

.2014 Council Study Issue

DPW 14-04 Consideration of Policies and Actions to Support Car Sharing

Lead Department Department of Public Works

Sponsor(s) Bicycle and Pedestrian Advisory Commission

History 1 year ago: 2 years ago:

1. Scope of the Study

a. What are the key elements of the study?

This study would investigate policies and actions to foster establishment of Car Share businesses or programs in Sunnyvale. The BPAC feels this could be an effective means to reduce demand for car ownership and the corresponding potential for increasing bike space. The study would survey the state of the industry and what public actions are being taken to support Car Sharing. The study would consider workable rules/laws pertaining to Car Sharing and make recommendations on how Sunnyvale could facilitate implementation.

b. What precipitated this study?

The BPAC believes that car sharing is a highly effective means to reduce the number of motor vehicles on the roadway, thereby freeing up space for bicycling.

c. Is this a multiple year project? No Planned Completion Year 2014

2. Fiscal Impact

a. Cost to Conduct Study

i. Level of staff effort required (opportunity cost)

Major Moderate Minor

ii. Amount of funding above current budget required \$ 0

Will seek budget supplement Will seek grant funding

iii. Explanation of Cost: The study can be completed within current staff resources.

b. Costs to Implement Study Results

- No cost to implement.
 Unknown. Study would include assessment of potential costs.
 Some cost to implement. Explanation:

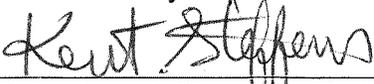
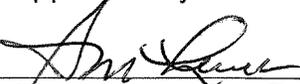
3. **Expected participation in the process**

- Council-approved work plan
 Council Study Session
 Board/Commission Review by BPAC, Planning Commission

4. **Staff Recommendation**

a. Position: Drop

b. Explanation: Car sharing is a private enterprise which limits the degree of incentives that could be offered by the City. While staff does support car sharing programs in concept as another alternative to meet the transportation needs of residents, it is unrealistic as a means to make meaningful changes to roadway utilization. The City already allows car sharing services to utilize high occupancy vehicle parking. The City also has a business development program that would work with any car sharing services that are interested in locating in Sunnyvale.

Reviewed By:	Approved By:
 10-17-13	 10-24-13
Department Director Date	City Manager Date