

CITY COUNCIL
CITY OF NEW YORK

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TRANSCRIPT OF THE MINUTES

Of the

COMMITTEE ON TRANSPORTATION

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HELD AT: Council Chambers - City Hall

B E F O R E: YDANIS A. RODRIGUEZ
Chairperson

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James Vacca
Margaret S. Chin
Stephen T. Levin
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A P P E A R A N C E S (CONTINUED)

Polly Trottenberg, Commissioner
NYC Department of Transportation

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Transportation, Planning and Management
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Nick Hill, General Manager
NYC Reach Now

Julia Kite, Policy and Research Manager
Transportation Alternatives

David Dodd Appearing for
Manhattan Borough President Gale Brewer

Eric McClure
StreetPAC

[sound check, pause]

CHAIRPERSON RODRIGUEZ: Thank you all for attending this morning's hearing on the Transportation-of the Transportation Committee. My name is Ydanis Rodriguez, and I Chair this committee. We are joined by-by my colleague Council Members Mendez, Salamanca and Levine. Today, we will discuss an issue that every car owner in New York City had troubled relationships with: Parking. Parking is a headache for many New Yorkers for moving the car each morning to spending sometimes hours cycling in their neighborhood to find parking. Car ownership can often seem like a chore. New Yorkers often deplore the lack of parking in their communities, and their outcries can even lead the city to scale back measures for achieving important policy goals like increase public safety and affordable housing. We are fortunate-fortunate to live in a city where owning a car isn't entirely necessarily. For some, in the more far from areas or those with poor transit-bus access as a transit-transit access. The car is an unfortunate reality, the only convenient option. But for those of us near subways or buses sometimes it is a-it is a luxury, and often times one

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2 that cause more headaches than convenience. Parking
3 plays a major role in every car owner's life
4 including my own. There have been examples of New
5 Yorkers paying exorbitant costs for a dedicated
6 parking space in their building. Try and dispute
7 over parking spaces—space even with our city's tech
8 line. The constant search for parking is plain and
9 simple: A stress and a burden, but new services are
10 springing up in our city that could go a long way to
11 our car owners to deciding to park with their
12 vehicle. Car sharing companies like Fleet Car,
13 Car2Go and Reach Now help provide the access to
14 vehicles without the high cost of ownership. Through
15 the services, New Yorkers can easily arrange a car in
16 their neighborhood, use it for as long as they need
17 or want, and then drop it off either on the street or
18 in a private garage. Some companies even allow you
19 just to leave the car at their destination so long as
20 it is within the operating area. This service offers
21 the same benefits of car ownership without the high
22 cost and fewer—fewer headaches over parking.

23 Two other bills we will hearing today
24 will help to support car sharing in New York City.
25 Intro 873 introduced by Council Member Levine will

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2 require the City to set up a car share program using
3 on-the-street public parking while Intro 267
4 sponsored by Council Member Mendez will require the
5 city to dedicate space in public garage for share
6 care cars. Using access to care share services can
7 provide a major benefit to our city. In keeping our
8 program to the one outline in Council Member Levine's
9 bill help reduce car ownership in Seattle. A
10 significant number of responding to a service
11 administered by the Transportation Sustainability
12 Research Centers at UC Berkeley say that they sold-
13 sold their cars due to the convenience of car share
14 services. The same study found that for every two
15 cargo vehicle in Seattle, ten vehicles were-vehicles
16 were removed from the city streets. This, of course,
17 means fewer emissions, more open streets, and a safer
18 pedestrian and cycling environment. I am encouraged
19 by these two bills, and I am eager to hear from the
20 Administration on the code (sic) and plan for
21 expanding access to care share services. I am
22 announcing-I am announcing today that I support these
23 two bills, and will be adding my name as co-sponsor.
24 We have to continuing supporting innovation and
25 programs that help review our impact on the

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2 environment. We know we are entering challenging
3 times with a precedence to have in line a system for
4 climate change, and has colored something that is not
5 true. We in New York know all too well that this is
6 not the case, and we will continue to do our part to
7 reduce. We will also hear today related to community
8 notify-notifications about changes to on-the-street
9 parking in city neighborhoods. Intro 954 introduced
10 by Council Member Espinal will require the DOT to
11 provide retrain notification for building owners, and
12 managers prior to any permanent parking regulation
13 changes. Intro 1234 introduced by Council Member
14 Salamanca will require the DOT for re-notify-
15 notification to local elected officials and community
16 boards when metered parking is added. When parking
17 conditions change unexpectedly, communities can be
18 taken by surprise. This bill will help to increase
19 transparency in changes to parking regulations. The
20 committee is also interested in hearing more about
21 DOT's efforts to modernize our parking system from
22 the ability to pay by phone or locate parking spots
23 through app technology, our city can make major
24 improvements to keep our city moving faster. I now
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1
2 want to give Council Member Levine the opportunity to
3 speak on Intro 873.

4 COUNCIL MEMBER LEVINE: Thank you, Mr.
5 Chair for that excellent opening statement, and for
6 your support of this legislation. You know, even in
7 a city like New York with world class mass transit,
8 there are still times when you need a car. Maybe you
9 are transporting cargo, maybe you're going to and
10 from an area without transit links or maybe you need
11 to transport an elderly relative in the middle of a
12 rainstorm, and because of that, many New Yorkers do
13 own cars. In fact, it's about a million and a half
14 who own cars. As everyone of those million and a
15 half people knows, finding parking for those cars in
16 crowded neighborhoods can be brutal, and that's only
17 going to get worse as the population in the city
18 grows and as our economy continues to boom. And
19 short-term car rentals or car sharing actually offer
20 a solution to that challenges because as the Chairman
21 mentioned, research shows that people who share cars
22 tend to buy fewer cars, or even give up the cars they
23 owned and, therefore, don't need to store them on the
24 streets and, in fact, the data shows that for every
25 single car that's shared through one of these

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2 services, people give up five to ten privately owned
3 vehicles. And so that—that alleviates congestions
4 and alleviates the parking problem, but for that
5 model to work, there has to be somewhere to park for
6 short-term rentals or the car share vehicles. And
7 what cities around the country have done to meet that
8 need is to allow companies dedicated use of spots in
9 garages, and on the street. This is being done in
10 Seattle. It's being done in Baltimore, Philadelphia,
11 San Francisco to great success, and the companies pay
12 for the use of that space. They don't get a public
13 asset for free, but it does allow for, we believe,
14 fewer people to own it. It requires fewer—it allows
15 fewer people to need private cars, and that's—that's
16 worthy goal that we're pursuing in this bill Intro
17 873, which would direct DOT to entertain (sic) two
18 agreements with such companies, and require them to
19 report back to the City Council on—on those
20 agreements, and I am very, very excited to discuss
21 with the administration and my colleagues this
22 important legislation today. Thank you, Mr. Chair.

23 CHAIRPERSON RODRIGUEZ: Now, we will hear
24 from Council Mendez who will speak on her bill Intro
25 267.

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2 COUNCIL MEMBER MENDEZ: Thank you, Mr.
3 Chair. Thank you, Commissioner for being here
4 today. This bill was introduced by the great Borough
5 President of Manhattan, Gale Brewer when she was a
6 Council Member. I am proud to be working with her on
7 this. I think in our society now where we're really
8 trying to make the city more pedestrian friendly, one
9 great way of going about this with the advent of the
10 car sharing movement, is to provide place-places
11 particularly public places where we can have some of
12 these cars parked on and make it more accessible to
13 the public. So I look forward to working with the
14 Administration and with the Borough President to
15 making this a reality. Thank you.

16 CHAIRPERSON RODRIGUEZ: Now, let's hear
17 from Council Member Salamanca who also will speak on
18 his bill Intro 1234.

19 COUNCIL MEMBER SALAMANCA: Thank you, Mr.
20 Chairman Rodriguez, and members of the committee. I
21 would like to thank you all for the opportunity to
22 speak briefly in regards to Intro 1234, legislation I
23 introduced to help bring greater accountability and
24 transparency surrounding the installation muni-meters
25 in our community. Intro 1234 will require that prior

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2 to the installation of muni meter, the Department of
3 Transportation notify the impacted council member and
4 community board, offer to conduct a presentation, and
5 consider any comments such as Council Members and/or
6 community boards. The installation of muni-meters
7 without notification being given to the affected
8 community has been an ongoing issue in my district
9 and perhaps my colleagues as well. Over this past
10 summer, number constituents brought to my attention
11 that muni-meters have been installed on residential
12 blocks in their neighborhoods with no notification
13 given to them by the Department of Transportation.
14 Upon contacting the community boards in question, I
15 found that they also were not notified or had no
16 prior knowledge to the muni meter installation. This
17 is simply unacceptable. While muni-meters certainly
18 are important in many parts of the city, it is my
19 hope that providing this sort of notification to
20 community boards and council members will help to
21 alleviate any concerns that would otherwise occur
22 without the community being notified. Simply, while
23 we all share the same concerns surrounding parking
24 and/or our need to alleviate any crowding or other
25 issues, the public should not be left out in the cold

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2 on any plans to install muni-meters or otherwise, and
3 simply should not nicked and dined when it is
4 unnecessary. To date, Intro 1234 has 33 co-sponsors,
5 which I believe is widespread support for this
6 legislation. With that said, I strongly urge the
7 committee to support this bill. Thank you, Mr.
8 Chairman.

9 CHAIRPERSON RODRIGUEZ: Thank you and
10 before we will hear from our great Commissioner of
11 DOT, Commissioner Trottenberg, I would like to thank
12 our committee staff for their work in putting this
13 hearing together Counsel Kelly Taylor; Policy
14 Analyst, Jonathan Masearano, Gafar Zaaloff and Emily
15 Rooney; Finance Analyst Chima Obichere, and my Chief
16 of Staff Rosa Murphy. I know ask our Counsel to
17 administer the-the affirmation, and welcome testimony
18 from the Administration.

19 LEGAL COUNSEL: Would you please raise
20 your right hands. Do you affirm to tell the truth,
21 the whole truth, and nothing but the truth in your
22 testimony before the committee, and to respond
23 honestly to Council Member questions?

24 COMMISSIONER TROTTEBERG: We do.

25 LEGAL COUNSEL: Thank you.

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2 COMMISSIONER TROTTEBERG: Thank you, Mr.
3 Chairman and members of the Committee. I'm Polly
4 Trottenberg, Commissioner of the New York City
5 Department of Transportation. Today, I'm joined by
6 Ryan Russo, Deputy Commissioner for Transportation,
7 Planning and Management; Jeff Lynch, Assistant
8 Commissioner for Intergovernmental and Community
9 Affairs. On behalf of Mayor de Blasio, we want to
10 thank you for having us here to discuss management of
11 curbside parking and car share. This year, DOT staff
12 across the entire agency took a comprehensive look at
13 out safe transportation system, looking to make it
14 safer, greener and more efficient. As a result of
15 all this work and building on the Mayor's One NYC and
16 80 X 50 Carbon Emissions Reduction Plan, we reduced
17 the--released our new DOT Strategic Plan in September
18 and I think we--we put copies up there for all the
19 committee members. In this plan, DOT laid out a
20 commitment to expanding safe, affordable and
21 sustainable travel options through shared use
22 mobility including care share. We share the
23 Council's interest in expanding car share, and I'm
24 pleased to announce that DOT will be launching our
25 very own car share pilot. This pilot, which aligns

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2 with the bills to be discussed today will provide
3 dedicated spaces for car share vehicles in both city-
4 owned parking, public parking facilities and on
5 streets. Before I'll discuss the bills before the
6 committee today, and DOT's upcoming care share pilot,
7 I want to provide some background on car share. As
8 many of you know, car share programs have run
9 significantly in cities across the U.S. and Europe in
10 recent years, as Council Member Levine mentioned
11 offering members use of vehicles for by-the-minute or
12 hourly rent. Two main types of car share services
13 are typically offered: Round try and one-way. Round
14 trip care share services such as Zip Car and
15 Enterprise Car Share provides members with vehicles
16 they can pick up and drop off at the same location,
17 typically a parking garage or lot. Round trip car
18 sharing requires a reserved or designated spot for
19 each vehicle. One-way care share services like
20 Car2Go and Reach Now allow members to pick up a car
21 park curbside on spot and drop it off at any non-
22 metered parking space within a designated service
23 area. One-way car sharing is usually free floating,
24 relying on generally available public parking.
25 Though in some cities they may also make use of

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2 designated spots. These two models of car sharing
3 have unique strengths and weaknesses. One-way car
4 sharing provides maximum flexibility, and the model
5 is rapidly growing in many cities including here in
6 New York. Although researchers note that the
7 predictable location and availability found in the
8 round trip model contributes more directly to car
9 shedding, which is car owners getting rid of their
10 personal vehicles after joining the program.

11 Recognizing the potential of car share, cities across
12 the U.S. have implemented car share supportive
13 policies for both round trip and one-way services.

14 Washington, D.C. provides about 90 on-street spaces
15 around for care share companies, and allows users of
16 one-way car share vehicles to park in residential
17 parking zones and metered spaces. San Francisco has
18 designated about 200 spaces for on-street car share
19 and requires companies to provide spaces in three
20 zones throughout the city. These cities have seen
21 three significant benefits from expanded car sharing,
22 and we hope that it can also be transformational here
23 in New Yorkers. First, car share programs could save
24 New Yorkers hundreds of dollars per month by
25 providing a reliable alternative to car ownership,

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2 which saves on lease of purchase costs, insurance and
3 maintenance. Owning a personal vehicle costs on
4 average \$9,000 a year, and comes with the time
5 consuming responsibility for maintaining the vehicle
6 finding on-street parking and, of course, moving your
7 car for alternate of the street cleaning regulations.
8 As the chairman mentioned, that certainly can be time
9 consuming and difficult for New Yorkers. In
10 contrast, car sharing costs typically include a
11 modest one-time or annual fee of around \$35 to \$75
12 and an hourly rate of \$8 to \$15. Car share companies
13 have reported that nationally members can save an
14 average of \$500 a month compared to car owners. And,
15 of course, the relative costs of car ownership in New
16 York City are typically higher than in other places
17 around the country. Second, based on the saving and
18 convenience they provide, car share programs have
19 been proven to support a reduction in personal car
20 ownership. A 2010 review of studies from cities
21 including Philadelphia and San Francisco, found that
22 23 to 32% of round trip car share members gave up
23 their vehicle after joining a car share service.
24 This translates to a reduction of 5 to 20 personal
25 vehicles per one car share vehicle. According to

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2 these studies, membership in a car share program also
3 encourages a family to delay or forego the purchase
4 of the vehicle. Here in New York, Zipcar surveyed
5 its members, and the result shared with DOT suggested
6 that one car share vehicle supported the reduction of
7 up to 23 personally owned vehicles. This is an
8 impressive number that could have profound impacts on
9 our streets if our pilot shows similar results. This
10 means that one dedicated car share space has the
11 potential to significantly reduce neighborhood
12 parking demand, a benefit to nearby households that
13 still prefer or require the use of a private vehicle.

14 I know that some are skeptical of
15 shifting on-street parking for car share spaces.
16 I'll admit that I was, too, but after seeing the
17 research on reduced car ownership and lessening
18 demand on our current space, I believe car share
19 could be a good use of public space that will benefit
20 everyone. Our pilot will test all of this out, and
21 will report back on whether these benefits do
22 materialize on our streets. Finally, as the Chairman
23 mentioned, car share reduces the total amount of
24 miles driven by each member. Car share members pay
25 by the minute or the hour so there's a strong

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2 incentive to drive less. In contrast, car owners
3 have a big set of upfront sum costs as the low
4 marginal cost of additional driving. So they tend to
5 drive more. Research in other cities shows up to a
6 44% reduction in vehicle miles traveled among round
7 trip car share members. Fewer cars on the road and
8 fewer vehicle miles traveled means less congestion as
9 well as lower carbon emissions and air pollution, key
10 priorities of the city's OneNYC and 80 x 50 efforts.
11 A 2016 study of one-way car share found that the
12 average age of vehicles sold by car share members is
13 14.4 years. In contrast, car share fleets tend to be
14 newer and, therefore, cleaner, more efficient cars
15 that have state-of-the-art safety features.

16 I'd like now to turn to what car share
17 looks like New York City. We have four large scale
18 car share companies operating here with nearly 5,000
19 vehicles. The coverage of round trip-round tri car
20 shares such as Zipcar and Enterprise Care Share, is
21 limited to areas that have available off-street
22 parking spaces. Most care share vehicles are stored
23 in private garages where they have limited visibility
24 to the public, and take extra time to retrieve from
25 parking attendants. In areas of the city without

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2 private lots, there's currently no feasible way for
3 round trip car share companies to operate. As a
4 result, 66% of round trip car share vehicles are
5 currently located in Manhattan. One-way car share
6 like Car2Go is currently only available in Western
7 Brooklyn and Queens. So far, this model has not
8 expanded into the dense central business district.
9 The map behind me shows the current coverage of car
10 share program in New York City as well as DOT on
11 parking facilities. When we look more closely even
12 with areas of that are generally well served by car
13 share, there are pockets that lack the convenient car
14 share options due to the uneven distribution of off-
15 street parking facilities. For example, Park Slope,
16 Astoria and Washington Heights, have few private
17 garages, and they are well served by transit and have
18 a high number of households that store a private
19 vehicle on street and intend to use it for occasional
20 non-commuting purposes. These holds might—these
21 households might take advantage of car share service,
22 free more on-street parking, and making life easier
23 for the remaining residents who require a personal
24 vehicle for their livelihood. Meanwhile, low and
25 middle income neighborhoods with comparatively

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2 limited transit options like East Flatbush, Hunts
3 Point and Jamaica, currently lack access to car share
4 and could benefit from the enhanced mobility these
5 services provide. For all of these reasons, we share
6 the Council's belief that car sharing could be a
7 great fit for New York City.

8 So I'm excited to announce that this
9 spring DOT will launch a two-year car share pilot
10 dedicating about 300 streets—300 spots in our public
11 parking facilities, and another 300 on street spaces.
12 As you can see from the map if you look at those with
13 those pink dots those are our parking facilities and
14 they're distributed across the city, and we share
15 Council Member Mendez and Manhattan Borough President
16 Gale Brewer's interest in using these locations for
17 care share. We hope to learn a lot about how these
18 parking facilities and on-street car share spots. As
19 Council Member Levine still has called for, work
20 together during the pilot. There may also be an
21 opportunity to explore using NYCHA parking lots for
22 car share, and we'll keep the Council updated as we
23 pursue that option.

