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TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE MEETING ON APRIL 20, 2015
FROM:	JAY STANFORD DIRECTOR, ENVIRONMENT, FLEET, & SOLID WASTE
SUBJECT:	UPDATE: REGIONAL RIDESHARE PROGRAM

RECOMMENDATION

That, on the recommendation of the Director of Environment, Fleet and Solid Waste, the:

- a) This report **BE RECEIVED** for information; and
- b) This report **BE FORWARDED** to the Transportation Advisory Committee (TAC) for information, discussion and input.

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:

- Report to the September 22nd 2014 Civic Works Committee (CWC) Meeting, Active Transportation (AT) and Transportation Demand Management (TDM) – Status Report and the Next Steps (Agenda Item #5)
- Report to the July 21st 2014 Civic Works Committee (CWC) Meeting, Community Energy Action Program (Agenda Item #16)
- Report to the June 19th, 2012 Civic Works (CWC) Meeting, London 2030 Transportation Master Plan (Agenda Item #16)
- Report to the September 24th 2007 Environment and Transportation Committee, Update: Community-Wide Carpool Program (Agenda Item #13)

BACKGROUND

PURPOSE

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

- An overview of the City of London’s carpool program; and
- An update on the new Regional Rideshare Program the City of London has developed in partnership with neighbouring municipal governments, including details on the upcoming launch in May 2015.

CONTEXT

Carpooling, also known as ridesharing, involves two or more people that commute to work or other destinations together in a private vehicle. Carpool members work out their own agreements on who drives and how often, schedules, and cost sharing for gas, parking and maintenance.

2015-2019 - Strategic Plan for the City of London

Municipal Council has recognized the importance of carpooling and an efficient transportation system in its 2015-2019 - Strategic Plan for the City of London ([2015 – 2019 Strategic Plan](#)). With respect to this Civic Work Committee (CWC) Report, 3 of the 4 Areas of Focus address transportation matters and improving efficiency within the system:

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Building a Sustainable City

- Robust infrastructure
- Convenient and connected mobility choices
- Strong and healthy environment

Growing our Economy

- Strategic, collaborative partnerships

Leading in Public Service

- Collaborative, engaged leadership
- Excellent service delivery

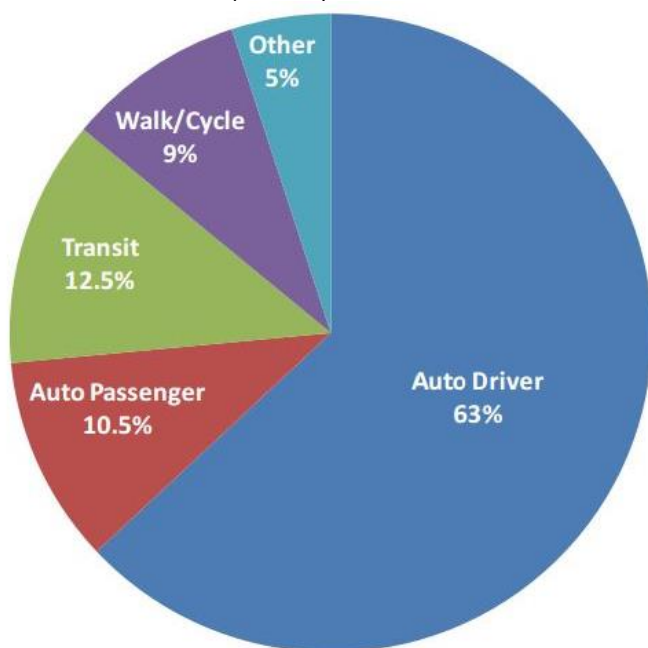
Benefits of Carpooling

There are a number of routes in London where traffic volume exceeds capacity at peak times, resulting in travel delays, congestion, traffic diversion, and associated socio-economic and environmental impacts. Carpool promotion is part of the Transportation Demand Management (TDM) suite of tools helping to address high traffic volumes. Widespread carpooling has several benefits, including:

- Less road congestion during peak hours from a reduction in single-occupant vehicles. If traffic congestion decreases, then less time is spent commuting.
- Improved utilization of existing parking facilities. This can increase parking convenience for more employees.
- Improved local air quality from fewer cars on the road. Every carpool passenger is one less motor vehicle on the road, which reduces impact on the environment and public health.
- Better access to more destinations for those who do not drive. It is also an opportunity to socialize with fellow carpoolers.
- Ultimately, more carpooling will result in improved roadway traffic volume ratings and potentially reduce the need for future roadway widening.

