



SAN FRANCISCO PLANNING DEPARTMENT

December 6, 2007

Michael Yarne, Board Chair
City Carshare
1182 Market Street, Suite 300
San Francisco, CA 94102
415.995.8588

Re: Request For Certification of City CarShare Pursuant To Planning Code §166(b)

Dear Mr. Yarne:

This is in response to your letter requesting certification for City CarShare as a "Certified Car Share Organization" pursuant to Planning Code Section 166(b).

Car Share Service Definition

In order to be considered for certification, an organization must provide a car-share service meeting the standards of Section 166(b)(1), which defines a "car-share service" as one that provides an "integrated citywide network of neighborhood-based vehicles available only to members by reservation on an hourly basis, or in smaller intervals, and at variable rates... Car share vehicles must be located at unstaffed, self-service locations (other than any incidental garage valet service), and generally be available for pick-up by members 24 hours per day. A car share service shall provide automobile insurance for its members when using car share vehicles and shall assume responsibility for maintaining car share vehicles." Our review of City CarShare's service and operations confirms that the organization meets all of these requirements, including, as of November 2007:

- A fleet of over 175 vehicles distributed throughout San Francisco in over 85 unstaffed, self-service "pods" of 1 to 5 vehicles each
- Vehicles available to members only on a reservation basis for increments of 15 minutes with rates varying by mileage and hourly rates
- Almost all cars available 24-hours per day
- Membership fees include insurance coverage and maintenance of vehicles

Certification Report and Criteria

To qualify as a Certified Car Share Organization, an organization must submit a written report prepared by an independent third party academic institution or transportation consulting company that clearly demonstrates, based on statistically-significant quantitative analysis that at least two of the following criteria have been achieved in any market where the organization has been in operation for the previous two years:

- (i) lower household automobile ownership among members than the market area's general population;
- (ii) lower annual vehicle miles traveled per member household than the market area's general population;
- (iii) lower annual vehicle emissions per member household than the market area's general population; or

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- (iv) higher rates of transit usage, walking, bicycling and other non-automobile modes of transportation usage for commute trips among members than the market area's general population.

City CarShare Certification Study

The report submitted with the certification request, authored by Professor Robert Cervero, Aaron Golub, and Brendan Nee of the University of California at Berkeley Institute of Urban and Regional Development, meets the requirement that such a study be authored by an independent academic institution. The report examines travel behavior of City CarShare members in the Bay Area over a four year period of operation (2001-2005), meeting the requirement that the study be based on analysis of "any market where the organization has been in operation for the previous two years."

The UC Berkeley study demonstrated that City CarShare has met the following of the above criteria:

- (i) In all cases, (households with children versus households without children) City CarShare members owned fewer vehicles than non-member households.
- (ii) City CarShare members have over 7 miles fewer vehicle miles traveled daily than non-members
- (iii) City CarShare members displayed higher rates of transit (28.8%) and non-auto mode usage (47.6%) than non-members (18.9%, 45.1% respectively).

The Zoning Administrator has not yet established any specific quantitative performance thresholds for these criteria. Therefore any demonstration that these criteria have been met in the indicated desirable direction at a statistically significant level is sufficient.

Determination

It is my determination that City CarShare has met and surpassed the minimum criteria necessary for certification per Section 166(b), and therefore is now designated as a "Certified Car Share Organization."

If you have any questions regarding this matter, please contact Joshua Switzky at (415) 575-6815 or via e-mail at Joshua.Switzky@sfgov.org.

If anyone has substantial reason to believe that there is an error in the implementation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, this determination may be appealed to the Board of Appeals within fifteen (15) days from the date of this letter. For further information regarding the appeals process, please contact the Board of Appeals, 1660 Mission Street, Room 3036, San Francisco or by telephone at (415) 575-6880.

Sincerely,

Lawrence B. Badiner
Zoning Administrator

Request for Zoning Administrator Certification
of City CarShare pursuant to Sec. 166(b)
December 6, 2007