NYCarshare

Hunter Studio - Spring 2019
Agenda

Introduction
- Client & Current Program
- Our Mission
- Benefits of Carshare
- Issues
- Purpose & Need

Goals & Objectives

Methodology
- Case Studies
- Site Visits
- Survey & Public Response

Recommendations

Conclusion
NYC DOT: Carshare Pilot

- Two-year citywide pilot
- 283 designated carshare on-street parking spaces
- Zipcar & Enterprise

NYC DOT Goals:

- Lower household transportation costs
- Shorten search for parking
- Improve access to services & recreation
- Reduce congestion & improve air quality
OUR MISSION:

Create an ideal City-administered mobility program that is affordable, convenient, and sustainable to improve the quality of life of all New York City residents.
Benefits of Carshare

Average carshare vehicle removes 9 - 13 privately owned vehicles from the road

Households reduce carbon footprint by 0.84 tons/yr

Affordable option to owning a car

Reduces VMT by 27%

Enhances mobility

Improves Street Safety
Enhances Livability
Promotes Physical Activity
Expands Travel Choices
Improves Air Quality
Promotes Equity of Access
Reduces Carbon Emissions

Enables mobility
Issues

- Operating carshare is logistically and financially challenging
- CSOs are not expanding user base beyond established markets
- One-way and two-way services cater to different populations
- Accurate curb value has not been assigned
- Average vehicle age increasing
- Insufficient enforcement of reserved carshare parking spaces
Without intervention, carshare use may decline and potential benefits may not be realized

- Population and private vehicle rates are increasing
- Overburdened system - road and subway
- Increase in FHV use
- Environmental impacts - emissions & GHG
- Carshare not found in enough neighborhoods
- Not enough companies participating in carshare
Goals

Reduce automobile ownership

Suppress future automobile ownership

Increase accessibility
Methodology

Conducted site visits
- Examined physical spaces & carshare vehicles
- 35% of spaces blocked by private vehicles

Created survey for DOT
- 13% of car owners would consider selling their car if there was a convenient carshare service in their neighborhood
- 50% use carshare for ‘recreational activities/vacations’
- Main reason (57%) for not owning a car is ‘Alternative transportation modes more convenient’.

Examined case studies
- Car Next Door, Australia:
- Partnerships to offset emissions
1. Increase Awareness of Carshare
2. Designate Optimal Site Locations
3. Create Vendor Selection & Site Distribution System
4. Design Unique and Recognizable On-Street Reserved Spaces
5. Enforce Reserved Carshare Spaces
6. Reduce Cost of Carshare
7. Increase Carshare Data Sharing
8. Introduce Parking Permit Program
9. Develop Vehicle Buyback Program
10. Expand Mobility Options
1. Increase Awareness of Carshare

- Community Outreach and Political Organizing
  - Public Events/Street Teams
  - Establish Partnerships with CBOs
- Advertising and Marketing Campaign
  - Targeted Advertising
  - Companies & City
- Enhance Carshare Visibility
Recommendations

2. Designate Optimal Site Location

- Define characteristics
- Map criteria
- Analyze results

High rates of car ownership
Greater/Equal to Median Income
Proximity to Transit

Optimal Locations for reducing car ownership
3. Create System of Vendor Selection & Site Distribution

- Prioritization zones
- Bundling spaces
  - High usage spaces vs low usage spaces
  - Desirable geographies vs less-desirable
4. Design Unique and Recognizable On-Street Reserved Spaces

- Residential streets vs Commercial streets
- Branding (City & Vendor)
- Multi-use elements
- Promote sustainability
- Promote multi-modal usage
5. Enforce Reserved Carshare Spaces

- Consistent parking enforcement
- Revenue generation
- Improve system of reporting blocked spaces
6. Reduce Cost of Carshare

- Subsidized memberships
- Subsidize carshare services
- Reduce NY State Tax on Carshare Vehicles Rentals
7. Increase Data Sharing

- CSO provide more data to the City
- Ensure personal data privacy
- City uses data to improve carshare
8. Introduce Parking Permit Program

- Limit free parking
- Create citywide permit system for residential vehicles
- Revenue generation source
- Create more equal access to curb space
- Reduce total vehicle ownership numbers
9. Vehicle Buyback Program

- Remove older, higher emissions vehicles from the road
- Incentives
  - Tax Write Off
  - Cash Payment
  - Carshare Membership or Trips
10. Expand Mobility Options

- Increase membership of those living more than ½ mile from a subway station
- Improve walkability, biking, and public transit
Conclusion

- Next steps
- Limitations
- Further research
Thank You!