vehicles; and
4. Support the City's Transit First goals and other City policies.

**BACKGROUND**

In 2006, California state law changed to allow municipalities to designate on-street parking spaces for the exclusive use of car sharing vehicles. On-street car sharing pods (i.e., parking spaces where users can pick up a car sharing vehicle) can encourage car sharing by increasing the visibility of car sharing, improving the proximity to trip origins, and increasing the number of pods. Other cities such as Los Angeles, Portland, and Washington, D.C. have implemented programs to allocate on-street spaces to car sharing.



## **ON-STREET CAR SHARING PILOT**

SFMTA has been working to implement an on-street car sharing pilot under an agreement between the City Administrator's Office and City CarShare. The pilot will include six parking spaces total in the Russian Hill, South of Market, Lower Pacific Heights and Mission neighborhoods. SFMTA will create and issue a car sharing permit to car share vehicles allowing them to be stationed at the on-street pods.

The goal of the pilot is to test the feasibility and effectiveness of on-street car sharing pods. After the pilot, SFMTA will conduct a thorough evaluation and recommend whether or not to expand the program citywide as well as changes to the parameters of the program from lessons learned during the pilot. Evaluation criteria during the pilot will include:

- Turnover and occupancy of on-street pods to evaluate the utilization of on-street parking for car sharing;
- Member satisfaction with on-street pods (e.g., increased perceived safety, improved accessibility);
- Growth of total City CarShare membership. City CarShare and SFMTA will attempt to isolate what portion of growth can be attributed to on-street pods; and
- Measuring to the extent possible any mode shift from private automobile to car share vehicles.

The SFMTA, City Administrator's Office and City CarShare are planning to launch the pilot in fall 2011. The SFMTA Board of Directors will be asked to approve changes to Division II of the Transportation Code at their August 2, 2011 meeting.

### **LEGISLATION REQUIRED**

Implementing the pilot and the on-street car sharing pods requires changes to Divisions I and II of the Transportation Code. The following is a summary of the proposed changes:

#### Division I – Board of Supervisors

- Establish a violation for parking in a designated car share space
- Establish the ability to tow violators

#### Division II – SFMTA Board of Directors

- Define car sharing organization and the associated on-street car share permit
- Establish an on-street car share permit and conditions for issuance

- Request Board resolution of on-street car share parking spaces
- Establish a monthly fee for the use of the reserved space
- Establish a violation amount

Board of Supervisors approval is required to amend Division I of the Transportation Code. To codify this modification, Section 7.2.52 would be added to establish a violation for unauthorized vehicles to park in a designated car share parking space, and Section 8.1 would be amended to permit towing of vehicles parked in violation of Section 7.2.52.

### **FUNDING IMPACT**

There will be minimal revenue from the permits and any violations to the SFMTA as a result of the on-street car sharing program. The costs of establishing the on-street pods are to be paid by the car sharing company on a cost recovery basis.

### **RECOMMENDATION**

It is anticipated that a successful on-street car sharing program will help the SFMTA achieve the City's Transit First and other goals including:

- Enhanced mobility;
- Reduced automobile ownership;
- Reduced vehicle miles traveled;
- Fewer greenhouse gas emissions; and
- More walking, biking and transit use

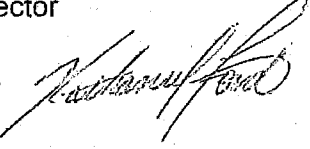
The SFMTA therefore requests that the Board of Supervisors approve the attached ordinance to amend the San Francisco Transportation Code, Division I by 1) adding Section 7.2.52 to establish a violation for unauthorized vehicles to park in a designated car share parking space; and 2) amending Section 8.1 to permit the removal of vehicles parked in violation of Section 7.2.52.

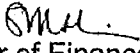
Attachments

## MEMORANDUM

DATE: June 16, 2011

TO: SFMTA Board of Directors  
Tom Nolan, Chairman  
Jerry Lee, Vice-Chairman  
Leona Bridges, Director  
Cheryl Brinkman, Director  
Malcolm Heinicke, Director  
Bruce Oka, Director  
Joél Ramos, Director

THROUGH: Nathaniel P. Ford Sr.   
Executive Director

FROM: Sonali Bose   
CFO/Director of Finance and Information Technology

SUBJECT: On-Street Car Sharing Pilot

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The purpose of this memorandum is to advise the SFMTA Board of Directors about a new pilot related to on-street car sharing that the SFMTA will be undertaking in the near future. Attached is a draft implementation plan for the pilot program.

