

TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE MEETING ON MARCH 29, 2016
FROM:	JAY STANFORD, M.A., M.P.A. DIRECTOR, ENVIRONMENT, FLEET & SOLID WASTE
SUBJECT	UPDATE ON COMMUNITY CARSHARE IN LONDON

RECOMMENDATION

That on the recommendation of the Director, Environment, Fleet & Solid Waste the following actions **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

Some relevant reports that can be found at www.london.ca under City Hall (Meetings) include:

- Parking Location Agreement with Community CarShare for Utilizing Municipal Parking Lot Locations (May 26, 2014 meeting of the Civic Works Committee - CWC, Agenda Item #4)
- Community CarShare in London (April 7, 2014 meeting of the Civic Works Committee, Agenda Item # 4)

STRATEGIC PLAN 2015-2019

Municipal Council has recognized the importance of climate change, transportation, innovation and other related environmental issues in its 2015-2019 - Strategic Plan for the City of London ([2015 – 2019 Strategic Plan](#)). Encouraging the use of car sharing services supports three of the four Areas of Focus:

Building a Sustainable City

- Convenient and connected mobility choices
- Strong and healthy environment

Growing our Economy

- Local, regional, and global innovation
- Strategic, collaborative partnerships

Leading in Public Service

- Collaborative, engaged leadership
- Excellent service delivery

BACKGROUND

PURPOSE

The purpose of this report is to provide Committee and Council with the status of car sharing services in London and the status of outstanding requests from Community CarShare (Deferred Matter #23).

CONTEXT

In April 2014, the City of London assisted Community CarShare Co-operative establish in London by securing locations in Municipal Lot to be used for the car sharing program. Parking stalls in the following locations were approved by by-law in June 2014 for their use:

- (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, and
- (vi) Municipal Lot 7 at the Parking Enforcement Office

In addition, in April 2014, Council directed staff as follows (Item b from the report):

- 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.”

This CWC report addresses Deferred Matter #23.

DISCUSSION

Background – Car Sharing

Car sharing provides people who are, or are interested in, using sustainable transportation choices for everyday mobility needs with access to a vehicle when the need arises.

Car sharing 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. Car sharing 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 local errands, out of town trips, moving large items or other special instances.

Many car sharing organizations highlight environmental and social purpose as a high priority and often downplay business and financial objectives. From a Transportation Demand Management (TDM) perspective, car sharing assists in many ways as it can help reduce congestion, road and parking facility costs, accidents, greenhouse gas generation, resource consumption and other negative environmental impacts.

Background – Car Sharing as part of the Sharing Economy

There is no universal definition for the sharing economy in Canada but interest in the subject area has been growing substantially in recent years.

The Mowat Centre (an independent public policy think tank located at the School of Public Policy & Governance at the University of Toronto) produced a report called *Policymaking for the Sharing Economy: Beyond Whack-A-Mole* (Sunil Johal and Noah Zon, February 2015) that identified two main business models that are typically part of the discussion on the sharing economy:

“The first model is based around people renting their assets to each other on a short-term basis. This approach — sometimes called “collaborative consumption” — presents a sharp contrast to the way people usually do business. In this model, production and ownership of goods and services is diffuse, and people bypass traditional businesses to rent or buy from one another instead — what PwC [PricewaterhouseCoopers] calls “consumers becoming competitors.”

The other main business model in the sharing economy is “product-as-a-service,” where consumers can rent products rather than buy them, often from a company that owns the asset.”

Car sharing is a service that has been classified under either of these two models in the literature. What is important to recognize is that there are both formal and informal sharing arrangements that may not fall into either model that are gaining momentum in cities around the world. In many cases it is innovative and community-minded citizens pushing the boundary of sharing through bartering, borrowing and exchanging. Along with this can come environmental benefits, community building and community networking.

In 2015 the Ontario Chamber of Commerce (OCC) released a report produced in association with PwC called *Harnessing the Power of the Sharing Economy*. The report focuses on the need for Canada and Ontario to move quickly on the opportunities and to ensure that gaps with tax compliance, for example, are filled. The report also included results from a 2014 survey by Leger (a Canadian polling, research and strategic marketing firm) that highlighted the following:

- two thirds of Ontarians believe that the growth of companies in the sharing economy is good for Ontario's economy.
- 45% of Canadians are willing to rent their belongings to others.
- 42% are willing to rent from others.
- 40% is the proportion of young Ontarians (18-34) that are consumers in the sharing economy

When asked "Why are Ontarians using Shared Services?"

