



May 24, 2017

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

Re: Item 10, Fixed-space and P2P car-share permit program

Dear Councilmember Bonin,

The Central City Association of Los Angeles (CCA) is writing to express our support for your efforts to establish a fixed-space and point-to-point (P2P) car-share permit program for the City of Los Angeles (CF #13-0192), and to encourage your committee to enact flexible rules that promote the rapid expansion and adoption of car-share throughout LA.

Established in 1924, CCA is LA's premier advocacy organization, with 400 members in the Los Angeles area. As an economic and cultural center, as well as 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. To make the necessary shift away from car dependence, Angelenos must feel secure in the availability of alternatives to driving that are safe, affordable, and convenient. Historic mobility investments funded by Measure R, Measure M, SB 1, and the City's own commitments will help us provide these alternatives.

CCA believes that car-share will also be an indispensable component of this shift. One of the greatest and most under-discussed barriers to greater reliance on transit, walking, and bicycling is the sunk cost of vehicle ownership: Most residents own or lease their vehicles, and the costs of insurance, regular maintenance, registration, and household parking are all fixed—the cost of any individual trip, as felt by the owner of the vehicle, is typically only parking (which is often free) and fuel. By offering residents an alternative to car ownership, we can level the playing field with other modes of travel. Car-share is just such an alternative, and one that has seen great success in other cities around the world.

There are tens of thousands of Angelenos, at minimum, who own cars but use them sparingly. With densely- and widely-available car-share service in the city, each of these residents could benefit from:

- Savings of at least several hundred dollars per month
- Greater choice, picking the car that best suits the driver's needs on a trip-by-trip basis
- The ability to drive for one leg of a trip, then to return by another mode (with P2P)
- A healthier lifestyle involving more walking and bicycling
- Freedom from cleaning, refueling, vehicle maintenance and other day-to-day chores

In addition to these individual benefits, there would also be city- and region-wide gains resulting from a flourishing car-share program (or programs) in Los Angeles:

- Car-share fleet vehicles produce fewer emissions than the average (older) automobile on the road, decreasing local pollutants and greenhouse gas emissions
- Congestion could decline and transit ridership could grow, as studies have shown that each car-share vehicle can take 9 to 13 privately-owned cars off the road
- Housing affordability and urban design would improve, with new developments spending less on parking and less need for other auto-oriented design concessions—which often come at the expense of a less safe and active street life for pedestrians and bicyclists
- Opposition to new housing construction will decline, as the reduced need for parking and increasing transit use would both relieve the concerns of many development opponents
- We would be bridging the gap to autonomous vehicles, establishing the concept of “mobility as a service” on a broader scale, and further acclimating residents to the idea of a world in which cars are for using rather than owning

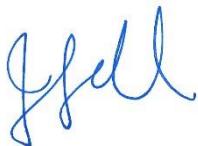
Perhaps best of all, each of these benefits can be realized with little or no public investment. Los Angeles residents are each already spending thousands of dollars every year on driving. Opening the door to car-share offers them a more affordable and environmentally sustainable way to achieve their mobility goals using only a share of those same dollars, and only if they make the choice to do so.

With that in mind, CCA asks that the members of the Transportation Committee use a light touch with respect to the car-share permitting pilot program. We hope that City leadership and staff will treat this program as an opportunity to enable the great promise of car-share, rather than to prescribe or narrowly tailor its benefits.

As we have seen with both car- and bike-share in cities around the world, the most successful programs are those that embrace and promote a wide network—that provide both a dense concentration as well as a broad coverage of vehicles. Limitations on permits, or on car-share vehicles per participating company, along with similar restrictions, can prevent car-share from gaining the critical mass needed to become a truly transformative force in our city.

CCA is excited about the opportunity that car-share represents for Los Angeles, and grateful to City Council’s leadership in establishing a framework for its growth. We look forward to continuing to work with each of you to ensure that it can successfully achieve all of the benefits outlined above. If you have any questions or concerns, please feel free to contact CCA’s Director of Public Policy, Shane Phillips, at sphillips@ccala.org or 213-416-7535.

Sincerely,



Jessica Lall
President & CEO, Central City Association of Los Angeles

cc: Councilmember Paul Koretz, Vice Chair
 Councilmember José Huizar
 Councilmember Nury Martinez
 Councilmember David Ryu