In 2006, California state law changed to allow municipalities to designate on-street parking spaces for the exclusive use of car sharing vehicles. On-street car sharing pods (i.e., parking spaces where users can pick up a car sharing vehicle) can encourage car sharing by increasing the visibility of car sharing, improving the proximity to trip origins, and increasing the number of pods. Car sharing can help the SFMTA achieve its goals of reducing private vehicle ownership rates and vehicle miles traveled.

SFMTA has been working to implement this pilot under an agreement between the City Administrator's Office and City CarShare and with support from the Mayor's Office and several Board of Supervisors. The pilot will include six parking spaces total in the Russian Hill, South of Market, Lower Pacific Heights, and Mission neighborhoods. The goal of the pilot is to test the feasibility and effectiveness of on-street car sharing pods.

Implementing on-street car sharing pods requires changes to Divisions I and II of the Transportation Code. At the August 2, 2011 meeting, the Board will be asked to authorize the Division II changes to implement an on-street car sharing program. However, in order to meet a pilot launch date of Fall 2011, Division I changes will be presented to the Board of Supervisors at their July 19, 2011 meeting for approval.

The following is a summary of proposed changes to the Transportation Code necessary for implementing on-street car sharing pods:

**Division I – Board of Supervisors**

- Establish a violation for parking in a designated car share space
- Establish the ability to tow violators

**Division II – SFMTA Board of Directors**

- Define car sharing organization and on-street car share permit
- Establish an on-street car share permit and conditions for issuance
- Request Board resolution of car share parking spaces
- Fee amount of \$150 per month per space
- Violation fine amount of \$100

Extensive outreach to merchants, residents, community groups, and elected officials are underway jointly with City Administrator's Office and City CarShare as well as a public hearing on July 1<sup>st</sup>.

The initial pilot duration will be six months. After the pilot, SFMTA staff will conduct a thorough evaluation and recommend whether or not to expand the program.

Attachment: Draft On-Street Car Sharing Pilot Implementation Plan



**DRAFT**

# **On-Street Car Sharing Pilot Implementation Plan**

**June 20, 2011**



## Overview

Car sharing can help the SFMTA achieve its goals for parking management and overall goals for transportation by reducing parking demand and greenhouse gas emissions while improving mobility. While car sharing trips are still vehicle trips, car sharing can reduce private vehicle ownership rates and vehicle miles traveled. On-street car sharing pods (i.e., locations where users can pick up a car sharing vehicle) can encourage car sharing by increasing the visibility of car sharing, improving the proximity to trip origins, and increasing the total number of pods.

City CarShare has been selected by the City Administrator's Office to participate in a pilot of on-street car sharing spaces. This document outlines the implementation of this pilot and references City CarShare's November 2010 proposal. This pilot will be a joint effort between SFMTA, City Administrator's Office, and City CarShare. This plan documents the responsibilities assigned to each organization for this pilot.

SFMTA will evaluate the pilot spaces and reserves the right to remove or reassign pods as necessary. SFMTA will also reevaluate the program as a whole, including the option to expand on-street spaces Citywide.

## Duration

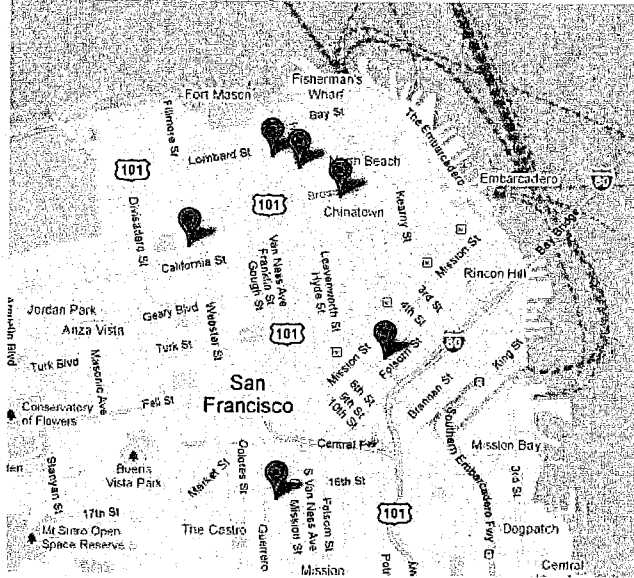
The initial pilot duration will be six months. After six months, the SFMTA will conduct a preliminary evaluation which will include a decision whether or not to continue the pilot for an additional six months.

This should provide adequate time for City CarShare members to start utilizing the pods and to gather data necessary for evaluation. The "Timeline" section of this document shows the implementation schedule in more detail.