- 63% say it is more affordable than traditional services
- 49% say it is more convenient than traditional services

Overview of Car Sharing Services in London

Community CarShare

Founded in 1998, Community CarShare was Ontario's first legally incorporated car sharing program as a not-for-profit co-operative. The co-op's mission is to deliver a car sharing service and to promote car sharing 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 car sharing, and
- a model of a non-hierarchical, democratic enterprise as a service provider and employer

On Tuesday May 1, 2014, Community CarShare officially launched their service in London with 3 cars located at Covent Garden Market, London Convention Centre, and the Mary Campbell Housing Co-op. Currently, Community CarShare has over 60 vehicles for use in more than 7 municipalities; Kitchener, Waterloo, Hamilton, Guelph, St. Catharines, Elmira and London; and shared by over 1,900 drivers. The organization has seven full-time staff.

ZipCar

ZipCar is an American company that started its car sharing business in early 2000 based on a European model. In 2013 it was purchased by Avis Budget Group. It has expanded across Canada working with many different universities. Zipcar has established relationships with more than 400 universities across North America. Zipcar indicates that it has 900,000 members and offers about 10,000 vehicles in Canada, United States, United Kingdom, Spain, France, Austria and Turkey.

In London, the ZipCar program started at Western University a couple of years ago and Fanshawe College started in September 2015. Currently there are 4 cars and 4 parking locations.

Student CarShare

Student CarShare was established in 2013 in Canada and by early 2015 had expanded to 35 campuses from Victoria to St. John's including London where there were 3 known locations with vehicles.

In the last month Student CarShare has stopped its Canadian operations which impacts activities at Western University. This notice is posted on their website:

Thank you to all members of Student CarShare. We sincerely apologize for any inconvenience. In our attempt to provide low cost transportation to the students of Canada, unfortunately we couldn't sustain the business model and we have had to shut down Student CarShare. For questions or concerns:
scscanadascs@gmail.com

City staff have no further details on this matter including what impact was caused to local students at Western.

Other Car Sharing Opportunities

In addition to the above 3 car sharing services, at least 10 more are currently in operation across Canada. Some services would be classified as cooperatives similar to Community CarShare or standalone businesses while others are business lines within a larger business (e.g., Enterprise CarShare).

Other than Community CarShare and Zipcar, it is possible that other car sharing arrangements could be made in London.

Community CarShare Outstanding Requests

Part of the 2014 Council Resolution included two additional requests from Community CarShare as follows:

Request for City to buy a Corporate Membership in Community CarShare

In recent years, City spare vehicles and service pool vehicles have been greatly reduced in order to keep rental rates and overhead costs down. There is a small contingency of passenger vehicles and pickup trucks used to backfill for vehicles that are in for service. In cases of out of town travel, Fleet Services does its best to accommodate with borrowing a vehicle from City divisions or the vehicles in the service pool.

Fleet Services continues to monitor and report low mileage and utilization data City divisions throughout the year and also encourages shared use when annual assignments are developed.

Specific to Council's recommendation, in late 2014 and 2015 City staff began a dialogue with selected areas of the City that represented potential locations for a car sharing arrangement. City staff began to scope out a potential pilot project that would involve Community CarShare vehicles but in 2015, due to workload challenges, was unable to finalize the plan.

Currently City staff are developing the details of how a pilot project would work and will present this opportunity, along with other ideas, as part of an updated Green Fleet report in the third quarter of 2016 (July-August). It is worth noting that the City of Hamilton presented their findings and pilot project methodology to Hamilton Council in January 2016. Further discussion with Hamilton staff will occur in the next few months.

Request for \$150,000 line of credit

City staff met with Matthew Piggott (Member Services Manager at Community CarShare) and indicated that Community CarShare is no longer in need of a line of credit from the City of London.

City staff advised Mr. Piggott that Municipal Council approved a new application process for funding from 2017-2019 under the London Community Grants Program. All organizations who are interested in receiving municipal funding (operational and/or capital funding) in 2017 must apply through this new process. There are four granting

streams. Three streams are multi-year (Strengthening our Community, Building a Sustainable City and Growing our Economy) the fourth stream is annual (Innovation and Capital). Details are found here: london.ca/communitygrants.

City staff will continue to promote car sharing in London as part of the overall TDM program. Car sharing is also one of the many items that is discussed with our local communities as part of the Active & Green Communities engagement projects.

ACKNOWLEDGEMENTS:

This report was prepared with assistance of Allison Miller, Transportation Demand Management Coordinator, Jamie Skimming, P.Eng., Manager, Air Quality and Mike Bushby, Division Manager, Fleet & Operational Services.

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