

# Supporting Carsharing in Cambridge: Proposed Zoning Changes



Community Development Department  
October 27, 2015


# What is Carsharing?

- More people sharing use of fewer vehicles
- Hourly or daily use
- Membership-based organization (no per-use contract)
- Web/phone reservation (no office visit)



# Why Is Carsharing Important to Cambridge?

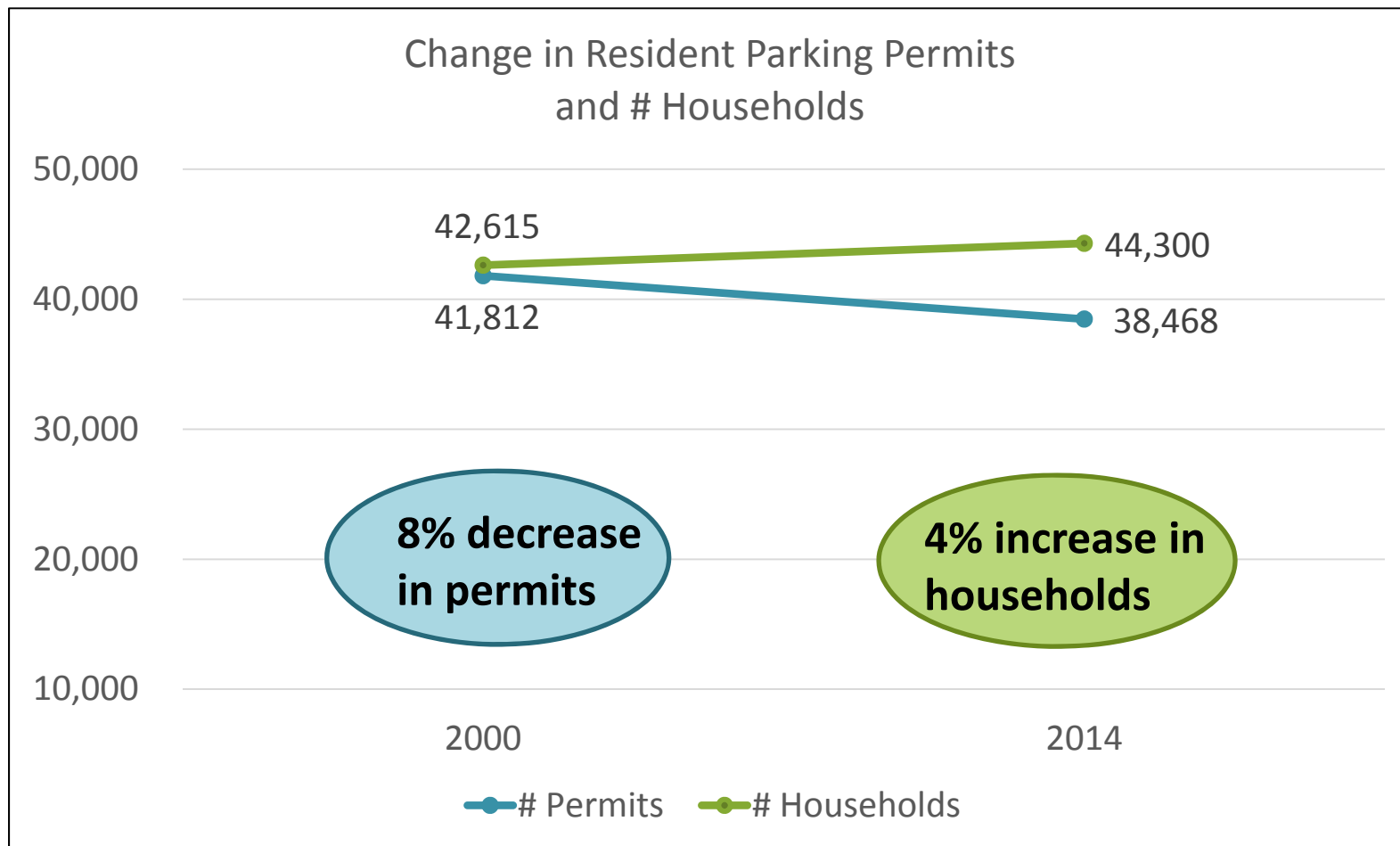
- More mobility
- More sustainable transportation
- Fewer cars
- Easier parking
- Less traffic
- Less pollution



