



THE CITY OF SAN DIEGO
REPORT TO THE CITY COUNCIL

DATE ISSUED: June 21, 2011

ATTENTION: Public Safety and Neighborhood Services Committee
Agenda of June 29, 2011

SUBJECT: Report from the Office of the Mayor – Economic Growth Services
regarding MUNICIPAL CODE CHANGES RELATED TO CAR-
SHARING PROGRAMS

REQUESTED ACTION:

1. Recommend approval of amendments to City of San Diego Municipal Code: §86.23 and §86.06 to allow for car share vehicles on city streets and municipal parking spaces (Attachment A).

EXECUTIVE SUMMARY:

Car-sharing programs can provide transportation flexibility, particularly in an urban environment. Replacing private automobiles with shared vehicles typically results in an average reduction of per capita driving among members by 40% - 60%. Each shared vehicle is estimated to take an average of 15 private vehicles off the road. According to a 2009 study by the MINETA Transportation Institute (MTI) between 23% - 32% of car-sharing participants sold a personal vehicle and between 29% - 68% postponed or entirely avoided a car purchase.

In San Diego, there are existing car-sharing programs on the campuses of local universities such as SDSU, UCSD, USD, and Point Loma Nazarene University. There has been recent interest in pursuing an Electric Vehicle Car Sharing Pilot Program in downtown and the surrounding area. In order to pursue this pilot program, several changes need to be made to the municipal code.

The Electric Vehicle Pilot Program currently being pursued by Economic Growth Services is a free flow or point-to-point model that exists in Austin, Texas. Vehicles would be parked at various locations including 10 downtown parking spots that currently provide metered parking. The Centre City Advisory Committee and Downtown Parking Management Group have been consulted regarding potential downtown locations. Users could return the vehicles to the origination site or go point-to-point, with the car sharing program provider picking up and returning the vehicle.

In order for the City to consider any car-sharing program that includes the use of existing municipal parking spaces the City of San Diego Municipal Code will need to be amended. The code does not allow for the use of municipal parking spaces for car-sharing programs. This presents an impediment to future car-sharing programs that the City could pursue. The changes proposed to the code (Attachment A) will specifically allow for car-sharing vehicles to be used in the following ways:

1. Allow for car-sharing vehicles to be parked on public streets while not under lease (§86.23)
2. Allow for car-sharing vehicles to be parked for longer than 72 hours (§86.23)
3. Add Car Sharing Parking Zones to the list of existing parking zones (§86.06)

California Vehicle Code Section 22507.1 (Attachment B) defines car share vehicles and provides the regulations for the creation of a car-sharing program. Amendments to the Municipal Code will incorporate the vehicle code sections by reference. Without these amendments to the Municipal Code, the Electric Vehicle Car Sharing Pilot Program concept cannot be pursued.

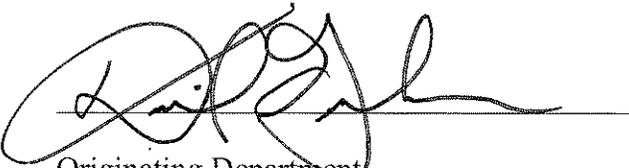
FISCAL CONSIDERATIONS:

The action before the committee does not have a fiscal impact.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

Since the beginning of the year Economic Growth Services has been consulting with organizations with expertise in downtown parking and car-sharing programs. The Downtown Parking Management Group has identified specific locations where existing parking spaces could be used for a car-sharing program.

