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TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE MEETING ON APRIL 7, 2014
FROM:	JOHN BRAAM, P.ENG MANAGING DIRECTOR - ENVIRONMENTAL & ENGINEERING SERVICES & CITY ENGINEER
SUBJECT	COMMUNITY CARSHARE IN LONDON

RECOMMENDATION

That, on the recommendation of the Managing Director - Environmental & Engineering Services & City Engineer, the following actions be taken with respect to supporting community car sharing in London:

- a) use, at no charge, of the following six municipal parking spots for a 2 year pilot project to be undertaken by The People’s Car Co-Operative Inc. (operating as Community CarShare) **BE APPROVED IN PRINCIPLE** subject to the Municipal Council’s review and approval of an appropriate agreement; it being noted that it is anticipated that the agreement will be brought forward in late April or May 2014:
 - (i) Municipal Lot 2 near Banting House;
 - (ii) Municipal Lot 4 at Tolpuddle Housing Co-Op;
 - (iii) Municipal Lot 3E near Oxford/Richmond;
 - (iv) Municipal Lot 8 Budweiser Gardens;
 - (v) Municipal Lot 12 PUC Lot Ridout and Horton;
 - (vi) Municipal Lot 7 at the Parking Enforcement Office; and
- b) the Civic Administration **BE DIRECTED** to review and report back at a future meeting of the Civic Works Committee with respect to other requests made of the City of London regarding community car sharing, which includes the purchase of a corporate membership for City business and a \$150,000 line of credit;

it being noted that Community CarShare will be initiating a community car sharing program in London, irrespective of the Municipal Council’s decision with respect to b), above.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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Some relevant reports that can be found at www.london.ca under City Hall (Meetings) include:

- Community Energy Action Plan – Final Draft for Community Engagement (December 9, 2013 meeting of the Civic Works Committee, Agenda Item #8)
- Active Transportation (AT) and Transportation Demand Management (TDM) – Updates and the Next Steps (October 7, 2013 meeting of the Civic Works Committee, Agenda Item #12)

BACKGROUND

PURPOSE

The purpose of this information report is to provide Committee and Council with:

- an overview of the proposed expansion of Community CarShare to serve London,
- to approve in principle that six municipal parking lot spots be provided to Community CarShare without charge for two years, and
- to identify how City staff are approaching involvement in this initiative through a three phase City Pilot Project:



- Phase 1 – Assist with Program Establishment
- Phase 2 – Determine City Role with Program Expansion and Financing Arrangements
- Phase 3 – City Pilot Project Reporting

CONTEXT

City's Transportation Demand Management (TDM) Program and Connection with Carsharing

The purpose of the City's Transportation Demand Management (TDM) Program is to design and promote more efficient use of the existing transportation system by shifting more daily trips from driving alone to carpooling; shifting commuter drive time from peak to before/after peak; taking transit; teleworking; cycling and walking. It is closely tied to the City's ReThink London (Official Plan) process and the 2030 Transportation Master Plan goals and policies. The TDM Program, including active transportation strategies, encourages these transportation options to prolong the life of the existing roadway network and defer the need for costly road-widening capital projects while encouraging a healthier, active lifestyle for Londoners.

Carsharing can support TDM activities by providing those Londoners who are, or are interested in, using sustainable transportation choices for everyday mobility needs with access to a vehicle when the need arises. Surveys of North American carshare users have found that 15% to 32% of carsharing participants sell a vehicle after joining, and 25% to 71% delay or forgo a vehicle purchase (Shaheen, Susan et al 2010, "Carsharing Parking Policy Review of North American Practices and San Francisco, California, Bay Area Case Study").

A carshare program aligns with two key result areas from Council's Strategic Plan:

1. Supporting a Sustainable Infrastructure by providing residents an option to car-ownership, and
2. Encouraging A Green and Growing City by supporting a 'green culture' and reducing our carbon footprint.

