

# Free-Floating Car Share Pilot Program Expansion



Photo credit: car2go

Seattle City Council Transportation Committee  
January 13, 2015

# SDOT's mission & vision

Mission: delivering a first-rate transportation system for Seattle.



Vision: a vibrant Seattle with connected people, places, and products.

# SDOT's core principles



# Presentation overview

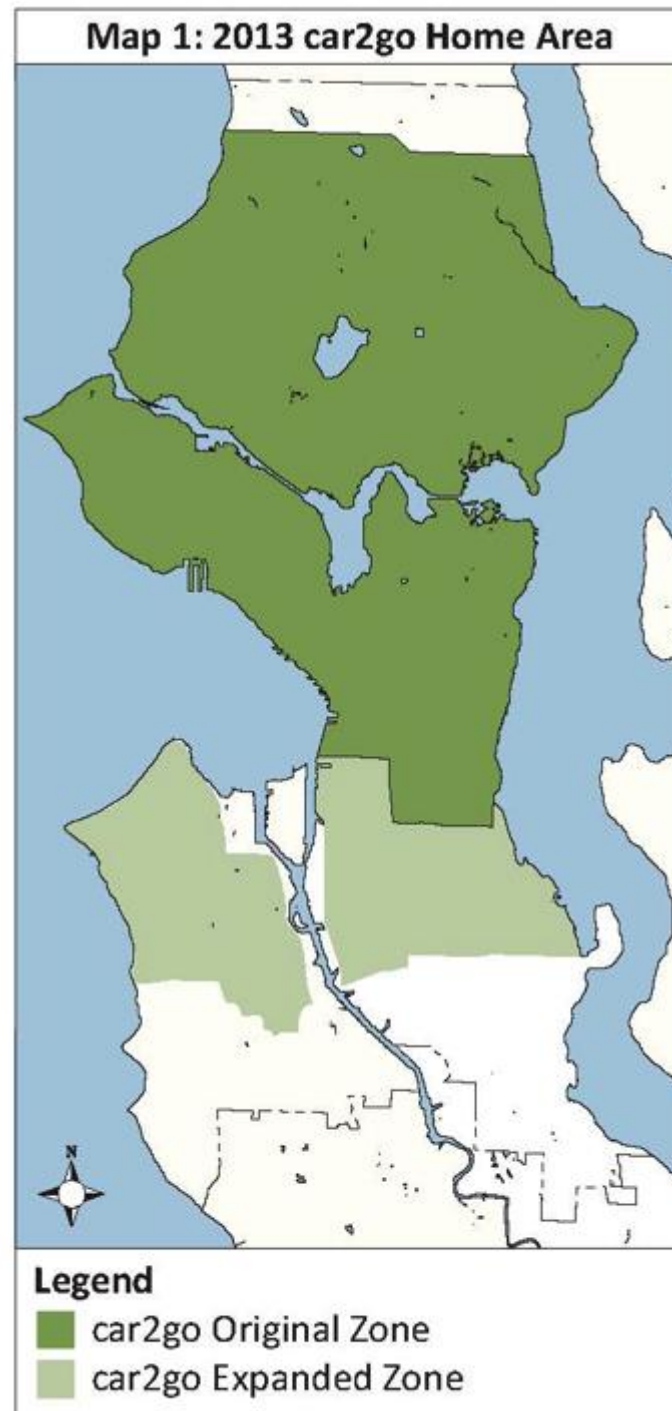
- Free-floating car share in Seattle
- Need for proposed legislative action to expand the pilot program
- Proposed elements of the pilot program expansion
- SDOT programmatic actions related to free-floating car share



# Seattle's free-floating car share pilot program

- Began in early 2013
- 500 vehicle permits, one operator
- Over 40,000 members
- 3-4% of members report giving up a vehicle
- Average of six daily trips per vehicle
- Vehicles average around two hours in Paid Parking Areas and Restricted Parking Zones
- Home zone covers about 2/3 of Seattle

# Existing car2go service area



# Why expand the free-floating car share pilot program?

- Allow additional operators to enter the Seattle market
- Promote consumer choice and transportation options
- Encourage equitable access to car share options
- Alter permit fees to more accurately represent program costs



# Proposed pilot program expansion elements

- In 2015 allow 500 vehicles per operator or 750 if an operator provides citywide service
- In 2015 allow a maximum of four operators
- After 2015, program caps are established by Director's Rule
- Operators must provide citywide service after two years of business in Seattle
- Permit fee increase to more accurately account for costs of the RPZ program



# Free-floating car share related programmatic actions

- Evaluation of curbside space use and travel behaviors
- Potential programs to ensure access to transportation options include:
  - Encouraging and promoting options for low income communities
  - Outreach on options for new residents
  - Real-time travel info screens (One Bus Away Screens, Transit Screens, etc.)
  - Transit passes and memberships for giving up a personal vehicle

# Questions?

Kiersten.grove@seattle.gov | (206) 684-4653

[www.seattle.gov/transportation](http://www.seattle.gov/transportation)

