



MEMORANDUM

TO: [Lead Contact]
[CSO]

FROM: Sara Barz
Shared Mobility Coordinator

SUBJECT: Request for Information on Preferred
Dedicated Space Locations for Car
Sharing Vehicles

DATE: July 5, 2016

Overview

If you are receiving this memo, it means you have expressed interest in participating in the City of Oakland's ("City") Dedicated Space Car Share Pilot Program. This Pilot will create a formalized permitting process for dedicating parking spaces in the public right-of-way and in municipal lots and garages for the use of car sharing vehicles. The purpose of this memo is to provide some general information about the likely structure, procurement process, and pricing of these permits. We are also asking for your input regarding the locations of block faces and off-street parking facilities your organization would be interested in (see the "Your Input" section for more details).

Please be aware that your participation in this preliminary process does not guarantee your certification as a qualified car share organization. Furthermore, your participation is considered non-binding and does not guarantee the availability of any locations requested, but it will make it more likely that specific block faces become eligible to eligible car sharing organizations.

Locations Available to Car Sharing Vehicles

In March 2015, the City adopted the Car Sharing Policy (85459 C.M.S.), which directed staff to create a Dedicated Space Pilot Program to permit and locate dedicated spaces in the public right-of-way and in municipal parking lots and garages. To prepare to launch this program, staff determined that we first needed to assess how many parking assets could be made available to car sharing organizations, the locations of available parking spaces, and the approximate price ranges associated with those parking spaces.

Based on extensive research on existing parking revenues, occupancy data, and available parking facilities, staff developed the following four categories of parking spaces available to car sharing organizations:

Premium On-Street Spaces: Premium on-street spaces include all on-street spaces within the "premium zones" shown in Figure 1. These spaces are located on or in close proximity to paid parking. Figure 1 also provides approximations of annual permit prices for premium spaces. Figure 2 shows occupancy data from the Downtown Oakland Parking Study, which provides a more granular depiction of parking demand in the downtown area for your reference. Higher occupancy block faces will have higher final permit prices.

Standard On-Street Spaces: While the colored polygons shown in Figure 1 show the locations of premium spaces, virtually all on-street spaces that already allow parking will be available for car share. “Standard” spaces are on-street spaces that are outside of the premium zones shown in Figure 1. These spaces may still need to pay for a Residential Parking Permit (RPP) if they are within an already established RPP zone, but do not include the “market value” category (explained in the pricing section below).

Premium Municipal Lot/Garage Spaces: Dedicated spaces in municipal lots or garages will be made available to each operator, if desired. The prices at premium municipal lots/garages will closely resemble premium on-street spaces. For your reference, the colored “P” icons in Figure 3 shows an approximation of permit prices at premium garages and lots throughout the City. We have spoken to Oakland Parking Partners and we can verify that City Center West, UCOP, and Harrison Garages are capable of 24 hour access. Access at other garages will need to be negotiated on a case by case basis.

Standard Municipal Lot/Garage Spaces: There are a variety of other lots and garages that are not operated by the City, but could be available for car share operators. These are shown in Figure 3 as grey “P” icons. The City would like to open these lots/garages up for car share, but arrangements will need to be negotiated with the third party operators before the City officially makes them available. The permit price for these lots/garages will be determined on a case by case basis, but the City anticipates a lower price than the premium lots/garages. We cannot verify 24 hour access at these lots/garages and access will need to be negotiated on a case by case basis.

Pricing

While no formula to calculate the price of each permit has been adopted by City Council, the City anticipates the permit cost to be comprised of four categories: market value, administration costs, installation costs, and residential parking permit (if applicable). The pricing of these categories is still being developed and the approximations included below are subject to change.

1. *Premium Space Market Value.* The price of each permit within premium areas will attempt to reflect the market value of the space. This value will be approximated using a combination of revenue from nearby paid parking facilities and peak average occupancy. Paid parking spaces include meters, multi-space kiosks, and municipal lots/garages. If a space is in close proximity to paid parking facilities (i.e., within one of the premium zones shown in Figure 1), the permit cost will still include an approximation of average revenue from surrounding facilities. The market value portion of the permit cost will vary greatly depending on location, reflecting the wide range in parking demand throughout the City. Average market value at these spaces may range from \$650 to \$3,150¹ annually for on-street and off-street spaces. This calculation is based on averages and outlier spaces could potentially be higher or lower than the boundaries of this range. Once curb faces have been identified we will be able to provide a more specific price for each permit before operators formally submit a permit application.