In addition to the previously mentioned 2030 Transportation Master Plan and ReThink London processes, carsharing aligns with:

- The London Strengthening Neighbourhoods Strategy (2009) which encouraged the development of a carshare program to help make our neighbourhoods and city more sustainable.
- The Age Friendly London Three Year Action Plan (2012) which supports the investigation and implementation of a carsharing program as a way to make our transportation system more Age Friendly (see letter of support in Appendix A)
- The Community Energy Action Plan, currently out for community engagement, which is proposing to decrease the amount of petroleum-based fuel used per capita by 15 percent (from 2012 levels – 45 GJ/person) by 2018. Carsharing helps to reduce the number of cars on London roads and more efficiently use those that are purchased.

What is Carsharing and How Does it Work?

Carsharing organizations provide members access to a fleet of shared vehicles on an hourly basis, reducing the need for private vehicle ownership. They provide individuals the benefits of private vehicle use without the costs and responsibilities of ownership. Carsharing is ideal for individuals who regularly rely on walking, cycling and public transit for their daily transportation needs but occasionally need access to a vehicle for out of town trips, moving large items, shopping, or other special occasions (e.g., students, young professionals and seniors).

Most carsharing organizations charge a monthly membership fee (\$5 - \$40) along with a per hour and kilometre charge. Rates range from \$5 to \$10 per hour and about \$0.30 per kilometre. Members reserve cars online or on the phone and gain access to vehicles with scan cards or smartphones. At the end of the month, members receive a bill based on the amount they used the service. In most cases, insurance and gas are included in these fees.



Current State of Car Sharing in Canada

As of January 1, 2013, 20 Canadian operators claimed 141,351 members and shared 3,432 vehicles. Between January 2012 and January 2013, Canadian carsharing membership grew 53.4% and fleets grew 35.9% (Shaheen, Susan, and Adam Cohen 2013 "Innovative Mobility Carsharing Outlook: Carsharing Market Overview, Analysis, and Trends") (Appendix B).

There are generally two forms of carsharing organizations in Canada: for profit businesses and not-for-profit cooperatives. Both forms can be found in large, medium and small centres. A table listing all carsharing organizations by jurisdiction in Canada is included in Appendix B.

In recent years, a student-focused carsharing business – Student CarShare - has been providing service exclusively for students on 16 different campuses in Ontario and Quebec including Western and Fanshawe in London.

DISCUSSION

As noted under the Context section, carsharing (and bike sharing programs) have been reviewed by City staff and discussed in the community in the last 5 years as the role of both is increasing in popularity in North America. Specific to Community CarShare, City staff have been engaged in discussion over the past two years. Community CarShare staff have made:

- a number of local presentations to community groups,
- have been before the Advisory Committee on the Environment (ACE) and Transportation Advisory Committee (TAC),
- have implemented a marketing campaign to identify members for its organization in London, and
- have identified May 1, 2014 as a launch date in London.

A Brief Overview of Community CarShare

Founded in 1998, Community CarShare was Ontario's first legally incorporated carsharing program as a not-for-profit co-operative. The co-op's mission is to deliver a carsharing service and to promote carsharing as an important component of a transportation system that supports alternatives to privately-owned automobiles. Through this, the co-op seeks to reduce overall transportation costs, traffic congestion and air pollution. Community CarShare seeks to provide:

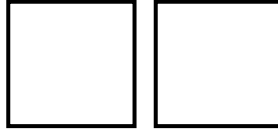
- access to vehicles on a self-serve, hourly, pay-per-use basis,
- education to the public about the economic, social, and environmental advantages of carsharing, and
- a model of a non-hierarchical, democratic enterprise as a service provider and employer.

Community CarShare now has 35 vehicles for use in 6 municipalities; Kitchener, Waterloo, Hamilton, Guelph, St. Catharines, and Elmira; and shared by over 1,000 drivers. Similar to national trends, Community CarShare has reported growth of 30-40% annually over the last four years.

What Is Proposed for London?

