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April 22, 2015

The Honorable Mike Bonin
Los Angeles City Council, District 11
200 North Spring Street, Room 475
Los Angeles, CA 90012

RE: Support for Point to Point Carsharing

Dear Councilmember Bonin:

I am writing to you on behalf of the Century City Chamber of Commerce in reference to a permit-based carsharing pilot program that is currently under consideration by the Transportation Committee to make it easier for commuters to get around L.A.

As there are many different types of car sharing services, from traditional round trip fixed base carsharing models, we are encouraged that the city and LADOT chose to include the point to point carsharing model, which offers a new and innovative approach to carsharing.

While we know that a lot of work went into the draft guidelines before you today, we are disappointed that the scope is so narrow. Fifty cars in the first six months seems like a recipe for failure. Given that other major cities have adopted much larger programs and demonstrated success, we suggest revisiting this low number.

We understand that point to point car sharing is working well in cities all over the globe, and most recently point to point carsharing was expanded into the South Bay in cities like Redondo Beach, Hermosa Beach and Torrance.

The Century City Chamber works closely with Commute 90067, a transportation management organization in our community, to find ways we can connect commuters that take the EXPO Light Rail to their destination, Century City...and the connection to transit is extremely important in Century City where over 45,000 workers are employed. This could be a first step in helping to bridge that gap.

It's critical that as Los Angeles begins to implement a more robust carsharing program, it carefully considers the geographic area to maximize the reduction of vehicle miles traveled, compliment existing carsharing programs in the South Bay and encompass high-density areas, like Century City. We hope you will support policies in the city's carsharing program that allow point to point carsharing providers like car2go and/or others to successfully operate in Los Angeles.

Thank you for your consideration.

Most sincerely,

Susan Bursk

Susan Bursk
President & CEO

cc: Hon. Paul Koretz
Hon. Tom LaBonge
Hon. Bernard C. Parks
Hon. Paul Krekorian
Nat Gale, Office of Mayor Garcetti
Seleta Reynolds, LADOT

Date: 4-22-15
Submitted in Tran Committee
Council File No: 13-0192
Item No.: 11
~~Deputy~~ public

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Executive Director

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The Honorable Mike Bonin
Los Angeles City Council, 11th District
200 N. Spring St., Room 475
Los Angeles, CA 90012

Dear Councilmember Bonin:

Point-to-point carshare is a concept that is moving the needle far forward in terms of public interest in carsharing. The appeal is instantaneous: The idea that you could walk out of your office and into a car parked right on your street, drive it somewhere, and *then just leave it* is a wow! Not only is it better than hiking to the parking structure to get your own car and then finding another parking space when you reach your destination, it's also proof that carsharing is evolving. What's going to come next?

We urge the City of LA to give point-to-point carsharing a real chance to prove itself with a larger pilot project – perhaps by doubling the number of parking spaces from 200 to 400 – that is more in line with what other cities are doing. (Still falling far short of other cities such as Seattle, which has set a goal of dedicating 3,000 parking spaces for point-to-point.) Success in carsharing requires density: If users can't find a car when they need one it won't give them the confidence they need to consider leaving their cars at home – or better yet, selling them!

We applaud LADOT for researching cost recovery in 8 cities and for considering the idea of tiered pricing, which has been proven to work in other cities and has also been proven to bring carsharing to a wide range of neighborhoods. We do want to make sure that this pilot serves all neighborhoods, especially those lower-income neighborhoods that could benefit most from the cost savings that could result from sharing instead of owning and maintaining a car. Perhaps the city could consider ways in which the tiered pricing structure could incentivize or even require carshare operators to locate vehicles in lower-income neighborhoods.

Moreover, Move LA strongly urges the City of LA to implement a robust carshare program by dedicating on-street parking spots in LA neighborhoods. The public investment we are making in our public transit system needs to be supported by first-mile last-mile connections that reach deep into neighborhoods – carsharing as well as

**Move LA Coalition
Leadership Board**

Frank Lopez

*Los Angeles Area
Chamber of Commerce*

Allan Marks

*Milbank, Tweed,
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VTBS Architects

John Warfeld

Metropolitan

Pacific Capital

better sidewalks and bike lanes are essential FMLM strategies to ensure robust transit ridership and a return on the public investment in transit. But we know that you know this, and we strongly support your efforts!

Sincerely,

A handwritten signature in black ink, appearing to read "Denny Zane". The signature is written in a cursive, slightly slanted style.

Denny Zane
Move LA

cc: Hon. Paul Koretz
Hon. Tom LaBonge
Hon. Bernard C. Parks
Hon. Paul Krekorian
Nat Gale, Office of Mayor Garcetti
Seleta Reynolds, LADOT