## Pilot locations

An on-street pod should be easily visible and accessible. Corner spaces and mid-block locations will be tested. Locating spaces close to transit lines and bike lanes also facilitates integration into the existing transportation network.

A total of six spaces will be tested for the pilot. Figure 1 shows the locations of the spaces. Appendix A has more detailed maps on the locations to be used. As part of the process to designate these spaces, they will be declared as commercial loading zones.

**Figure 1: On-street pilot pod locations**

The SFMTA will test the following locations in residential areas:

1. **Hyde & Union.** This location has good visibility due to the commercial uses on Hyde Street and good accessibility to the surrounding residential area. Stops for the the Powell-Hyde cable car, 41-Union and 45-Union/Stockton are located within a close distance of the pod.
2. **Polk & Greenwich.** The space provides car sharing access to residents living in the surrounding area. There is also good access to transit; the 19-Polk, 47-Van Ness, and 49-Van Ness/Mission are nearby.
3. **Taylor & Pacific.** The space provides car sharing access to residents living in the surrounding area. The 10-Townsend and 12-Folsom/Pacific are nearby.
4. **38 Harriet.** City CarShare has been coordinating with the developer of a property at this address. The developer is planning to build residential units without off-street parking if on-street car sharing is proven to work in this area. City CarShare will work with the developer to ensure that construction can proceed without disrupting access to the vehicle or moving the on-street pilot pod.

The SFMTA will also test the following two locations in the Fillmore and Mission SFpark areas. These locations will test the feasibility of spaces in more commercial areas. Additionally, SFMTA will leverage parking sensor data from SFpark to help evaluate surrounding parking conditions. The meters at these locations will be bagged during the course of the pilot.



5. **Valencia & 17<sup>th</sup> St.** Visibility is high along Valencia and there is also a bike route on 17<sup>th</sup> Street. The space is close to stops for the 14/14L-Mission, 49-Van Ness/Mission, the 33-Stanyan, and the 16<sup>th</sup> Street BART station.
6. **Clay & Fillmore.** This location benefits from high visibility from the Fillmore commercial corridor and high residential accessibility from the Pacific Heights neighborhood. Stops for the 1-California, 22-Fillmore, and 3-Jackson are also nearby.

Outreach to merchants, residents, community groups, and elected officials will be a key component of this pilot.

## Cost

Each reserved on-street space will cost \$150 per space per month. This is the median cost for a reserved car sharing space in SFMTA parking garages. City CarShare will also pay all costs involved with implementation, including the cost of a pole, paint, and signage.

If on-street spaces are expanded Citywide, SFMTA may reevaluate the per space cost.

## Permits and enforcement

SFMTA will issue an on-street car sharing permit that will identify the vehicle that is authorized to park in the on-street pod. When the vehicle with the appropriate permit is parked at its assigned on-street pod, it will be exempt from street sweeping, RPP, and other time limit restrictions.

SFMTA will design a sticker permit and have it produced. SFMTA will produce multiple copies of the permit so that City CarShare can change the vehicle assigned to each on-street space, if necessary.

SFMTA is working to implement legislative changes to cite and tow unauthorized vehicles parked in on-street pods. Parking Control Officers (PCOs) will be instructed to issue a citation and have the vehicle towed.

## Signage and paint

Other cities have noted that one of the key challenges to on-street pods has been preventing unauthorized drivers from parking in the spaces. SFMTA will design signage and paint (if needed) to be used to clearly identify that the space is to be used for car sharing parking only. The number of poles and signs will vary based on location.





## ON-STREET CAR SHARING PILOT IMPLEMENTATION PLAN

At a minimum, SFMTA will paint a solid line around the space to clearly mark and differentiate it from other spaces on the block. SFMTA may work with CCS to test different paint treatments at certain locations, such as a stenciled message inside of the parking space.

SFMTA will post a sign reading "TOWAWAY NO STOPPING Except SFMTA Car Share Permit 0123", where 0123 is the specific permit number assigned to the vehicle. SFMTA will also post a sign designed by City CarShare to identify the space, provided that the sign meets SFMTA requirements.

The following are high-level per on-street space cost estimates to install signage and paint. These include the costs for materials and labor.

- One sign and pole: (more than one sign and/or pole may be needed, depending on location)
  - \$350
- Paint (if needed, estimates include labor & materials):
  - Solid 4-inch line around space: \$180
  - Solid 6-inch line around space: \$200
  - Other options/designs are possible.

### Space maintenance and street sweeping

City CarShare will be responsible for keeping the space and surrounding area (defined as 15 feet on both sides) clean. If the space is on a street swept by DPW, City CarShare will be responsible for keeping the space clean to DPW standards. SFMTA will work with DPW to establish these standards.

