South Bay Cities Council of Governments

Livable Communities Working Group

Wednesday, August 15, 2012
2:30 to 4:30 p.m.
South Bay Environmental Services Center
20285 Western Ave., Suite 100

Minutes

I. Welcome & Introductions

Attendees: Leza Mikhail (RPV), Rebecca Cutting (Torrance), Eric Haaland (Manhattan Beach), Lisbeth Sinclair (LA County), Walter Rosenkrantz (CAR2GO), Wally Siembab, Jacki Bacharach, Mohja Rhoads, and David Magarian (SBCCOG).

II. Minutes for July 18, 2012 – Receive and File

III. Car2Go Car Sharing Service: Walter Rosenkrantz

Car sharing is part of the Sustainable South Bay Strategies and a few months ago the COG received a call from Car2Go stating that they were interested in developing a program for the South Bay. Now after much discussion, Walter Rosenkrantz is here to present on Car2Go in the South Bay.

The South Bay is challenging for car sharing as it consists of many jurisdictions. So if the South Bay can successfully implement car sharing, it can become a model for other areas.

Walter Rosenkrantz spoke on behalf of the program. Car2Go believes their system will work well for the South Bay.

The program only uses Smart Cars. The company begins by placing a large number of vehicles within a given area at one time. The system is designed where there are enough cars on the market so that people only have to walk a few blocks maximum to access a car. Most people find a vehicle through an application on their phone. Car2Go is a point to point system and the average trip takes around 30 to 40 minutes and averages 3 to 5 miles. A driver does not have to return the car to a specific place nor at a specific time. Everything is included in the cost such as insurance, gas and parking fees. The rate is per minute ($.35-$.38) and there are discounts per hour ($12.99-$14.99) and day ($65-$72) with a one-time membership fee of $35. The minimum time to rent the car is one minute and the maximum is three days. The car is usually full of gas and if a driver puts fuel in the car they get a credit. There are about 300 cars for the city of San Diego and 250 in Portland.

A border is established for a given area in which drivers can check in and out. A driver may drive outside of the boundary but they must return the car within the boundary. Once

the cars get placed they become self-distributed through the users. If a car breaks down there is an SOS button and assistance will be provided. Assistance is available 24 hours a day.

There are many environmental benefits resulting from this program. The cars themselves are more efficient and as the user pays per minute it is incumbent upon them to use the car as efficiently as possible. The cars take secondary vehicles of households off the road.

To park on the street free of charge brings great benefits to the members and therefore flexible parking arrangements with cities is key to the program. All parking charges are paid back to the city by Car2Go so no parking revenue is actually lost.

Extensive research is conducted on an area before the program goes to market. For the LA region 1,500 people were interviewed. People responded that they would like to use the vehicles for grocery shopping and at night to supplement transit deficiencies. In parts of South LA, residents would use the vehicles for 40% of their trips. Primary analysis indicates a potential home area of 40 square miles around the South Bay where 300 to 350 vehicles would be deployed.

Inglewood, Carson and the Peninsula cities are left out of the current boundary Once users begin to use the vehicles, Car2Go can determine where to expand the boundaries. Car2Go foresees adding 10% electric vehicles to the fleet.

It was discussed that Inglewood should be Included as Downtown Inglewood will soon have rail and act as a transit hub. Other key locations outside of the boundary area also need to be considered.

Once the program is ready to start an extensive marketing campaign begins replete with a launch event. There is a lot of social media campaigning and the approach is multi-faceted.

The COG is excited about this opportunity and their attorney is willing to assist in the process. Next steps would be to host some council and board meeting presentations. Torrance would be looking at a conditional use permit because it is being considered as a car rental and a planning commission hearing would need to be considered. Agreements with malls, MTA parking lots and so forth are also needed.

IV. Report from the PEV Coordinating Council

Wally Siembab and David Magarian, SBCCOG

Wally and David attend the PEV Coordinating Council CEC meetings as the COG is one of the two case studies in the PEV readiness grant. The Energy Commission requires SCAG to run these meetings.

There were some very nice presentations during the last two meetings.

The Luskin Center presentation addressed where charging stations should go. There are many PEVs available on the market from a variety of manufacturers. These options will continue to grow. Sales have risen dramatically for Leafs and Volts due to some supply

constraints. Many expected the Leaf to dominate over the Volt although this has not proven to be true. People are starting to differentiate between these two types of vehicles and their flexibility. The Volt is a hybrid and provides more range than the Leaf which is not a hybrid. There has been a spike in sales of plug-in hybrids. There will be many new plug-in hybrids coming out next year.

The Luskin Center will be trying to assess the future delivery of these vehicles through looking at household characteristics to understand the real market demand and cost of ownership. They will be producing a number of maps by sub-region and the market penetration possibilities. These maps will illuminate where there is demand and where electric stations should be placed to meet this demand. Wally and David will continue to report their findings.

The second presentation was given by Edison. Edison surveyed their customers asking them what they had in terms of charging infrastructure and of their perceptions regarding charging stations:

- Government agencies had the most infrastructure
- Only 6% of Edison non-residential customers have a station but 12% said they would install a new one within 5 years
- Knowledge of the steps it takes to install a station was poor amongst all customers
- The motivations to install a station are to have a positive image and as a marketing tool
- The perceived barriers to install a station are that return on investment is unknown or unacceptable and that it may be difficult to fit in a parking lot

The Leaf early buyer survey indicates that on average 35 miles a day are driven with more driving occurring on weekdays. Leaf satisfaction is quite high but customers are not so happy with charging stations. Most people would not take the Leaf on long-distance trips.

V. Status Reports on SBCCOG Projects:

- Regional and Sub-Regional PEV Readiness Planning

  The COG will start working on the PEV readiness project around September 1st. The COG steering committee has approved both contracts. A white paper will be written for the Luskin Center based on the data the COG has collected over the past few years

- BEV Demonstration Project

  The BEV demonstration project will most likely launch on October 4th. There will be 4 vehicles instead of 5 with 2 month rotations. Vehicles should be employed January 1st. There will be a detailed demonstration in the September meeting.

- NOD Feasibility – Compass Project

  There will be a presentation next month

- ERAC/SCE EV Car Sharing

- UC Davis Right Sizing Tool

  UC Davis has a grant from the CEC to produce a tool that will describe customer options.

VI. Other Business

No other business was discussed