

# Denver Car Share Permit Program

Rocky Mountain Land Use  
Institute Conference

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# Strategic Parking Plan (SPP)

## Vision & Framework

- Acknowledge a variety of land use patterns & contexts
- Manage parking as an asset : most publically held, kept healthy, recover costs
- Encourage an integrated, collaborative approach to the parking management toolbox

Goal for the limited resource is  
**BALANCE**



# What is Car Share

- Recommended in the **Strategic Parking Plan**  
Part of a multi-modal approach to solve the final mile issue; connecting transit to employment and activity centers when walking / cycling is not feasible
- A car share vehicle may remove 9 to 13 personal vehicles from the transportation system
- A robust car share network can reduce parking demand, reduce vehicle miles traveled (VMT), and increase mobility options



# What is Car Share

- A fee-based service that provides a shared vehicle fleet to members 24/7 at unattended self-service locations
- Car usage is provided at minute, hourly or 'per mile' rates typically ranging from \$0.38/min to \$2.50-\$13.99/hr including fuel and insurance
- Primarily used for short trips, complements transit infrastructure with enhanced mobility options for members



# Why did Public Works get involved

- Public Works had conducted a multi-year pilot program, market had matured and long term policies were needed to grow and manage Denver programs
- Existing zoning and development policies were in place that could support car sharing through increased densities, mixed-use developments and parking reductions for car sharing strategies



# Why did Public Works get involved

- As FasTracks is implemented, it is critical to provide as many options as possible to connect stations to neighborhoods, retail, and employers
- Changing demographics and mobility habits nationwide demand new transportation options such as transit, walking, cycling, and car share among others



# Why did Public Works get involved

- Pilot program with eGo Car Share demonstrated the viability of car share, and specifically an on-street dedicated space model in Denver
- Rental car and auto companies have joined the car share industry, including Hertz, Enterprise, Avis (Zipcar), Daimler and BMW
- In 2012, Car2Go, a Daimler subsidiary, approached Public Works with interest in operating in the Denver market



# What are program specifics

- Allocate dedicated on-street parking spaces to car share operators, provision to cap spaces to ensure balanced use of parking lane for all users

**Downtown:** max 30 on-street spaces (10 / operator)\*

**City-Wide:** max 30 spaces / operator (no overall max)\*

## Fleet Requirements

- 75% of fleet must be off-street to obtain dedicated on-street parking spaces



*\*Public Works will review and have the authority to approve any request for dedicated, on-street spaces*

# What are program specifics

- Encourage placement of vehicles in Opportunity Areas through a reduced fee
- Provide a permit to enable “free-floating” car share to operate, allow permitted vehicles to park in excess of time limits greater than or equal to 2 hours, not pay the meter, park in Residential Parking Permit (RPP) areas
- Operators will work with registered neighborhood organizations (RNOs) before establishing dedicated spaces in neighborhoods