*Better quality of life for everyone*

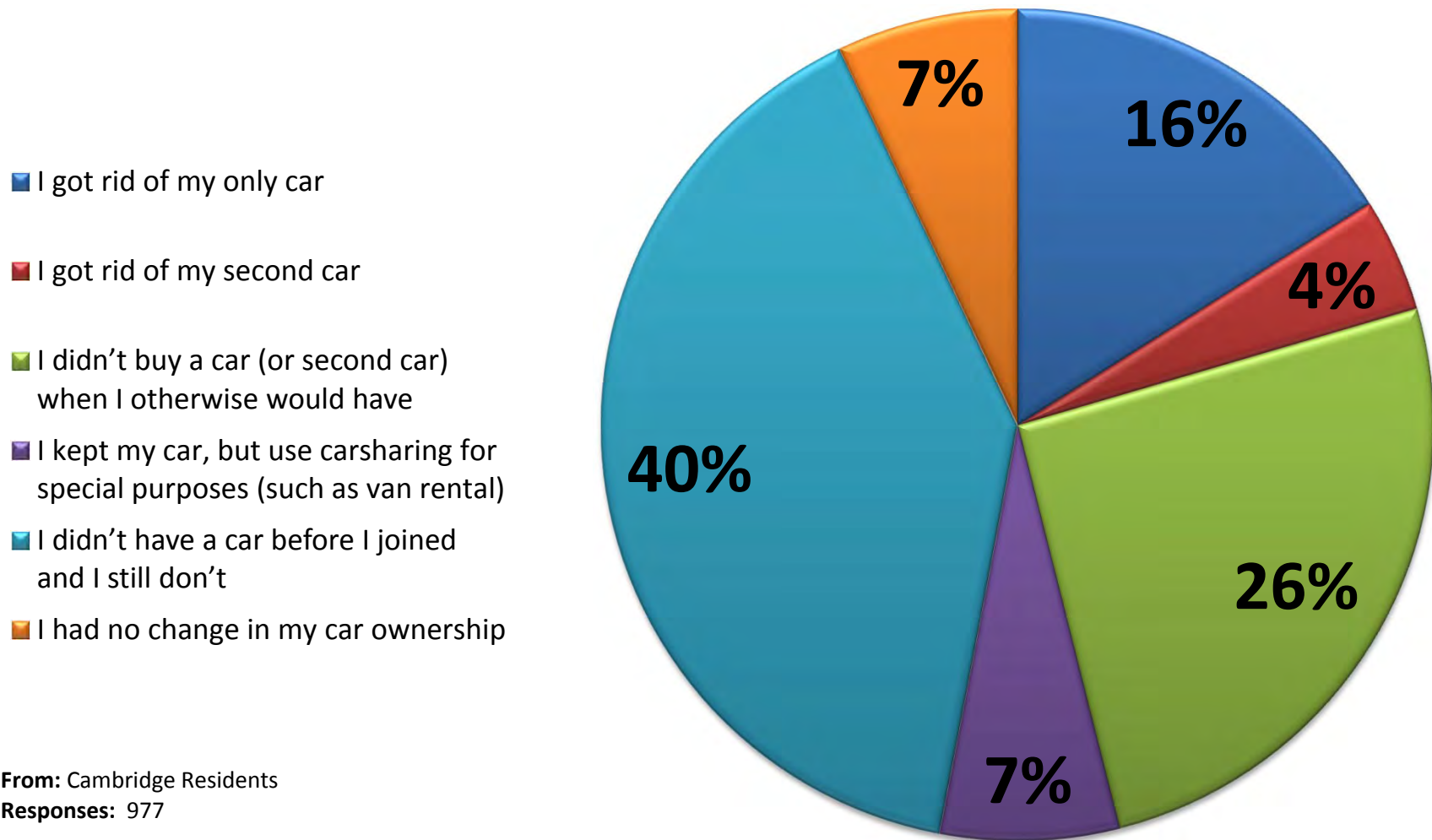
# Less Competition for Parking

- 1 carshare car = 9 to 13 private cars



**Survey: If you ARE a carshare member now or WERE a carshare member in the past, how has carsharing affected your car ownership?**

**After I became a member:**



**From:** Cambridge Residents

**Responses:** 977

*City of Cambridge Survey, January 2015*

# How Often Zipcars Are Used, Average

- Turnover = 1.7 reservations per day
- Vehicles are in active use 9 to 11 hrs per day
- 89% of reservations are made between 6 am and 10 pm
- 36 out of 300 cars reserved 10 pm to 5 am, including full-day reservations