¹ The figures for on-street market value (shown in Figure 1) are based on 2015 revenue for meters and 4/1/15-12/1/15 revenue for multi-space paid parking. The exact prices and the boundaries of the premium zones are subject to change.

2. *Administration Costs.* All spaces will include an annual administrative fee of roughly \$600 that will go towards staff costs for reviewing permit applications and administering the program. A portion of this fee will be put into an “equity fund” that will support car share planning objectives related to equity.
3. *Installation Costs.* All spaces will include a flat, *one-time* installation cost of roughly \$400 to cover the costs of painting the curb, removing the meter (if necessary), and installing the sign.
4. *Residential Parking Permit.* If the space is located within an existing residential parking permit area, the permit fee will include the cost of the residential parking permit. Regular residential parking permit fees are \$82 per year for all zones except M, which has a fee of \$160 per year. More detail about residential parking permits and their associated fees can be found [here](#).

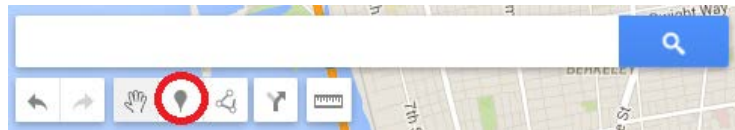
Dedicated Space Permit Annual Pricing Summary					
	Premium Space Market Value	Administration	Installation (Single, One-time Fee)	Residential Parking Permit (If located within an RPP zone)	Annual Total (Does not include installation fee)
Premium On-Street Spaces	\$650 to \$3,150	\$600	\$400	\$82-\$160	\$1,250 - \$3,910
Standard On-Street Spaces	\$0	\$600	\$400	\$82-\$160	\$600 - \$760
Premium Municipal Lot/Garage Spaces	\$650 to \$3,150	\$600	\$400	\$0	\$1,250 - \$3,750
Standard Municipal Lot/Garage Spaces	Will vary depending on facility	\$600	\$400	\$0	Will vary depending on facility

Equity

Equity is one of the most important planning objectives for dedicated space car share in Oakland. The City is especially interested in ensuring that as many Oaklanders as possible can take advantage of car share services. This means establishing dedicated spaces in areas that have traditionally been overlooked, like West and East Oakland. The Shared Mobility 101 campaign, which will be launching this summer, will focus on education and awareness of shared mobility services in these communities. We are aware that market and other forces have historically precluded shared mobility services from expanding to historically disadvantaged areas. However, there are many factors, like low rates of car ownership, that demonstrate a high potential for shared mobility services. We urge you to consider these factors when placing your pins on the shared google map (see below). If you find there are still large service gaps, please let us know what the barriers are for service in these areas.

Your Input

Keeping in mind the pricing discussed above, please follow **this link to a shared google map** and place pins where your organization would be interested in purchasing a space. To place a pin, select the on-street or off-street “Car Share Pins” layer, click the “add marker” button identified below, and click a location on the map. For on-street spaces, place the on-street car share pin marker anywhere on the block face. For off-street spaces, place the off-street car share marker on the facility. Please note that only City Center West, UCOP, and Harrison Garages are capable of 24 hour access. The shared google map includes Oakland’s City Limits, the premium zones from Figure 1, and the off-street facilities from Figure 3 for your reference.



Place as many pins as you think your organization would like to purchase, but do keep in mind that we will likely permit approximately 75 pins *for all car share operators* in the first year. Each pin will represent a single space so if you are interested in multiple spaces along a single block face or within a single lot/garage, place multiple pins. Feel free to include any additional information within the comments dialog box of the pin. We have a shared google map for each operator and no other operators will see the pins you place at this time.

We would very much appreciate it if you could place all pins by **July 25th**. Keep in mind that neither you nor the City are not bound to these locations.

Dedicated Space Pilot Program Approval Process

We have received interest from six different operators wishing to participate in the dedicated space car share pilot. We are using this opportunity to gain an understanding of where operators are interested in purchasing permits. The general locations of interest are critical for us as we bring this pilot to City Council. Moving forward, the permit process will likely include the following steps:

1. After receiving this memo and reviewing the information, we ask that you provide us with non-binding input on curb faces and lots/garages your organization is interested in via the shared google map. (July)
2. Once we have gathered input from each operator, we will screen the curb faces to ensure feasibility. The City will then contact operators and provide specific spaces and prices at which permits will be available. While still non-binding, we will ask operators to confirm the specific spaces they would like to move forward with. A generalized map of these spaces will be shared with the public and City Council in the fall. (July/August)
3. The City will also reach out to the public with the spaces that the operators have expressed interest in as a part of the Shared Mobility 101 campaign. Through this process, the City hopes to introduce new forms of shared mobility to specific communities and solicit input on where stations could best serve Oakland residents. (Summer)
4. After receiving input from both operators and residents, staff will recommend that City Council make the necessary changes to the Oakland Municipal Code and Master Fee Schedule to create the dedicated space car share permit. (Fall/Winter)

5. Once the permit process is in place, operators will be able to formally apply for the dedicated spaces, the vast majority of which have already been vetted through the process above.