24 DOT will select car share companies
25 interested in participating in the pilot with the

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2 goal of providing a high level of service to the
3 city's residents and visitors. The program will be
4 open to all car share companies, and will be required
5 to share data with DOT on curb use, customer
6 satisfaction and mobility. We believe this program
7 has the potential to save money for thousand of New
8 Yorkers who will be able to shed their cars, and use
9 a much more affordable car share vehicle when they
10 need it. We know many New Yorkers do not use their
11 vehicles on a daily basis, and younger city residents
12 in particular are less-less attached to the idea of
13 car ownership, and are looking for more flexibility
14 mobility options. The de Blasio Administration is
15 excited to be launching this pilot, but we still have
16 a lot of work to do. We're eager to hear from
17 elected officials particular you in the Council,
18 community boards and other stakeholders about which
19 neighborhoods might wish to participate. We'll also
20 be soliciting information from care share companies
21 about where they would to-to site dedicated spaces,
22 and expand their coverage. Over the coming months
23 we'll be talking more with the Council and other
24 stakeholders on how this pilot will move forward.

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2 Now, I'd like to discuss our parking
3 system and Intros 956 and 1234. New York City
4 streets contain approximately 3-1/2 million parking
5 spaces and DOT operates one of the largest systems of
6 metered parking in the world. In 2013, 23
7 successfully completed the conversion of the city's
8 metered parking from 85,000 single-space meters to
9 just over 14,100 muni-meters, a system which has
10 allowed for a more efficient use of the curb, more
11 convenience for customers, and a reduction in city
12 operating costs. In the summer of 2015, DOT
13 completed an upgrade to a Smart meter system, which
14 provides a wide array of operational and consumer
15 benefits including the ability to program different
16 hours of operation in main (sic) structures, smart
17 collection, improved customer information on the
18 display screen and increase resilience to vandalism.
19 Each year DOT receives—receives requests to install
20 meters throughout the city from BIDs Council Members,
21 community boards, and direction from businesses who
22 want to increase parking availability for shoppers
23 and visitors. Metered parking increase turnover and
24 limits duration, which his helpful for restaurants,
25 shops and other businesses on our commercial

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2 corridors. When we consider new muni-meter
3 installations, we assess requests based on land use,
4 sufficient curb space, parking demand, existing
5 metered areas for the purposes of enforcement, and
6 the current occupancy and turnover rates. As an
7 example, in Far Rockaway, we've learned from local
8 merchants that commuters are driving in from Long
9 Island using curbside parking in the commercial
10 corridor to store their cars for the day, and taking
11 the subway to Manhattan. To prevent this, DOT will
12 placing meters to ensure regular turnover so that
13 potential customers can find parking, which can make
14 a big difference for small businesses. In recent
15 years when we've received lots of new meter requests,
16 DOT has prioritized the conversion to the new Smart
17 meter technology. We've also focused on
18 installations where we've been changing the curb
19 configuration such as long SBS routes, but as our
20 city continues to grow, many commercial corridors are
21 experiencing revitalization leading to more requests
22 for meters. To address in spring 2016, DOT planned
23 600 new muni-meter installations in about 200 areas
24 ranging from requests in Bay Ridge to corridor
25 improvements along 111st Avenue in Queens. Following

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2 our longstanding practice, DOT provided 30-day
3 advance written notice to the affected community
4 boards and council members. Overall, we've received a
5 tremendously positive response to the new meters in
6 places like Belmont, Merrick (sic) in Jamaica, the
7 changes were long awaited. In just a half dozen
8 instances, we heard concerns from community boards or
9 elected officials. We took each of those concerns
10 very seriously and met with stakeholders to discuss.
11 In some cases, we successfully made the case for the
12 installations along with the stakeholders that had
13 softened, and in some cases we removed the meters.
14 Within in DOT's current notification practice and our
15 demonstrated commitment to working with communities
16 on meter placement, we feel that the proposed
17 legislation Intro 1234 is unnecessary and we would
18 like to continue to have our ability to respond
19 nimbly to community-to council members and community
20 board requests. I also want to comment just briefly
21 on Intro 954, which was added to this hearing just a
22 few days ago. Though we've not had time for a full
23 review, we do have serious concerns about the
24 administrative burden and complexity of created for
25 DOT on this bill. Council Members often expect DOT

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2 to move quickly to tackle issues on our streets
3 especially where safety is a concern, and this
4 legislation could significantly affect our ability to
5 do so. We're also concerned that it could have far
6 reaching effects slowing down many of our popular
7 projects like street safety redesign, bike lanes and
8 city bike expansions, and Select Bus Service
9 installation. Let me close by saying if you've been
10 to Midtown recently, you may have noticed new signs
11 popping up as we prepare for the rollout of Pay-by-
12 Cell. Since last week, DOT crews have been
13 installing blue zone signage in the area of 14th to
14 59th Streets from the East River to the Hudson. As
15 you know, Mayor de Blasio promised to launch the
16 city's first mobile payment system for parking this
17 year, and we hope to have an announcement very soon.
18 I'd like to say a big thank you to our Council
19 partners, our partners at the NYPD, the Department of
20 Finance, and Mr. Chairman, you as well for helping us
21 to live with this major benefit for New York City
22 drivers. Stay tuned for more news on that. I want to
23 thank you all for the opportunity to testify today to
24 discuss car sharing and improving our management
25 of parking. I'm happy to take your questions.

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CHAIRPERSON RODRIGUEZ: Thank you,

Commissioner. I have a few questions, and I know

that my colleagues also have other questions. I have

first question on the role related-related to meters.

How many-do we have the number of how many muni-

meters do we have in total in the city?

COMMISSIONER TROTTEBERG: Yes, well

14,100 is-I think that's pretty much--

CHAIRPERSON RODRIGUEZ: 14,000?

COMMISSIONER TROTTEBERG: 14,100 and it

covers 80, approximately 85 parking-85,000 parking

spaces.

CHAIRPERSON RODRIGUEZ: Okay. How-what

challenges are-is it that DOT facing when it comes to

repair the muni-meters?

COMMISSIONER TROTTEBERG: Well, we-I mean

we have a dedicated crew that goes out and services

the meters. Look, we certainly-I know it's an area

of big concern about, you know, complaints about the

broken meters. One thing I think that will be

obviously exciting about Pay-By-Cell for folks who

are now paying by cell, you won't need to go anywhere

near a muni-meter, but, you know, we have a team that

tries to get out and have a protocol to repair meters

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2 as quickly as we can. Obviously, we get complaints
3 from 311. We get complaints in our Borough
4 Commissioner's Office, our Parking Office, and we try
5 and dispatch people as quickly as possible.

6 CHAIRPERSON RODRIGUEZ: Thank you, and
7 with a concern on the community board and elected
8 officials being notified or the business owner, do
9 you see like some compromise in the Council's office?

10 COMMISSIONER TROTTEBERG: And—and
11 thanks. Look, I—I—obviously I know, you know, I'm
12 sorry, you know, Council Member Salamanca. I feel
13 like obviously there the communication wasn't good,
14 although I'm double checking, and we did—we—we
15 followed the same procedure. We notified, you know,
16 both your office and the community board. I just
17 have the date, March 22nd is when we got to that
18 neighborhood. Again, you know, we've been—it had
19 been some years since we put in new meters, and we
20 did, you know, an effort citywide in 200 locations.
21 I think in most places it worked very well. In a
22 couple of places it didn't, and—and in the case of—of
23 your district we—we took the meters out. I'm sure we
24 can find some compromise, but I think, you know,
25 again, in general I think it worked pretty well.

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2 Obviously with some hot spots where-where people are
3 unhappy. You know, it is a challenge we face. As
4 the city is growing, we hear from a lot of merchants
5 and Business Improvement Districts that want the
6 meters because, you know, look for small businesses,
7 for restaurants, they want turnover at the curb.
8 That brings them customers and balancing that
9 obviously with-with the desire in some neighborhoods
10 they don't want to see more meters. It-it-it's
11 certainly something obviously we want to work with
12 elected officials and the community boards on. So,
13 yes, of I'm-I'm happy to see if we can find some good
14 compromise there, but I-I think admittedly with a
15 couple of hotspots where there was some real concern
16 in general we got a pretty good response all over the
17 city. Well, acknowledging obviously it wasn't-it
18 wasn't perfect everywhere.

19 CHAIRPERSON RODRIGUEZ: In-in listening
20 to your testimony no doubt that the Administration
21 and the Mayor and-and you as the Commissioner being
22 supportive of the-of expanding the culture in-in New
23 York City right?

24 COMMISSIONER TROTTENBERG: Yes. No, look
25 obviously we are-we are very excited now to roll out

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2 a pilot, which I think captures the intention of
3 Council Member Levine's bill and the—the bill that
4 Council Member Mendez's and Borough President
5 Brewer's bill to do a program, which is both going to
6 have an on-street component, and a component in the
7 city-owned garages and lots, and we want to do it as
8 a pilot first. We going to—we want to do some
9 experimentation. We want to see for ourselves that
10 it produces the benefits that I think we all believe
11 it will produce which is in the end it will actually
12 be for New Yorkers a lot of them an opportunity
13 perhaps to get rid of a car, or not to purchase one
14 if they were planning to purchase one. They will get
15 to save money, and we will actually see hopefully a
16 reduction in congestion, and a reduction in the
17 competition for scarce parking spaces. So I think
18 we're very, very excited to roll out this pilot and
19 obviously we look—we definitely on this one we want a
20 lot of input. We want input from elected officials
21 from community boards. We want to hear parts of the
22 city where there's an interest in trying this out.
23 And as we said, in particular neighborhoods where
24 maybe a lot of people own cars, but they're not using
25 them on a daily basis. That can be a neighborhood

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2 where people are very much—perhaps to love to get rid
3 of their cars, and just have the availability of a
4 car share for when they occasionally need it, and
5 neighborhoods further out into the city when maybe
6 there aren't good connections to transit. Maybe low-
7 income people they can't afford a car, but they would
8 love to be able to use one from time to time. So we
9 think there are a bunch of, you know, neighborhoods
10 around the city where this could a very affordable
11 and convenient option.

12 CHAIRPERSON RODRIGUEZ: See, one thing
13 that I believe that we as a city, and I called this
14 year was—is to have a plan to reduce the number of
15 cars in New York City on a volunteer base, but it
16 will require to create the condition as my colleagues
17 say in the number there. Only 1.5 million New
18 Yorkers own—own cars to a total of 1.9 million cars
19 in the city, and this something that we showed the
20 administration that we have to do our part to reduce
21 the gas emissions in our city. So when you look at
22 the car sharing, do you think that we will halt or
23 continue to reduce the number of cars in New York
24 City?

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2 COMMISSIONER TROTTENBERG: I mean I have
3 to say and as I said in my testimony, I was someone
4 who was even a little skeptical, but I have to say as
5 the data has started to come in, Zipcar looked at
6 some of the use here in the city and—and we've
7 mentioned a bunch of other cities have studied this
8 and it really does look like it induces people either
9 not to purchase a car or to get rid of car, and the
10 numbers are pretty exciting. So I'm—I'm not
11 optimistic that this is something that can—again, in
12 a way that's positive that's great for consumer. It
13 will enable them to save money. Also allow us to
14 reduce the number of cars, you know, competing for
15 space on crowded streets. So again, we're excited to
16 try this pilot out. We will validate this data
17 ourselves, and I—I do think we think it could really
18 be something that will be beneficial for everyone
19 both people who use the program and then other people
20 who are, you know, trying to make use of that scare
21 street space.

22 CHAIRPERSON RODRIGUEZ: In—in which way
23 is the DOT working to regulate that industry of the
24 car sharing?
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2 COMMISSIONER TROTTENBERG: Well, right
3 now again, they operate in private garages, and the
4 Car2Go model, which is the one-way model, if you
5 actually—if you look on this map you can see that
6 blue area is where we have the one-way car companies
7 going, and they're just—they're parking on the street
8 as a regular vehicle, and paying, you know, pay at
9 meters et cetera. So I think the proposal here would
10 be to do something very different, which is to take
11 some on-street—on-street spaces and spaces in our
12 public garages, and on a competitive basis let
13 different car sharing companies come in, and
14 experiment with different models about how it would
15 work, what kind of services they would offer, and
16 then we can see what the uptake is, what the consumer
17 satisfaction is and what a sensible ongoing
18 contractual model would look like. Different cities
19 have done it--done it in different ways. Some
20 charge a fee. Some have an option. Some require that
21 they give spaces in what might be considered a more
22 desirable part of town in exchange for putting spaces
23 in other parts of town. So there are a bunch of
24 different models, and I think before we settle in on
25 a long-term contract, I think it's prudent for the

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2 city to do a pilot and experiment a bit so we get the
3 model, which obviously provide the most benefits to
4 our systems and the most benefits to the city.

5 CHAIRPERSON RODRIGUEZ: Okay. You
6 mentioned that you believe that climate change is
7 real.

8 COMMISSIONER TROTTEBERG: I'm sorry?

9 CHAIRPERSON RODRIGUEZ: Do you believe
10 that climate change is real?

11 COMMISSIONER TROTTEBERG: I believe that
12 climate change is real, yes Mr. Chairman.

13 CHAIRPERSON RODRIGUEZ: So—so that we
14 can—that we continue doing our own part, you know.
15 So now Council Member Mendez.

16 COUNCIL MEMBER MENDEZ: My apologies. I
17 missed some of your testimony because we're moving my
18 district office this morning, and there's a lot of
19 problems going on over there with the move. You
20 talked about using some public spaces, but I didn't
21 hear if you outlined a whole bunch of what those
22 places would—would be.

23 COMMISSIONER TROTTEBERG: Right and—and
24 we haven't again as—as the bill that you have with
25 Borough President Brewer, we want to put them in our—

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2 the public garages, which again represents these pink
3 dots on the map here, and the blue dots, by the way,
4 are the spaces where car sharing companies are
5 currently operating in private garages. So what we
6 would do is we would add basically another set of
7 dots to this map, which would be on-street spaces.
8 Again, we're—we're proposing approximately 300, but I
9 think we're also waiting to see after our
10 announcement today what kind of feedback we get.
11 And, you know, we're—I think we're anxious to work
12 with you all and other interested stakeholders about
13 where would be good locations to put those spots. As
14 we've said, we can see a couple of areas that
15 particularly have potential. You know, some of the
16 neighborhoods I mentioned like a Washington Heights
17 or a Park Slope where a lot of people own cars, but
18 there's also good subway connections. So they don't
19 use the cars everyday, but they do want cars for
20 occasional uses. That might be one where on-street—
21 place some cars on the street they would get a lot of
22 use, and induce a lot of people to give up their car
23 or not purchase a car. And then likewise, as you
24 move further out into city, there are a lot of areas
25 not well served by subways, maybe lower-income

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2 neighborhoods where people can't afford cars. This
3 gives them an opportunity to have some availability
4 at frankly a—a very, you know, much more affordable
5 price than owning a car outright. And then, as I
6 mentioned, we—we are also going to be talking to
7 NYCHA and exploring, you know, if there's a
8 possibility potentially of putting some of these in
9 NYCHA lots where I think they could also be an
10 affordable option. But again, that's something that
11 would have to be a NYCHA decision. I—I can't speak
12 their model.

13 COUNCIL MEMBER MENDEZ: Thank you. My
14 district, a good portion of it doesn't have mass
15 transit. That's why Citi Bikes has been a great
16 addition to my neighborhood. I'm also thinking about
17 places like HHC that may have some on-site parking
18 and particularly with individuals sometimes if
19 someone is in the hospital, you know, a group of
20 people may want to go. So then they can take a car
21 share there. I'm just trying to think out of the box
22 what other kind of public spaces we may have, but I'm
23 looking forward to hearing more ideas by DOT and the
24 Borough President in—in trying to get this pilot off
25 the ground.

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2 COMMISSIONER TROTTEBERG: Look, we are,
3 too. I think we're—we're again, we're sort of
4 throwing this open. We love outside the box ideas,
5 too, and it's a great idea whether they're health
6 facilities or other facilities where this could be a
7 terrific addition. So we're open to exploring any
8 ideas you all have, and again I mean it's nice to
9 have this pilot. It's going to give us a chance to
10 do some experimentation and some trial and error, and
11 also to continue to learn from the experience that
12 other cities are having and put together what would
13 be the best model for New York.

14 COUNCIL MEMBER MENDEZ: The other thing I
15 noticed is you set 300 spots in public parking
16 facilities in 300 streets, and I noticed that in
17 Manhattan, we only have one public parking, and it's
18 just outside my district and Margaret Chin's over on
19 Essex Street. So like how many spots would you put
20 in Manhattan in the public facility, and how much
21 would you put in the other public parking spaces in
22 the other boroughs.

23 COMMISSIONER TROTTEBERG: Right, I—I
24 think that's subject to experimentation. I think as
25 I said in my testimony, interestingly enough, the

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2 bulk of the car sharing that's happening in the city
3 right now is actually happening in Manhattan, but
4 it's happening inside the garages. So it's not
5 easily accessible for sort of your average-your
6 average person walking down the street. Look, I
7 think we're anxious to have feedback. Obviously, we
8 want to try this in all five boroughs and spread it
9 out amongst our garages. I think the-the bill in the
10 garages called for at least ten cars, up to ten cars
11 per garage. I think in some cases the demand may be
12 bigger than that. In some cases less than that, but
13 again I think we're waiting to get feedback on where
14 folks would like to see this. I can see
15 neighborhoods all over the city where I think this
16 would be really embracing and supportive.

17 COUNCIL MEMBER MENDEZ: Okay, just-and
18 this is more of a comment. Just like we put voting
19 booths in many places that have public subsidies or
20 tax breaks maybe we should look at some of these
21 buildings that may have some parking spaces and OCD
22 some subsidies to have a set-aside of one spot for-
23 for public space precaution. Thank you very much.

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2 CHAIRPERSON RODRIGUEZ: Council Member
3 Levine, and we've also been joined by Council Members
4 Chin, Van Bramer, Rose, Reynoso and also Miller.

5 COUNCIL MEMBER LEVINE: Thank you, Mr.
6 Chair and to all of you. Good morning, Commissioner.
7 It's-it's great to see you and I'm-I'm excited about
8 the pilot you're now seeing. I think this is exactly
9 the kind of thing we need to try, and just ask-ask
10 questions about how this would work. So you've
11 talked about a start in the spring, is that correct?

12 COMMISSIONER TROTTEBERG: Yes.

13 COUNCIL MEMBER LEVINE: And how long
14 would you imagine this pilot going?

15 COMMISSIONER TROTTEBERG: Well, I think
16 were envisioning about two years.

17 COUNCIL MEMBER LEVINE: Got it, and the
18 siting of this-of the locations, which you've spoken
19 some about already is going to be so important to the
20 particularly complicated. On the one hand it's a lot
21 like the siting for Citi Bike where we want to give
22 the local community a say in where these locations
23 will go. On the other hand, there's another party
24 involved here, which is the companies, and I'm
25 wondering whether first of all you envision drawing

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2 on the Citi Bike siting process for community input
3 around these care share locations, and I also wonder
4 to what extent you're going to simply tell companies
5 where they should locate based on when there's also
6 community complication, and to what extent you're
7 going to allow them to us in the city where they want
8 to locate?