### Parking space closures

On-street parking spaces can be temporarily closed for construction or special events such as street fairs. For these space closures, signs are typically posted 72 hours in advance. The on-street car sharing permit does not exempt the vehicle from space closures; car sharing vehicles will be subject to the same rules and restrictions that apply to other vehicles. City CarShare will be responsible for moving the vehicle from the space and finding an alternate location if necessary.

SFMTA will attempt to notify City CarShare of these closures with as much advance notice as possible. However, not all space closures are communicated to SFMTA.

SFMTA will include an evaluation of space closures in its evaluation of the pilot.



Timeline

Date	Task
Spring 2011	<ul style="list-style-type: none"><li>• Finalize proposal with spaces, costs, duration, and roles/responsibilities</li><li>• Begin environmental review process</li><li>• Prepare legislative changes</li></ul>
Summer 2011	<ul style="list-style-type: none"><li>• Perform outreach</li><li>• Prepare for SFMTA Board and SF Board of Supervisors presentation</li><li>• Present to SFMTA Board and obtain approval</li><li>• Present to SF Board of Supervisors and obtain approval</li><li>• Public hearing</li></ul>
Fall 2011	<ul style="list-style-type: none"><li>• Implement marketing/communications</li><li>• Close spaces, remove meter, apply appropriate paint and signage</li><li>• Launch pilot and begin data collection</li></ul>
Spring 2012	<ul style="list-style-type: none"><li>• Complete pilot and begin evaluation</li></ul>



### Responsible entities

This section lists the primary responsibilities for the SFMTA, City Administrator's Office, and City CarShare.

SFMTA	City Administrator's Office	City CarShare
<ul style="list-style-type: none"> <li>• Legislative Changes</li> <li>• Implementation, including installing signage and paint</li> <li>• Permit administration and fee collection</li> <li>• Outreach to Mayor's Office, Supervisors, and community/merchant groups</li> <li>• Work with CCS on evaluation</li> <li>• Remove spaces (including signage/paint) as necessary after evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• Work with CCS to notify fronting property owners</li> <li>• Work with CCS to market on-street spaces</li> </ul>	<ul style="list-style-type: none"> <li>• Provide and maintain vehicles</li> <li>• Pay monthly per space cost</li> <li>• Pay for signage and poles</li> <li>• Provide data for evaluation in an electronic format on a monthly basis</li> <li>• Sweep parking space (and 15 feet on both sides) to DPW standards</li> <li>• Remove vehicles from space(s) as necessary after evaluation</li> <li>• Removing vehicles from space(s) as necessary due to street closures</li> </ul>

### Data for evaluation

City CarShare will provide data necessary for evaluation on a monthly basis and in an electronic format agreed on by SFMTA. This includes:

- Utilization rates of on-street pods (as compared to off-street pods as a whole)
- Trip logs for vehicles including time and distance traveled
- Survey of members to gauge satisfaction with on-street pods
- Survey of members who use on-street pods asking how they would have otherwise taken their trip (e.g., walk, bike, Muni, taxi, or not taken trip at all), and what the trip purpose was
- Total membership
- Survey of members to measure how many people joined City CarShare because they saw a CCS vehicle



- Operational issues (e.g., incidence of illegal parking in space)

SFMTA will use this data to evaluate the effectiveness of on-street pods. Evaluation criteria will include:

- Turnover and occupancy of on-street pods to evaluate the utilization of on-street parking for car sharing
- Member satisfaction with on-street pods (e.g., increased perceived safety, improved accessibility)
- Growth of total City CarShare membership. City CarShare and SFMTA will attempt to isolate what portion of growth can be attributed to on-street pods.
- Mode shift from private automobile and taxi trips (to the extent possible)