Based on our understanding of the program, what is proposed for London can be divided into 4 categories:

1. Administration, Management and Operational Technology: Community CarShare is an established entity with activities in cities comparable to London. The London operation will capitalize on the existing knowledge and systems being used in these other locations.
2. Fleet: Community CarShare will be expanding to London in spring, 2014 with three to four Toyota Corolla sedan and Toyota Matrix hatchback models. These are fuel efficient models, with low maintenance concerns and low complication for a diverse set of drivers. They are also assembled in Cambridge, providing an economic development benefit for Southern Ontario.
3. Station Network: Initial focus areas are the downtown core including Old South, Old East Village and the UWO main campus.



4. Employment: The establishment of service in London will necessitate the hiring of an employee (Regional Services Coordinator) to coordinate the local operations and serve members. A local office will be established in London, with frequent transportation to other offices provided for training, governance support, and work with colleagues.

What Support Is Requested from the City of London?

Three items have been requested for consideration by the City of London as part of the arrival of Community CarShare in London:

1. Access to 6 parking spaces without charge
2. City of London purchasing a corporate membership for City business
3. Providing a \$150,000 line of credit (with interest and payments to be made by Community CarShare)

To establish in London, access to 6 centrally located parking spaces that meet the needs of the Community CarShare membership is critical. The other two items are not critical to the arrival of the program.

1. Access to 6 parking spaces without charge

The 6 existing Community CarShare cities: Kitchener, Waterloo, Hamilton, Guelph, St. Catharines, and Elmira; all provided parking spot without charge. The Region of Waterloo also supported in the same manner.

The municipal lots that have been requested are identified on a map in Appendix D and include:

- Municipal Lot 2 near Banting House
- Municipal Lot 4 at Tolpuddle Housing Co-Op
- Municipal Lot 3E near Oxford/Richmond
- Municipal Lot 8 Budweiser Gardens
- Municipal Lot 12 PUC Lot Ridout and Horton
- Municipal Lot 7 at the Parking Enforcement Office

The estimated value of these parking spots for one year is \$4,500 (Appendix D). This has been determined by assigning the parking spot the monthly fee for 12 months. What is important to note is that this does not represent the amount of lost revenue to the City as how full these lots are varies from lot to lot. For a few of these lots there will be \$0 lost revenue because spots are available at this point in time.

These locations have been discussed with staff from Licensing and Municipal Law Enforcement who are responsible for parking operations.

In addition, Community CarShare has made similar requests for no-cost parking spots to the:

- Middlesex London Health Unit
- TD Bank in Old South
- Covent Garden Market
- The lot under City Hall (managed by the Covent Garden Market)
- London Convention Centre, and
- Western University

City staff believe that providing these six locations is an excellent contribution as part of Phase 1 of our Pilot Project involvement. We also recognize that additional requests for parking spaces and expanded locations are part of Phase 2 (see next page for phases).

2. City of London purchasing a corporate membership for City business

This item is currently under consideration by City staff and will be reported on as part of Phase 2. The Region of Waterloo and the Cities of Kitchener, Waterloo, and Hamilton are all corporate members.

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3. Providing a \$150,000 line of credit (with interest and payments to be made by Community CarShare)

This item is currently under consideration by City staff and will be reported on as part of Phase 2. The Region of Waterloo and the Cities of Kitchener, Waterloo, and Hamilton have provided lines of credit at various amounts.

Next Steps

The following activities are planned for this City Pilot Project:

Phase 1 – Assist with Program Establishment

- Step 1a: Provide parking spots in 6 municipal parking lots clustered in central London at no cost.
- Step 1b: Complete Municipal Lot Parking Spot Agreement review and provide staff recommendations to Committee and Council in late April or May.
- Step 2: Review requirements and become a corporate member of Community CarShare to study the role that car sharing services may play to reduce corporate fleet management costs.

Phase 2 – Determine City Role with Program Expansion and Financing Arrangements

- Step 1: Assess request from Community CarShare for a \$150,000 line of credit including financial impacts, social benefits and risks.
- Step 2: Review other potential public parking locations to expand carshare network and develop recommendations for growth.

Phase 3 – City Pilot Project Reporting

- Step 1: Prepare interim report on the Pilot Project and submit to Civic Works Committee (after one year)
- Step 2: Prepare final report on the City Pilot Project and submit to Civic Works Committee (after two years year)

ACKNOWLEDGEMENTS

This report was prepared in discussion with City staff from Licensing & Municipal Law Enforcement, Finance and Risk Management.