# Community Process

- 9 Neighborhood Meetings: Sept – January
- Presentation, then group discussion
- Online survey



# Comments from Neighborhood Meetings

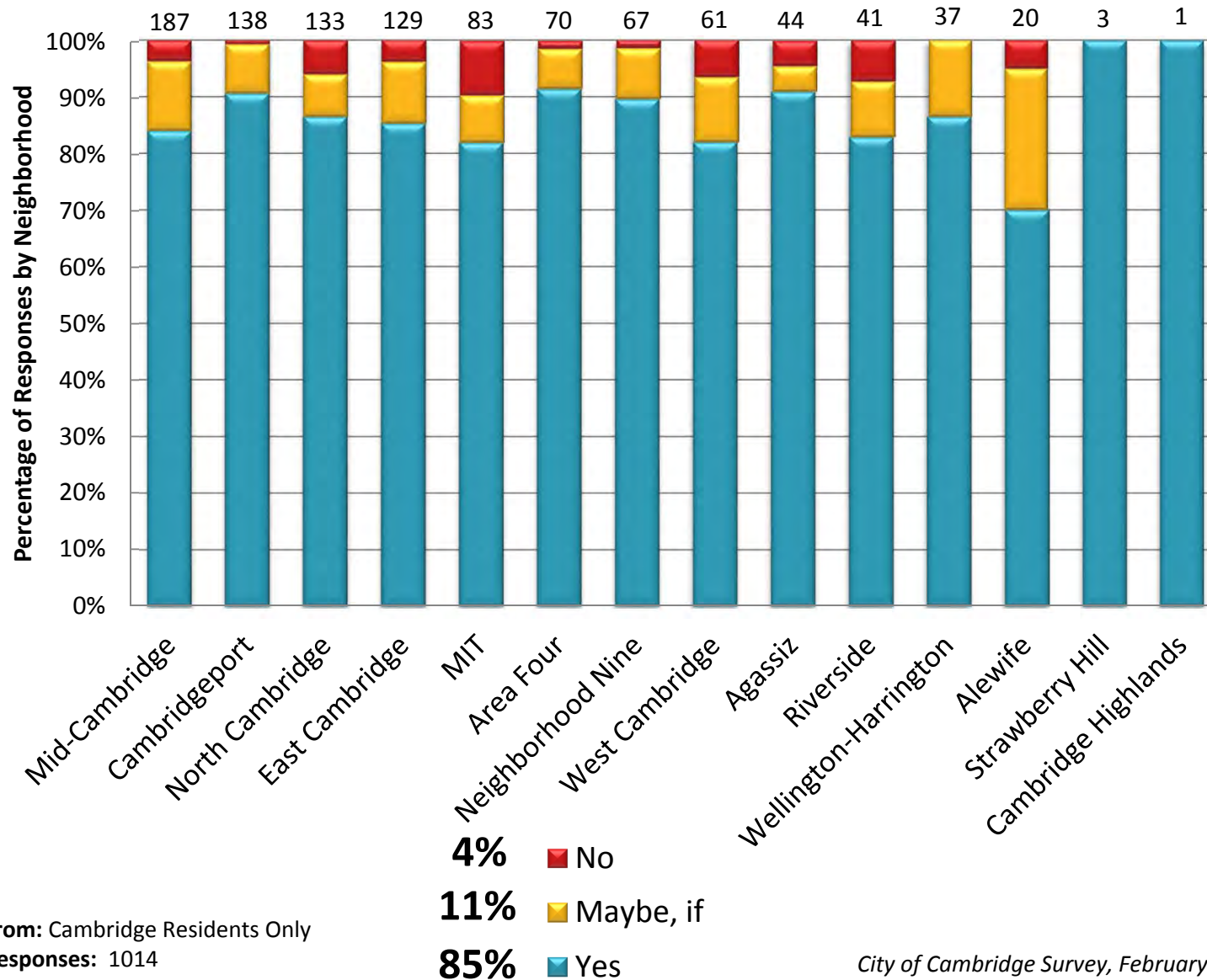
- “Can you please put carshare on-street and off-street in residential areas? That would be useful.”
- “When my car dies, I won’t get another. I’ll do carsharing and use cabs.”
- “With a two-car driveway, we keep thinking about getting a car, but we have been putting it off because of carsharing options.”
- “We know so many people who are car-free even with kids.”

