

Proposed Key West Carshare Pilot Program

March 15, 2016, Planning Department, City of Key West

The City wants to get more people biking, walking and using public transit instead of driving alone. Why? Because traffic congestion is bad for business and economic development, degrades our Island's environment and is unhealthy for our citizens too. Parking problems exacerbate tensions in our dense neighborhoods, and are also bad for business. One way to get more people using transit, biking and walking is to lessen their dependence on private autos. Enter carshare. Research over the last dozen years shows the benefits of carsharing for cities and their members include:

Lower's the demand for parking. Surveys report that each carshare vehicle replaces between seven and fifteen private cars as members sell or scrap their cars or avoid buying new ones.

Fewer miles driven and emissions produced. Carshare members only use cars when they have to rather than just taking it out because they already have one in the driveway. This results in less VMT.

Lower transportation costs. Owning and maintaining a vehicle is the second most expensive item after one's home. AAA says it costs on average \$8,485 per year per vehicle. Carshare reduces transportation costs, thereby making housing more affordable.

More transit, bike and walk. Research shows that carshare increases the use of transit, bike and walk modes. Perhaps counterintuitive, but because carshare members know they can have access to a car when they need it, they get rid of cars and use other modes more. Cities with robust carshare programs all are experiencing more people biking, walking and using transit and less driving.

Social Equity. Access to a vehicle for people that can't afford one.

About 13% of Key West households are car-free. This compares to 26% in Miami, 38% in Washington, D.C., 37% in Boston, 33% in Philly and 9% in Jacksonville to cite just a few examples. For a compact, urban place, the percentage of households without cars in Key West is low. Anecdotal evidence suggests that many people in Key West would give up the expense of owning and parking a car if they had the opportunity to join a carshare program.

How Carsharing Works

Carsharing refers to services that provide access to a vehicle or fleet of vehicles for short-term use, priced by the hour or minute, located conveniently throughout the community, and with most, if not all, costs (such as gas, maintenance, and insurance) bundled into the rate. These services typically require membership, and usually have a base annual membership fee. Wikipedia: <https://en.wikipedia.org/wiki/Carsharing>.



During carsharing's infancy many cities started their own programs because of the benefits to their transportation systems. This often proved costly. Over time carshare companies emerged and grew. Municipalities worked with them, often providing parking spaces and promotion in return for what they see as a public service or public good. There are three major companies in the U.S. (Enterprise, Zipcar and car2go) and a number of local/regional vendors in the U.S. too.

Pilot Background

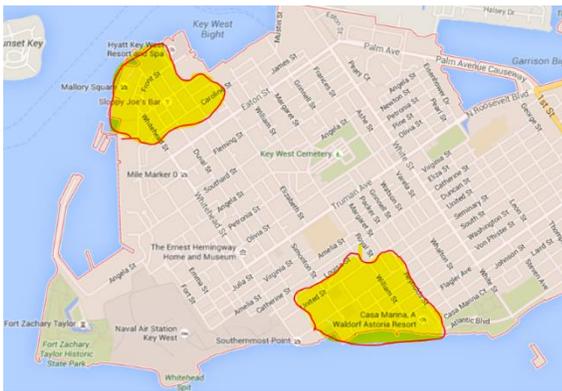
With the benefits of carshare in mind, the Planning Department approached Enterprise Carshare, car2go and Zipcar and inquired about them bringing their services to Key West. Only Zipcar was interested at this time. They have 170 cars in Florida including 60 in Miami and are in the cities of Ft. Lauderdale, Jacksonville, Pensacola, West Palm Beach, Boca, Gainesville, Tallahassee and Fort Meyers. They just moved into Orland with 12 cars – six downtown and will open up with six cars in downtown Tampa in April. In both these cases the cities are

providing free on-street parking to help get the programs started. Zipcar was intrigued by our arguments that Key West's compact, urban nature would be a good fit for carshare. They were also intrigued about a tourist market that may include their members from other cities. If we could give them some parking to access both the dense downtown residential area and tourist market they are willing to try this out and come now.

Staff researched how other Florida municipalities approached carshare. In Miami Zipcar has a contract with their municipal parking authority. In Orland they have an agreement with FDOT because the parking spaces are on FDOT streets. In Tampa they simply used Zipcar's standard parking agreement. In West Palm Beach they provided Zipcar with a License to Use the parking spaces by City Resolution. The License included a Certificate of Liability Insurance.

Key West Carshare Pilot

Staff proposes to follow the West Palm Beach model. We don't need to do an RFP. If another carshare company wants to enter the market the City could set aside a similar amount of parking for them too. At their request, Zipcar will start with four cars. Two each in each of the highlighted areas on the map. Zipcar has requested free spaces for a pilot period of one-year because this is an untested market. Other cities have done the same. The Parking Director John Wilkins is willing to provide these spaces, free of charge, for the pilot period of one-year and then depending upon the results of the program negotiate a proper rate for use of the parking spaces.



Zipcar Miami will manage the program. They will install the carshare signage at the parking spots and will send a marketing team down to work with businesses, hotels and residents to gain memberships. They will use social media and Internet to do advertising. They also will likely have tables at local events and/or sponsor these too to help get new members. There will likely be a period where memberships will be sold at a reduced rate and we may tie that in to some other city promotion with bike, walk and/or transit.

Zipcar will outsource to a cleaning company to clean the vehicles every 8 to 10 days and they will use their vendor to shuttle cars in for service and maintenance.

If successful Zipcar would expand the program to additional neighborhoods. The Planning Department proposes to conduct a study towards the end of the pilot project to assess the results and make recommendations for the future.



Additional information:

- **Zipcar Miami:** http://www.zipcar.com/miami?zipfleet_id=873204496
- **Whitepaper: *Why Should Local Governments Care About Carsharing?***
<http://mobilitylab.org/wp-content/uploads/2013/09/Why-Should-Local-Governments-Care-About-Carsharing-Sept-2013.pdf>
- **How Carsharing Accelerates Sustainability:**
<https://www.greenbiz.com/blog/2014/10/14/shaheen-how-car-sharing-gets-us-here-sustainability>
- **Worldwide Carsharing Trends and Research Highlights slideshow:**
<http://www.slideshare.net/AlanWoodland/susan-shaheen-worldwide-carsharing-trends-and-research-highlights>
- **Providing a Leg Up to Low-income Americans with Carshare and Bikeshare:**
<http://mobilitylab.org/?s=carshare>
- **Five Big Lessons to Help Small Cities Expand Shared Mobility:** <http://mobilitylab.org/2015/10/23/lessons-to-help-small-cities-expand-shared-mobility/>