PREPARED BY:	PREPARED BY:
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APPENDIX A

Letter of Support from Age Friendly London



Thursday March 20th, 2014

To Whom It May Concern,

The purpose of this letter is to express support for the implementation of the Community CarShare program in London, Ontario, on behalf of the Transportation Working Group of the Age Friendly London Network (AFLN).

The Transportation Working Group is committed to encouraging accessible and sustainable transportation for everyone in London, including older adults. Along with the other working groups of the Age Friendly London Network, we are working to achieve this goal through the implementation of the strategies outlined in our Age Friendly London Three Year Action Plan. One of these strategies is to "Increase opportunities for safe and active transportation", and one of the actions that our group has identified to achieve this strategy is "Investigate and implement a car sharing program".

As evidenced by the objective stated above, the goals of our working group are well-aligned with those of Community CarShare, and we would be willing to support the success of this program by promoting awareness of Community CarShare within the AFLN and also among the broader community. The AFLN currently has over 160 members, including older adults, baby boomers, caregivers, researchers, and representatives from a variety of community organizations and agencies including the London Transit Commission, Community Care Access Centre, Over 55, Pillar Nonprofit Network, and the London Intercommunity Health Centre, to name just a few. As members of the Network, we recognize that transportation is a key factor influencing active aging. Access to transportation impacts civic participation, social inclusion, and access to community and health services.

We are confident that Community CarShare will help to broaden the transportation options of older adults in London, and enrich opportunities for safe, affordable, and accessible transportation. For these reasons, we are expressing our support for the development of Community CarShare in London. We look forward to working with Community CarShare to increase transportation options in our city.

Sincerely,

A handwritten signature in black ink, appearing to read "Michelle Dellamora".

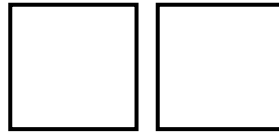
Michelle Dellamora, Age Friendly Coordinator, on behalf of:

A handwritten signature in blue ink, appearing to read "Tyson Cragg".

