



August 7, 2018

Councilmember Mike Bonin  
Chair, Transportation Committee  
200 N Spring St, Suite 475  
Los Angeles, CA 90012

**Re: Item 17, Car-Share Pilot Program, CF #13-0192**

Dear Councilmember Bonin,

The Central City Association of Los Angeles (CCA) is writing to express our support for establishing a fixed-space and point-to-point car-share permit program for the City of Los Angeles.

Established in 1924, CCA is LA's premier advocacy organization, with 400 members in the Los Angeles area. As an economic and cultural center and a transit hub for the entire region, we recognize that dependence on single-occupant vehicles is neither environmentally, economically, nor physically sustainable in the long run.

As we wrote in our letter of support when this proposal was first heard in May 2017, CCA believes car-sharing can play an important role in the transition away from single-occupant vehicle dependency. Both fixed-space and point-to-point ("free-floating") car-sharing can offer the cost and convenience needed to convince drivers to sell their vehicles or forego purchasing a new one — an especially important goal in Downtown LA where we're preparing for our population to triple to more than 200,000 residents by the year 2040.

Overall, we believe the proposed fee structure is reasonably based on meter revenues and doesn't unduly burden car-share users. We also greatly appreciate your committee allowing free-floating vehicles to park in Preferential and Overnight Parking Districts. Without this permission the utility of car-share would be severely undermined and unlikely to compete with personal car ownership.

This pilot program represents an important new mobility tool for car-free households as well as car-owning households looking to reduce their transportation costs. We appreciate your leadership moving this proposal forward, and we hope to see it go into effect as soon as possible.

Sincerely,

A handwritten signature in blue ink that reads "J Lall".

Jessica Lall

President & CEO, Central City Association of Los Angeles

cc: Councilmember Paul Koretz  
Councilmember Nury Martinez