Additional Resources

While you undoubtedly have your own metrics for analyzing the suitability of car share spaces, we wanted to provide you with a two tools that may be helpful as you place your pins:

- A UC Berkeley studio project produced an [interactive suitability map](#) for shared mobility in Oakland in the fall of 2015. The map allows you to adjust the weight of different suitability factors like low automobility, future growth potential, new service viability, transportation connectivity, and land use intensity.
- The Shared Use Mobility Center's [Shared Mobility Mapping Tool](#) pinpoints current shared mobility locations as well as areas of opportunity and potential growth.

Contact

Once, again thank you for your input and helping to shape this pilot. We look forward to hearing from you in the coming weeks. Please direct all inquiries to both Sara Barz and Dov Kadin.

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Figure 1: Premium Zones Permit Price Range

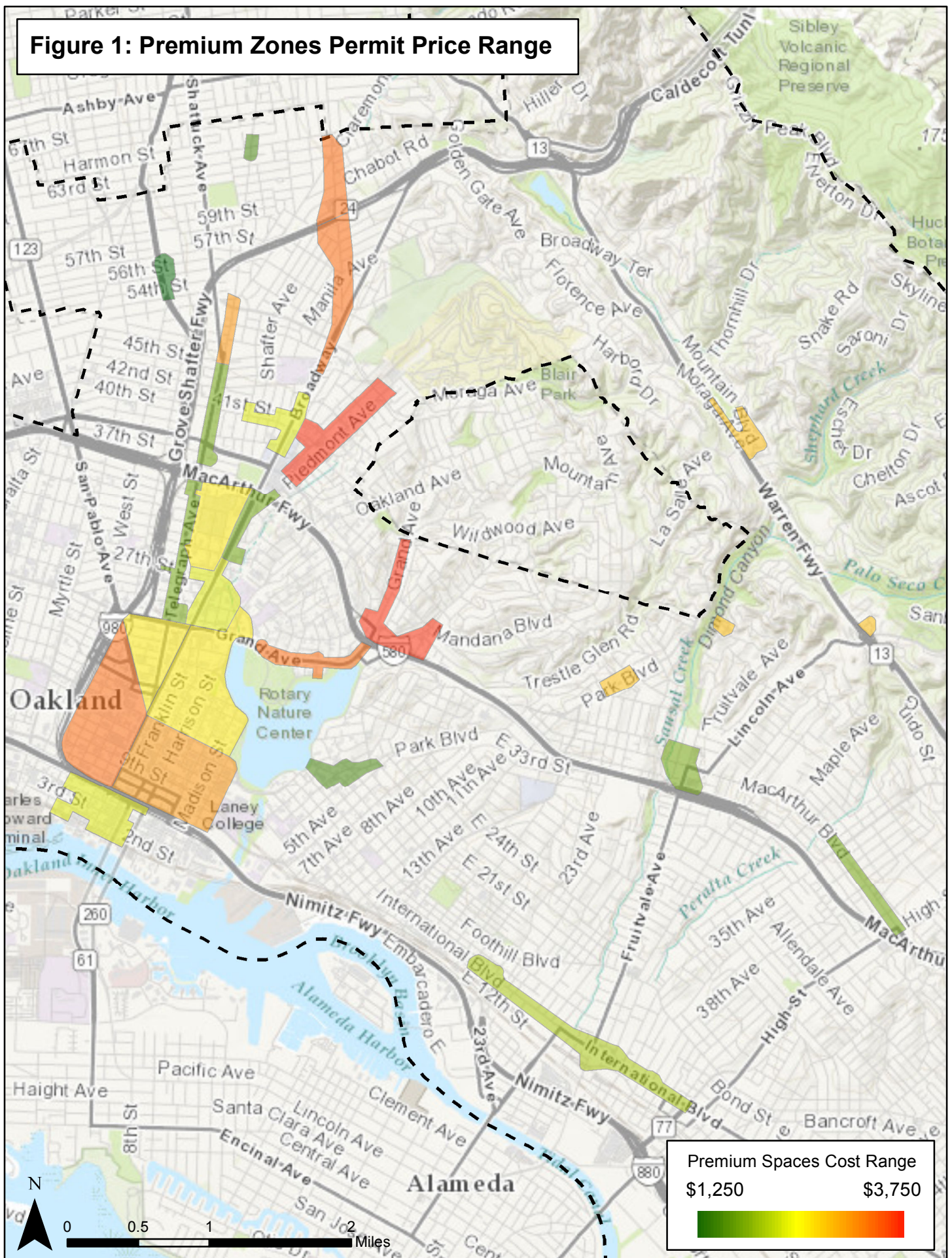
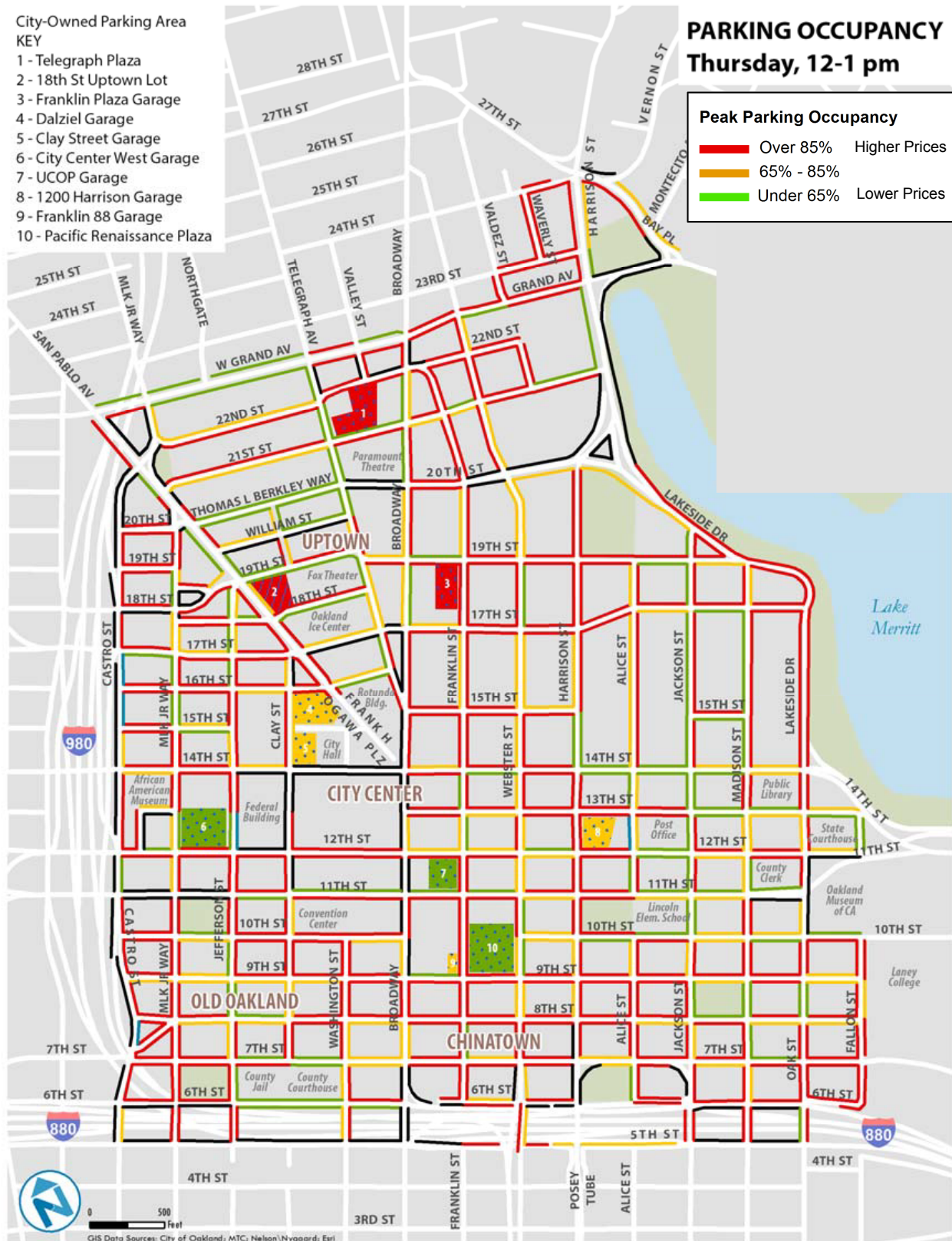


Figure 2: Downtown Parking Occupancy



Source: Downtown Oakland Parking Study Technical Memorandum #2

Figure 3: Off-Street Parking Facilities

