

TRANSPORTATION COMMITTEE REPORT relative to the formulation of a multiple-provider carshare fixed-space and point-to-point carshare permit program.

Recommendations for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

1. APPROVE the revised *Rules and Guidelines for Fixed Space Carshare Pilot Program* and *Free Floating Carshare Permit Pilot Program* as detailed in Attachments A and B, respectively, of the January 24, 2018 Los Angeles Department of Transportation (LADOT) report, attached to the Council file, which are necessary for implementation and program management of the Multiple-Provider Carshare Permit Pilot Program.
2. AUTHORIZE the LADOT to make minor changes to the Rules and Guidelines as necessary to ensure flexible management of daily operation of the above pilot carshare programs.
3. RECEIVE and APPROPRIATE funding from payments for compensation for parking revenue loss or other parking fees, permit fees, parking space conversion fees, and administrative costs related to the carshare pilot programs into a Carshare Program account within the Permit Parking Program Revenue Fund No. 49C with a stipulation that funding would not be expended without further policy direction from City Council.
4. REQUEST the City Attorney to prepare and present an Ordinance amending Los Angeles Municipal Code Section 80.58.1 allowing the LADOT to charge fees associated with the Fixed Space and Free Floating Multiple-Provider Carshare Permit Pilot Programs.
5. DIRECT LADOT to:
 - a. Report in 180 days and again in 365 days with an update on the pilot carshare program.
 - b. Conduct community outreach and lead a one-time application for a Coastal Development Permit for up to 20 Fixed Space carshare spaces in the Coastal Zone.
 - c. Modify operator insurance requirements for Comprehensive Automobile Liability to establish minimum limits of \$100,000 (bodily injury per person), \$300,000 (bodily injury maximum), and \$100,000 (property damage) per incident.
 - d. Report on the technology and/or process improvements needed to provide automatic notifications to operators of upcoming temporary parking restrictions that impact carshare vehicle locations.
 - e. Require all operators to prepare an equity plan that sets benchmarks and require regular reporting on those benchmarks.
 - f. Report back in 180 days on recommendations for a City equity program based on initial program data, available funding, and input from community and industry stakeholders.

Fiscal Impact Statement: The LADOT reports that these new programs will require lead time for outreach and marketing prior to their launch. Assuming that the pilot program is approved in January and the Ordinance is adopted by late February, the initial implementation process could take an additional three to four months to complete the work on Qualified Carshare Organizations (QCO's) outreach, engineering assessment, space conversion, and final inspections. The LADOT anticipates collecting fees beginning in mid-2018 and expects participation from three to six QCO's, potentially deploying anywhere from 50 to 200 vehicles in Fiscal Year 2018-19. This could potentially generate between \$75,200 and \$218,750 annually for the Carshare Program Account within the Permit Parking Program Revenue Fund No. 49C. Special Parking Revenue Fund No. 363 will be impacted as the parking meter recovery payments received from the carshare program will be appropriated into the Carshare Program account within the Permit Parking Program Revenue Fund No. 49C.

Community Impact Statement: None submitted.

Summary:

On May 24, 2017, your Committee considered a May 19, 2017 LADOT report relative to a status update on the formulation of a multiple-provider carshare fixed-space and point-to-point (P2P) carshare permit program. According to the LADOT, the original carshare pilot launched on September 14, 2009 with Zipcar and included 40 vehicles and 40 fixed-space parking spots around USC and UCLA. The focus of this pilot was to assess how the program worked around university campuses. In December 2010, the City expanded the pilot to Hollywood to include 22 vehicles and associated fixed-space locations. The focus of this pilot was to determine whether the pilot could flourish around transit stations and in on-street, curbside parking locations in commercial areas. On August 17, 2011, Council authorized the LADOT to prepare a Request for Proposals (RFP) seeking submittals from organizations interested in providing carshare services and on April 19, 2013, after a competitive process, Council authorized the LADOT to negotiate and execute a five-year contract with Hertz On Demand to provide carsharing services for the City of Los Angeles.

