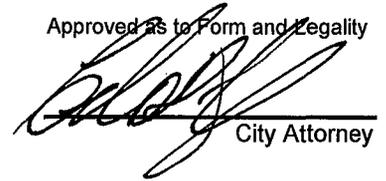


FILED
OFFICE OF THE CITY CLERK
OAKLAND

2015 SEP 29 PM 3:58

Approved as to Form and Legality



City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. 86459 C.M.S.

Introduced by Councilmember _____

RESOLUTION AMENDING RESOLUTION NUMBER 85459 C.M.S. (CAR SHARING PRINCIPLES) TO PROVIDE MORE DETAIL CONCERNING DEDICATED SPACE CAR SHARING PROGRAM

WHEREAS, a car share is a membership-based service available to all qualified drivers in a community, which allows members to make vehicle trips by operating a rented vehicle without a separate written agreement for each trip; and

WHEREAS, car share services continue to evolve into a serious alternative to individual automobile ownership; and

WHEREAS, the City adopted Resolution No. 85459 C.M.S. on February 24, 2015, establishing a regulatory framework for car share in the public right-of-way and municipal lots in the form of "Car Sharing Principles" meant to serve as an overarching car share policy; and

WHEREAS, by design, that framework treated dedicated space car sharing as in development and did not create a permit process for dedicated spaces; and

WHEREAS, without a formalized permit process, authorizing new dedicated parking spaces for car share will not have the means to manage this important form of car share activity; now, therefore, be it

RESOLVED: To amend Resolution 85459 C.M.S. by replacing the Car Sharing Principles contained in Exhibit A incorporated and attached there with the revised Car Sharing Principles, attached hereto and incorporated herein by reference without returning to Council.

NOV 0 1 2016

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

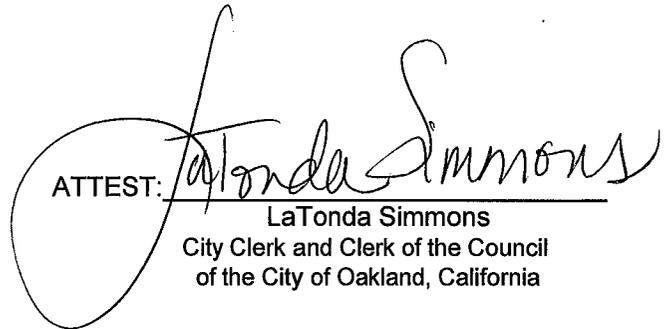
AYES - BROOKS, GALLO, GUILLEN, KALB, KAPLAN, REID, CAMPBELL WASHINGTON and PRESIDENT GIBSON MCELHANEY - 8

NOES - 0

ABSENT - 0

ABSTENTION - 0

ATTEST:



LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California

Exhibit A

CAR SHARING PRINCIPLES

The following principles are to guide the City of Oakland in implementation of a Car Sharing Program. As needed, staff will recommend changes to the municipal code and Master Fee Schedule to permit the use of car sharing services in the public right of way, and establish a program for staff to monitor the use of car sharing within Oakland and make future recommendations about the role of car sharing in Oakland.

A. Objectives

Support Car Sharing on Public Property and the Public Right-of-Way

The City of Oakland should work with car sharing organizations to make the public right of way and municipally owned lots and garages available for car sharing services, as the City deems appropriate and in a manner that balances all modes of transportation, in accordance with adopted policy. The City will establish basic requirements to operate a car sharing service, and monitor feedback from Oakland residents about car sharing services.

Balance the Opportunities for Car Sharing with the Constraints of Local Parking Conditions

In planning and permitting car sharing services, the City of Oakland will consider current and projected parking and accessibility conditions in both residential and commercial districts.

Expand the Availability of Car Sharing Services to All Drivers

The City of Oakland wants to ensure that all residents, including the elderly, disabled, and disadvantaged, are served by this environmentally beneficial mode of transportation. The City expresses its intent to work with car sharing organizations so that all neighborhoods and communities have equitable access to car sharing services.

Clarify Existing Car Sharing Policies and Business Rules

An early adopter of car sharing, the City of Oakland intends to clarify existing policies and procedures that currently limit the expansion of car sharing services in the public right of way and in municipally owned lots and garages. The City will maintain an administrative process for granting car sharing-related permits and enforcing traffic regulations that is fair, transparent, and predictable to car sharing organizations. The City will enforce traffic regulations, and issue citations to individuals who compromise the privileges extended to permitted car sharing organizations in designated parking spaces.

Operate a Cost-Neutral Program

The financial impact of administering a car sharing program should be cost neutral to the City. The City should make space in the public right of way and municipal lots and garages available to car sharing organizations, but it should not subsidize the operations of car sharing organizations.