Center City Advisory Committee May 18, 2011
Downtown Parking Management Group May 12, 2011
Downtown Parking Management Group April 14, 2011
California Center for Sustainable Energy March 24, 2011
Parking Management Advisory Group February 2011



Originating Department
David Graham
Deputy Policy Director, Office of the Mayor



Chief of Staff
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ATTACHMENT A

§86.23 Use Of Streets For Storage, Service or Sale Of Vehicles or For Habitation Prohibited

- (a) It is unlawful for any person to stand or park any vehicle upon any street while selling merchandise there from unless authorized by other provisions of this Code.
- (b) It is unlawful for any person to stand or park any vehicle upon any street for the purpose of servicing or repairing such vehicle, except in an emergency.
- (c) It is unlawful for any person to stand or park any vehicle upon any street in any business district or upon any through highway for the purpose of washing or polishing such vehicle.
- (d) It is unlawful for any person who deals in, or whose business involves the sale, lease, rental, or charter of vehicles to store, park, or stand any such vehicle upon any public street, except while such vehicle is under lease, rental, or charter by a customer. Section 86.23(d) does not apply to regulated by Sections 75.0101 through 75.0603 of this Code *“car share vehicles” as defined by California Vehicle Code section 22507.1(d).*
- (e) It is unlawful for any person whose business involves the repair, servicing of vehicles or vehicle components to store, stand, or park any vehicle on any public street after that person has accepted custody of the vehicle from the customer.
- (f) It is unlawful for any person to use a vehicle while it is parked or standing on any street as either temporary or permanent living quarters, abode, or place of habitation either overnight or day by day.
- (g) It is unlawful for any person to store, or cause to be stored, any vehicle on any street. A vehicle shall be considered stored when it has been left standing on a street without having been moved more than one-tenth of a mile within a seventy-two consecutive hour period.
Section 86.23(g) does not apply to “car share vehicles” as defined by California Vehicle Code section 22507.1(d).
- (h) It is unlawful for any person to leave standing, or cause or allow to be left standing, any inoperable vehicle on any street for more than four consecutive hours. A vehicle is considered to be inoperable when it is wrecked, burned, dismantled, when it lacks a motor, transmission, or wheels, when it is on blocks, or when it is otherwise incapable of being driven upon the highways in conformity with the requirements of the California Vehicle Code.
- (i) It is unlawful for any person to park an unattached semitrailer or auxiliary dolly on any street except for the purpose of loading or unloading it. Camp trailers, utility trailers, and auxiliary dollies used in conjunction with a camp trailer or a utility trailer are exempt from Section 86.23(i).

§86.06 Parking, Standing, Loading Zones, Street Sweeping Zones

Except as provided in section 75.0604 of this Municipal Code for establishment of jitney holding zones, The City Manager is hereby authorized to determine the location of Loading Zones, Passenger Loading Zones, Bus Loading Zones, Taxi Zones, prohibited Standing or Parking Zones, Time-Limited Parking Zones of 30 Minutes or Less, Time-Limited Parking Zones for Ballpark Event Residential Permit Parking Districts, Safety Zones, Disabled Persons Parking Zones, Alley Parking Zones, Consular Parking Zones, Street Sweeping Zones, Pedicab Resting

Zones, and Pedicab Parking Zones, and Car Share Parking Zones. Such zones shall be effective when appropriate signs or curb markings giving notice thereof are erected upon such zones.

ATTACHMENT B

California Vehicle Code Section 22507.1

a) A local authority may, by ordinance or resolution, designate certain streets or portions of streets for the exclusive parking privilege of motor vehicles participating in a car share vehicle program or ridesharing program. The ordinance or resolution shall establish the criteria for a public or private company or organization to participate in the program, and may limit the types of motor vehicles that may be included in the program. Under the car share vehicle program a car share vehicle or ridesharing vehicle shall be assigned a permit by the local authority that allows that vehicle to park in the exclusive designated parking areas.

(b) The ordinance or resolution described in subdivision (a) does not apply until signs or markings giving adequate notice thereof have been placed.

(c) A local ordinance or resolution adopted pursuant to subdivision (a) may contain provisions that are reasonable and necessary to ensure the effectiveness of a car share vehicle program or ridesharing program.

(d) For purposes of this section, a "car share vehicle" is a motor vehicle that is operated as part of a regional fleet by a public or private car sharing company or organization and provides hourly or daily service.