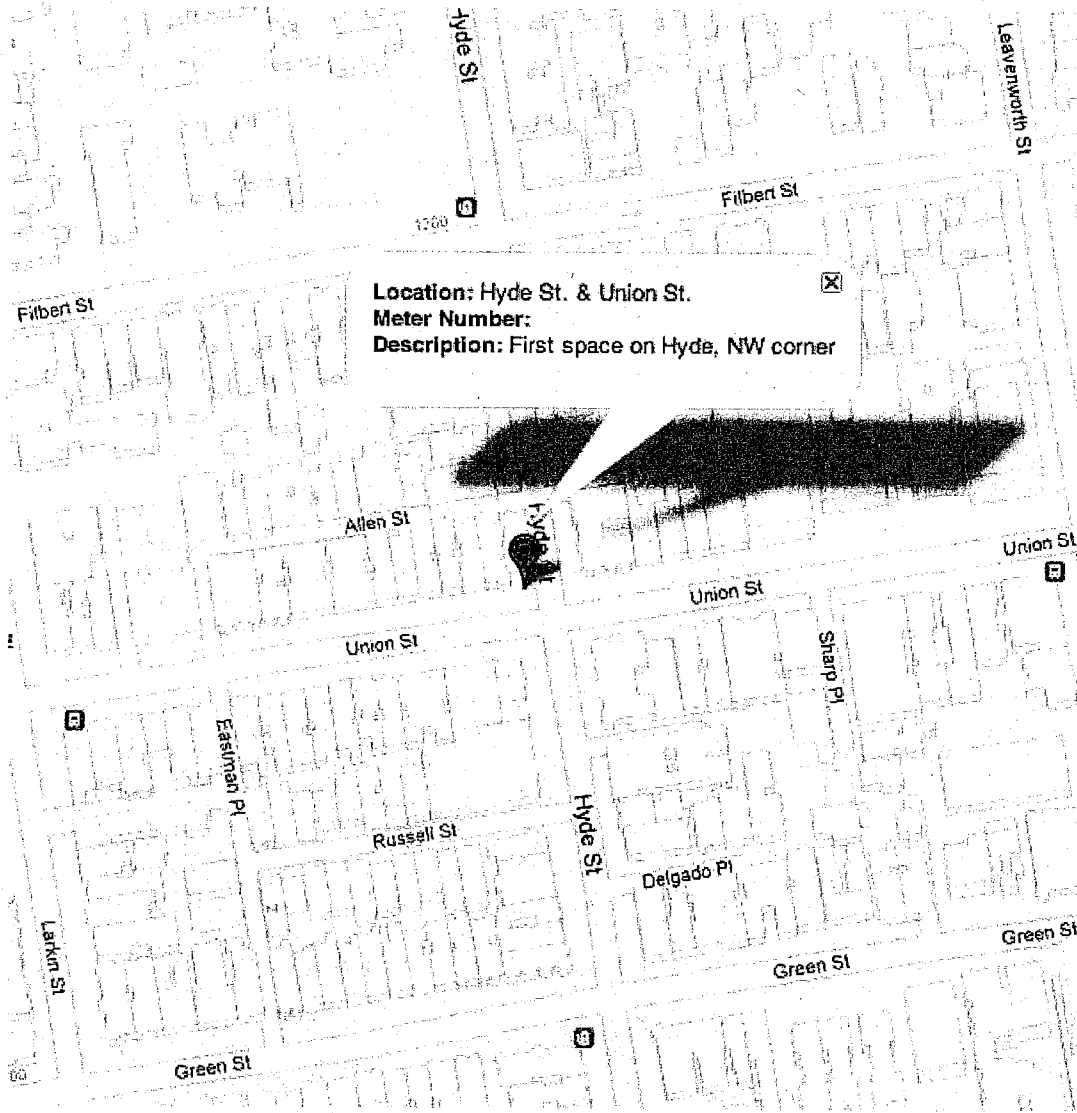
## Citywide expansion

The evaluation of this pilot will help SFMTA decide whether or not on-street car sharing pods should be implemented more broadly. If so, SFMTA will reevaluate many aspects of the pilot, including the number of car sharing organizations to be considered. If on-street pods were to be expanded, SFMTA would need to answer a variety of important questions including:

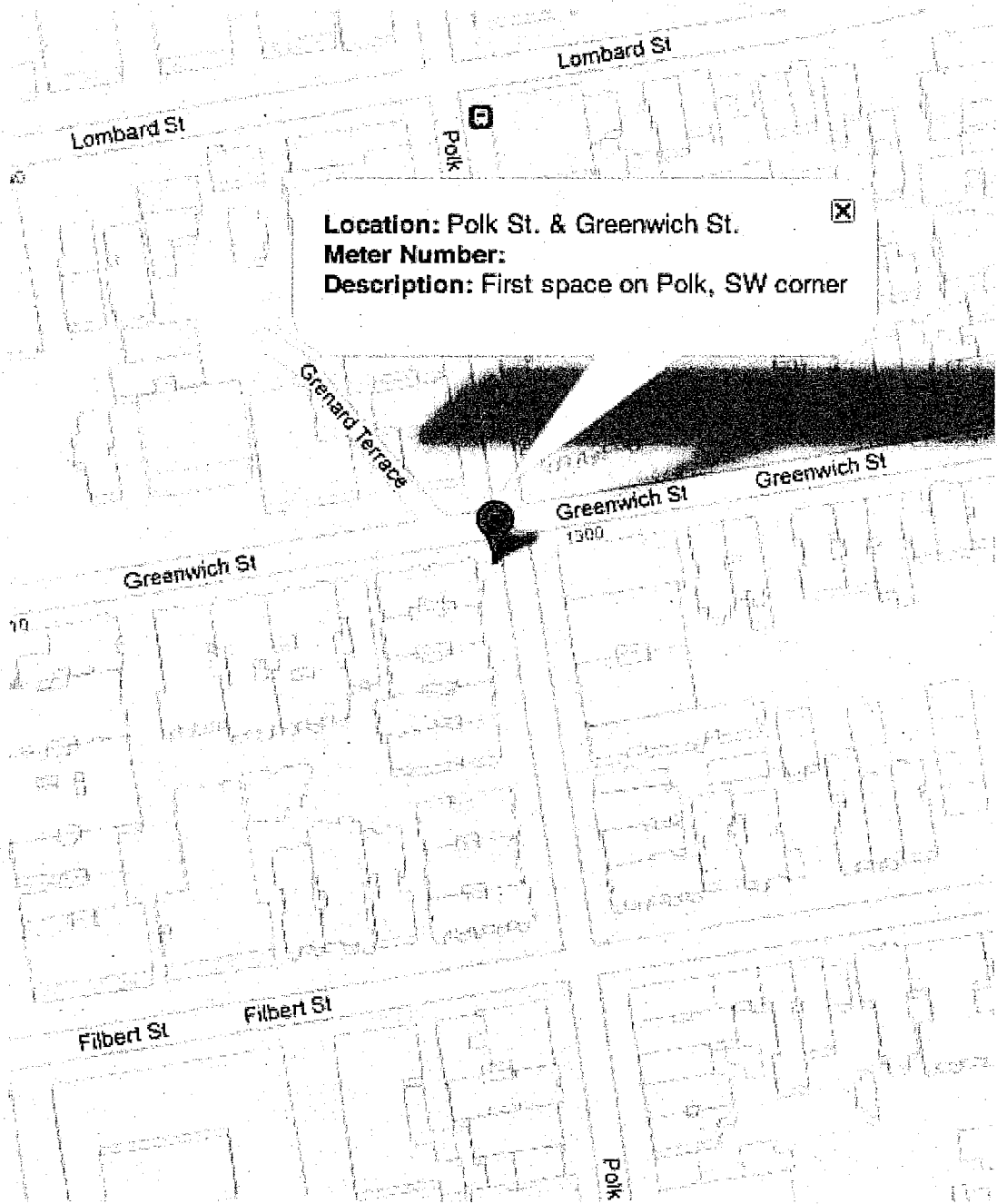
- **How will spaces be allocated?** SFMTA would have to determine how many on-street spaces it would allocate and how they should be divided between metered and non-metered spaces. Additionally, SFMTA will determine how to allocate spaces among car sharing organizations.
- **What is the suitable charge for on-street spaces?** SFMTA may revise the cost per space according to demand. Data from the SFpark pilot projects can help inform the appropriate charges by area for on-street pods.
- **What is the appropriate citywide balance between on- and off-street spaces?** Policies could evaluate what may be, if any, an optimal mix of car sharing pods in on-street spaces, parking lots, and garages (including all City-owned facilities). Additionally, SFMTA may coordinate with the Planning Department's off-street car sharing requirements.
- **What is the best way to enforce the spaces?** Other cities with similar programs have noted that it is difficult to prevent other vehicles from parking in the spaces. SFMTA would need to consider what combination of signage, pavement markings, and enforcement would work best in San Francisco.