However, Council rescinded this action on June 25, 2014 due to the inability of Hertz to negotiate a contract. On May 12, 2015, Council approved *Rules and Guidelines for the Fixed Space Carshare Pilot Program* and instructed the LADOT to prepare guidelines for a Point-to-Point (P2P) carshare program. Council also approved Ordinance No. 183569 (Council File No. 13-0192-S1) defining a "Qualified Carshare Organization" and granting the LADOT responsibilities of preapproving, permitting, and collecting fees and administrative costs related to Qualified Carshare Organizations. However, the Ordinance did not include the necessary fee schedule.

Attached in the draft ordinance contained in the May 19, 2017 LADOT report is the recommended fee schedule, reflecting past LADOT recommendations for a tiered fee schedule and associated administrative and engineering assessment fee. Starting in Summer 2016, LADOT staff began working with Council offices and interested QCOs to begin identifying viable sites. The result of this work is an ten additional on-street, fixed-space locations. In January 2017, the LADOT executed a contract with BlueCalifornia, LLC to provide an Electric Vehicle Carsharing Pilot Program in Disadvantaged Communities, funded by the California Air Resources Board and that program has broken ground on the first charging hub and is on track to install 20 hubs by the end of this summer. The pilot will provide 100 electric cars and 200 electric

charging points over 40 hubs. After consideration and having provided an opportunity for public comment, the Committee moved to continue the matter pending the LADOT making revisions to the proposed pilot program.

Subsequently, on November 8, 2017, the Committee considered this matter further to include a subsequent report dated November 1, 2017. According to the LADOT, they have formulated a revised set of draft rules and guidelines for both the Fixed Space and Point-to-Point (P2P) Carshare Pilot Programs, along with a draft fee structure for the Multiple-Provider Carshare Permit Pilot Program. After consideration and having provided an opportunity for public comment, the Committee moved to further continue this matter pending further revisions to include:

- a. Reformatting the Rules and Regulations for the pilot program into two separate documents to clearly distinguish the regulation requirements between Fixed Space Carshare and Free Floating Carshare Programs.
- b. Reaching out to the carshare industry for feedback on the proposed rules and guidelines and the proposed fee structures; providing a matrix of fee structures and data reporting requirements in other major metropolitan cities and comparing this matrix to LADOT's own proposal.
- c. Considering the impact of Free Floating Carshare Program on residential parking within Preferential Parking Districts.
- d. Establishing a protocol to avoid over-concentration of Fixed Space carshare vehicles in any particular area.
- e. Evaluating if a maximum number of carshare permits should be established; establishing a procedure for unexpected change of parking regulations due to temporary street events.
- f. Providing greater clarity on data reporting requirements.
- g. Ensuring that the permitting process within Coastal Zone is not cumbersome, and to explore the possibility of the City applying for a blanket permit for the pilot program within the Coastal Zone.
- h. Creating an equity program account for using the parking meter revenue recovery fund.

On January 24, 2018, the Committee further considered this matter along with a January 24, 2018 LADOT report with accompanying attachments. According to the LADOT, this report is in response to the feedback received at the November 8, 2017 hearing regarding the Fixed Space Carshare and the Free Floating Carshare pilot proposals. The Transportation Committee instructed the LADOT to reformat the Rules and Guidelines for the pilot program, provide a matrix of fee structures and data reporting requirements in other major metropolitan cities and compare this matrix to LADOT's own proposal. The Committee also directed LADOT to ensure that the permitting process within the Coastal Zone is not cumbersome, and to explore the possibility of the City applying for a blanket permit for the pilot program within the Coastal

Zone. LADOT now seeks authority to set a formal fee structure, collect these fees, set up an equity fund account, and make any administrative changes to the rules and guidelines consistent with the approvals for the pilot carshare program.

After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of Recommendation Nos. 1-3 and modify Recommendation No. 4 in the January 24, 2018 LADOT report. Also, the Committee made a number of additional recommendations that are detailed above in Recommendation Nos. 4 and 5a. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

TRANSPORTATION COMMITTEE



MEMBER VOTE

BONIN: YES
MARTINEZ: YES
KORETZ: ABSENT

ARL
1/24/18

-NOT OFFICIAL UNTIL COUNCIL ACTS-