Role of Carpooling in London as Part of the Overall Transportation System

According to the City of London Household Travel Survey conducted as part of the Smart Moves 2030 Transportation Master Plan, in 2009, 10.5 percent of afternoon rush hour commuters were passengers in a carpool. This is up from 8.3 percent in 2002. Carpooling is the third most common choice for commuters in London after Single Occupancy Vehicles (63%) and Public Transit (12.5%).



2009 PM Peak Period Mode Shares

Why Target Commuters?

Approximately 57% of travel in the City occurs during the morning and evening “rush hour” peak travel periods, with almost one quarter of total daily trips being work-related.

(2030 Smart Moves TMP)

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The Household Travel Survey also indicated that four percent of trips made on London’s roads originated outside of London. Also, from our experience with the Workforce Mobility Project, we found that large employers in London can have over 30 percent of their workforce commuting in from outside London.

Carpooling, or ridesharing, is an important tool in the City of London’s Transportation Demand Management toolbox. In order to build on the success of our existing London Carpools rideshare program, we have engaged municipalities in our surrounding region that are part of London’s “commuter shed” in order to reinvigorate and expand the scope of this important program.

DISCUSSION:

Previous Carpool Experience in London

Details on London’s carpool experience between 2000 and 2014 are provided in Appendix A including how the program has changed over the years.

The New Regional Approach

In early 2014, the City was approached by the United Way of Huron and Perth, who were seeking advice about our experiences with our ridematch web service, as they were considering licencing one for their region (including Huron and Perth Counties, the Town of St. Marys, and City of Stratford). Through multiple conversations, and our own knowledge that many of their residents commute into London, we explored the possibility of aligning resources toward a shared regional rideshare initiative.

Based on results from the 2009 Household Travel Survey, which included residents of London’s Census Metropolitan Area, it is estimated that 23,350 daily trips (about 4% of London’s total) are made by residents living outside the city, traveling into London for work, school, shopping or other personal recreational activities. For large employers, this number can be over 30 percent. From our own data, we also know that about one-third of the current users of LondonCarpools.ca reside outside London.

While we were engaging in discussions with our regional neighbours, we were informed by Pathway Intelligence that the ridematching technology had been updated again and the price for the annual licence would be increasing from \$11,000 to \$16,000.

It was therefore deemed appropriate to move forward with a regional partnership for the following reasons:

- Cost savings (see table below)
- Greater impact by connecting with broader region
- Promotional benefit from the new regional approach (potential for media buzz)
- Initiating a conversation on greater regional transportation options, strengthening London’s position as our region’s hub.

Over the past few months, we have approached other regional municipalities to join the partnership, including Middlesex County (confirmed), Elgin County (pending Council approval), and the City of St. Thomas (pending Council approval).

Program Budget

There is \$25,000 in the 2015 budget allocated to supporting the implementation of the new Regional Rideshare program. These funds will be spent on our share of the annual web licence, the development of the promotional and marketing materials, and our own local advertising purchases, which are not yet finalized.

As the table on the next page demonstrates, the cost sharing is calculated based on population. Note that the \$14,000 for Brand and Marketing Material Development is only a one-time fee.

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Municipalities	Population	Regional Rideshare Website - Annual Fee (ongoing)	Brand and Marketing Material Development (one-time)	Total for Year One
City of London	371,000	\$10,300	\$9,010	\$19,310
Huron County	59,000	\$1,640	\$1,430	\$3,070
Perth County	37,600	\$1,040	\$910	\$1,950
Town of St. Marys	6,700	\$190	\$170	\$360
City of Stratford	30,900	\$860	\$750	\$1,610
Middlesex County	71,000	\$1,970	\$1,730	\$3,700
Total	576,200	\$16,000	\$14,000	\$30,000

Next Steps

After the program launches in May (proposed), other potential regional partners such as Oxford County, the City of Woodstock, and Lambton County will be invited to join the program.