## Appendix A: Pilot locations

### 1. Hyde & Union

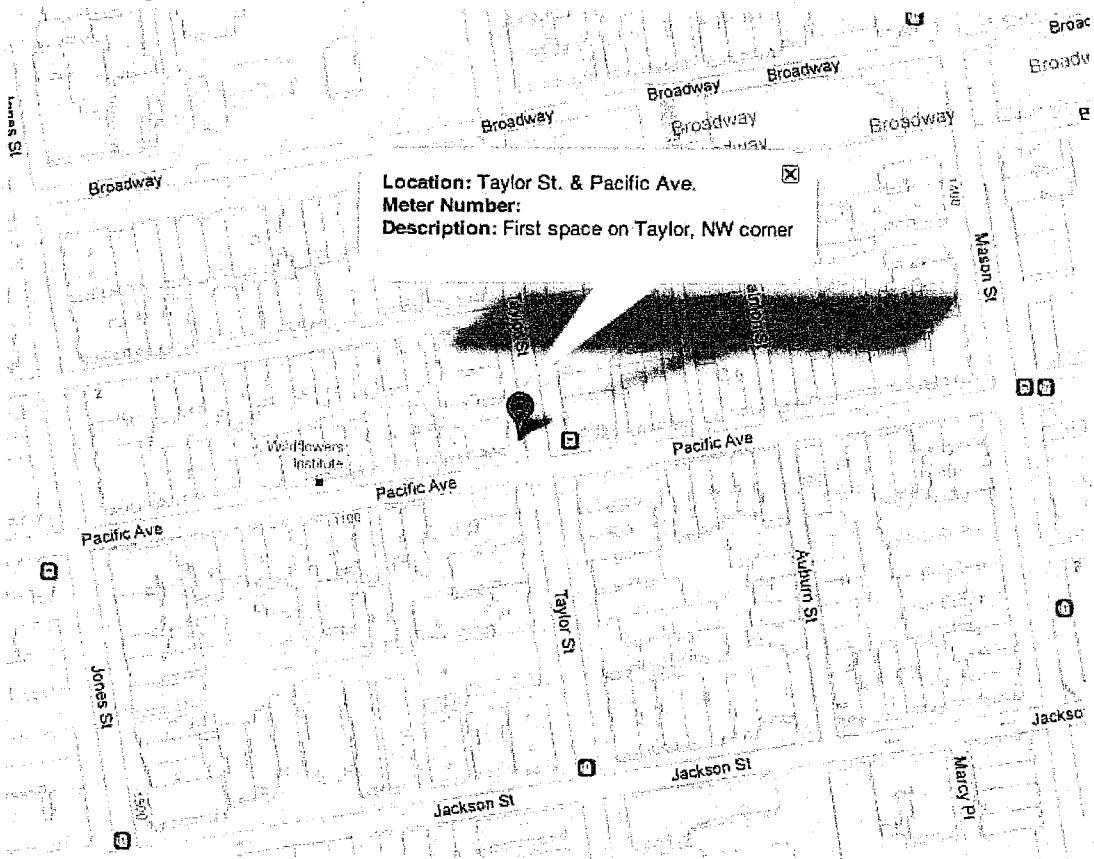


## 2. Polk & Greenwich

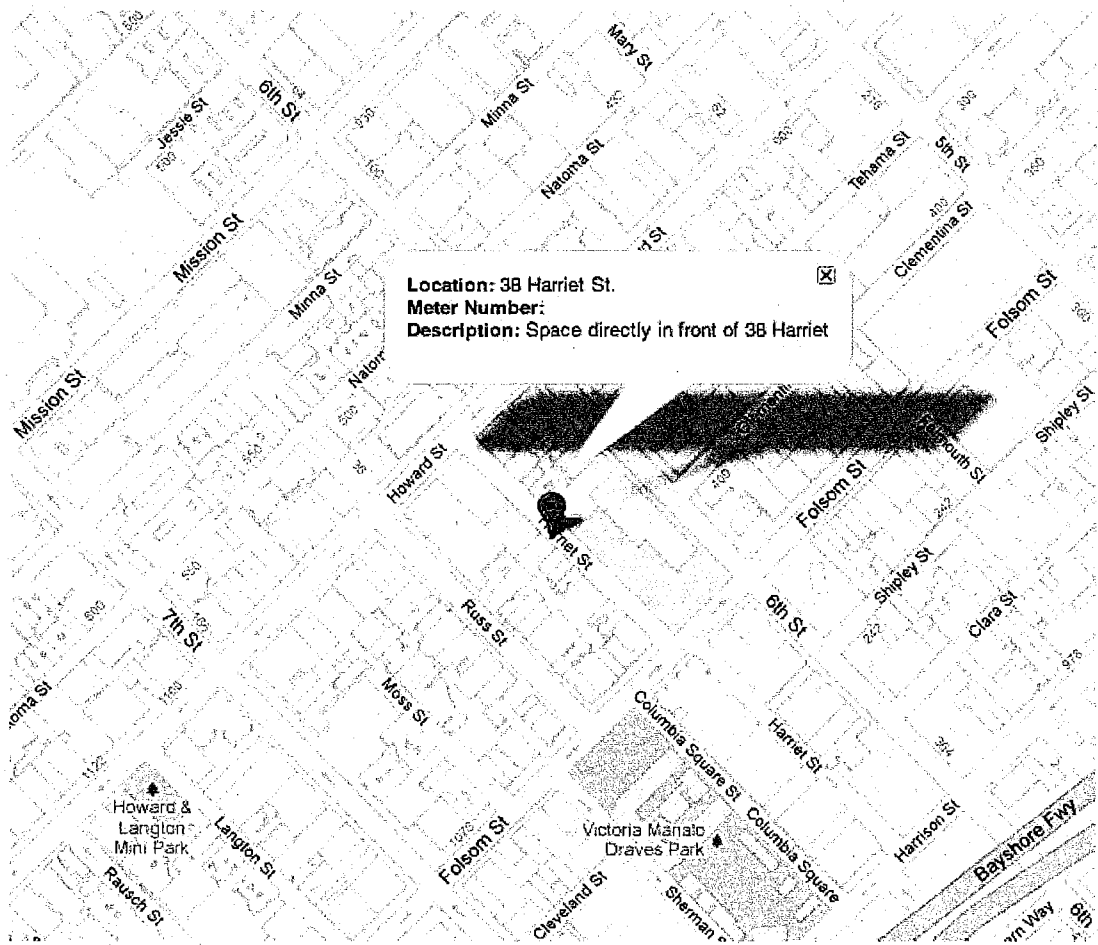