## Questions and Concerns

- “Will allowing carshare vehicles to park on residential property make it harder for me to find on-street parking?”
- “Will landlords raise parking fees, pushing more cars onto the street?”
- Noise and bad driver concerns



# Survey: Would you like carshare vehicles to be located in private off-street parking spaces in residential areas?

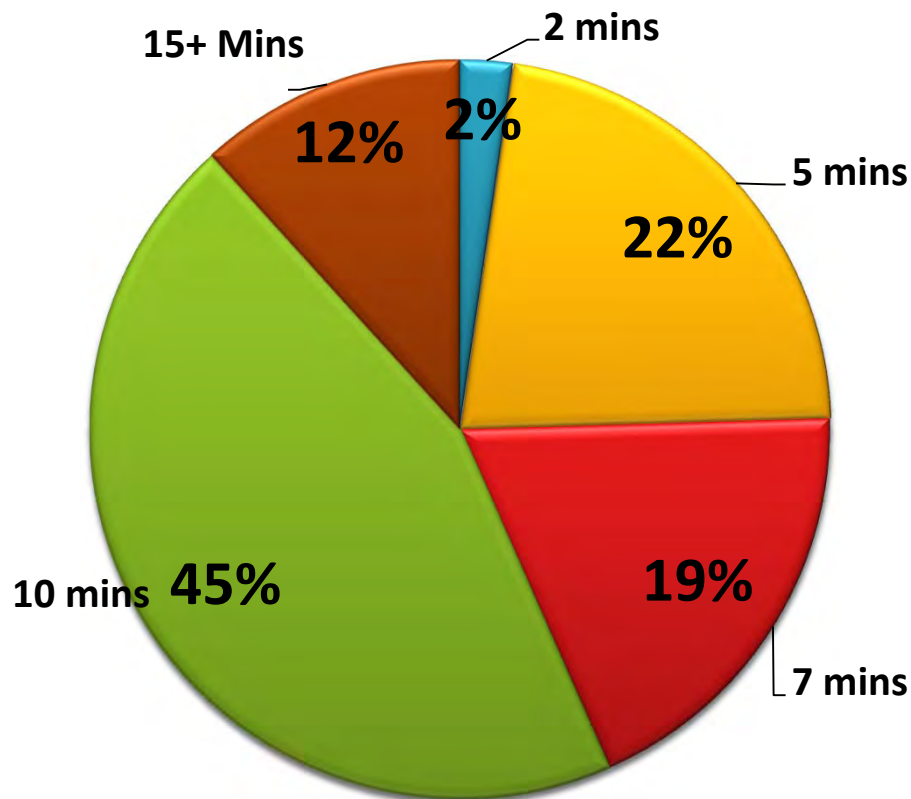


From: Cambridge Residents Only  
Responses: 1014

City of Cambridge Survey, February 2015

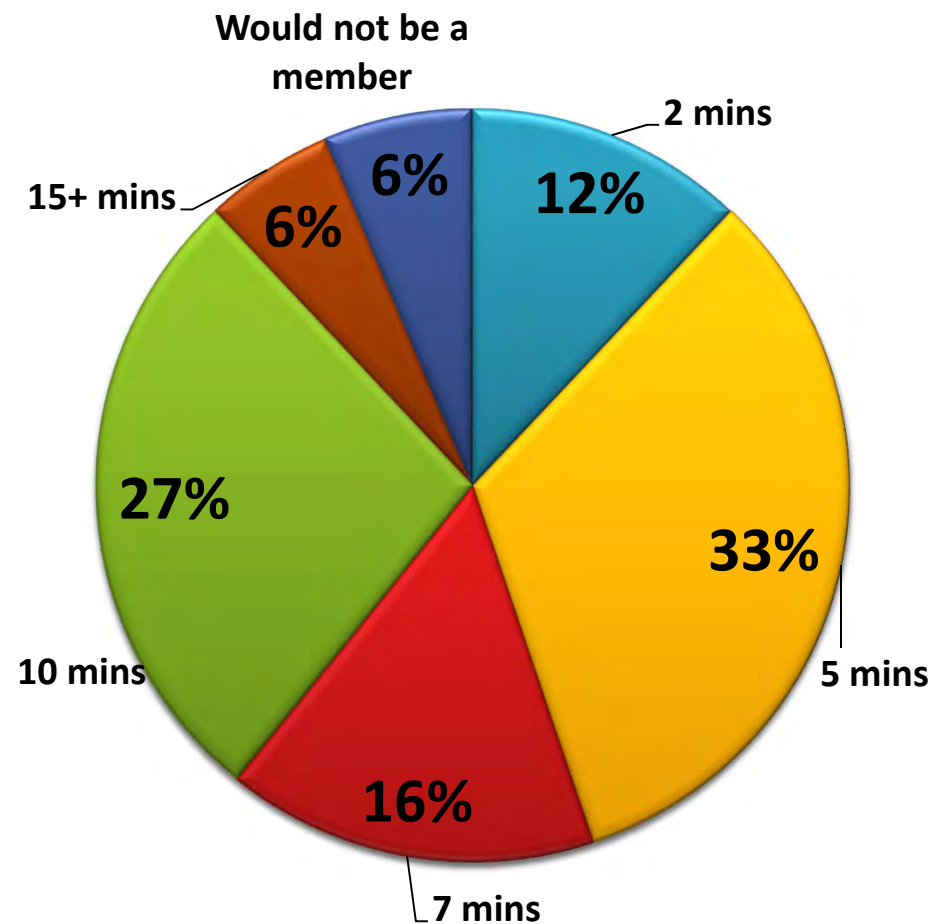
# Survey: What is the farthest you would walk to use a carshare vehicle?