Tyson Cragg, London Transit Commission and

Margery Sherritt

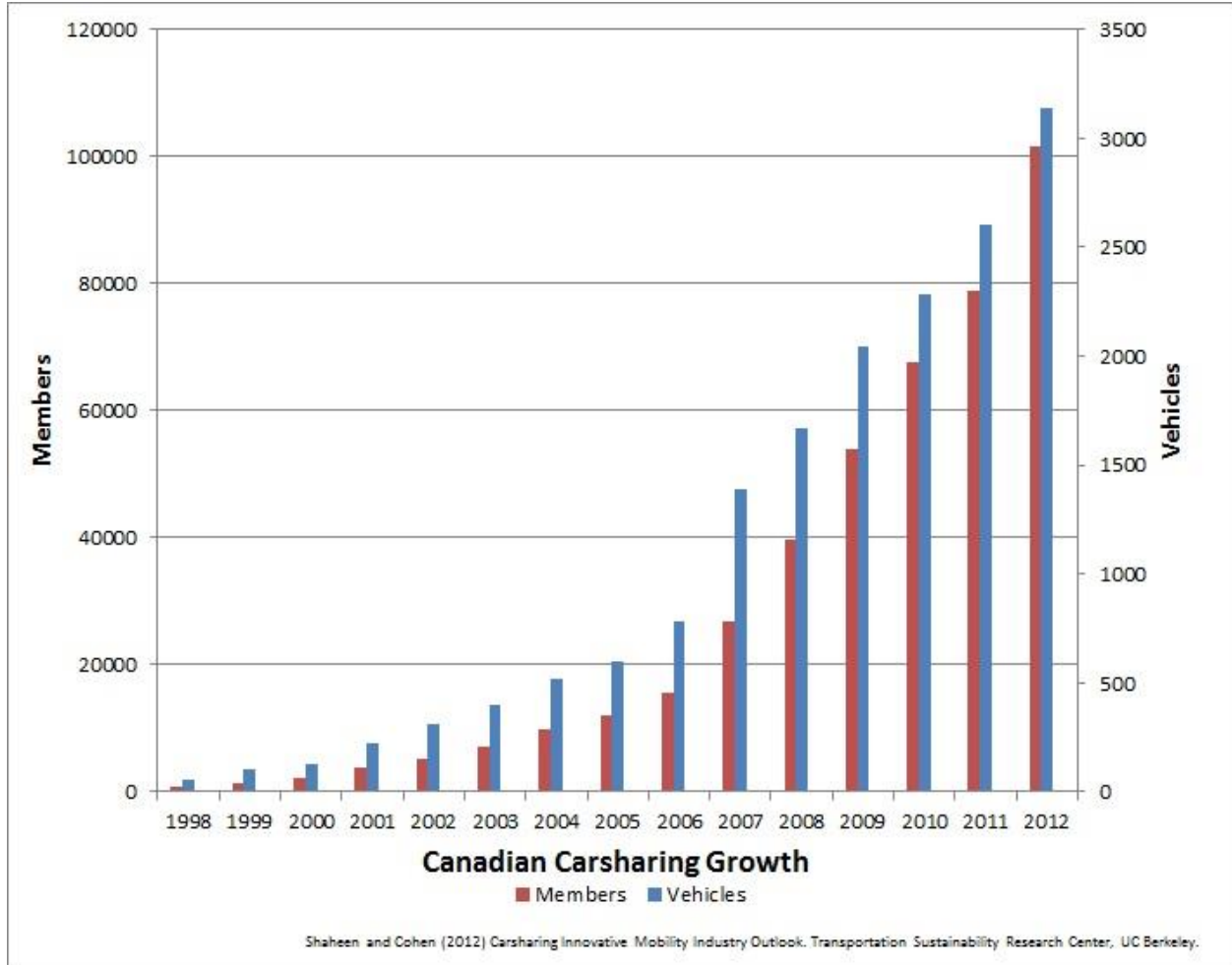
Co-Chairs of the Transportation Working Group of the Age Friendly London Network



APPENDIX B

Current State of Car Sharing in Canada

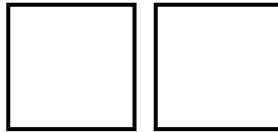
Canadian Carsharing Growth 1998 - 2012



Carshare Services by City in Canada

Note: Student CarShare is not included in the list below as it is only targeting students and not the general public.

City	Service Provider	Number of Vehicles
ONTARIO		
Toronto	AutoShare (recently purchased by Enterprise Rent-a-Car)	>100
	ZipCar	>100
	Car2Go	>100
Ottawa	Vrtucar	>100
Kingston	Vrtucar	3
<i>Kitchener-Waterloo</i>	<i>Community CarShare</i>	21
<i>Hamilton</i>	<i>Community CarShare</i>	9
<i>Guelph</i>	<i>Community CarShare</i>	3
<i>St. Catharines</i>	<i>Community CarShare</i>	1
<i>Elmira</i>	<i>Community CarShare</i>	1