### 3. Taylor & Pacific



**4. 38 Harriet**

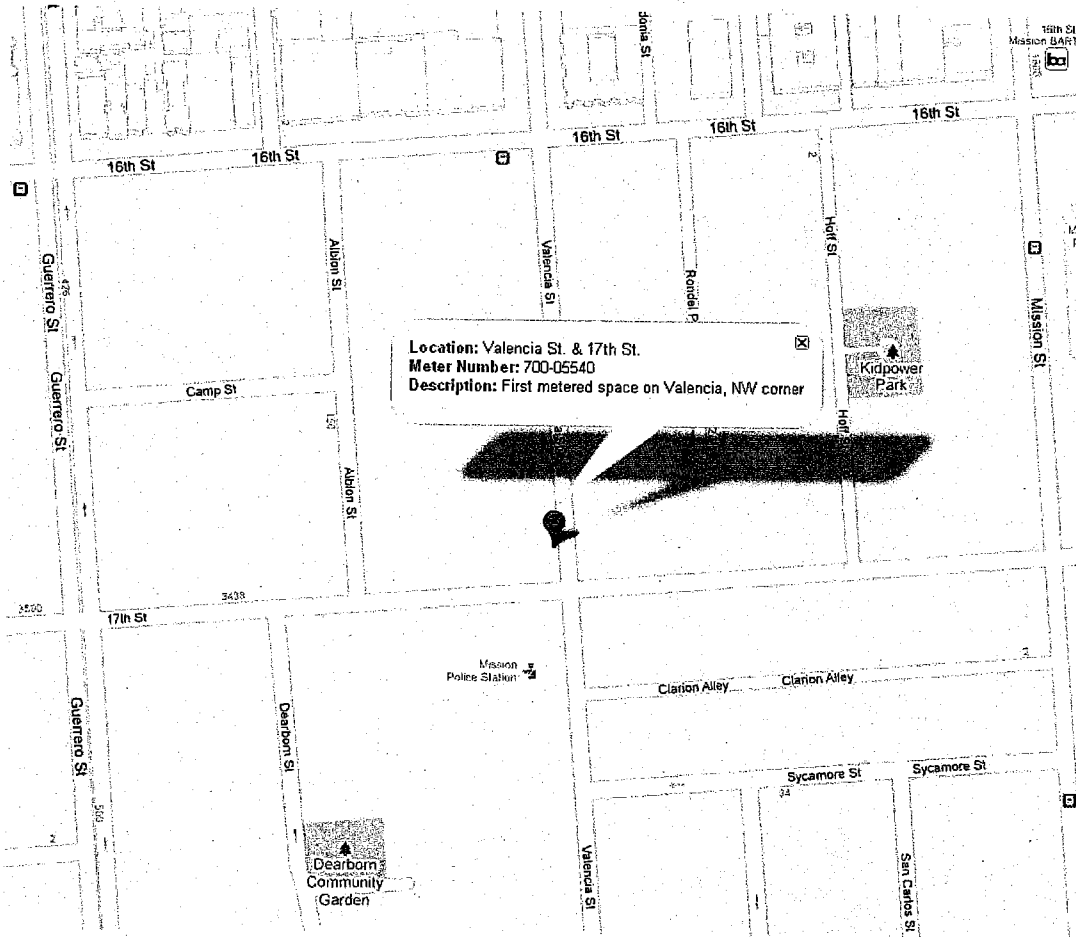






ON-STREET CAR SHARING PILOT IMPLEMENTATION PLAN

5. Valencia & 17<sup>th</sup> St



### 6. Clay & Fillmore