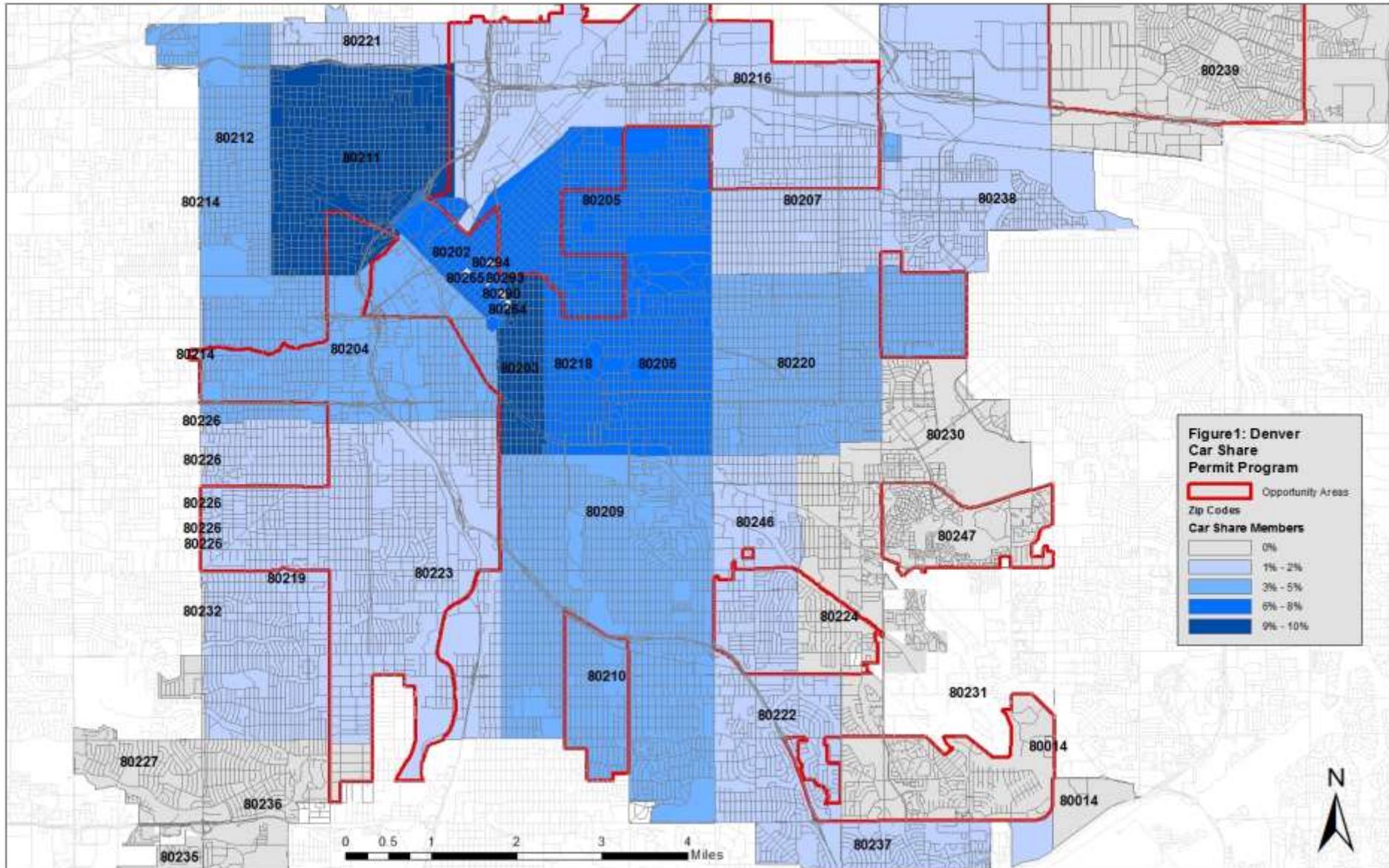
# Implementation Highlights: Q3-Q4 2013

<b>May</b>	Manager's Office approved rules/regulations
<b>June</b>	car2go service launches - all 300 vehicles deployed early August - home area expansion in late December
<b>July</b>	Downtown dedicated spaces installed (28 locations) Hertz 24/7 = 10                      zipcar = 7 car2go = 7                              eGo = 4
<b>November</b>	Dedicated Space expansion to University of Denver neighborhood

# Mobility Impact

<b>Companies</b>	eGo Car Share, car2go, Zipcar, Hertz 24/7, Occasional Car, Enterprise Car Share
<b>Vehicles</b>	> 400
<b>Members</b>	12,563 <i>(have used car share at least once)</i>
<b>Total Trips</b>	114,890
<b>Avg Trip</b>	5.13 miles & 36 minutes
<b>Peak Usage</b>	Afternoon/Evening (Thursday, Friday, Saturday)

# Car Share Members by Area



# Economic Impact

**First Year**      \$5.8 MM in total investments and revenue (est.)

**Ongoing**      Nearly \$1MM in total investments and revenue (est.)

**Investments include:**

- vehicles (388)
- employees (51)

**Revenues include:**

- sales/ownership tax (est. \$77,247)
- permit fees (\$275,750)

# Final Thoughts

- Our rapidly redeveloping urban areas demand creative mobility solutions (and so do our customers!)
- Inward & outward facing stakeholder outreach is the key to a successful policy
- Take a holistic, and flexible, approach to policies governing car share as it's a rapidly evolving industry
- Operations/enforcement are key to program success



# Questions

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