**Current Members**



**From:** Cambridge residents  
**Responses:** 945

**Non-Members**



**From:** Cambridge Residents  
**Responses:** 125

# Why Are Zoning Changes Needed?

- Carsharing is not clearly defined or regulated
- Unclear regulations have impeded growth of carsharing
- Especially restrictive in areas where it would be most convenient to residents

# Zoning Petition Overview

*Petition approach:*

- **Parking is parking.**
- **Parking can be used for carsharing**, to serve residents without requiring car ownership
- **General and specific limitations** apply, depending on the type of parking facility.

# Zoning Petition Overview

## *Petition details:*

<b>6.24.1 Intent</b>	<ul style="list-style-type: none"><li>• Increasing mobility options for Cambridge residents, employees and visitors</li><li>• Reducing reliance on automobile ownership and use</li><li>• Lessening total demand for parking spaces</li></ul>
<b>6.24.2 Definitions</b>	<ul style="list-style-type: none"><li>• Carsharing Vehicle and Carsharing Organization</li><li>• Consistent with M.G.L. Chapter 90</li><li>• Distinguishes between carsharing and traditional rental car agency</li></ul>



# Zoning Petition Overview

## *Petition details:*

<b>6.24.3 General Limitations</b>	<ul style="list-style-type: none"><li>• Parking facility must be lawful</li><li>• Carsharing Vehicles must be registered</li><li>• No sales, servicing, dead storage, repair, &amp;c.</li><li>• No on-site personnel (unless allowed as a principal use, e.g. office)</li><li>• All owners must agree (e.g., condos)</li></ul>
<b><i>Planning Board Recommendation:</i></b>	<ul style="list-style-type: none"><li>• <b><i>Spaces must be registered with Cambridge TP&amp;T</i></b></li><li>• <b><i>Full-size parking spaces only</i></b></li><li>• <b><i>At least 10 feet from a residential building on an abutting lot in lower-density residential district</i></b></li></ul>

# Zoning Petition Overview

## *Petition details:*

<b>6.24.4 Principal Use Parking</b> <i>(e.g., pay garages &amp; lots)</i>	<ul style="list-style-type: none"><li>• No specific limitations on carsharing</li></ul>
<b>6.24.5 Accessory Parking</b>	<ul style="list-style-type: none"><li>• Carsharing can use <u>required accessory</u> parking, provided all occupants can access (subject to terms of membership)</li><li>• <u>Non-residential uses:</u> no limitation on number</li></ul>

