



City of Chula Vista

Staff Report

File#: 15-0143, **Item#:** 3.

ORDINANCE NO. 3338 OF THE CITY OF CHULA VISTA REPEALING SECTION 10.68.500 (SUNSET CLAUSE) OF CHAPTER 10.68 (CAR SHARING PROGRAM AND PERMIT) OF THE CHULA VISTA MUNICIPAL CODE (SECOND READING AND ADOPTION)

RECOMMENDED ACTION

Council adopt the ordinance.

SUMMARY

Car sharing is a newer car rental model, in which customers rent cars for short periods of time, often by the hour. Car sharing services typically offer an easily-accessible, affordable alternative transportation option for residents and visitors and help improve local air quality. The City Council adopted a Car Sharing Program ordinance in 2013, which included a “sunset clause.” As such, staff is proposing to repeal the sunset clause, so that current car sharing services can continue to operate and additional car sharing companies can be solicited.

ENVIRONMENTAL REVIEW

The Development Services Director has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity qualifies for a Class 8 categorical exemption pursuant to Section 15308 [Actions by Regulatory Agencies for Protection of the Environment] of the State CEQA Guidelines, because the proposed actions will result in the ongoing operation of car sharing services, which helps to improve local air quality. Thus, no further environmental review is required.

BOARD/COMMISSION RECOMMENDATION

At their January 12th meeting, the Resource Conservation Commission unanimously recommended that City Council repeal the Car Sharing Program’s “sunset clause.”

DISCUSSION

Car sharing is a newer car rental model, in which customers rent cars for short periods of time, often by the hour. Car sharing services typically offer an easily-accessible, affordable alternative transportation option for residents and visitors without or with limited access to a personal vehicle. Although car sharing services have been around since the 1970s, their popularity has increased in recent years, especially in urban areas. Car sharing has been shown to provide environmental benefits for communities by reducing the need for residents to own a vehicle (or a second household vehicle) and helping “fill the gap” in public transit networks by allowing users to more easily link trips using buses, trolleys, bicycles, and walking.

In 2013, the City Council amended Chapter 10 (Vehicles & Traffic) of the Chula Vista Municipal Code to establish a Car Sharing Program and Permit, which provided guidelines for car sharing services operating within the jurisdiction (Ordinance #2013-3266). Specifically, the Car Sharing Program

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outlines rules and regulations for parking meter fee payments, requires certain indemnification and insurance levels, and authorizes the City Manager to issue permits according to the guidelines. Shortly after the ordinance was adopted, staff worked with Car2Go to expand their all-electric car sharing services into the City's more densely-populated western areas.

The original ordinance included a "sunset clause" that would automatically terminate the Car Sharing Program two years after its adoption unless City Council decided to continue it. As such, staff is proposing to repeal the sunset clause and continue the Car Sharing Program. Car sharing services have been successfully operating within the City's boundaries for approximately 18 months with no major incidents or issues. In addition, car sharing was recently recommended by the Climate Change Working Group, comprised of residents, business, education, non-profit, and utility representatives, as an important strategy in reducing greenhouse gas emissions and improving local air quality. City staff hopes to attract additional car sharing services into the community over the next couple years.

DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that it is not site specific and consequently, the 500-foot rule found in California Code of Regulations section 18705.2 (a)(11), is not applicable to this decision. Staff is not independently aware, and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision maker conflict of interest in this matter.

LINK TO STRATEGIC GOALS

The City's Strategic Plan has five major goals: Operational Excellence, Economic Vitality, Healthy Community, Strong and Secure Neighborhoods and a Connected Community. Continuation of the Car Sharing Program will support the Healthy Community goal by reducing greenhouse gas emissions and improving local air quality.

CURRENT YEAR FISCAL IMPACT

There is no additional fiscal impact in approving this item as the administrative costs for this program are budgeted within the Public Works Conservation Section program.

ONGOING FISCAL IMPACT

There is no ongoing fiscal impact in approving this item as the administrative costs for this program are budgeted within the Public Works Conservation Section program.

ATTACHMENTS

None

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