9 COMMISSIONER TROTTEBERG: Well, it's--
10 it's a good question, and I-I--there's some truth to
11 the Citi Bike analogy although it's a little
12 different. This is going to be fewer--this is going
13 to be, I think comparatively speaking fewer spaces in
14 terms of an impact in any given neighborhood or
15 community board. Look, in the end, obviously the
16 city will have the final say about where any of these
17 spaces are going to go. But I think again we both,
18 as I said, we want to hear from elected officials,
19 and community boards, and get your input. But
20 obviously we want to hear, as we take--as we take
21 vision from the private companies where they think
22 the program would be successful. But in the end, I
23 can assure you we'll--we'll retain the ultimate say
24 about where these are going to go, and the good thing
25 about a pilot is we can experiment here. If we put

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2 it in a space, and it turned that it doesn't work for
3 whatever reason, we'll move it. And if you put it in
4 a neighborhood it turns out people want to see a lot
5 more of it, that will be a good day. That's a point
6 for us as we consider what the ultimate contract will
7 look like. I mean, again, part of why on this one we
8 really wanted to do a pilot is I think there are a
9 lot of questions, and I want to make sure we get this
10 right before the city locks—locks itself into long-
11 term contracts with a particular firm. I—I think
12 getting the details of this right will be essential,
13 and obviously we—we feel very strongly, and we want
14 community support on this. We think this could be—
15 this can be a terrific amenity, but we recognize
16 people have to be onboard with the fact that we are
17 going to be doing this in some cases on the street,
18 and obviously people always concerns, and we, too, on
19 the street. (sic)

20 COUNCIL MEMBER LEVINE: But would you
21 commit to a level of community consultation and input
22 comparable to Citi Bike where it does go to around
23 the consultation with the community board, with the
24 public posting on the proposals, but then you showed
25 some input on?

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2 COMMISSIONER TROTTEBERG: Yeah, I-I
3 think we can commit to that? I mean I-I would-I
4 would say that this about it, just the, you know,
5 just the thought, which is since this is a pilot and
6 it's going to be experimental, I do want to have the
7 ability if something is not working well, to be able
8 to make changes to it. You know, this-it's sort of
9 a-I think it's a discussion at large about a lot of
10 legislation here today understanding sometimes
11 council members and community boards feel like they
12 want, you know, they're not-we're not giving them
13 enough notification. They want a lot of time, but I
14 often hear a lot from community boards and council
15 members and others about fix this thing very quickly.
16 So there's a balancing act there. If I told you to
17 fix something very quickly, and then I need to go
18 through a three-month process before I can fix it,
19 that can create frustrations on the other side.

20 COUNCIL MEMBER LEVINE: And just-so this
21 would be an RFP that would be issued by DOT, is that
22 correct?

23 COMMISSIONER TROTTEBERG: Yes.
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COUNCIL MEMBER LEVINE: And would the idea be that one company alone would win the contract?

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COMMISSIONER TROTTEBERG: No, no, no. This is—this is something we want to open up and make sure we're opening up to multiple companies. We want to have a bunch of different experiments going and create competition, and also see what—what's working best. I mean there have been a bunch of cities, and actually we're one right now. We—we have four different companies operating in the city. I think we want to see those numbers if anything grow. We don't want to tie them in with the competition.

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COUNCIL MEMBER LEVINE: Great, and would you expect that you would identify the locations in the RFP or would that be worked out in negotiations after you've already awarded the contract?

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COMMISSIONER TROTTEBERG: Yeah, I—I think we're going to figure out what that mechanism is going to look at. Again, part of it is now that we've announced this today, I want to see frankly what kind of a response we get, and what kind of interest there is. You know, I think I'm particularly interested first of all in hearing what

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2 the interest is again amongst local officials,
3 community boards, neighborhood groups, et cetera, and
4 then starting our discussions with the car sharing
5 companies. You know, again, their—their—in the city
6 they have, you know, up until now been basically
7 driven the round trip forms by where they get into
8 the private lots. The one-way once again, I've sort
9 of been in this part of Brooklyn and Queens. I need
10 to talk to them more about what it would, you know,
11 how they could expand further into the city. I think
12 their model perhaps is a—is a challenging one in like
13 the dense parts of Midtown Manhattan.

14 COUNCIL MEMBER LEVINE: Every square inch
15 of real estate in the city has value, and that's
16 certainly true for a parking spot. So I'm assuming
17 that we would charge these companies for the use of
18 the space. Is that correct?

19 COMMISSIONER TROTTEBERG: Well, I think
20 it's a decision we want to make about how we
21 structure this first round, and how much we want to
22 charge or how much we want to retrain the ability to
23 say we're not charging you, but if we don't like the
24 way that the space is working out, we'll get rid of
25 it tomorrow. So, but I can't give you a fixed answer

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2 that. Again, I want to—part of it is that I want to
3 get input from you all, and then I also want to see
4 what—what the car companies come in with. I think in
5 the long run, most of the models involve again
6 either, you know, in some cases offering a response
7 or charging or requiring some kind of if you're
8 serving this neighborhood we also want you to serve
9 this neighborhood. So I don't want to prejudge the
10 model quite yet, but obviously, we'll be open to
11 figuring out a model but, of course, we'll bring as
12 much value to the city as we can.

13 COUNCIL MEMBER LEVINE: And—and this
14 could be done both in the spots that have meters
15 currently, and those that are unmetered, is that
16 correct?

17 COMMISSIONER TROTTEBERG: We were
18 looking to do this in unmetred.

19 COUNCIL MEMBER LEVINE: Is that because
20 you don't want to give up the revenue?

21 COMMISSIONER TROTTEBERG: Well, again as
22 I've said, our—our, you know, metered spots—the main
23 reason we have metered spots is it's tremendously
24 important in commercial areas. It helps businesses.
25 It helps restaurants. The City generates revenue for

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2 it, but I know contrary to popular opinion, we don't
3 put them in just to generate revenue. I mean cities
4 all around the world put metered parking in in
5 commercial areas so that their turnover and you can
6 get a flow of customers. So I thinks it's our
7 preference not to take those spots, but again, I--I
8 think this is open to discussion. I think our
9 original vision has been maybe just to doing in the
10 non-metered areas.

11 COUNCIL MEMBER LEVINE: As--as you have
12 mentioned, and--and the Chair has also pointed out, it
13 seems like an essential question here is whether car
14 sharing supplements (sic) are a substitute. To what
15 extent they're a substitute for private car ownership
16 versus the substitute for simply taking a taxi versus
17 the substitute for a mass transit trip. And my
18 interest and I think your interest is to find
19 alternatives to private car ownership, and not to
20 simply give people substitutes for the other modes of
21 transportation.

22 COMMISSIONER TROTTEBERG: Right, and--and
23 it--it certainly seems like the data is starting to
24 bear out that--that that is the case. That is and
25 particularly we can envision in this city again when

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2 we talk about neighborhoods where people own cars,
3 but they don't use them for daily commutes in many
4 cases. That does seem like a whole sort of natural
5 cohort of people who could benefit tremendously from
6 having the sporadic use of a car like to do a big
7 chop (sic) in there again. Take a--take a, you know,
8 take the family somewhere, and they really don't need
9 a car, and the hassle and the expense of a car is
10 something that, you know, if they have this as a
11 convenient option, they would be happy to get rid of.
12 And then again, there are neighborhood where people
13 would also like the occasional convenience of a car.
14 You know, perhaps more than a taxi, but don't, you
15 know, but aren't going to pay the 9,000 plus dollars
16 a year. So I really think it could be wonderful to
17 serve both those markets. I don't think it's shown
18 to be much of a substitute for taxis. At least the
19 round trip is not--is not akin to that. But again,
20 part of this is where, you know, one of the things we
21 will do in this case is again because we're doing
22 this as a pilot working with these private companies.
23 We want to make sure that they're giving us data on
24 what the customer base looks like, and what people

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2 are using it for. That will help—you know, it will
3 help inform our decisions.

4 COUNCIL MEMBER LEVINE: And have you
5 thought about reporting and data collection that you
6 could build into the pilot that would help us answer
7 these questions?

8 COMMISSIONER TROTTEBERG: Yes,
9 absolutely.

10 COUNCIL MEMBER LEVINE: So—so would that
11 require the company to report on, for example, the
12 number of trips, and all that kind of usage data?

13 COMMISSIONER TROTTEBERG: Yes.

14 COUNCIL MEMBER LEVINE: And would that be
15 reported to be a team? Would it also be made public
16 to a couple--?

17 COMMISSIONER TROTTEBERG: Well, we
18 certainly want to make it public, yes.

19 COUNCIL MEMBER LEVINE: I mean and our
20 bill does include language about reporting, which is
21 mostly focused on [coughs] learning about I guess the
22 kind of inquiries you were getting from companies.
23 So then it's in negotiations, et cetera. But it does
24 seem to me that getting the reporting on usage by the
25 company could be so important to help the public

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2 understand this—what good this was accomplishing. So
3 I'm pleased to hear that.

4 COMMISSIONER TROTTEBERG: No, I agree
5 100% and again, I think before the city would want to
6 enter into a big long-term contract, we absolutely
7 would all need to see that data, all the policymakers
8 and the public so that people were making an informed
9 decision that this was a—you know, that the—you know,
10 the cost of giving up some of the parking spaces, the
11 benefits would outweigh that in terms of reducing car
12 ownership, reducing costs for New Yorkers. It's
13 perhaps reducing the competition for the very same
14 parking.

15 COUNCIL MEMBER LEVINE: That's—that's
16 great. I'm—I'm going to pause now. I just want to
17 say that I—I was disappointed that your respective on
18 1234. I'm going to allow our—our sponsor to—to ask
19 questions about that, but it seemed to me and really
20 reasonable, and maybe on a second round I'll come
21 back to the staff that was useful. Thank you,
22 Commissioner. Thank you, Mr. Chair.

23 CHAIRPERSON RODRIGUEZ: Thank you.
24 Council Member Salamanca.

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2 COUNCIL MEMBER SALAMANCA: Thank you, Mr.
3 Chair. Thank you, Council Member Levine for that
4 support. Commissioner, so you know, when I was a
5 district manager there were many times that we
6 advocated in the community board for muni-meters. We
7 saw the importance of muni-meters in business
8 district again for the turnover of cars to increase
9 business, to prevent cars from parking there in
10 business districts for periods of time, which had an
11 effect on the—on the business. I became council
12 member back in March, I can say that I did get a
13 letter from Department of Transportation informing
14 that they were going to—your agency was going to
15 install muni-meters in the same district where I
16 thought was not an appropriate location because it
17 was residential area. I did reach out to that
18 community board, which is my prior community board,
19 and they never received any notification. I spoke at
20 the time to the borough commissioner, Connie Moran,
21 and Connie ensured me that these meters were not
22 going to be installed. A week and a half later,
23 these meters were installed. So I called the borough
24 commissioner. I said what happened? She told me
25 that this—these—these meters were not going to be

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2 installed, and she informed me that she had no
3 jurisdiction over the installation of muni-meters,
4 but this is something was done centralized I guess
5 at-at the-at the main DOT office. So my question to
6 you, Commissioner, is what notification process do
7 you have prior to installing a muni-meter? Is your
8 only notification process a letter to the local
9 elected official and the community board?

10 COMMISSIONER TROTTEBERG: Yeah, let me
11 and I'd-I'd actually-I'd actually like to run through
12 at least I think from our end what the-sort of the
13 chronology was in your instance, and again I-I would
14 say, look, I'm-I'm sorry. Obviously, things didn't
15 turn out the way there that the people like. I-I do
16 just want to emphasize I think in general the rollout
17 of these meters is pretty smooth. It was 600 new
18 meters so unfortunately I don't think you can ever do
19 anything quite at that scale that's going to be 100%
20 smooth. So we-we do-we send out letters. We sent
21 that on March 22nd, and I'm-I'm surprised to hear you
22 said the community didn't receive it. That's-that's
23 news to me. I understood that they had to them and
24 to you. We hared back from you basically a month
25 later, April 26th and I think the problem was, you

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2 know, admittedly it was a little bit of a case of
3 crossed signals, which is we heard your strong
4 concerns, but we were only unfortunately sort of a
5 couple days away from installation. So, I think the
6 message didn't trickle down. The meters were
7 installed, but as you know, we took them out I think
8 as soon as we sort of realized that there was, you
9 know, unhappiness about them, and we got them out as
10 quickly as we could, and there had only been a couple
11 places throughout this whole rollout that where that
12 did occur. Again, it's—it's not our desire to put
13 meters in places where people don't want them. We
14 were actually responding to, you know, hundreds and
15 hundreds of requests we've had around the city for
16 meters. So, that has been our practice to let
17 everybody know a month ahead of time, and usually we
18 have very good, you know, we have district managers.
19 So we try and have good communications with our
20 community boards. It's not always perfect, and I'm
21 sorry when it isn't, but in general I think the
22 system worked—I think it worked pretty well.
23 Admittedly, with a couple spots where obviously it
24 didn't work as well as it should have.

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2 COUNCIL MEMBER SALAMANCA: My-my question
3 is does DOT feel that there should be community input
4 prior to installing a muni meter, or does your agency
5 just feel that you know, where a muni meter should be
6 installed in that city should just be installed?

7 COMMISSIONER TROTTEBERG: Well, we-we do
8 feel there should be community input, and that's why
9 again in the case of your community when we heard,
10 you know, unfortunately a little late in the game
11 that there was strong opposition, we took them out,
12 and we've done that in a couple of places, and a
13 couple places when we sat down with communities, I
14 think particularly when the merchants' voices were
15 heard, or the restaurants' voices were heard, people
16 decided to keep them in. It-it is not, you know,
17 it's not an issue sometimes where you can get total
18 unanimity, but we try-we try in our cases to put them
19 in places where we see the strongest case in terms of
20 benefitting local businesses, benefitting
21 restaurants, connecting to what we see as a growing-
22 growing commercial corridor. But it is again not
23 rule to try and put them in where there is very
24 strong objection. We don't try and put them in over
25 the objections of Council Members, which is why when

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2 we learned of your strong opposition, which
3 unfortunately just came late in the process, we
4 worked with you to take them out.

5 COUNCIL MEMBER SALAMANCA: Who oversees
6 the location of muni-meters? Who—who makes that
7 final decision? Who in your agency says we're going
8 to install a muni meter in this specific block?

9 COMMISSIONER TROTTEBERG: It's—it's a--
10 it's a combination. It is input we get in our
11 borough commissioner officers, that we hear from
12 community boards, from merchants, from BIDs, but it's
13 also working with our experts in the parking office,
14 because there are other factors you have to look at
15 for where you install meters. You know, one question
16 is for example, we might get a request for one meter
17 sort of in an isolated spot. That may not make
18 sense. It'—it may make more sense to put it into an
19 area where there's already a bunch of meters, and it
20 can be sensibly enforced. I also, you know, I hear
21 from council members. Council Member Richards is
22 here. We heard loud and clear in Far Rockaway, for
23 example, from the Council Member, from the BID, from
24 local business, but they are having a problem with
25 folks commuting in from Long Island and parking all

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2 day in front of stores and restaurants taking the
3 subway into Manhattan. They were very desirous and
4 were going to be installing meters there to basically
5 get some turnover. So it's a variety of incoming
6 sort on the Borough Commissioner and then the
7 Intergovernmental end and then working with the
8 parking lot just to determine technical, feasibility
9 enforcement, looking at the usage and the turnover of
10 other meters we may have in that neighborhood.

11 COUNCIL MEMBER SALAMANCA: But is there
12 one particular person who has the final say so? Who
13 signs off on a muni-meter being installed? That's my
14 question.

15 COMMISSIONER TROTTEBERG: Well, I guess
16 you could say I sign off on it, although I'm not
17 going to tell you that I personally signed off on
18 every location of 600 meters, but certainly, the
19 whole agency we sat together. I mean again we sat
20 together. We spent a lot of time thinking about
21 where to do this new installation. Again, the goal
22 was not to try and--not to try and make anybody
23 unhappy. Quite the opposite. We were hoping these
24 meters would be well received. There were places
25 where we hearing a lot from merchants, restaurants,

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2 et cetera. So, you know, that's why when we heard
3 again that there was such strong opposition our-our
4 feeling was okay well then we'll remove them. It's
5 not something we're trying to force on people.

6 COUNCIL MEMBER SALAMANCA: Do Borough
7 commissioners play a role in muni-meters being
8 installed in their-in their borough?

9 COMMISSIONER TROTTEBERG: Yes.

10 COUNCIL MEMBER SALAMANCA: Okay, and do
11 they have any final say-so if the muni-meters should
12 be installed there or not?

13 COMMISSIONER TROTTEBERG: Well, I think
14 certainly they're among the important decision makes
15 in the process, and we obviously look to them because
16 they work the most closely on the ground as community
17 boards with BIDs, with local businesses, and in many
18 cases with the Council Members as well.

19 COUNCIL MEMBER SALAMANCA: Alright, my
20 other question other than what is the criteria that
21 dictates the necessarily for a muni-meter?

22 COMMISSIONER TROTTEBERG: I mean again
23 it's-it's particularly based on what we're seeing in
24 terms of commercially activity, and whether we're
25 seeing. You know, look, again, a little bit of good

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2 news we're seeing in the city right is a tremendous
3 revitalization and growth in some of our commerce
4 corridors, areas where previously frankly there may
5 be only a couple stores and restaurants, and it
6 wasn't that hard to get parking. Now, as commercial
7 areas are getting, you know, they're getting more
8 storage, they're getting more vibrant, you know,
9 we're hearing more and more from restaurants and
10 businesses that they want to see, you know, more
11 turnover at the curb. So, you know, it really comes
12 to us organically. I have to say mostly from what
13 we're hearing from the business community on the
14 ground, but also again from elected officials,
15 community boards.

16 COUNCIL MEMBER SALAMANCA: One—my last
17 two questions. So you're telling me that DOT feels
18 that it—it is unnecessary to go to a local community
19 board 30 days prior to installing a muni meter, and
20 making a formal presentation to that community board,
21 and getting true community input. DOT prefers to
22 send a letter as opposed to making a formal
23 presentation to that community board.