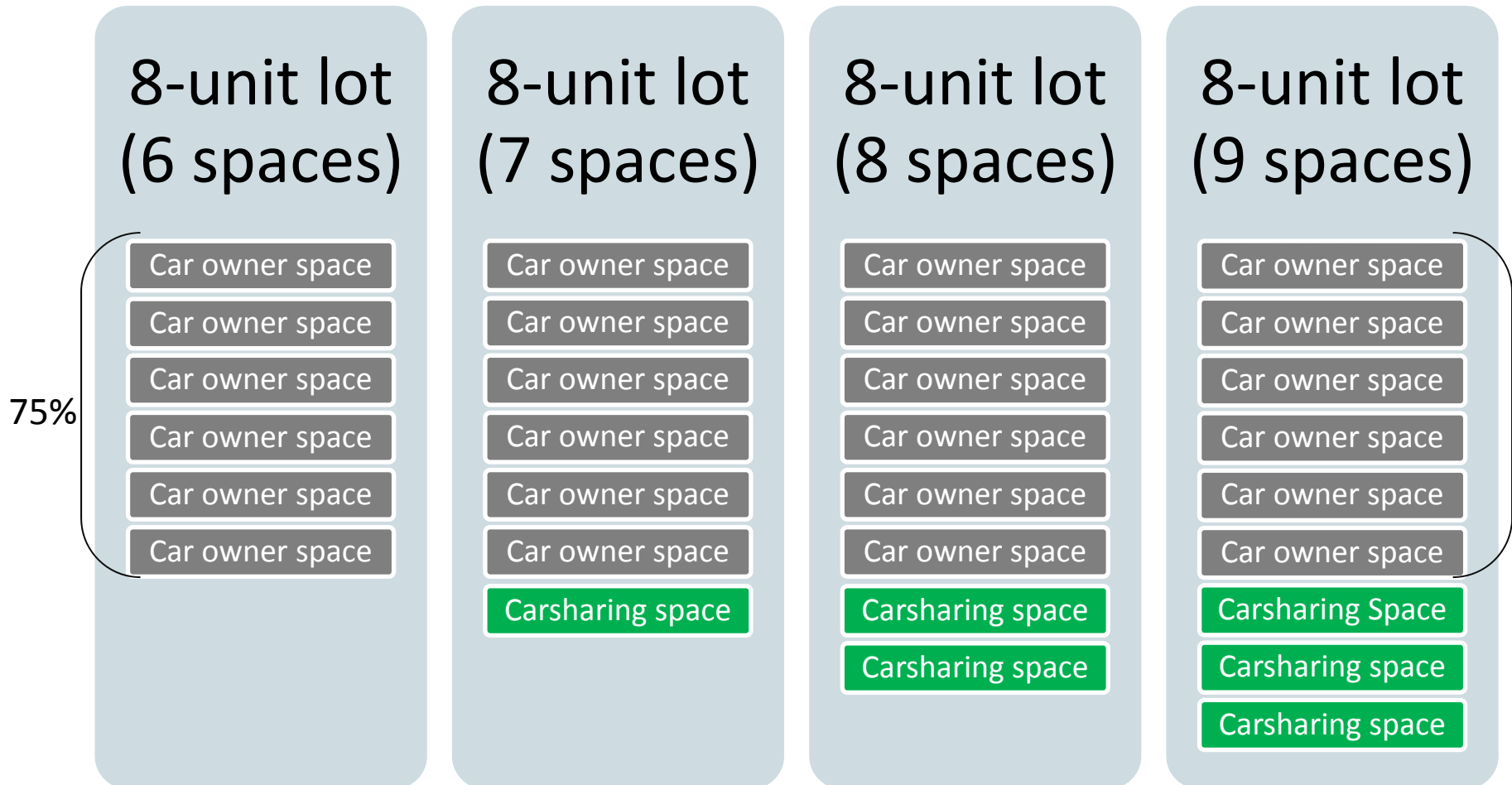
# Zoning Petition Overview

## *Petition details:*

<b>6.24.5 Accessory Parking (cont'd)</b>  <b>Original Petition:</b>	<ul style="list-style-type: none"><li>• <u>Accessory Residential Parking:</u><ul style="list-style-type: none"><li>• No more than 30% of total number of spaces, PB can modify by special permit</li><li>• Not allowed on single-family residential lots</li></ul></li></ul>
<b>Planning Board Recommendation:</b>	<ul style="list-style-type: none"><li>• <i>Limited to lots with 4 spaces or more</i></li><li>• <i>Carsharing can occupy any spaces <u>above 75%</u> of the number required by zoning or special permit</i></li></ul>

