Denver Car Share Permit Program

Rocky Mountain Land Use Institute Conference

13 March 2014
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.
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.

Why did Public Works get involved?
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

May
Manager’s Office approved rules/regulations

June
- car2go service launches
  - all 300 vehicles deployed early August
  - home area expansion in late December

July
- Downtown dedicated spaces installed (28 locations)
  Hertz 24/7 = 10  zipcar = 7
  car2go = 7  eGo = 4

November
- Dedicated Space expansion to University of Denver neighborhood
## Mobility Impact

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>Companies</strong></td>
<td>eGo Car Share, car2go, Zipcar, Hertz 24/7, Occasional Car, Enterprise Car Share</td>
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<tr>
<td><strong>Vehicles</strong></td>
<td>&gt; 400</td>
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<td><strong>Members</strong></td>
<td>12,563 (have used car share at least once)</td>
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<td><strong>Total Trips</strong></td>
<td>114,890</td>
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<td><strong>Avg Trip</strong></td>
<td>5.13 miles &amp; 36 minutes</td>
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<tr>
<td><strong>Peak Usage</strong></td>
<td>Afternoon/Evening (Thursday, Friday, Saturday)</td>
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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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