

CITY OF LOS ANGELES

CALIFORNIA



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September 17, 2010

To All Interested Parties:

City Attorney (w/ blue slip)

The City Council adopted the action(s), as attached, under Council file

No. 08-1798, at its meeting held September 14, 2010.


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TO THE COUNCIL OF THE
CITY OF LOS ANGELES

File No. 08-1798

Your

TRANSPORTATION

Committee

report as follows:

TRANSPORTATION COMMITTEE REPORT relative to the status, and expansion, of the On-Street Carshare Pilot Program.

Recommendations for Council action:

1. FIND that the:
 - a. On-street Carshare Pilot Program undertaken by the City of Los Angeles commencing September 14, 2009, has been sufficiently successful in the areas near University of Southern California (USC) and University of California, Los Angeles (UCLA) to warrant extending the pilot for an additional year to a new non-campus based pilot area in Council District (CD) 13.
 - b. Pilot program has served as a successful extension of an existing "on-campus" Carshare program at USC and UCLA according to the survey data showing that more than 91% of the on-street Carshare program users are university students and faculty.
 - c. Limited scope of the pilot and the survey results substantiate concerns for the viability/success of this on-street Carshare model beyond the University setting and warrants extending the one year pilot Carshare program to on-street and/or off-street settings in CD 13 to determine the viability of the program prior to a citywide expansion.
 - d. City Attorney's review of the Letter of Agreement between Zipcar, inc. and the City of Los Angeles confirms the legality of extending the Agreement for an additional year.
2. DIRECT the Department of Transportation (DOT) to:
 - a. Work with the City's current Carshare partner for one additional year to utilize the spaces allotted, but unused, under the existing pilot program to establish Carshare spaces in Hollywood.
 - b. Provide an update to the Transportation Committee in 180 days on the status of the pilot program and to provide detailed recommendations, including on the issuance of a Request for Proposals.

Fiscal Impact Statement: DOT reports that the costs associated with the staffing, design and implementation of dedicated Carshare parking spaces is born by the General Fund. There is no mechanism in place to recover these public resources. While staffing costs during the pilot program have been minimal to date, the expansion of the program will require additional resources which cannot be supplied at this time.

The Parking Permits Division, which has been tasked with the oversight of the Carshare Pilot, is staffed with resolution authority positions. The Division has been impacted by Mandatory Furloughs, work related injuries, and the Early Retirement Incentive Program which has resulted in over 40% reduction in staffing. The program was scheduled for elimination as part of the 2010-2011 Budget discussions. However, the program was continued for an additional year in the final budget. There are instructions for the City Administrative Officer, the Chief Legislative Analyst, and DOT to consider moving the Parking Permits Division under the Special Parking Revenue Fund (SPRF). It would be advisable to consider moving the Carshare program under SPRF, as well, in light of plans to expand citywide.

Community Impact Statement: None submitted.

SUMMARY

In a report to Council dated August 31, 2010 (attached to the Council file), DOT recommends that Council approve a proposed pilot to expand the City's On-Street Carshare Program into Hollywood, and to approve a related contract extension with the City's Carshare Partner, Zipcar, Inc., for a period of one year.

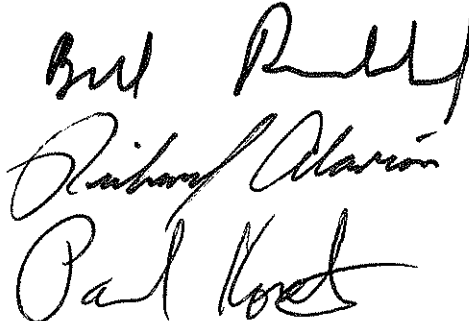
DOT reports that the Carshare Program was approved for implementation by Council in 2007. Subsequently, an Ordinance effecting various parking privileges for Carshare Program vehicles was approved. In September, 2009, the Carshare Program commenced in two limited areas near the USC and UCLA campuses, in which Zipcar had existing service and customer bases.

Since that time, DOT studied other locations and the coordination of the program with other transportation services and hubs. The Department's goal is to integrate the Carshare program into the City's overall transportation demand management plan.

At its meeting held September 8, 2010, the Transportation Committee discussed this matter with representatives of DOT and Zipcar, Inc. At that time, the Committee recommended that Council approve the recommendations contained in the DOT report.

Respectfully submitted,

TRANSPORTATION COMMITTEE



ADOPTED

SEP 14 2010

LOS ANGELES CITY COUNCIL
FORTHWITH

MEMBER	VOTE
ROSENDAHL:	YES
LABONGE:	ABSENT
ALARCON:	YES
KORETZ:	YES
PARKS:	YES