# Zoning Petition Overview

*Examples (assuming one space per unit required):*



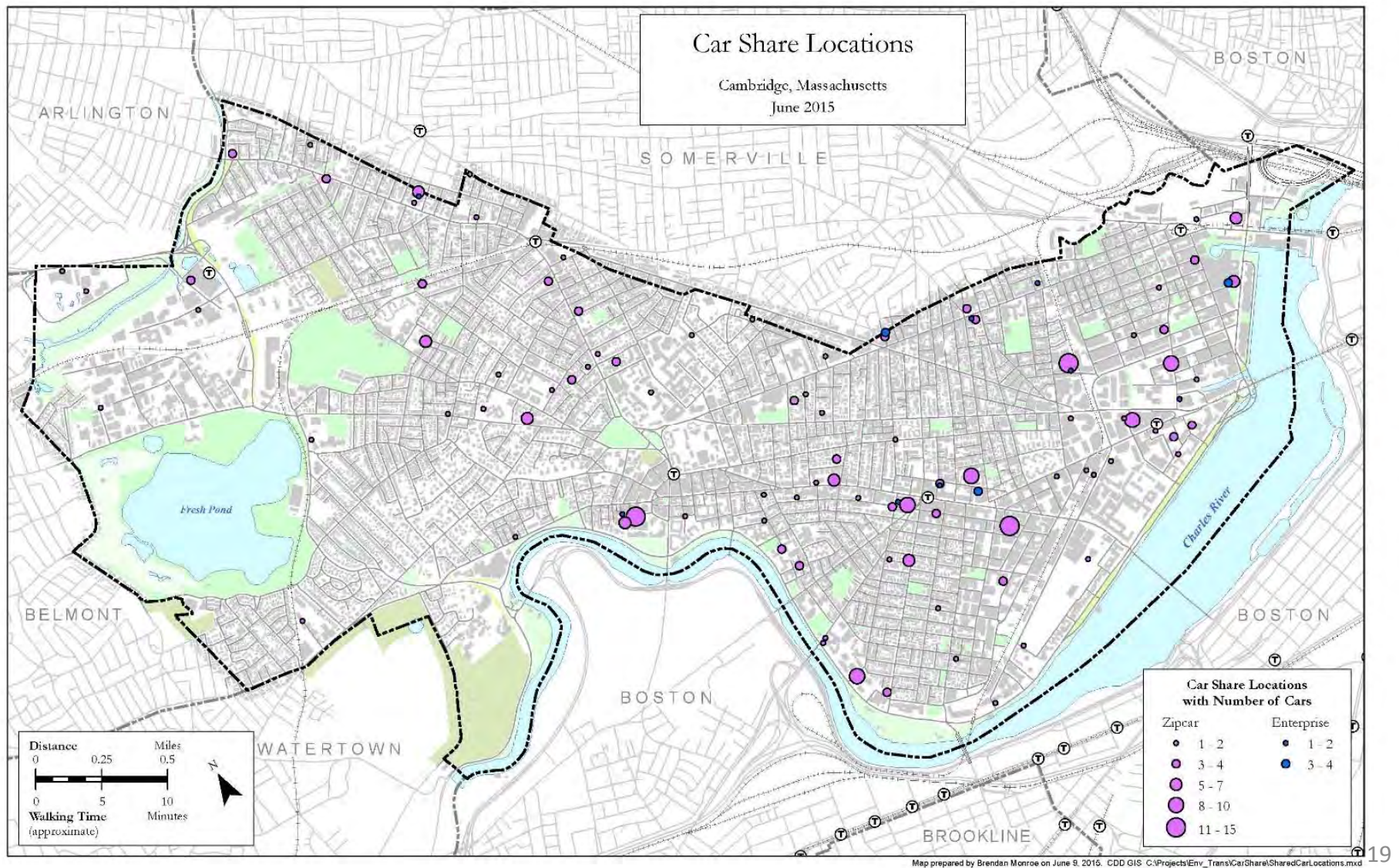
# Zoning Petition Overview

*Petition details:*

<p><b><i>Planning Board Recommendation:</i></b></p> <p><b><i>6.24.6 Modifications</i></b></p>	<ul style="list-style-type: none"><li>• <u><i>Grandfathering of Existing Spaces</i></u> <i>Must register with TP&amp;T within 6 months</i></li><li>• <u><i>Other Modifications by Special Permit</i></u> <i>Required public hearing and notification to abutters</i></li></ul>
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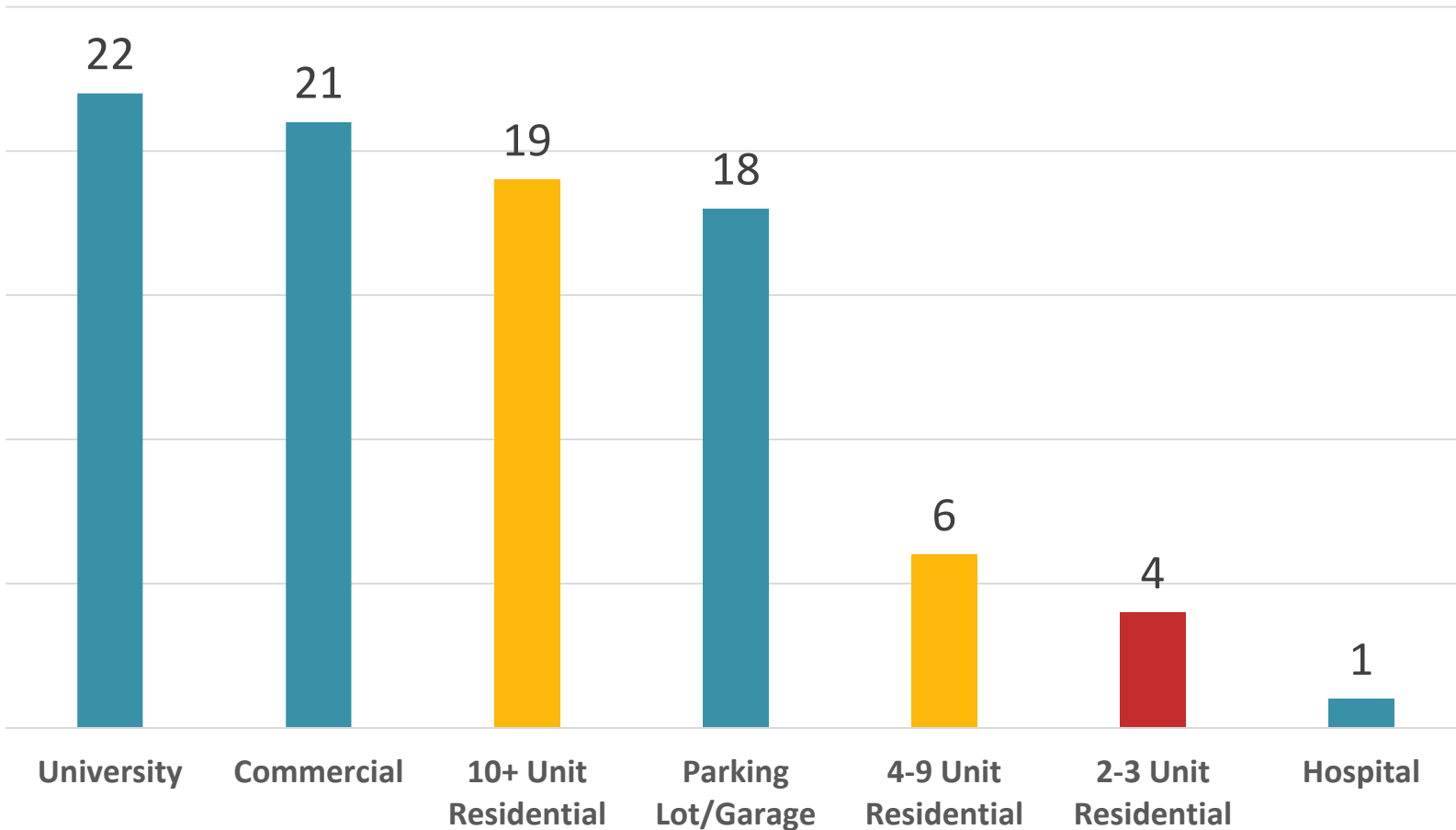


# Cambridge has 321 shared cars in 91 Locations



# Existing Carsharing in Cambridge

Existing Carsharing Locations by Principal Land Use



# Existing Carsharing in Cambridge

<b><i>Total Existing Carsharing Locations:</i></b>	<b><i>91</i></b>
Residential sites with fewer than 4 parking spaces:	<b>4</b>
Residential sites where less than 75% of the required parking is provided:	<b>4</b>
Sites where a parking space <u>might</u> be within 10 feet of a residential building in an A-1, A-2, B, C or C-1 district:	<b>7</b>
<i>Spaces that meet zoning dimensions for a regular (non-compact) parking space</i>	<b><i>???</i></b>

**ALL FIGURES APPROXIMATE.** Sources: Cambridge GIS, Assessing Database, visual observation.

# Discussion



Photos: Gretchen Ertl