Acknowledgements

This report was prepared with assistance from Ryan Craven, Acting Transportation Demand Management Coordinator.

PREPARED BY:	PREPARED BY:
ALLISON MILLER, M.C.P., M.C.I.P., R.P.P. COORDINATOR, TRANSPORTATION DEMAND MANAGEMENT	JAMIE SKIMMING, P. ENG. MANAGER, AIR QUALITY
PREPARED AND RECOMMENDED BY:	REVIEWED & CONCURRED BY:
JAY STANFORD, M.A., M.P.A. DIRECTOR, ENVIRONMENT, FLEET & SOLID WASTE	JOHN BRAAM, P.ENG. MANAGING DIRECTOR, ENGINEERING SERVICES & CITY ENGINEER

c Edward Soldo, Director, Roads & Transportation

APPENDIX A Previous and Current Carpool Experience in London

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APPENDIX A

Previous and Current Carpool Experience in London

In 2000, the City of London retained the services of Viva Commute Inc. to develop a ridematch web service City of London employees. The purpose of the Viva Commute system was to test the service internally, and then offer it to other London workplaces and the general public at the appropriate time. This pilot service provided valuable learnings to expand to all Londoners.

In 2005, City staff designed and developed the Business Travel Wise Program and began testing a web-based ridematch service for public use with a small number of employers. This service, provided by Pathway Intelligence Inc., was called *Carpool Zone* and was made available to all London employers and members of the public in October 2007. The goal of the service was to address the barrier that many potential carpoolers face, mainly not knowing other carpoolers in their neighbourhood, at work, or at school. The web service provided City staff measurement and reporting capabilities that allowed us to monitor the success of the program.

At the time, \$25,000 was allocated to cover the cost of the program, including approximately \$10,000 for the annual web licence and \$15,000 for promotion and education materials. Four billboards (see example artwork below) were purchased along major commuter routes and three different radio commercials were aired.

Since 2007, on an annual basis, between \$12,000 and \$16,000 is spent on the Carpool Program.



City of London carpool billboard artwork, 2007.

The 2004 Transportation Master Plan set the goal of increasing the rate of carpooling in London from 8.3 percent to 9.3 percent by 2024. Based on results from the 2009 Household Travel Survey mentioned earlier, we know this target has been met and surpassed. This success is likely due to a combination of the City of London’s carpool program and increasing gas prices.

In 2012, Pathway Intelligence updated their technology creating a better user experience and a personalized name and look. Since then, the web service has been called *LondonCarpools.ca* (see screen shot on next page).

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London Carpools

[City of London Website](#) [London Carpools Home](#) [Tips for Carpoolers](#) [FAQ](#)


acook@london.ca [Account](#) [Log out](#)

[Inbox \(0\)](#) [Calendar](#) [Surveys](#) [Statistics](#)

[Trips](#) [Matches](#) [Carpools](#)

Instant Signup

Use the links below if you see your employer, school, or neighborhood listed. Otherwise register using this link to the left. [Contact Us](#) to have your workplace listed.

<p>Workplaces</p> <ul style="list-style-type: none"> 3M City of London Corporation Compass Group Canada CRA London Dillon Consulting Ltd Fanshawe College GDLS-C Kellogg Canada Labatt Breweries Lac-Mac London Health Sciences St. Joseph's Health Care Stream Global Services TrojanUV 	<p>Neighbourhoods</p> <ul style="list-style-type: none"> Summerside Neighbourhood Westminster Neighbourhood <p>Schools</p> <ul style="list-style-type: none"> Fanshawe College Western University We First 	 <p>Need Help?</p> <p>Read our Frequently Asked Questions Watch a video demonstration (flash plug-in required) Contact us</p> <p>Privacy</p> <p>Your privacy is important to us. We do not share or sell our user lists to anyone. If you receive an email through the website from someone who wants to carpool, it's up to you to respond to determine compatibility. Your email</p>
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Screen shot of the current ridematch web service – www.londoncarpools.ca

Due to other opportunities and priorities over the past three years, City staff has not invested in promoting this new “brand” city-wide. Rather the focus has been on promoting at targeted workplaces. As a result, use of the web service has declined in recent years.

Over the past seven years, we have reached over 15,000 Londoners with carpooling promotion, and over 2,500 Londoners have benefited from our ridematch web service.