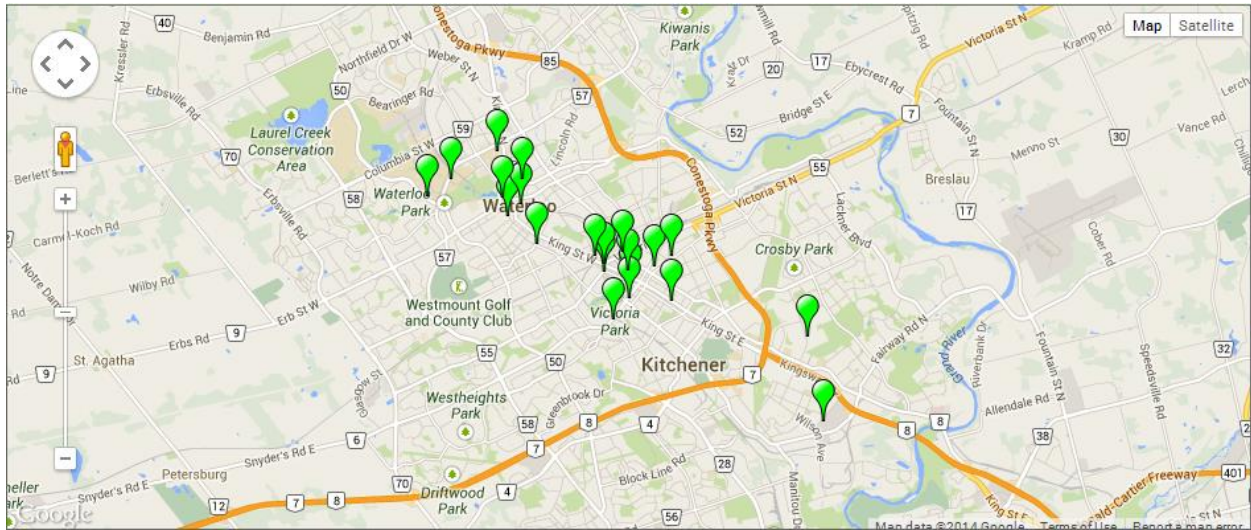
City	Service Provider	Number of Vehicles
QUEBEC		
Montreal	Communauto	>100
	Car2Go	>100
Quebec City	Communauto	98
Gatineau	Communauto	16
Sherbrooke	Communauto	17
BRITISH COLUMBIA		
Vancouver	Modo The Car Coop	>100
	Zipcar	>100
	Car2go	>100
Fernie	Kootenay Car Share Coop	1
Kaslo	Kootenay Car Share Coop	3
Kimberely	Kootenay Car Share Coop	1
Nelson	Kootenay Car Share Coop	10
Revelstoke	Kootenay Car Share Coop	1
Rossland	Kootenay Car Share Coop	1
Nanaimo	Nanaimo CarShare	2
Victoria	Victoria Car Share Co-op	42
ALBERTA		
Calgary	Calgary Alternative Transportation Co-Op	6
	Car2Go	>100
Edmonton	Carsharing Co-operative of Edmonton	Not available
SASKATCHEWAN		
Regina	Regina Car Share Co-operative	Not available
MANITOBA		
Winnipeg	Peg City Car Co-op	9
NOVA SCOTIA		
Halifax	CarShare HFX	32