24 COMMISSIONER TROTTEBERG: I—I guess I'll
25 just put it this way. I think sort of in answer to

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2 another question, which is there's two sides to the
3 coin, and again, knowing your—you know, unfortunately
4 what happened in your district, which we were able to
5 fix for you. I hear from Council Members on I guess
6 sort of both sides of the coin, which sometimes
7 wanting a very quick response on problems that have
8 arisen. You know, and then also, of course,
9 obviously wanting to do as much as we can in terms of
10 transparency and public process. So it's a balancing
11 act. I think here again with a couple of exceptions,
12 I think this process worked pretty well. We got a
13 lot of good feedback around the city. We were able
14 to roll things out pretty quickly and pretty
15 effectively, and produce a lot of good turnover, and
16 I think a system of meters that's going to help small
17 businesses and restaurants. But, look, it's a
18 judgment call obviously. Your—you're the Council.
19 You can—you can make a judgment about how much sort
20 of time and formality we want to enter into all these
21 processes. I—I would just put that there can
22 sometimes be a downside. It can take much longer,
23 and it will mean then when you, you know, when I hear
24 from a community board, or a BID that they want
25 something quick to happen that can—that can slow us

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2 down on the other end. So it's—it's a judgment call.
3 Again, I—knowing you're unhappy I do think in general
4 it worked pretty well. It wasn't perfect. I don't
5 know that we can ever get a perfect rollout, but I
6 think it's one mostly I've gotten a lot of positive
7 feedback around the city.

8 COUNCIL MEMBER SALAMANCA: Commissioner,
9 I—I thank you for your statements. I do feel
10 strongly to improve transparency between the
11 community and city agencies. In this case, DOT, a
12 formal presentation to the local community board. To
13 sit there and hear them out, hear their concerns
14 about a muni-meter being placed. Maybe they may
15 agree with the muni-meter being placed. Maybe they
16 want two hours as opposed to one hour in terms of the
17 muni-meter. I—I feel strongly that we need to
18 increase that level of transparency, and then finally
19 in terms of your car share coverage, I'm—I'm looking
20 at your map. I just ask that you please do not leave
21 out the South Bronx when we're talking about the car
22 share coverage.

23 COMMISSIONER TROTTEBERG: No, no again,
24 absolutely not. In fact, I'm, you know, part of why
25 we're rolling this out today is we very much want to

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2 hear that feedback of what, you know, what
3 neighborhoods, Council Members and others think would
4 be good candidates. We want to be all five boroughs
5 and go into places where we think it's really going
6 to help people.

7 COUNCIL MEMBER SALAMANCA: Thank you, Mr.
8 Chair.

9 CHAIRPERSON RODRIGUEZ: Well, we have
10 for—from the 3,000 members, thanks to these bills. I
11 have a question. Then we'll go back to the other
12 Council Members. Can you share what have the
13 experience with the—that DOT have with the—with the
14 PARK Smart Program?

15 COMMISSIONER TROTTEBERG: Well, it's—
16 it's a—it's a program to try and do meter pricing to
17 actually increase basically, you know, use pricing to
18 increase turnover at the curb. As you know, we did
19 an experiment in several neighborhoods in the city,
20 and in some places the results were more positive
21 than others. It is—if—if you looking at our
22 Strategic Plan, it is certainly I think one of the
23 things we want to consider in the future in the city,
24 and installing now as we've done with these, now with
25 our 14,100 meters are what we would call Smart

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2 Meters, and they give us an ability to be much more
3 sophisticated and refined in how we can change hours
4 of day, right. We can do a whole bunch of different
5 things. I think our first step now is to do Pay-By-
6 Cell, which we think is, you know, again we're going
7 to roll it out this year. It's going to very, very
8 transformative we hope. Other cities that have had
9 it have found that it can be tremendously convenient,
10 and now between that and the fact that they NYPD will
11 have now these handheld devices that are also going
12 to be much more sophisticated that can be used for
13 Pay-By-Cell, but then also potentially be used for
14 any kind of other parking innovations we want to
15 make. After we've gotten this in place, we want to
16 look to what is going to be that next generation of
17 parking innovations recognizing it's something we
18 need to work closely with the Council on parking. It
19 is always an area that obviously people have strong
20 feelings about. But a lot of cities are doing a lot
21 of tremendously innovative things as you point out in
22 managing their parking inventory, and dynamic
23 pricing, and making it more apparent that our parking
24 spaces are available, and we use technologies to open
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2 up a lot of interesting policy objectives that we can
3 look to do here in the future.

4 CHAIRPERSON RODRIGUEZ: And--and, you
5 know, I think that public and private partnership is
6 always like the way of how we can get or making
7 things done, and today you heard—we heard a lot from
8 especially the private sector and the opportunity to
9 collect information. You've seen new technology.
10 When it comes to the meters like is there any
11 opportunity also that has—that has respect to the DOT
12 being engaged in any conversation that were looking
13 to take advantage of the meter system to more we are
14 staying and park the car like to use it for all the
15 information that is important?

16 COMMISSIONER TROTTEMBERG: No, again,
17 the—the—the Smart Meters that we've installed
18 actually we can gather a lot more data. You know,
19 I'll—I'll give you one interesting example of some of
20 the data we can glean from our—from our muni-meters
21 something I know the Council is interested in, the
22 issue of placard crossing. We can see in some
23 places, for example, a busy commercial area where,
24 you now, you would ordinarily expect the meter to be
25 producing, you know, a good amount of revenue during

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2 the course of the day. We can see an area where
3 perhaps they're producing no revenue. It can often
4 be a sign that they're a lot of placard users. You
5 know, the placard user could be legal. It could be
6 illegal. That doesn't, you know, it just—we can use
7 some of that data to just teach us some of the things
8 about how parking is working in a given neighborhood,
9 and we are working right now. It's—it's something we
10 hope to put out sometime next year, a pretty
11 comprehensive analysis of parking throughout all the
12 different neighborhoods of New York, and what it
13 looks like, and where we're seeing challenges, and
14 where we want to make calls, do recommendations about
15 how it could work there.

16 CHAIRPERSON RODRIGUEZ: When it comes to
17 dangerous intersections by the—when—when the DOT and
18 your team is working to install meters, are you also
19 looking at opportunities to address the daylight
20 system like, you know, to be sure that there's no
21 parking close to those corners or going into--

22 COMMISSIONER TROTTEBERG: [interposing]
23 Well, you know, yes. I mean, as you know, we're
24 always evaluating intersections just because of the
25 city and looking at potential places where we can

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2 daylight. For example, it's something, you know,
3 it's one of the concerns I guess I—I have about the
4 bill that would require a pretty complex notification
5 process every time we change a parking regulation
6 because for sometimes when we—there's been a terrible
7 crash it's something we'll often do very quickly
8 perhaps if we see evidence in intersection that we
9 should daylight, and we'll use parking restrictions
10 to do that daylighting. So I would hate to lose that
11 ability to act nimbly as we see safety issues arise
12 around the city. Not to mention I also hear often
13 from Council Members or BIDs or other business
14 interests about can you make this quick adjustment to
15 solve an issue or a challenge that a business or a
16 restaurant is having. So, you know, the ability to
17 do that fairly nimbly I think it's something that
18 relatively speaking serves us all well while
19 acknowledging occasionally obviously it can cause
20 concerns, and we want to do everything we can to try
21 and address those when they arise.

22 CHAIRPERSON RODRIGUEZ: Okay, what about
23 like in the Midtown area where we have so many—and I
24 have seen personally some changes, too, when it comes
25 to designating so many streets for trucks to do their

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2 delivery. And as we also know, we're trying to
3 address it. Even though we need those good from the
4 store we go and buy anything, and we need to be sure
5 that the private sector is able to deliver this
6 whatever is food or any other thing that we need.
7 But has DOT also addressed or think about it how to,
8 you know, and not to bring some much incentive for
9 trucks to deliver during the daytime, the daytime.
10 So that those areas that it say no parking it say
11 truck, is for a specifically time during the day or
12 night. So that is not designated for the 24 hours,
13 it's for trucks to park the car.

14 COMMISSIONER TROTTENBERG: I mean this—
15 this is, look, it's no secret right now the city and—
16 and we're working with City Hall and NYPD and the
17 Department of Finance to think of everything we can
18 do now obviously to try and address the congestion
19 we're experiencing. Midtown was already seeing,
20 obviously with the new security around some power,
21 proving a big challenge for all of us. And—and we're
22 thinking deeply about what should be the balance of
23 uses on the streets and—and Midtown is a good example
24 where, you know, we obviously, we particularly want
25 to make sure buses can get through because they

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2 carry—you know, they're such an efficient mode of
3 carrying people, and we have certainly started to
4 think about how we can work with private buildings
5 and restaurants, et cetera in terms of deliveries.
6 But I also want to make sure obviously Midtown
7 Manhattan is one of the most commercially vibrant
8 and—and—and economically important districts in the
9 country if not the world, and I also want to make
10 sure we're—we're not making it too difficult an
11 extensive to conduct business there. So it's
12 clearing a balancing act. The City had in the past a
13 very successful program. We got federal funds to
14 help incentivize private companies to take their
15 shipments off hours. But it required some—it
16 required some real basically hands-on work with them
17 because in many cases they either needed to have
18 someone who was delivering the goods or someone they
19 trust so they could essentially give them a key to
20 the storage facility, and let them deliver the goods
21 directly, or they needed to keep staff on perhaps,
22 you know, off hours overnight to take in the delivery
23 of goods. So it's something we're certainly going to
24 look at, but I—I do again want to make sure we're
25 also balancing the needs. You know, for example

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2 restaurants is a good example. Restaurants typically
3 get a lot of their shipments in during the day, fresh
4 food to prepare for the—for the rush—the—the rush of
5 lunch time and dinner. So I want to make sure any
6 kind of policies we're doing there we're working
7 closely with businesses. The last thing we want to
8 do is, you know, hurt their operations eve as we're
9 trying obviously to do everything we can to decongest
10 the streets.

11 CHAIRPERSON RODRIGUEZ: DOT is working
12 with a plan?

13 COMMISSIONER TROTTEBERG: Yes.

14 CHAIRPERSON RODRIGUEZ: Good. So now
15 we're going back to the Council Members. We're going
16 to put up a clock on five minutes. Council Member
17 Chin.

18 COUNCIL MEMBER CHIN: [pause] Thank you,
19 Chair, Commissioner. A couple of questions. One on
20 the—on the muni-meter, I think that more input from
21 the community and community board is really
22 necessary, and I think you for increasing more
23 parking space in my district especially in Chinatown.
24 But I think that there's still a lot of sort of like
25 kind of discussion to make it better. For example,

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2 in the beginning we would have the muni-meters is
3 only for an hour, and I think that we also have
4 heard, you know, the local BID is not enough to eat
5 shop, and we want people to stay a little bit longer.
6 And there are still streets like on East Broadway
7 that the muni-meter is only one hour and I think
8 that's not enough and we need to really re-think
9 that. And the other thing, too, is that in terms of
10 the--the time I think that some of the meters will
11 last until 10 o'clock at night, and for a lot of the
12 businesses that are suffering, they really want to
13 kind of encourage customers to come down for dinner.
14 I mean if you really come down to Chinatown, right,
15 it's just not the same like before 9/11. So that in
16 terms of encouraging people to stay a little longer
17 for dinner. Imagine if you put in the--you've gotten
18 your muni-meter ticket at 8 o'clock and sometimes
19 with dinner it goes longer, you meet friends and
20 things that are--you rush out to put money in the
21 meter. So if there's a way to sort of like have the
22 meter stop at 8 o'clock or 9 o'clock I think that
23 would go a long way in terms of encouraging more
24 diners to come in the community.

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2 COMMISSIONER TROTTEBERG: A couple
3 answers on that. One, I—I do—I am happy to say Pay-
4 By-Cell to the extent that people avail themselves of
5 it, it will—it—it can potentially help solve that
6 problem to some degree, but look, we—we are very
7 keen. We, you know, one thing again it's complicated
8 in the city. We have 85,000 metered spaces, and
9 neighborhood uses are always changing. We very much
10 do want to get input from community boards, from
11 elected officials from businesses, and we are trying
12 again to be as nimble as we can, and we know
13 sometimes certainly neighborhood uses are changing,
14 if they're restaurants at night, we want to try and
15 have longer hours at night, or cut off at certain
16 point. So, you know, again one of the challenges we
17 often find in parking is sometimes you don't always
18 have unanimity in a given area about what people want
19 to see. But again, we are very much trying to set
20 parking policy particularly to help businesses. So,
21 if there are instances in any of your districts
22 around the city where you think we can be doing a
23 better job there, of course, we want to hear about
24 it.

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COUNCIL MEMBER CHIN: [interposing] I think that's fair.

COMMISSIONER TROTTEBERG: [interposing] We're trying to work it.

COUNCIL MEMBER CHIN: Tell me about flexibility so that it's not one-size-fit-all for a different district because if there's a need, I think that—that is great. The other issue is that you raised it earlier, too: Pocket parking. There's so much abuse down here in my district. It's just getting really out of hand, there are, of course, there's still parking along the commercial strips, and taking away parking spaces for people who might want to come down for lunch or just to do shopping, and now it's not even parking. I mean there are people who are parking on spots down here in Lower Manhattan with their uniforms people showing the sign, NYPD. Come on and they're not paying, right. If there is a muni-meter there, everyone should pay. If there—there on official business, then they can get reimbursed, but something has got to be done with this pocket parking or abuses that—that's I mean that's going on, and I get constantly, you know, pictures from constituents from people who see what's

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2 going on, and we really have to do something about
3 that, and DOT has to coordinated with NYPD, and crack
4 down on these abuses.

5 COMMISSIONER TROTTEBERG: I-I think
6 maybe one of the--the silver linings of the--the
7 challenges we're facing right now are around the--the
8 security around Trump Towers. I have to say NYPD and
9 DOT we have been sitting down very closely to talk to
10 them first of about how we can address obviously the--
11 the challenges up in Midtown, but it has certainly
12 led to a broader discussion, and we've now created a
13 task force to look at these issues, and certainly the
14 issues of placard abuse is high on the list of
15 something we want to work with to see if we can
16 reduce. We--look, we know down--there's--there's
17 neighborhoods Downtown, Lower Manhattan, Downtown
18 Brooklyn, Queens around--around Borough Hall and the--
19 the courts, in State Island around the courts. You
20 know, particularly we hear a lot of complaints, and
21 we see a lot of issues with it. It is certainly one
22 where we need to work with NYPD. At DOT we don't
23 really have any control over the system but--

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2 COUNCIL MEMBER CHIN: [interposing] But
3 that's good. I mean you have some coordination, and
4 that's—we got to actually look closer.

5 COMMISSIONER TROTTEBERG: [interposing]
6 Actually, no-no and look I—I-I just want to get the
7 issue.

8 COUNCIL MEMBER CHIN: [interposing] I
9 don't have enough—only another minute, but just let
10 ask the question or a suggestion in terms of the car
11 share program. We have a lot of senior buildings
12 that have parking lots that is not fully utilized.
13 We want to build housing on it, but it's not going to
14 happen all at once. So those might be good areas to
15 institute or to rent the space for the Car Share
16 Program.

17 COMMISSIONER TROTTEBERG: Again, we're—
18 we're very keen to get the good ideas that you all
19 have about how we can make this a great pilot. I—I
20 just want to say on the placards issue, I think
21 Commissioner O'Neill is very open-minded to taking a
22 look at—at how we can crack down on that problem. So
23 I think he's committed to working with us on that.

24 COUNCIL MEMBER CHIN: Thank you. I
25 appreciate that. Thank you, Chair.

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2 COMMISSIONER TROTTEBERG: Council Member
3 Rose.

4 COUNCIL MEMBER ROSE: Thank you. Good
5 morning. So Commissioner, one of the things you did
6 when you first came in I-I felt was phenomenal, you
7 brought all of the City Council Members together to
8 sort of talk about very broadly about what your
9 vision was. I think it might be a good idea if you
10 brought us all back together to discuss some of these
11 things. I think it just might help move some of this
12 along, and in the past muni-meters were placed in
13 commercial areas only. Could tell me what the
14 thinking is now or the justification for thinking
15 about putting them in residential areas?

16 COMMISSIONER TROTTEBERG: Well, again,
17 I-I think we don't—we don't necessary—we want of view
18 the curb as metered and non-metered, and the goal
19 with meters is again the—the focus is on ensuring
20 that local businesses and restaurants can have a
21 customer base, and that's sort of what drives meter
22 policy. Now, I—admittedly people can potentially
23 look at it. I mean people can sort of view it as a
24 zero sum game to the extent that you're putting in a
25 meter in a place even if it's a commercial corridor,

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2 if previously there was no there people were parking
3 there and using it as residential parking. Again,
4 it's a balancing act and, you know, our goal is—I
5 mean one of the challenges we're facing, we're facing
6 it on the congestion front, we're facing it on the
7 parking front is we're having a lot of economic
8 growth here, and that I think is good news for
9 businesses and restaurants. But it's definitely a
10 challenge in how we can manage what are increasingly
11 both packed streets, and packed curbs. But, you
12 know, the streets of New York they are—they're mix-
13 use streets, and we don't have official residential
14 zones. We don't have residential parking. You know,
15 we try and—we try and balance the use as best we can.

16 COUNCIL MEMBER ROSE: So are you talking
17 about more so in—in Manhattan as opposed to the outer
18 boroughs, because there are clearly defined
19 residential areas, and parking is sort of clearly
20 defined in—in residential—as residential versus
21 commercial.

22 COMMISSIONER TROTTEBERG:

23 COUNCIL MEMBER ROSE:

24 COMMISSIONER TROTTEBERG:

25 COUNCIL MEMBER ROSE:

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COMMISSIONER TROTTEBERG: [interposing]

Well, the—I mean there aren't—there aren't technically residential areas. I mean New York City is pretty mixed-use so almost everywhere there's a mix of—you know, in many places there's a mix of residents. This is mainly as you get out into Staten Island more residential and less commercial, but I mean we try essentially with muni-meters to build them where there is demand for commercial activity, stores, restaurants.

COUNCIL MEMBER ROSE: So before this would be considered say in my—in my district there would be again access to public hearings, community boards. We would have input into where these muni-meters would be placed.

COMMISSIONER TROTTEBERG: Yeah, I mean our—our policy has been notify council members and community board but we haven't done hearings on them. I think that would be—first I think that would be very labor-intensive for a process that again I think has worked not perfectly acknowledging, but I think has worked pretty well, and we have in cases this last round where we installed muni-meters, and it probably may be a while again before we install the

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2 next round. We tried to work closely with
3 communities where we heard strong objections. We
4 either didn't put the meters in or in a couple cases
5 unfortunately where we had put them in, we took them
6 out.

7 COUNCIL MEMBER ROSE: In terms of how-how
8 you-what are the metrics that you're going to use to
9 determine where-what a good space is in terms for not
10 only the muni-meters, but for the car share parking
11 places?

