

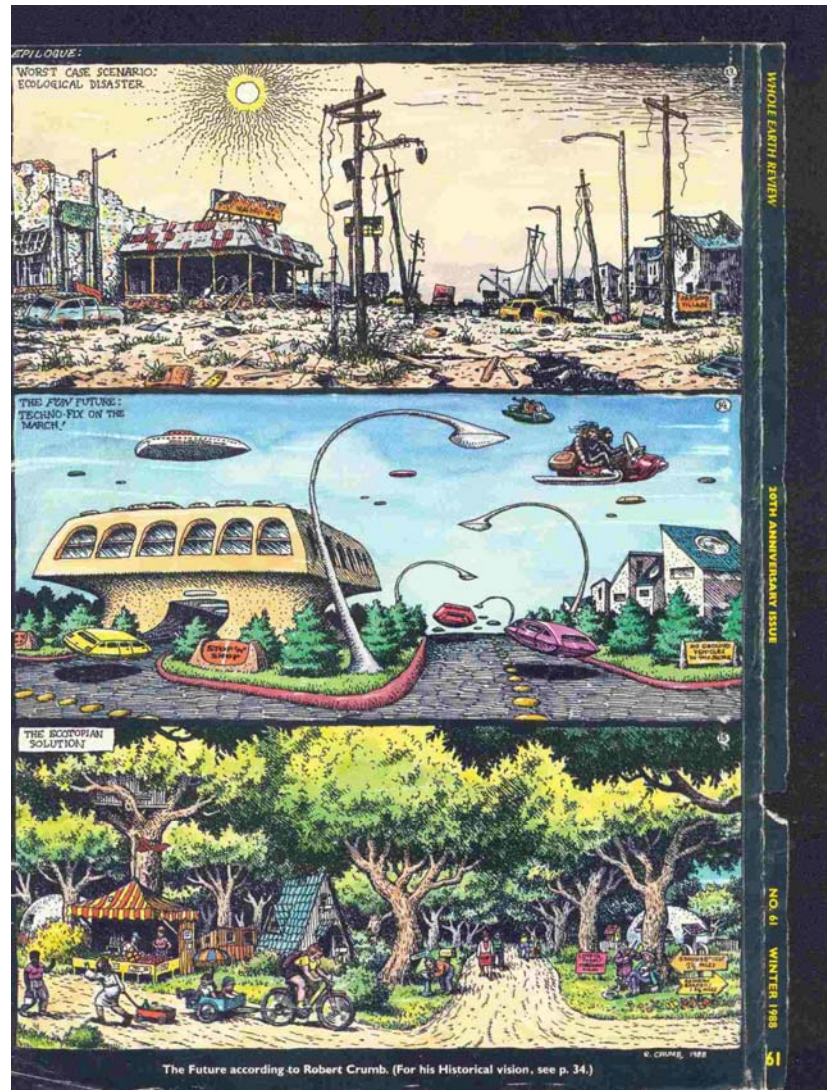
# San Francisco's City Car Share as a Model

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# Is San Francisco the Model?





# Outline

- Description of City Car Share
- Challenges in program development
- Research Developing
- What can other cities take from City Car Share

# Description of City Car Share

## ■ Entities:

- People: specific market
- Cars: Hybrids and fuel efficient
- Parking spaces: specific to the program
- Other necessities
  - (Brook), (Cervo)



Source: [citycarshare.org](http://citycarshare.org)

# Process of City Car Share

## ■ Rental Fees

- \$10 monthly fee
- \$4 per hour
- \$.44 per mile
- \$300 security deposit



Citycarshare.org

## ■ Privately Owned vs. Car Share

- (City Car Share)

# Challenges in Car Share Development

- Funding
- Private or Non-profit
- Organization
  - service usability
  - market
  - organizational specialization
  - insurance
  - purchasing discounts



Source: [www.treehugger.com/.../08/flexcar\\_goes\\_to.php](http://www.treehugger.com/.../08/flexcar_goes_to.php)

# Research in Development

- Step behind Europe
- San Francisco taking a lead
  - Short Term Auto Rental Service in S.F.
  - S.F. Bay Area Station Car Program
  - CarLink
- Data already concluded

(Cervo)

# What Can Be Taken from San Francisco?

- Not just private or non-profit
- Comprehensive planning
- Relationships with surrounding universities.



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Questions?