B. Implementation

Requirements for Participation

The Director of Transportation or designee is responsible for setting and publishing car sharing administrative rules that establish the requirements in Oakland. The Director of Transportation or

Exhibit A

designee will make the car sharing rules easily accessible, create permits and monitor resident feedback as well as utilization data from car sharing organizations for the duration of the City's car sharing programs. The Director of Transportation or designee will determine performance measures of car sharing services and publish the results on a regular basis.

The Department of Finance and Management, in cooperation with the Department of Transportation will grant permits to car sharing organizations. The fees for said permits will be set in the Master Fee Schedule (13184 C.M.S.) by a complementary ordinance.

Deemed Approved Status

Until rules and requirements have been established for dedicated car sharing spaces, the Director of Transportation or designee can designate existing dedicated spaces in the public right of way and in municipal lots as "deemed approved" until a dedicated space permit program exists or for one year from the passage of this policy with the possibility to extend that status for an additional year, whichever date comes first.

Point-to-Point Car Sharing Pilot Program

The Director of Transportation or designee will establish a pilot program to facilitate the use and evaluate the benefits and costs of point-to-point car sharing (i.e., "one way car sharing"). To operate point-to-point car sharing vehicles within the Oakland, car sharing organizations will need to obtain new Free-Floating Parking Zone and Master Residential Parking permits (detailed below) from the City. The City will grant up to 400 individual permits to operate car sharing organizations' fleets within Oakland and other participating municipalities, however the car sharing organization's permit fees will be based on the average annual number of car sharing vehicles that regularly park overnight within the City of Oakland.

The City of Oakland recognizes that car sharing services require different parking privileges than most privately owned vehicles. Thus, the Director of Transportation or designee will develop new types of parking permits that will allow point-to-point car sharing services to operate in Oakland in a fair and reasonable manner. Such permits will not entitle car sharing organizations to free metered or residential parking, and must include fees that cover lost meter revenue as determined by Director of Transportation or designee in cooperation with the Department of Finance and Management. These new types of permits will include:

- "Free-Floating Zone" Permit, which waives the parking duration limits, in metered and unmetered spaces with two-hour or longer time limits for car sharing vehicles belonging to a permitted car sharing organization within a predetermined geographic area. This annual permit entitles the car sharing organization to track and reimburse the City of Oakland for the parking meter fees of their car sharing vehicles annually or in a manner determined by the Transportation Director or designee.
- "Master Residential" Permit, which entitles the permitted car sharing vehicle to park in any and all residential permit parking zones. The fee associated with this annual permit will be based on the fee of a residential parking permit and set in the Master Fee Schedule.

Exhibit A

With the exception of the privileges extended to car sharing vehicles and car sharing organizations bearing the aforementioned permits, all other traffic regulations apply to car sharing vehicles operating in Oakland.

To regulate the total number of point-to-point car sharing vehicles within the City of Oakland, the City will grant up to 400 Free-Floating Parking Zone Permits. The number of permits that correspond to the average annual number of car sharing vehicles that regularly park overnight within the City of Oakland will count towards the Free-Floating Parking Zone permit cap.

To establish the zone of point-to-point car sharing operations, the car sharing organization applicant will determine the specific geographic boundaries of the zone of operations in consultation with the Director of Transportation or designee. The Transportation Director or designee will set rules for modifying the location of the Free-Floating Parking Zone during the term of the permit. The geographic boundaries may be extended by the Transportation Director but reduction in service area will require Council action.

After the first year of the pilot program, the Director of Transportation or a designee will provide an update to City Council regarding findings from the program. After two years of the pilot program, staff will present Council with an evaluation of the use of point-to-point services and make a recommendation about whether to extend, modify, or terminate the program.

Dedicated Spaces for Car Sharing Organizations

The Director of Transportation or designee will develop an administrative program to permit and locate dedicated spaces in the public right of way and in municipal parking lots and garages. The Dedicated Space Car Share Permit will entitle a car sharing vehicle to exclusive parking privileges for a dedicated space. The concept for this permit is based on the idea that dedicated spaces for car share increase visibility of car sharing and improve proximity to trip origins and destinations. The permit will create a formalized process for qualified car share organizations to acquire new dedicated spaces and expand car share service to more areas of Oakland. Department of Transportation staff will determine the necessary permits, fees, and administrative rules to allow car sharing vehicles to reserve metered and unmetered spaces.

Department of Transportation staff will work with qualified car sharing organizations to determine the appropriate locations for approximately 100 dedicated spaces for the pilot program. After the pilot program, staff will present Council with an evaluation of the use of dedicated space car share services and make a recommendation about whether to extend, modify, or terminate the program.