12 COMMISSIONER TROTTEBERG: For-for the
13 muni-meters, the metrics we're looking at is
14 commercial activity. It's partially driven by input
15 we get again from BIDs and local merchants. Some
16 cases elected officials, and then looking at what the
17 turnover is at the meters-if we have meters in that
18 area, what the turnover is in that area. For the car
19 share, I think as I said, there-there, you know, I
20 think there we're strongly looking to hear input, but
21 again, a couple of the places where we see the model
22 could be very successful, areas where people own
23 cars, but they're not using them everyday for example
24 for commuting purposes. They're only using them
25 sporadically so there's a lot of expense and

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inconvenience for a car you're not using that often. Those would be people who would very likely potentially really love a car sharing model where they could either get rid of their car or not buy a car. But we also see areas in the city, which are maybe not well connected to transit, low-income neighborhoods where a lot of people don't own cars, but would love to have access to a car from time to time--

COUNCIL MEMBER ROSE: [interposing] So you are--

COMMISSIONER TROTTENBERG: --and this is a very low cost way to do it.

COUNCIL MEMBER ROSE: So you identified ten percent. Doesn't that seem like a large percentage to devote to the car sharing program especially since parking is--is so limited and--and such a precious commodity?

COMMISSIONER TROTTENBERG: Well--well, I think--let me clear, the 10% is what was in Council Member Mendez's bill that we could do up to ten percent in our municipal lots, each of them up to ten spaces. So I think what we're potentially looking to do is that number in each of our lots, which is

1
2 actually turned out in mass city-owned five percent,
3 and then potentially another 300 spots citywide,
4 which out of 3-1/2 million spots is an infinitesimal
5 little fraction of a number.

6 COUNCIL MEMBER ROSE: And I know my time
7 is up, but I just want to know on this map are these
8 proposed or existing?

9 COMMISSIONER TROTTEBERG: No. The—the-
10 the pink spots are where we have already existing
11 city municipal garages and lots. The blue spots are
12 where you have existing car share sites. They tend to
13 be in private buildings. So, therefore, you see a
14 lot of them in Manhattan. You don't really see many
15 on Staten island. So we haven't yet added what will
16 be the next color of dots, which is where we would
17 like put these.

18 COUNCIL MEMBER ROSE: So these are
19 already existing?

20 COMMISSIONER TROTTEBERG: This is
21 existing yeah.

22 COUNCIL MEMBER ROSE: Thank you.

23 COMMISSIONER TROTTEBERG: Thank you.

24 Council Member Reynoso followed by Council Member
25 Mealy, and I also—we've also been joined by Council

1
2 Members Richards, Menchaca, Garodnick, Greenfield and
3 Levin and Levin.

4 COUNCIL MEMBER REYNOSO: Good morning,
5 Commissioner. Thank you for being here. I think
6 this is a great job that my colleagues are really
7 bringing attention to something that I think is going
8 to be a viable alternative to transportation in our
9 city in car sharing. I want to make New York City a
10 city where you could drive, but you don't need to
11 drive. That's—that's the goal, and in some places in
12 Staten Island, Far Rockaway, Southeast Queens, the
13 Bronx, the only way to get there is to go through
14 car, or any other option would be too long or just
15 not comfortable depending on the bus and train
16 services or subway services that we have there. For
17 example in Far Rockaway, there is no car sharing
18 program. There's no way to bike there, and that
19 travel—and traveling there let's say from North
20 Brooklyn to Far Rockaway would take about an hour and
21 30 minutes on the A-Train or the L to the A and the J
22 and Z to the—to the A. Anyway to get to that A, it
23 would be an hour or hour and a half. Car sharing
24 would be an ideal situation that—in that circumstance
25 I guess, but it doesn't exist because there are no

1
2 spaces, the programs themselves haven't expanded to
3 those locations, as you can see. So just looking at
4 these red dots, I see great potential. I'm extremely
5 excited about what we can be doing there. What I
6 would ask that in any conversations we have with
7 Zipcar, Enterprise, Car2Go, ReachNow and other
8 services that might be able to come into the city to
9 take advantage of this opportunity that it's
10 mandatory that they go all the way out to Far
11 Rockaway right, that they go all the way out to
12 Jamaica. We could easily add these lots and still be
13 limited—and still be limited in this way. So just in
14 your negotiations with these car sharing programs to
15 use your lot, I'm really looking at Car2Go and
16 ReachNow, the blue areas that they use. It's—it's
17 concerning that it's that—that it's that limited
18 that's all, and just think that we could take
19 advantage of our—our procurement opportunities and
20 our negotiating to—to do more. On the muni-meters, I
21 think a community board and council member outreach
22 before those things go out, I think it's an easy fix.
23 So I really feel like we're—we're like batting a
24 thousand here today when it comes to real solutions
25 to real issues, and I hope that you're brought in

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2 mostly. So I guess that's more of a--more a comment
3 than question, but let's hear it back from you.

4 COMMISSIONER TROTTEBERG: And I will say
5 I think San Francisco has something like the model
6 you're talking about, which is they divided the city
7 into three zones, and they're requiring car share
8 companies to come in to serve each zone. So,
9 obviously, I think here we'll want to make sure as we
10 experiment that, of course, places like Far Rockaway
11 is a perfect place for something like car share, but
12 I want to hear, you know, obviously from the firms
13 about what kind of a business model it would entail
14 to cover an area that large and, you know, make sure
15 we're getting to every corner of the city. That's
16 where I think we'll see the biggest benefits in this
17 program.

18 COUNCIL MEMBER REYNOSO: Thank you,
19 Chair. Thank you, Commissioner.

20 CHAIRPERSON RODRIGUEZ: And--and I have to
21 thank the--the Commissioner because this is like back-
22 to-back hearing because the previous hearing that you
23 came--came to testify was about the Bike Share, the
24 bike program, Citi Bike, and I think knowing that DOT
25 has been opening also to continue exploring ways on

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2 how to expand the bike program to underserved
3 communities. And now when we look at the car share,
4 this is also--this is also, you know, for us it's
5 about reducing cars in the city, but also can we
6 motivate the private sector to expand the services
7 especially to the transportation desert areas. So
8 I'm also happy to know that the two (sic) and DOT
9 have been also very supporting of this idea. Council
10 Member Mealy.

11 COUNCIL MEMBER MILLER: [pause] Thank
12 you, Mr. Chair. Good afternoon--is it afternoon or
13 almost afternoon--Commissioner to you and your team.
14 Look, a few questions. Let me start with Intro 1234,
15 and I don't want to belabor it, but as Council Member
16 Reynoso said, it should be an easy fix, but that fix
17 would have to require real transparency and real
18 engagement as we talked about community board, and
19 other in advance of doing this. And I just want to--
20 as an example Council Member Salamanca, you mentioned
21 back in April when he had a problem and he wrote a
22 letter to a community board, but prior to that in
23 Southeast Queens, I was notified by community members
24 that these muni-meters had been installed in the
25 district, and they had been installed on streets,

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2 which were solely inhabited by one and two-family
3 homes, which we thought certainly was unfair. So my
4 point is that they were universally rolled out
5 throughout the city, and that they were kind of a one
6 shot or one-size-fit-all, and that there was no
7 engagement prior to that, and there has not really
8 been a real fix as well. I know that there were
9 concerns in certain portions of the community board
10 within the district or a district that I share with
11 Council Member Richards. But again, and it was a
12 one-size-fit-all, and I thought that that was
13 problematic, and in particular in areas where we are
14 limited in the downtown area as well. I think that
15 not that we are opposed to it, but we want to do it
16 more thoughtfully and strategically when we do so.
17 So I want to get through this in my next three
18 minutes, and you could kind of whatever we have you
19 can answer, and then in terms of the car share, what-
20 how do we quantify the success of this pilot program?
21 Will it be fiscal returns, and how do we ensure that
22 are impacting communities such as the Greater Jamaica
23 area and the areas that don't have transportation
24 options. How does that fit in, and has there been a
25 study done to kind of compare the-the cost of

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2 investment in car share, and results as we—as
3 compared to an investment in additional public
4 transportation options. We'd like to—certainly would
5 like to see that as well as in the downtown area do a
6 real study and assessment as Council Member Chin said
7 of the abuse or practice or enforcement in that area.
8 We have—in the downtown area we have several
9 municipal courts as well as the NYPD Forensics and a
10 few other city-owned buildings, and/or agencies that
11 are being housed. And it seems like the majority of
12 the parking spaces in that downtown area are either
13 allocated or even when they aren't allocated, folks
14 will park in there nonetheless, and there has been
15 no—been no enforcement around that. So, I think that
16 certainly we need better parking options as we need
17 better transportation options, but we have to do it
18 in a—in a more engaging and thoughtful way, which I
19 would love. You know, obviously we have a Jamaica
20 now, which the team has been involved in. But we
21 also have a community board, and members who were
22 duly elected who should also be engaged as we move
23 forward with all of these programs, which I think all
24 of them are worthwhile programs. I think they can do
25 a great deal of good or they would do a great deal of

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2 harm depending on its implementation. So I'm hoping
3 in the future that we—that all of the suggestions and
4 conversation coming out of this hearing will be taken
5 into consideration so that we can provide the best
6 for all of these intros, and what we're trying to
7 accomplish here today.

8 COMMISSIONER TROTTEBERG: I mean I'm
9 going to try and answer those questions. I—there was
10 a lot packed in there. So first of all, to get to
11 the first thing you mentioned, and—and I think this
12 is—this is also in answer to Council Member Rose. I
13 mean it's certainly not our intention to put meters
14 somewhere. For example they're single-family homes.
15 If--if there are particular locations, and I'm
16 hearing perhaps there are where you have concerns
17 where we've installed meters. Please give us those
18 streets, and let us take a look. Again, it's-it's-
19 our goal here is to try and put them in places where
20 they are well received. It's not to try and put them
21 in places that people are very angry and unhappy
22 about. So we're happy to revisit and—and sorry if
23 there's a location that's not working out. Again,
24 part of why I think we want to have some nimbleness
25 is so when problems arise, we can have some ability

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2 to address them. So please let us know if there are
3 locations we need to take a fresh look at. On the-on
4 the ride share question, refresh my memory, your-the
5 specifics you were asking about Jamaica, car share
6 rather.

7 COUNCIL MEMBER MILLER: Yeah, part of it
8 was-was have-have we done a study to see whether or
9 not car share as opposed to a further investigation
10 in public transportation options, and what would that
11 look like in a place like-

12 COMMISSIONER TROTTEBERG:[interposing]
13 Right, right.

14 COUNCIL MEMBER MILLER: --the Greater
15 Jamaica area?

16 COMMISSIONER TROTTEBERG: Understood.
17 Look, it's-it's-it's-these are not either/or. I mean
18 the nice thing about car share for better or for
19 worse is it doesn't require public expenditure.
20 Obviously, the-the question of-of transit options and
21 we're working with your office potentially on what
22 another Select Bus Service route would look like, and
23 obviously our ongoing work with the MTA on expanding
24 City Tickets. So again, the nice thing about car
25 share is it's something that the private sector can

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2 come in and provide a service that potentially is a
3 benefit to people that can, you know, either provide
4 those that can't afford a car with a chance to use
5 one pretty affordably when they want to or help
6 people who own cars, but don't need to use them every
7 day perhaps shed that expense. So, but that will be
8 our pilot to see if it's something that serves a
9 particular neighborhood. If-if people respond well
10 to it. If it-if it-it if fills a need there. It's-
11 it's not meant to substitute the bigger challenges
12 we're trying to tackle on public transportation. I
13 would never assert otherwise. And finally, I think,
14 Council Member, your question on placard enforcement,
15 as I was saying it is something we've now been
16 talking to the NYPD about and-and I think they're
17 certainly sensitized, but I know Commissioner O'Neill
18 is, too, how we can do a better job there. Part of
19 that is we do welcome, and I'm hearing it from your
20 colleague down in Lower Manhattan, getting good input
21 about where you're seeing the most abuses, and even
22 sending us the pictures is very-and having your
23 constituents send us the pictures. It's certainly
24 helpful for building the case about where we need to
25 do better enforcement.

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2 CHAIRPERSON RODRIGUEZ: Council Member
3 Richards.

4 COUNCIL MEMBER RICHARDS: Thank you so
5 much. It's so fitting to follow Council Member
6 Miller who represents like me the end of the earth or
7 the end of the city. [laughs] Thank you for your
8 comments today, and—and I—I'll start I guess with the
9 muni-meters. Thank you for your responsiveness and
10 I—I know it's not an easy thing to do when you talk
11 of setting muni-meters in districts, you know, who
12 historically hadn't had them, but very interesting
13 since we've installed some of the muni-meters for
14 instance on Merrick Boulevard, I've heard from
15 several businesses in the district that they're
16 seeing more foot traffic. So I mean that was
17 certainly the strategy we had in place, and while I
18 commend you for that, I do think that it's still
19 important to make sure that community input is out
20 there. Perhaps even thoughtfulness around putting
21 signage up there at least a month in advance within
22 areas where you're going to install them so people
23 know they're coming. So there's no surprises, which
24 I heard a lot from, but I certainly defended, you
25 know, our thought process around—around it. I wanted

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2 to know how do you determine one or two-hour parking
3 because now what we're hearing is people don't have
4 long enough? They don't mind paying it, you know,
5 the muni-meter, but they have an hour. So by the
6 time you get in the barber shop, and there's five
7 people ahead of you, you have to keep running out or
8 I've seen people running out in the middle of their
9 haircut, or if you're getting your nails done and you
10 want to go to the supermarket after. So how do you
11 determine one or two-hour parking?

12 COMMISSIONER TROTTEMBERG: Yeah, and--and
13 I'll admit I think that there is potentially sort of
14 an evolution going on in the thinking. I mean the
15 goal obviously again if your goal is to create
16 turnover for merchants, you kind of wants the
17 shortest period of time so that they get the most
18 customers. And as you're saying, Council Member, you
19 know, obviously, I'm hearing a lot of concerns here,
20 and we do want to work well with the Council and
21 Community boards. I don't want people to feel
22 surprised. It is definitely sometimes a challenge.
23 When you do anything new on the streets of New York--

24 COUNCIL MEMBER RICHARDS: Uh-huh.

25

1
2 COMMISSIONER TROTTEBERG: -somebody is
3 always surprised regardless of how many meetings and
4 signs you put up, but obviously we do want to
5 minimize that surprise as best we can. You know, our
6 bandwidth for putting up signs is it takes a lot of
7 man and woman power, and time and personnel and money
8 to put up signs, and putting up signs to say we're
9 putting up signs.

10 COUNCIL MEMBER RICHARDS: But we do it
11 when there's a construction project or something, or
12 if you're shooting a movie or something.

13 COMMISSIONER TROTTEBERG: [interposing]
14 Yeah, sure.

15 COUNCIL MEMBER RICHARDS: The sign it
16 goes by itself.

17 COMMISSIONER TROTTEBERG [interposing]
18 Well, that's why I usually ask.

19 COUNCIL MEMBER RICHARDS: Yes.

20 COMMISSIONER TROTTEBERG: That's usually
21 the private contractor or-or the movie company.

22 COUNCIL MEMBER RICHARDS: Okay.

23 COMMISSIONER TROTTEBERG: But look,
24 obviously we want to continue. It is not our goal to
25 take people by surprise. That's not our goal here.

1
2 Our goal here was obviously to try and do-do
3 something good. It's better received in some places
4 than in others.

5 COUNCIL MEMBER RICHARDS: And I would
6 caution the community board is a-is a good place, but
7 it's not the whole pie as well so--

8 COMMISSIONER TROTTEBERG: [interposing]
9 Right, I know and look, it's a struggle in this big
10 city. The community boards are often in the BID.
11 They're often with their very-and Council Members
12 with your big mailing list and ability to do
13 community notifications. You're often our front line
14 of making sure we get the word out. We don't always
15 get it out as perfect as we might like. You know,
16 we're happy. You know, again, the good thing about
17 the Smart Meters is we can adjust the time, and when
18 we hear from local businesses, perhaps they want two
19 hours instead of one hour or vice versa, or talk
20 about what time the time should end during the day,
21 that's something we are certainly happy to work with
22 you on. I mean, look it's, you know, the-the-the-the
23 commercial needs of the city right now are changing
24 pretty constantly.

25 COUNCIL MEMBER RICHARDS: Uh-huh.

1
2 COMMISSIONER TROTTEBERG: And, you know,
3 but we want this to be a dynamic system, and now I
4 think as the technology is upgrading both the meter
5 technology, and now as soon as we have our Pay-By-
6 Cell technology that will be able to make us pretty
7 nimble and able to respond as, you know, the
8 commercial—you know the commercial climate changing
9 in a given—a given neighborhood or along a given
10 block.

11 COUNCIL MEMBER RICHARDS: Well, thank you
12 and I—so if you can just look at Merrick Boulevard
13 because I'm hearing that from the business owners.

14 COMMISSIONER TROTTEBERG: You want—you
15 want two hours as opposed to one hour?

16 COUNCIL MEMBER RICHARDS: Yeah.

17 COMMISSIONER TROTTEBERG: Okay.

18 COUNCIL MEMBER RICHARDS: I'm not saying
19 everywhere, but you can look to see where, you know,
20 perhaps that is where it can be more useful. I can
21 best make some recommendations. I wanted to also
22 speak to car share. I'm very happy to hear you speak
23 of your openness to explore Far Rockaway, and I think
24 I saw—I think Roseville has municipal—a municipal lot
25 as well. So I just wanted to echo the sentiments of

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2 my colleague Council Member Reynoso who feels so
3 passionately about my district. [laughs] Because
4 his wife's family is there, but-but certainly
5 ensuring that you look at these areas for the pilot
6 would be very useful. Interested in knowing have you
7 given any thought to partnering with HPD and in
8 particular where we see more affordable housing
9 coming. How could we do a better job there promoting
10 programs like car share as, you know, low-income
11 families who I'm very interested in having access to
12 this program. How-how can we better partner with
13 HPD? And then the last question. I know you spoke of
14 private investment but, you know, I'm always
15 interested in knowing if the city has any interest in
16 putting in any funds anywhere to make sure we can
17 lower the price for low-income families as much as
18 possible. So to share costs on that, and-and have
19 you looked at partnering with HPD especially as new
20 projects come online?