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APPENDIX C

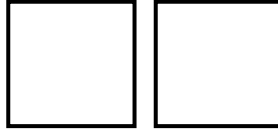
Details on Community CarShare

Location of Parking Spaces used by Community CarShare in Kitchener-Waterloo



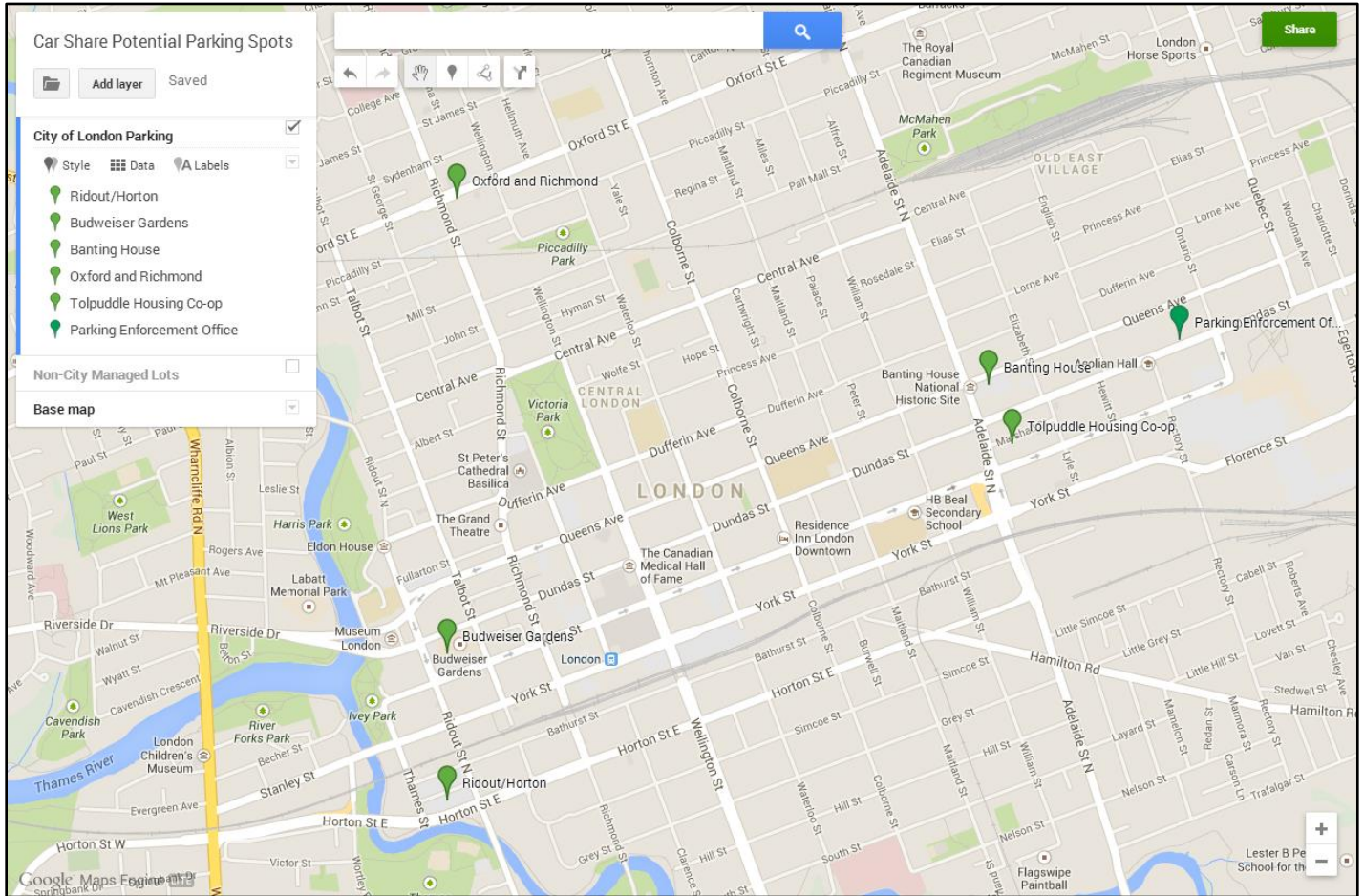
Example of Community CarShare Car in Designated Parking Spot





APPENDIX D

City of London Municipal Parking Lot Requests



Estimated of Annual Contribution of Parking Space

Lot Location		Annual Permit Revenue	How often is lot at capacity?
Lot 2 near Banting House			
Daily Rate	\$4.50		
Evening Rate	\$2.50		
Monthly Permit	\$50	\$600	Rarely
Lot 4 Tolpuddle Housing Coop			
Daily Rate	\$4.50		
Evening Rate	\$2.50		
Monthly Permit	\$50	\$600	Sometimes
Lot 7 Parking Enforcement Office			
Daily Rate	\$4.50		
Evening Rate	\$2.50		
Monthly Permit	\$50	\$600	Sometimes
Lot 3E near Oxford/Richmond			
Daily Rate	\$8.00		
Evening Rate	\$6.00		
Monthly Permit	\$50	\$600	Sometimes

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Lot Location		Annual Permit Revenue	How often is lot at capacity?
Lot 8 Budweiser Gardens			
Daily Rate	\$8.00		
Evening Rate	\$6.00		
Monthly Permit	\$100	\$1,200	Often
Lot 12 PUC Lot Ridout and Horton			
Daily Rate	\$5.00		
Evening Rate	\$4.00		
Monthly Permit	\$70	\$840	Rarely
TOTAL ESTIMATED ANNUAL CONTRIBUTION		\$4,440	

Note: the true value of this contribution varies based on how often the lots are at capacity.