21 COMMISSIONER TROTTEBERG: Well, I think-
22 I think that's good feedback we're getting today. I
23 mean we had certainly been wanting to engage with
24 NYCHA, but I'm hearing today that there are
25 certainly other city agencies, HPD, Health and

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2 Hospitals Corporation. I think we're going to come
3 back and think deeply and, you know, we'll reach out
4 to all our sister agencies, and see where this could
5 be a big dent because you're absolutely right, HPD—I
6 think both HPD and NYCHA would be, you know, offer
7 really some big potential as far as this support for
8 car share. I can't speak yet about potential city
9 subsidy model. I mean I want to—again, part of this
10 pilot will be let's see how it works, and we'll try
11 it on in a bunch of different neighborhoods, and we
12 can see. I think in some low-low-income
13 neighborhoods if affordability is a question, then we
14 can make a decision about what we might want to do
15 there. One of the things that I do like so much
16 about it is, you know, car ownership is such a major
17 expense particularly for low-income families. And
18 sort of the national average now is about \$9,000 a
19 year, which is a--

20 COUNCIL MEMBER RICHARDS: [interposing]
21 Uh-huh.

22 COMMISSIONER TROTTEBERG:--big chunk out
23 of a--out of a low-income family household income, and
24 in New York, I have a hunch it's even higher given
25 just the complexities of owning a vehicle in the

1
2 city. So this could be a chance again to—to lower
3 those costs really, really dramatically while being
4 able to get that car and those loans when you really
5 need it. So, you know, we'll have some time to
6 really experiment and try it out in different
7 neighborhoods and—and see how it works, and see what,
8 you know, public policy and interventions we might
9 want to make.

10 COUNCIL MEMBER RICHARDS: Thank you so
11 much. Thank you, Chair, and congratulations on the
12 three bills.

13 COMMISSIONER TROTTEBERG: Thank you.
14 Council Member Menchaca.

15 COUNCIL MEMBER MENCHACA: Thank you,
16 Chair and thank you, Commissioner and your team for
17 coming today. I also agree this has been a really
18 informative hearing on future car share, and—and
19 other kind of related topics about engaging our—our
20 communities especially our communities of working—are
21 working families. I think the only thing that I want
22 to add or see if you can add to the conversation to
23 day is—is really trying to think about—about this in
24 an organized kind of way as DOT launches so many
25 different programs at the same time. Bike Share for

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2 example. We're—we're still, you know, in—in many
3 ways letting the dust settle for Citi Bike, Bike
4 Share Program in Red Hook. How—how are going to kind
5 of think about that, and anticipate the possibility
6 as we move forward in studying the—the multiple
7 oppositions to these programs, and—and where does the
8 car share program kind of fit in, and really how are
9 you anticipating that? How are you thinking about
10 that, and tell us a little bit more about that.

11 COMMISSIONER TROTTEBERG: I mean—I mean
12 also living in a neighborhood where we've just gotten
13 Bike Share, and it's certainly produced a lot of
14 lively debate, and I'm very sensitive to that. And
15 I, you know, I was kind of laughing because I—
16 Community Board 6 in Brooklyn where I am I was
17 talking to the District Manager there, and I was sort
18 of laughing at him as we were discussing still
19 working out the details of Bike Share, and some of
20 the concerns, and I'm saying, Next there's going to
21 be car share. But I also feel like, you know, what--
22 what's sort of been the theme of the past few months
23 has been just a sense that the city is growing and
24 changing. We have new population. We have
25 incredible job creating, but again, we also have

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2 neighborhoods that are underserved and haven't
3 necessarily felt all the benefits of all this
4 economic growth. So I know we're rolling a lot of
5 things out, but I think it's also just because we're
6 responding to the fact that the city is growing and
7 changing, and there's a real demand out there for
8 some of this. And again, part of what we want to do
9 with car share is we really do want to hear very much
10 what the local feeling is on the ground. If it's a--
11 you know, if it's a particular neighborhood where
12 people feel it's enough with Bike Share we're not
13 ready for car share, that's fine. I mean—I mean what
14 we're hearing today, there's big interest all over
15 the city in trying to do this. But I think it's
16 going to have a much—it won't have nearly the
17 footprint that Bike Share has when it comes to a
18 neighborhood. I mean Bike Share, you know, one of
19 the challenges is you need a lot of density there to
20 make it work. I think with car share I don't know
21 that you need such density. It could be we try it
22 out in three parking spaces in New York and, you
23 know, the—the impact is very minimal, and we see if
24 people really love it, then the demand might grow.
25 It doesn't have to be that same type of network that

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2 you have with Bike Share. So hopefully we can do
3 this pilot in a way that it won't feel like it has
4 this impact on neighborhoods, and I-I'm-I think
5 there's a going to be enough demand that I don't
6 think we're going to need to put it anywhere where
7 people have strong objections against this. That's
8 not my aim there.

9 COUNCIL MEMBER MENCHACA: Thank you for
10 that, and I-I think that's just kind of pointing to
11 the work that we could do together with community
12 boards, Council offices and local organizations,
13 civic organizations to kind of build that-that
14 operation that layout in-in communities because it-
15 right, it will change as-as you kind of move from one
16 community board one neighborhood to another, and-and
17 really thinking about parking spots, members of
18 parking spots. And it was all going to be important
19 pieces of-of the whole puzzle as-as people engage and
20 digest all those things at the same time. So I'm
21 glad you're thinking about it comprehensively for all
22 the programs that are their way, but also-also being
23 specific about how each neighborhood will feel that
24 impact. I think it's going to be an important part
25

1
2 of what we're talking about here in-in respect, and
3 collaboration.

4 COMMISSIONER TROTTEBERG: And-and I do
5 love Council Member Rose's suggestion. Sorry, I
6 didn't respond to it at the time. I think we do have
7 a lot going on I mean between Bike Share and now car
8 share, and sort of what we're doing in terms of our
9 congestion efforts. Obviously, if the city is facing
10 some of those challenges in some neighborhoods things
11 like the L-Train shut-down. And so I would be happy,
12 maybe we can set it up at the beginning of next year
13 to do a sit-down with an interested group of Council
14 Members and-and talk in more detail. Look, we have a
15 lot of big transportation issues on the plate right
16 now. I think a lot of them are exciting. There's a
17 lot of possibility, but definitely a lot of
18 challenges at the local level and, of course, we want
19 to have a close partnership with you, and make sure
20 you feel like you have the information we need to
21 bring back to your constituents.

22 COUNCIL MEMBER MENCHACA: And just my
23 last 30 seconds, a local-a local thing. We're going
24 to-we're going to be meeting or asking for some
25 meeting with your staff on some daylighting, and you

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2 mentioned daylighting earlier. And especially in Red
3 Hook on Van Brunt there's some opportunities I think
4 to—to really kind of create those few corridors on
5 intersections that have continued to be—be bad, but I
6 know it's on your radar, and this is—these are the
7 kind of things that are going to be helpful for—for
8 our residents to know that—that DOT is being
9 responsive to—to multiple issues. The growth is
10 happening, but there's so many different issues that—
11 and this is one of them. So just thank you for being
12 here today.

13 COMMISSIONER TROTTEBERG: Okay, we look
14 forward to it.

15 CHAIRPERSON RODRIGUEZ: Council Member—
16 thank you. Council Member Greenfield.

17 COUNCIL MEMBER GREENFIELD: Thank you,
18 Mr. Chairman. Thank you, Commissioner. Good to see
19 you again. How are you today?

20 COMMISSIONER TROTTEBERG: [off mic]

21 COUNCIL MEMBER GREENFIELD: Excellent. A
22 question for you. So the current car sharing program
23 is the law clear on whether they're—they're actually
24 permit—permitted to do what they're doing, which is
25 to essentially park on resident streets?

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2 COMMISSIONER TROTTEBERG: Right. I mean
3 at the moment we don't have restrictions about who
4 can park on a residential street. Well, we have park
5 restrictions, but in general if you're obeying the
6 city's parking permits in moving the vehicle for
7 whatever reason. If you're at a metered spot, you're
8 paying—you're paying the meter rates. What we're
9 talking about in this pilot is designating some
10 number of on-street spaces, and again, I'm interested
11 in doing this in neighborhoods that are interested in
12 this experiment. I don't think—this is not something
13 I'm interested in hoisting on any place that doesn't
14 want it. Where we would essentially designate a—
15 there would be a designated spot, and I think in the
16 long run this model in other cities has involved in
17 some cases auctioning those spots off or charging
18 sometimes a fee or again requiring a system where if
19 you want to be in this part of the city, you'll also
20 provide the services in this part of the city. And
21 again, as I said in my testimony. It's something I
22 understand people have some skepticism about, about
23 whether there will be good public benefits. But
24 there's—there's been a number of studies now
25 including some in New York that have shown it has

1
2 induced people to give up their vehicle. They're not
3 purchasing new vehicles--

4 COUNCIL MEMBER GREENFIELD: Got it.

5 COMMISSIONER TROTTEBERG: --and it's
6 actually--there is reduced competition.

7 COUNCIL MEMBER GREENFIELD: Let me--let me
8 move on, and I appreciate the--the new policy going
9 forward, which I think you just articulated the DOT,
10 which is no longer going to force things upon
11 neighborhoods from here on in, right? You're going
12 to--you're only going to do things that the
13 neighborhood wants. So I--I'm excited about that, and
14 I'm sure it doesn't apply to the car share across the
15 board, but it's very clean. (sic)

16 COMMISSIONER TROTTEBERG: [interposing]
17 No, no, that isn't quite what I said.

18 COUNCIL MEMBER GREENFIELD: And that was
19 my understanding of it. I'm--I'm very thrilled to
20 hear that, and encouraged by that, and looking
21 forward to seeing that across the board in all the
22 Department of Transportation policies. Let me
23 [laughs] let me ask this question. We spoke a lot
24 about placard abuse. This is my seventh year on the
25 City Council. Every year we talk about placard

1
2 abuse. To be perfectly frank, nothing has happened
3 in the seven years that I've been in the City
4 Council. Why can't we have some sort of system where
5 the DOT has to give a sticker, a DOT sticker on every
6 placard to make sure it's legit, and for those people
7 who have been following the conversations for seven
8 years, the reason I say this is because every time I
9 bring up this conversation people say wow the city
10 permits, state permits, federal permits. There's one
11 in DOT. Why can't anybody who has a placard in the
12 city of New York that is deemed by the city of New
13 York you issue a sticker. You put on said placard.
14 Now, we know which placards are legit, and which
15 placards are not legit.

16 COMMISSIONER TROTTENBERG: There is no
17 reason from a technological point of view that we
18 cannot do that. I think the question of placards, as
19 we all know, has been a complicated one involving
20 enforcement, and involving a lot of different types
21 of uses of placards be they courts, be the law
22 enforcement, be all these other agencies. So it's
23 something that really needs to be done with NYPD.
24 DOT does not have the single authority in this
25 instance. As-as I had mentioned in my testimony,

1
2 particularly now as we're facing particularly a lot
3 of challenges with congestion in Midtown, and we have
4 been talking to NYPD a lot about the placard issue,
5 and --

6 COUNCIL MEMBER GREENFIELD: [interposing]
7 I understand, but-but-but, Commissioner, I'm not
8 blaming you to be fair, because plenty of people have
9 sat in your seat and quite frankly have done nothing
10 on-on the issue, and not just they take measures with
11 police folk as well. So I'm just asking a
12 suggestion, and a pragmatic suggestion. Do you see
13 anything wrong with an idea that says from here on in
14 starting, you know, June 1, 2017, no placard in New
15 York City shall be recognized unless they be
16 recognized by the DOT? Now, obviously, you'll have a
17 lot more friends than you've ever had before because
18 people will want your able--

19 COMMISSIONER TROTTEBERG: [interposing]
20 Right or enemies one or the other.

21 COUNCIL MEMBER GREENFIELD: Yeah, but-but
22 the-the amount of placard abuse is insane and, you
23 know, and-and also like the collar to that is that we
24 now see this-this new innovation which shows license
25 plate covers which, of course, you're going to tell

1
2 me once again this is a NYPD issue. But correct me
3 if I'm wrong, the--the cameras those--those speed
4 cameras and red light cameras they belong to who, the
5 DOT or the NYPD?

6 COMMISSIONER TROTTEBERG: DOT.

7 COUNCIL MEMBER GREENFIELD: So what is
8 DOT doing when they see a camera that's not able to
9 issue a ticket because the license plate is covered?

10 COMMISSIONER TROTTEBERG: Well, I--
11 there's been some press coverage, and I'm happy to
12 say it actually turns out to be a fairly small
13 percentage, but NYPD has actually been doing a lot
14 of cracking down on those plates, and Commissioner
15 O'Neill I've set a precedent with him, and he just
16 said and we're cracking down even internally in our
17 ranks. So he's sensitized to the issue, and look, if
18 they--if they catch people with them, they give
19 summonses. Obviously if we get it on the camera and
20 we can't make out the image of the license plate,
21 then we can't hunt them down, unfortunately. But I
22 think PD, you know, particularly there has been
23 coverage of it that they were well aware of the
24 project--the problem and working on it for folks. To
25 get to the your--to your sort of your--

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COUNCIL MEMBER GREENFIELD: [interposing]

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Placard sticker idea.

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COMMISSIONER TROTTEBERG: That's right.

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COUNCIL MEMBER GREENFIELD: DOT sees a

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little—you can't even imagine how many of these

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placards are seen. In my district I have—I actually

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have a postal office where the postal employees

9

appear to have just printed their own placards, and

10

was parking everywhere in the neighborhood using

11

commercial muni-meter--muni-meter parking and—and the

12

store owners are—are going crazy, and they can't do

13

anything about it because NYPD refuses to enforce it.

14

And they tell us very simple questions, which I think

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I may have a solution to. How do we know which

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placards are legit and which placards are not? We're

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not going to guess. Let's have a DOT sticker. Make

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it official. You can even have your face it, you

19

know, with a little thumbs up.

20

COMMISSIONER TROTTEBERG: And really,

21

that's a horrifying--

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COUNCIL MEMBER GREENFIELD: [interposing]

23

Polly Trottenberg a thumbs up sticker saying this is

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a valid placards in the city of New York.

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COMMISSIONER TROTTEBERG: I-I will just say as an enforcement matter, we do have an official guidebook which the NYPD has, which lists the--

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COUNCIL MEMBER GREENFIELD: [interposing] 900 placards?

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COMMISSIONER TROTTEBERG: Which is-- there's not 900. There's a decent amount, but it-- there--there is actually an enforcement book, which shows what are the legitimate ones.

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8

COUNCIL MEMBER GREENFIELD: [interposing] How much easier would it be to have a sticker?

9

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COMMISSIONER TROTTEBERG: So, well, look, again, there's no technological reason we couldn't do it, but I think it's--it's--

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12

COUNCIL MEMBER GREENFIELD: [interposing] Let's do it.

13

14

COMMISSIONER TROTTEBERG: Alright, well, it's something again I think it involves NYPD, DOT and the Council but, you know, we're--we're keen to sit down--

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16

COUNCIL MEMBER GREENFIELD: [interposing] Commissioner, you can do whatever you want.

17

18

COMMISSIONER TROTTEBERG: --and hear the problem over the city. Huh?

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2 COUNCIL MEMBER GREENFIELD: You're the
3 Commissioner. You can do anything you want.

4 COMMISSIONER TROTTEBERG: I don't have
5 godlike powers. That's another thing.

6 COUNCIL MEMBER GREENFIELD: Thank you.

7 CHAIRPERSON RODRIGUEZ: Thanks. Council
8 Member Levine.

9 COUNCIL MEMBER LEVINE: Thank you, Mr.
10 Chair. Commissioner, I just wanted to ask a few
11 follow-up questions on the car share pilot. I
12 wondering whether you considered determining what
13 type of vehicles the companies would deploy. For
14 example, whether it should be hybrid or electric or
15 whether they should be of varying sizes. Sometimes
16 they specialize in, you know, Smart Cars and
17 microcars, but there--there are some neighborhoods
18 where because of family size, the option to have a
19 mini-van or something that can set more passengers
20 would be appropriate. Have you considered working
21 with them to through the RFP process?

22 COMMISSIONER TROTTEBERG: We've
23 certainly thought about the question of electric
24 cars, and we have some electric charging stations in
25 our municipal lots and garages. We're in the process

1
2 of-of putting in more. I think for the pilot we're
3 wary of requiring the installation of the charging
4 meter on an on-street space because I think we want
5 to see how the pilot works out before we put in any
6 type of permanent infrastructure. Because it may
7 turn out for whatever reason that's maybe not the
8 space that we wind up designating permanently. That
9 means we have to decide at the end of the pilot if we
10 want to designate spaces permanently. I'm-I'm hoping
11 this will be popular, but we'll have to see. I-I
12 think I'm interested in talking to the private
13 companies about their views of what an appropriate
14 vehicle mix would be. And one nice thing about the
15 care share companies, in general the fleets they have
16 are newer, more environmentally efficient, and have
17 the latest safety features, something important on
18 the Vision Zero front. I want to be cautious about
19 being overly prescriptive about what a particular
20 vehicle mix should be. I think I want to make sure
21 that we have some, you know, input from the private
22 sector. They runs these programs all over the
23 country. I think they have a good sense, and I'm-I'm
24 hoping they would have a good sense in a particular
25 neighborhood. Right, this is a neighborhood where,

1
2 you know, maybe a couple of mini vans would—would go
3 over well in areas where you have a lot of family
4 activity in more congested parts of the city with
5 little—with little mini-cars. So I think we want to
6 work with them, and I'm taking—obviously the goal
7 here would be to have the right fleet mix, which is
8 the most environmentally efficient and obviously
9 appropriate for the neighborhood and—and hopefully
10 the safest way as well. And that is, again, one nice
11 thing I said in my testimony typically when people
12 give up their cars, they tend to be 14 years old,
13 older technology, not as environmentally efficient.
14 It doesn't have all the latest safety features, and
15 if you're placing that with usage of a much safer,
16 greener, that's another real benefit in this program.

17 COUNCIL MEMBER LEVINE: Yes, and I hear
18 you about not wanting to be overly prescriptive in a
19 pilot phase, but I have seen in other—seen in other
20 cities that this is like just called charging
21 stations at the designated parking spot. Which just
22 makes it so easy for the driver. It's almost
23 effortless to—you know you're going to have a charge
24 where you park it. It seems like a very good way to
25 ramp up electric vehicles in the city.

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2 COMMISSIONER TROTTEBERG: Right, and
3 again we—we will have it in our—our lots, in our
4 garages so we can see how it's working there, but at
5 least in the initial phase I don't want to mandate it
6 on the street until I think we've—we've had some
7 final consensus on does on-street work, and—and how—
8 what should that look like in a friendly context.

9 COUNCIL MEMBER LEVINE: New Yorkers care
10 a lot about public design of our streetscapes as you—
11 as you well know, and I have seen in other—seen in
12 other cities that sometimes there's a lot of branding
13 in stalled on or around the parking spot—coughs—
14 excuse me. With the companies and logos of—of the
15 colors and the logo of the companies, have you
16 thought about visually what kind of guidelines you
17 would give so that we don't have excessive visual
18 clutter?

19 COMMISSIONER TROTTEBERG: I mean we're
20 certainly sensitive to that, but again I'd—I'd say in
21 this city perhaps we've—we've occasionally wrestled
22 with the trade-off of taking some commercial branding
23 because it can bring significant revenues into the
24 city. So obviously I think we'd like to entertain
25 what the—you know, what the ride share companies are

1
2 thinking. When I've--when I've seen it around the
3 country it's often just sort actually a fairly subtle
4 sign, but--and--and again in this case since we're
5 hoping to foster competition, I think we need to
6 think about are we going to be designating a
7 particular spot for a particular company, and is it
8 going to be a bit of an open, a more open system,
9 where a couple of companies can share a spot. I
10 think we haven't quite worked that out yet, and that
11 would also help determine whether we're allowing a
12 particular branding or it's going to be something
13 more generic.

14 COUNCIL MEMBER LEVINE: Right and
15 finally, am I right that alternate side parking rules
16 would apply on this process as it would any other?

17 COMMISSIONER TROTTEBERG: Well, I think
18 it's something we're thinking through. The way it
19 actually works with Bike Share is obviously the
20 stations don't move, but Motivate is required to
21 clean that portion of the street regularly. So
22 that's--

23 COUNCIL MEMBER LEVINE: [interposing] So
24 perhaps the car share companies--

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COMMISSIONER TROTTENBERG: [interposing]

Right.

COUNCIL MEMBER LEVINE: --should also have to.

COMMISSIONER TROTTENBERG: And that's-- that's often been the model in other cities. Again, I think the pilot maybe we can experiment a little bit with both models and see what works best. Obviously, I think it will be easier in this program if they don't have to move the cars from alternate side but, of course, we want to make sure that the-- that the streets are--are clean and well maintained, too. So I think that's going to give us something else we'll be experiment with. [bell]

COUNCIL MEMBER LEVINE: Alright, great. Thank you very much, Commissioner. Thank you for that.

CHAIRPERSON RODRIGUEZ: And I want DOT to also and the City to remind that, you know, there-- there's a deal that we already have 37 council members or was it 40 that have been asking for allowing drivers to park the car after the Sanitation sweeping truck clean the streets. So even though, you know, I end up being, like you say, pushing too

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2 much in the last few years, but there's close to 40
3 Council Members that believe also that we need time
4 to allocating the time for drivers to be able to park
5 immediately after the sweeping truck clean the
6 streets. This is something I also felt that, you
7 know, that we can keep in mind that it's something
8 that we hope that we can work on. Council Member
9 Levin.

10 COUNCIL MEMBER LEVIN: Thank you very
11 much, Mr. Chair. One suggestion on that may be have
12 for every on-site spot have one across the street so
13 that we can, you know, so that when there's--when an
14 alternate side is in effect, you can go across the
15 street.

16 COMMISSIONER TROTTEBERG: Intriguing
17 thought, but then there'd--then there's be two spaces
18 taken.

19 COUNCIL MEMBER LEVIN: Well, you know.

20 COMMISSIONER TROTTEBERG: I don't know.
21 That might--

22 COUNCIL MEMBER LEVIN: [interposing] Six
23 hundred spots across the city it's like, you know,
24 actually 300 spots across the city is not--not that
25

1
2 much, but it would—it would—it would ensure that, you
3 know--

4 COMMISSIONER TROTTEBERG: [interposing]
5 The question is about a pilot. We can experiment
6 with--

7 COUNCIL MEMBER LEVIN: [interposing]
8 Yeah.

9 COMMISSIONER TROTTEBERG: --the
10 different models and--and see what--and see what works
11 best.

12 COUNCIL MEMBER LEVIN: Okay. With regard
13 to placards, I mean this is—you know, I represent
14 Downtown Brooklyn. We've been out there on Jay
15 Street. It's a—it's a—it's a huge, huge deal, and
16 it's funny. I was—I was just contacted about this
17 like jail reform issue and, you know, they're looking
18 at Rikers. They're looking at like, you know, where
19 to put jails across New York City, and I have—I
20 represent Brooklyn Council Detention, and they ask
21 you like what's the number one complaint? And
22 they're like well do you have any issues around like
23 DHOD? The number one complaint that I get about the
24 jail in my district is placard use. Number one by
25 far. So, you know, to put it into some kind of

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2 context, this is a big, you know, it's a huge, huge
3 deal for downtown areas, areas where—and, you know,
4 the fact that like, you know, it's probably a small
5 percentage are actual DOT issued permits. I mean
6 it's, you know, these permits are like, you know,
7 reflective vests (sic) and, you know, that's—that's—
8 that's the standard permit. And it's, you're right.
9 It's an enforcement issue. It's an NYPD issues. This
10 is an issue of professional courtesy that's been
11 extended for like, you know, probably a couple
12 generations, and it—and it has to come to an end
13 because it really is—it is abused, it is abused.
14 People are granted courtesies that, you know, that
15 they really ought not be granted.

16 COMMISSIONER TROTTENBERG: I—I—I do think
17 it's—look, I certainly it at Jay Street where we've
18 happily put in that bike lane, and obviously tried to
19 work through the placard issues, and there are
20 neighborhoods all over the city where this is a big
21 issue. I—I think as much as I would love to just if
22 I see it, I'll fix it, I do think the problem is a
23 little more complicated than that.

24 COUNCIL MEMBER LEVIN: Absolutely.

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2 COMMISSIONER TROTTEBERG: It involves
3 enforcement, and sorting through, you now, what are
4 the legitimate placard needs and what really aren't,
5 and can we have a consensus on that so we can have
6 consistent enforcement? I have certainly seen the T-
7 shirts and the note cards that people have put on the
8 dash--

9 COUNCIL MEMBER LEVIN: Uh-huh.

10 COMMISSIONER TROTTEBERG: --and frankly,
11 the more sophisticated placards that have like a big
12 what looks like a real city seal, and looks very
13 official, but I happen to know are not.

14 COUNCIL MEMBER LEVIN: Uh-huh.

15 COMMISSIONER TROTTEBERG: So believe me,
16 we--we are not lovers of the--the placard issues
17 we're having. Obviously from where we sit, you would
18 love to see that system cleaned up while making sure,
19 obviously, law enforcement, of course, but all the
20 important uses can also be accommodating, and I think
21 that's--that's a problem we can all work together on.
22 I don't think it's going to be an easy one to solve,
23 but we certainly--

24 COUNCIL MEMBER LEVIN: [interposing]

25 Well, I'm sure at the time--

1
2 COMMISSIONER TROTTEBERG: --are with the
3 enthusiastic partners in trying to tackle that
4 problem.

5 COUNCIL MEMBER LEVIN: And as Jay Street
6 is--is shown, a--a street design plays a role in that,
7 and so I--I very much appreciate what--what DOT has
8 done on Jay Street, and we think it's a good model.
9 With regard to following up on Council Member
10 Levine's questions around--around the--the fleet, so
11 you mentioned charging stations for electric cars,
12 but is--is there any reason to not mandate in the
13 pilot that it be at least at the minimum a hybrid in
14 terms of efficiencies?

15 COMMISSIONER TROTTEBERG: Again, I--I'd
16 like to, you know, consult with the private sector
17 partners on that. We're trying to achieve a bunch of
18 different goals with this program, including one and
19 I--I heard from some of your colleagues about making
20 sure this is affordable particularly for low-income
21 residents. So again, I just would like to talk to
22 them about what their views are on fleet. Hybrids
23 are pretty cheap these days so--

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COUNCIL MEMBER LEVIN: [interposing]

Right, and they're--and they're all types and all sizes. I mean we have the hybrid--

COMMISSIONER TROTTEMBERG: [interposing]

Right, understood and I--I don't actually know. I'm not familiar with other cities how much they have mandated particular fleet types. I'm--I'm always, you know, I'm always a little hesitant to mandate particular technologies as opposed to trying to see what goes this. Come into the private sector and make your bid, and show us what would be the greenest, safest, most efficient, affordable and far reaching system you can design and see what they come up with rather than saying make 5% hybrids. Let's--I guess I'm sort of interested in the--

COUNCIL MEMBER LEVIN: [interposing] I

understand that it could be all. I mean I'm, you know, I've--I've looked at buying a car.

COMMISSIONER TROTTEMBERG: [interposing]

I--I--I certainly share the goal--

COUNCIL MEMBER LEVIN: Yeah.

COMMISSIONER TROTTEMBERG: --but I want

to try and take in the totality of what potential, you know, private sector parkers are going to bring

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2 to the table. And let's--let's--let's see what they
3 find, and we may--we may be pleasantly surprised what
4 they're proposing very green fleets. Some of them
5 are in the audience today maybe listening to the
6 testimony. They'll--they'll want to do that. Let's--
7 let's take a look and see what they bring, and if
8 it's not what we want it to be, obviously we're going
9 to have a chance to, you know, potentially make some
10 of the details of the contract more prescriptive in
11 what we want the fleet to look like.

12 COUNCIL MEMBER LEVIN: Okay.

13 COMMISSIONER TROTTEBERG: Maybe we want
14 it to be all electric and hybrid.

15 COUNCIL MEMBER LEVIN: Well, if you're
16 taking suggestions, I would say mandate at the
17 minimum a hybrid because, you know, they're--again,
18 they're making hybrids in all shapes and sizes--

19 COMMISSIONER TROTTEBERG: Yep.

20 COUNCIL MEMBER LEVIN: --and it's--and it
21 could be a very--it could be--I think it could be a
22 very easy thing to do.

23 COMMISSIONER TROTTEBERG: Okay.

24 CHAIRPERSON RODRIGUEZ: Counsel Member
25 Rose has another question.

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COUNCIL MEMBER ROSE: I was just wondering how income is determined, what the appropriate compensation is for the use of public metered spaces, and are you going to factor in the fact that these spaces are no longer in rotation?

COMMISSIONER TROTTEMBERG: Our—our plan at the moment is not to use metered spaces, but to use non-metered.

COUNCIL MEMBER ROSE: A non-metered space.

COMMISSIONER TROTTEMBERG: We have I will just say in the case of Citi Bike we've also tried to minimized the use of metered spaces there, but in cases where have yet to come up with a formula, it's been negotiated with Motivate, and it sort of goes into the mix of a bunch of arrangements between the city and the private companies. So, to the extent that we maybe heard from our private sector partners that there was a big demand, we could take a look at that and decide what appropriate compensation would be. Again, I think the pilot will give us a chance to work through some of those issues. It's certainly our goal in the long run to ensure that the City's getting value, but again, I also want to make sure

1
2 we're getting a service here that's far reaching
3 that's affordable. Because I want to make sure we
4 balance all those, you know, those post--

5 COUNCIL MEMBER ROSE: [interposing] So,
6 that is what your revenue generating as it is to make
7 available a service?

8 COMMISSIONER TROTTEBERG: I'm—I'm not—
9 I'm not ruling out that it's revenue generating but,
10 you know, what I'm hearing we want to make sure it's
11 in all five boroughs, it's Far Rockaway. It's all
12 over the city. It's in the South Bronx. I want to
13 make sure--

14 COUNCIL MEMBER ROSE: [interposing] It's
15 affordable?

16 COMMISSIONER TROTTEBERG: Right that
17 it's affordable. So I think I want to balance all
18 this. It can often be a question if the city wants
19 to generate a lot of revenue, potentially maybe the
20 price goes up, and it becomes less affordable. So,
21 you know, that can sometimes be a tradeoff—I—I think
22 affordability is something we want to keep an eye on
23 but, of course, I want to make sure that the city—
24 that the city benefits as well in terms of revenue.
25 But I want to see what those tradeoffs are going to

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2 look like, and obviously consult with you all on it.
3 It's not going to be a unilateral decision on our
4 part.

5 COUNCIL MEMBER ROSE: Is there any
6 liability to the city in terms of this program?

7 COMMISSIONER TROTTEBERG: I mean the way
8 these types of programs have been structured, the--the
9 private company would assume the liability. That
10 would be part of the agreement.

11 COUNCIL MEMBER ROSE: So if something did
12 happen, the City couldn't be sued as a partner in--in
13 this.

14 COMMISSIONER TROTTEBERG: [interposing]
15 Well, the city can always be sued by anybody. I
16 think the question is whether the--the person suing
17 would have standing or whether the case would go
18 forward. And I have to say, I--I think the city's
19 lawyers have been, you know, they're very, very good
20 at negotiating these contracts to ensure that the
21 city is protected and, you know, where there's a
22 liability question.

23 COUNCIL MEMBER ROSE: Thank you. Thank
24 you, Chair.

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CHAIRPERSON RODRIGUEZ: Okay.

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Commissioner, thank you and, you know, I'm reminded

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at today's hearing these stories (sic) about mass

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transportation. How to expand our subways, our buses

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or the ferry or the Bike Share, the bike-Citi Bike.

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It's more about as I tried to say how can you get the

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city to be more efficient to mandate its parking? And

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how can we learn from other cities when it comes to-

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and Motivate the care share also to be expanded in

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our city hoping that it will reduce the number of

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cars that we have in New York City. With that, thank

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you and now we're going to be calling the next panel.

14

[pause] Erica Bacon from Zipcar; Justin Holmes also

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from Zipcar; and Nicholas Hill from ReachNow.

16

[pause]

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CHAIRPERSON RODRIGUEZ: You may begin.

18

ERICA BACON: Good afternoon and thank

19

you for the opportunity to testify before you today.

20

My name is Erica Bacon, and I am the Regional General

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Manger for Zipcar in the Tri-State area, and I

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oversee Zipcar's operations in the city of New York,

23

this is Justin Holmes, and he's the Director of

24

Public Policy and Communication. Zipcar is the

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world's leading car sharing network driven by a

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2 mission to enable simple and responsible urban
3 moving. Zipcar has operated in New York City since
4 2002, and has a fleet of over 2,500 vehicles in more
5 than 600 locations across all five boroughs. I'm
6 testifying before you today in support of Items No.
7 873 and No. 267, which strengthens the city's support
8 for car sharing. Zipcar enables our members to live
9 without the need for a personally owned vehicle by
10 simply accessing one when they need one. When
11 members joined, they have access to reserve and
12 driver over 50 makes and models of vehicles by the
13 hour or day from hundreds of locations typically no
14 more than a five-minute walk from home. They tap
15 their membership card—membership card on the
16 windshield or unlock the car with the Smart Phone and
17 the keys are inside. Gas and insurance are included.
18 Today, hundreds of thousand of New Yorkers are Zipcar
19 members or Zipsters, and our new—in our recent New
20 York member survey illustrates that the—they live
21 car-free or car light lifestyles and have significant
22 positive impacts on transportation and the
23 environment in New York. More than 80% do not own a
24 car. More than 30% shed or sold a vehicle prior to
25 joining Zipcar, and over 40% are less likely to

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2 acquire a car in the next few years. As a result,
3 for every vehicle we put on the road, Zipcar takes
4 the need for up to 13 personally owned vehicles in
5 New York. This totaled tens of thousands of vehicles
6 displaced on city streets as result of the car
7 service. While rates of auto ownership are already
8 low in New York relative to other major cities our
9 data illustrates that Zipcar further reduces vehicle
10 ownership directly contributing to the goals of this
11 committee and Chair Rodriguez's plans for a car-free
12 New York. Additionally, since our members drive less
13 overall after joining, it means that each member
14 reduces their personal carbon emissions by nearly one
15 ton. With these substantial proven benefits, it's
16 logical that the city would choose to support car
17 sharing by offering access to parking. Zipcar has
18 grown successfully over the past 14 years without the
19 need for direct city support. Today we realize that
20 the city's aggressive climate goals and a growing
21 population, it's important now than ever that we work
22 together to more rapidly expand sustainable
23 transportation options. Public parking partnerships
24 where Zipcars are located in highly visible curbside
25 or meaningful parking spaces, can accelerate our

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2 growth and consequently our positive impact on the
3 city. Public parking locations come with several
4 benefits. City parking locations bring car sharing
5 options closer to members making it more convenient
6 and accessible for the hundreds of thousands of
7 existing car sharing members in New York. Making car
8 sharing more visible helps to educate more residents
9 on car sharing as an alternative to car ownership.
10 Car sharing represents an efficient use of public
11 space with roughly 50 members accessing each vehicle
12 while each personally owned vehicle sits idle 96% of
13 the time, and public parking partnerships can enable
14 accelerated expansion than historically less
15 connected to transportation options. Today, Zipcar
16 has more than a thousand of dedicated parking
17 locations in partnership, cities, government, and
18 transit agencies across the country including major
19 cities like Los Angeles, San Francisco, Washington,
20 D.C. and Boston. These cities see car sharing as an
21 important part of their transportation sustainability
22 and congestion reduction plan, and our partnerships
23 have been long lasting and successful. Based on our
24 experience partnering with other cities, we recommend
25 that the city begin with a small pilot program in key

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2 neighborhoods before scaling citywide in
3 communication. We welcome the opportunity to work
4 with the City Council and support this legislation as
5 a means to strengthen and expand Zipcar as vital
6 sustainable transportation options throughout the
7 city. Thank you.

8 NICK HILL: Thank you so much for having
9 me. To introduce myself, my name is Nick Hill and
10 I'm General Manager for Reach Now in New York. I'm
11 here in support of Intro 267 and 873. Reach Now is a
12 mobility services company that provides free-floating
13 car sharing to over 35,000 members in Seattle,
14 Portland and now Brooklyn, and offers the residential
15 station based car sharing fleet in Manhattan. Reach
16 Now is designed to provide members with an experience
17 that is as convenient as owning a car. Our free-
18 floating car trip service allows members to pick up
19 and drop off cars in different places including
20 neighborhoods within a home area. In Brooklyn, the
21 home area is about 25 square miles. Members can take
22 cars for as long as little as they would like. We
23 enable city dwellers to shed a car with mobility
24 confidence. Independent research shows us that for
25 every shared car that we added to cities, three

1 private cars are sold and seven aren't purchased.
2 Reach Now partners with cities to close transit gaps
3 as well. The Share Use Mobility Center released the
4 results that shared modes like free-floating car
5 sharing complement public transportation and enhance
6 urban mobility. One of our visions in cities with-is
7 cities with less congestion and less harmful
8 emissions. To do that, we promote transportation
9 electrification. Our easy fleet has already avoided
10 using 3,500 gallons of gas, and prevents its 35 tons
11 of CO2 from being emitted. Reach Now is the only
12 U.S. car share company which deploys electric
13 vehicles in each market that we serve. We'd like to
14 take this opportunity to thank the Transportation
15 Committee of the New York City Council for proposing
16 to amend the Administrative Code of the City of New
17 York to accommodate parking for car sharing. We
18 strongly believe that access to curb and meters is
19 critical to the ongoing success and adoption of car
20 sharing programs. So somewhat central-separate from
21 the Intros before you, Reach Now currently pays for
22 time spent at meters in Seattle and Portland at
23 published rates. We have built software that enables
24 us to self-report time spent in meters at the block
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2 level of granularity. We do this in order to
3 appropriately reimburse the City for meter fees on a
4 quarterly basis. Reach Now has expressed its
5 openness in working with New York City on
6 demonstrating its Pay By Phone technology as partner
7 and innovate together. We encourage the City Council
8 to consider creating the inclusive car sharing
9 parking program that creates the regulatory framework
10 conditions needed to ensure the success of all car
11 sharing model. Car sharing is good for New York
12 City, and Reach Now looks forward to continuing to be
13 a partner by providing more transportation options
14 for residents. I'd like to thank you for allowing us
15 to provide this testimony and thank the New York City
16 Department of Transportation.

17 CHAIRPERSON RODRIGUEZ: Thank you. Can
18 you describe how affordable I mean knowing that you
19 represent to the same type of entity that—what is the
20 number like when it comes to membership and how much
21 is—what members have to pay per an hour?

22 ERICA BACON: Well, for Zipcar our
23 annual members is as low as \$7 per month with rates
24 starting at \$9.25 per hour. It's also worth noting
25 that our members pay roughly a 20% tax on car sharing

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2 services in New York making New York City among the
3 highest taxes in the country professionally.

4 CHAIRPERSON RODRIGUEZ: [off mic] [on
5 mic] on the—starting with the \$9 per an hour, but it
6 sounds great. Let's say—so you pay \$7 per month and
7 then \$9—starting with the \$9 per an hour, how does \$9
8 get to include?

9 ERICA BACON: It's \$9.25 per hour and
10 they also daily rates that you could also if chose to
11 have the car for more than eight hours, it will have
12 a daily rate associated with that.

13 CHAIRPERSON RODRIGUEZ: What is it?

14 ERICA BACON: It depends on the area.
15 It's starting at \$59, \$79 and up from there depending
16 on the—the trip and the—day of the week.

17 CHAIRPERSON RODRIGUEZ: So we are here in
18 the New York City. What—what is that number for us
19 in New York City?

20 ERICA BACON: It really depends. We have
21 three different pricing zones according to location.
22 So it—it starts at \$9.25 per hour.

23 CHAIRPERSON RODRIGUEZ: Okay, what is the
24 average monthly extent for someone that use in your
25 case like Zipcar?

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ERICA BACON: At a drive-it-it really depends on the use case. A lot of cases people are using vehicles for a road trip to get away for the weekend. In some cases they need it for an hour to go to Costco. So really it depends on, you know, the-the demographics of, you know, the member using it, and what they need to use it for.

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CHAIRPERSON RODRIGUEZ: One-one thing that I know that we-we address or we talk when-when we were having conversation with the industry was that they just was not there yet with a plan saying that someone who rent a car here let's say in New York City is going to a conference and almost in Albany is able to drop a care there, right?

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ERICA BACON: Right.

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CHAIRPERSON RODRIGUEZ: Do you guys see the same situation or--?

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ERICA BACON: It's-it's still the same.

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CHAIRPERSON RODRIGUEZ: It's still the same okay. So my colleague here who introduce the bill, has questions, too. Council Member Levine.

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COUNCIL MEMBER LEVINE: Thank you, Mr. Chair. It's great to see all of you. DOT presented a map over there with-indicated the number of car

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2 share locations that Zipcar currently has, and there
3 were lots of blue dots particularly in Manhattan, and
4 I'm wondering then to what extent you feel that
5 parking locations are indeed a barrier for growth, or
6 do you feel like at least in Manhattan where there
7 seems to be—there seems to be some density that
8 you've got adequate space for parking there? [pause]

9 JUSTIN HOLMES: Thank you. Thank you,
10 Council Member for the question. So I think in—as we
11 look to expand as the Commissioner noted the
12 availability of off-street parking locations can be a
13 challenge once we get to some of the outer boroughs.
14 And so do we view the pilot program that the
15 Commissioner laid out as a great opportunity to
16 catalyze our growth in some of those areas that might
17 be outside of Manhattan where it's more of a
18 challenge for us to source the off-street parking
19 locations

20 NICK HILL: And for us specifically with
21 Reach Now, I think with a free-floating model what
22 off-street or on-street of dedicated parking allows
23 for is more, there's more confidence in the service.
24 We don't actually need to return to one specific
25 location. So the cars can free-float throughout the

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2 area, and access and serve to where people live, work
3 and play without that necessarily being there. But
4 this provides is again more confidence to shed a car,
5 to start looking at more mobility services and to
6 start using multi-modal transportation options.

7 COUNCIL MEMBER LEVINE: Okay, that's very
8 helpful and so this--this point of reaching out to
9 parts of the city that are generally underserved, we
10 heard through questioning from Council Members how
11 important this is for places like the Rockaways,
12 which are really starved for better transit options.
13 Am I hearing from you about a limitation to reaching
14 those people today? Is the lack of garage space or
15 you think contractual parking is that correct?

16 JUSTIN HOLMES: Yeah, to tell you that
17 our growth is really driven by three things
18 extensively: One is Zipcar's model of car sharing
19 relies on other alternatives that saw through your
20 daily transportation. So for example good transit
21 access. Secondly, we require a level of density
22 where each car that we locate typically serves the
23 need of roughly 50 members that are usually within a
24 five-minute walk to easily access that vehicle.
25 Because for those members that Zipcar is their car.

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2 So they're not going to use it if it's not located in
3 a convenient dense area, and for us to think about
4 locating a vehicle it needs to be approximate to that
5 significant sizeable membership base. But really the
6 third factor as we think about our growth or the X
7 factor for us are partnerships. And so if we can
8 find opportunities to work with the city along the
9 lines of the proposal that the Commissioner outlined,
10 that can be a great way to help extend our growth.
11 If we're able to source parking locations that might
12 be highly visible as a way to accelerate our
13 marketing in a target neighborhood maybe like the Far
14 Rockaways for example that maybe don't have the—as
15 strong of a transit or density connection as some of
16 the core areas of Manhattan. That might be a great
17 way to help accelerate our growth, and certainly as
18 you suggest the—the difficulty in sourcing secure
19 off-street parking locations can certainly be a
20 barrier, and so we see this program as a great
21 opportunity to raise that bar.

22 COUNCIL MEMBER LEVINE: Okay a great move
23 and for Reach Now your service area doesn't cover
24 places like Far Rockaway currently. What would be
25 the barriers to expand into those places?

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NICK HILL: So the interesting thing about having a technology solution is that you can go from Point A to Point B. So while an area in the Outer Boroughs that is not part of our contiguous home area, it might be right for having dedicated parking there that allows for access to a certain number of vehicles, which this program will provide. It would also allow those folks to go—commuting from into work or they play et cetera within a contiguous home area. So again while it may not be an area that would work within our existing contiguous home area, it can certainly be added in conjunction and allow for access back and forth.

COUNCIL MEMBER LEVINE: Thank you very much.

CHAIRPERSON RODRIGUEZ: The next panel Julia Kite, Transportation Alternatives; Eric McClure and David Dodd. [pause]

JULIA KITE: Thank you, Chair Rodriguez for convening this hearing. I'm Julia Kite, Policy and Research Manager at Transportation Alternatives. We're a 43-year-old membership based advocacy organization with more than 150,000 New Yorkers in our network dedicating to biking, walking and public

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2 transportation and seeking friendly alternatives to
3 private automobile use. We advocate on behalf of all
4 New York City's pedestrians, cyclists and transit
5 users for safer and more livable streets. The topic
6 of today's hearing is very timely because the parking
7 systems currently in place in New York City are
8 unsustainable, inequitable and an impractical use of
9 public space. For too long, parking policies have
10 privileged the free or low-cost storage of private
11 property in the form of cars on huge swaths of city
12 streets while pedestrians and public transit users
13 are forced to compete for whatever space they can
14 get. New York City can proudly claim to be the only
15 large city in the United States where more than half
16 of residents commute by public transit. More than
17 half of households do not even own a car. Why then
18 this parking privileged owners of cars to the expense
19 of everybody else while causing congestion, more
20 fatal crashes and poor health outcomes. First of
21 all, we'd like to give our support to Intros 267 and
22 873, which are a step forward in encouraging car
23 share over private car ownership, which in turn will
24 reduce demand for parking as well as reduce
25 congestion. Having reserved parking spaces for car

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2 share across the city will make car share more
3 convenient and help more New Yorkers access this
4 practical alternative to car ownership. These bills
5 address those parking garages and street spaces,
6 which will ensure fairness and widespread
7 availability. We see these bills as an effective way
8 to incentivize a mode of car usage that is far less
9 destructive to the environment, and less conducive
10 to congestion than private car ownership. And to
11 reiterate Commissioner Trottenberg's statement we do
12 have very good data that introducing car share
13 reduces private car ownership, which is exactly what
14 New York City needs to reach its 80 x 50 climate
15 goals and the Vision Zero goals. With regard to how
16 New York City can more efficiently manage its parking
17 to meet community needs, at the heart of our city's
18 problems with parking is a fundamental unfairness.
19 All taxpayers on the city streets, but only those
20 with cars get to use it to store their private
21 property either for free or for a market rate. This
22 is an inefficient use of public resources and a waste
23 of valuable space that could be better apportioned to
24 public good. And we've—we did a study at
25 Transportation Alternatives in 2007 finding that on-

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2 street parking was one-fourteenth the cost of parking
3 in lots. Since then, the difference has become even
4 greater as lot prices increased faster than meter
5 rates. We recommend that curbside parking rates
6 should be raised and the DOT's Park Smart program
7 should be expanded citywide. In addition, we cannot
8 divorce the issue of parking from that of street of
9 design. For too long our arterial roads have
10 prioritized the parking of private vehicles in spaces
11 that would be better used for improvements to benefit
12 all New Yorkers such as creating dedicated bus lanes
13 in commercial loading zones. Having protected bike
14 lanes that have an overall traffic calming effect
15 that benefits pedestrians as well, and the
16 installation of park lifts that beautify the public
17 realm and encourage more active street life. We urge
18 the DOT to never delay or weaken a safe street
19 redesign project due to complaints about the loss of
20 street parking. Space for cars should never be
21 allowed to take priority over street design elements
22 that saves lives. That would simply be an anathema
23 to Vision Zero. The issue of parking placards abuse
24 must also be addressed. We have long chronicled
25 their misuse. Our 2011 report Totally Bogus found

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2 that 57% of permits in five New York City
3 neighborhoods were either completely fraudulent or
4 were being used to park illegally, and the cities
5 have yet to address this issue adequately. We urge
6 the City Council to pass Council Member Garodnick's
7 Intro 326 introduced back in 2014, which would
8 require barcodes on placards to assume they are
9 legitimate. Furthermore, we urge the City to reduce
10 the overall number of parking permits issued with the
11 aim of phasing out the placard system altogether.
12 Other than emergency first responders and disabled
13 people with mobility limitations, there's really no
14 reason for anyone to receive special privileges for
15 parking based on where they work. Again, individual
16 convenience should not outweigh public safety. The
17 extent of fraud is so massive and has been going on
18 for so long it is clear city agencies cannot contain
19 it, and we also urge the NYPD and DOT to report
20 annually on the number of permits issued and the
21 number of violations issued. So that the public can
22 be aware of the problem, and agencies can track
23 progress on eliminating this fraud. As we take stock
24 of 2016, a year in which the number of cyclists and
25 pedestrian fatalities has increased over 2015's

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2 total, the city must rededicate itself to Vision Zero
3 and the fundamental belief that the loss of parking
4 should never be considered my troublesome than the
5 loss of life. This must be proven through action,
6 not words. We urge the DOT to take bold action and
7 stand firm in its dedication to safer streets that
8 are meant first and foremost for people not cars.
9 Thank you very much.

10 DAVID DODD: My name is David Dodd, but
11 delivering remarks on behalf of the Manhattan Borough
12 President Gale Brewer. Thank you Chair Rodriguez and
13 the members of the Transportation Committee for
14 holding this hearing on my bill Intro No. 267, which
15 I co-sponsored with Council Member Rosie Mendez, and
16 which relates to reserving parking spaces in public
17 parking facilities for car sharing programs. Car
18 sharing services such as Zipcar and Car2Go make it
19 possible for many commuters to consider foregoing
20 private car ownership. According to Zipcar, in fact,
21 every one of its car sharing vehicles helps take up
22 to 13 cars off the streets. The benefits associated
23 with encouraging commuters to forego car ownership in
24 a large dense area like New York City are plentiful.
25 It encourages commuters to consider alternate modes

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2 of transportation such as public transit, walking or
3 biking. Fewer cars on the road in turn translates to
4 less congestion and pollution and safer streets.

5 There are plenty of benefits to consumers as well, of
6 course, and in the form of reduced transportation
7 costs. As a City, then we should be doing all we can
8 to help encourage more of our commuters to enlist in
9 a car sharing service in lieu of owning a private
10 car. And surprisingly one of the biggest hurdles to
11 encouraging additional subscribers in New York City
12 is the competition for parking space in New York City
13 streets. Intro 267 would help alleviate some—some of
14 this competition by providing some dedicated parking
15 spots in public parking garages throughout the city.

16 Intro 267 is straightforward. It would require that
17 ten or ten percent of total parking spaces, whichever
18 is fewer, in public parking facilities be reserved
19 for car sharing programs. Car sharing companies
20 would then compensate the city for the use of these
21 spaces. This bill rightly takes into consideration
22 the possibility that a parking facility might not
23 experience a high demand for car share services
24 originally. If the demand for car sharing space
25 within a facility is less than ten or ten percent,

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2 the excess spaces are exempt from being reserved
3 ~~exclusive~~—exclusively by car sharing companies until
4 demand increases and those companies are ready to use
5 them. Thank you again for the opportunity to testify
6 in support of Intro 267. I urge the committee to
7 support the bill, and look forward to working
8 together to continue to find innovative ways to
9 support car sharing programs in New York City.
10 Thanks. [pause]

11 ERIC MCCLURE: Good afternoon, good
12 afternoon. On behalf of StreetsPAC, Chair Rodriguez
13 thank you for holding this oversight hearing today on
14 New York City parking policies, and holiday greetings
15 from my Board to you and the members of the
16 committee. In regard to Intro 267 which would
17 reserve or extend the parking space in public parking
18 facilities for shared vehicles and Intro 873, which
19 ~~would~~—which would dedicated some number of on-street
20 parking spaces for shared vehicles, we believe that
21 that promotion of shared vehicle services in New York
22 City is generally a good thing. Providing New
23 Yorkers with alternatives to private car ownership
24 makes sense. However, we need to be cognizant of how
25 shared vehicles are used. If they provide options

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2 for people who might otherwise choose to own or lease
3 a vehicle that's good, but if the use of a shared
4 vehicle replaces the trip and might otherwise have
5 been by public transit or biker on foot, that's
6 perhaps not good. If the presence of shared vehicles
7 reduces car trips, that's not good at all. So it's
8 important that the dedication space and shared
9 vehicles come to a comprehensive study of how shared
10 vehicles are used. Reducing trips made by cars is
11 just as important as reducing the total number of
12 cars, and we're—we're heartened to hear from the
13 Commissioner that they really will be looking through
14 the data on the new pilot. Additionally, Intro 873
15 mentions the possibility of collecting fees for use
16 by car share operators of metered parking spaces. It
17 makes no such mention of charging for quote, unquote
18 "free on-street parking spaces." The bill needs to
19 be explicitly mandating payment for dedicated
20 parking. Private companies should compensate the
21 city for use of public space, and it makes a large
22 reflection of how we allocate and use the space at
23 our curbside. We strongly urge this committee, the
24 Council and the Department of Transportation to
25 initiate a wide ranging examination of the allocation

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2 of curb space in New York City. The dedication of
3 vast portions of our public streets to three private
4 vehicle storages is a 1950s era concept that's right
5 for change. While we've wisely moved on to many
6 other ideas that seemed sensible in the '50s, our
7 misguided parking policies have gotten a free pass.
8 As vehicle ownership patterns evolve, we should
9 concurrently be reinventing our streets. As more and
10 more goods arrive via Fed Ex and UPS and Fresh Direct
11 and as New York has increasingly availed themselves
12 or ride sharing services like Uber and Lyft and
13 Car2Go, it should be dedicating space on most city
14 blocks including residential blocks for deliveries
15 and pickups and drop-offs. Homeowners and renters
16 should be able to reserve curbside space for plumbers
17 and electricians and moving vans and other service
18 providers. Shared vehicles, cars and bikes should be
19 given priority over private ones. Further, the city
20 should reactivate and greatly expand its Park Smart
21 program and experiment widely with dynamic pricing of
22 curbside parking spaces. Multiple sitings have shown
23 that a large percentage of city driving involved
24 cruising for parking, and the underlying cause of
25 underpriced curb space, or curb space that isn't

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2 priced at all. We fully understand this politically
3 challenging territory to stake out. Car owners have
4 become deeply attached to free parking. Often
5 amended (sic) but that dynamic will require political
6 curbing. But it's also going to be critical to
7 reducing private vehicle ownership, freeing up the
8 good lots that chose too many of our streets, and
9 transforming New York City into a global leader on
10 Smart and innovative transportation policies. We've
11 taken some baby steps with changes to parking
12 amendment (sic) and rezoning for quality and
13 affordability text amendment, but we need wholesale
14 change. There is indeed a high cost of free parking.
15 Lastly, Intros 954 and 1234, which contains the
16 notification of residents, community board and
17 elected officials when parking regulations are
18 changed and meters are installed. While we believe
19 that they're well intentioned, they create an
20 unnecessary degree of bureaucracy and mandate
21 notification for notification's sake. It's high time
22 that we stop treating parking as a sacred cow. Thank
23 you.

24 CHAIRPERSON RODRIGUEZ: Thank you. With
25 that we come to the end of this hearing. Thank you

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2 and my colleagues especially Council Members Chin who
3 has stayed with me up to the end, and as I said
4 before, the great team of the Committee on
5 Transportation Kelly, Gafar, Jonathan, Emily, Chima
6 and Van—and Vander. This is the end of the our
7 hearing. This is the last one that we have in
8 December and this year, and we can be so proud that
9 we passed a number of bills. Our commitment is to
10 continue making transportation in New York City safe
11 and more efficient. With that, we come to the end.

12 [gavel]

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C E R T I F I C A T E

World Wide Dictation certifies that the foregoing transcript is a true and accurate record of the proceedings. We further certify that there is no relation to any of the parties to this action by blood or marriage, and that there is interest in the outcome of this matter.



Date January 2, 2017