

**Transportation Standing Committee
February 5, 2014**

TO: Chair and Members of the Transportation Standing Committee

SUBMITTED BY: Original signed

Jane Fraser, Director, Planning & Infrastructure

Original signed

Eddie Robar, Director, Metro Transit

DATE: January 29, 2014

SUBJECT: Ideal Carsharing City

INFORMATION REPORT

ORIGIN

At the June 11, 2013, meeting of Halifax Regional Council (item 10.2.2) a motion was passed from a recommendation by the Transportation Standing Committee to direct staff to review a letter dated May 16, 2013, titled “Ideal Carshare City” and produce a report with specific consideration for adding dedicated car share parking spaces at HRM park and rides and HRM facilities.

LEGISLATIVE AUTHORITY

HRM Charter section 71 (1) (a) states: “The Municipality may solicit and encourage the establishment of new, and the establishment, development and expansion of existing institutions, industries and businesses in and around the Municipality.”

BACKGROUND

The letter addressed to the Mayor and the Transportation Standing Committee was from Pam Cooley. The letter suggests four measures that the Municipality could implement to create positive effects for any carshare organization operating within the Municipality. Those measures are:

- Partnering to allow carshares to offer a year of transit passes for its members
- Develop a by-law to allow for relief of parking requirements associated with development applications that demonstrate a provision of carshare
- Facilitating the ability for carshare vehicles to be parked on streets with parking controls
- HRM, as an employer, to adopt carshare as part of its provision of work-related transportation

The Transportation Standing Committee added its own measure for consideration:

- Provide dedicated carshare parking at HRM facilities

DISCUSSION

Many of the Priority Outcomes from Regional Council's approved Transportation Focus Area refer to integration of mobility modes. Carshare is an important element of regional mobility and opportunities to integrate it with other mobility modes should be developed where possible.

A review of the "Ideal Carshare City" submission by staff from Strategic Transportation Planning, Metro Transit, Facilities Management and Legal Services produced the following comments:

Allow carshare companies to offer transit passes to their clients

HRM is currently in the process of developing an annual SmartTrip E-Pass which is intended for use by employers who are members of the SmartTrip program. There is an opportunity to consider treating a carshare company and its clients in the same way that the SmartTrip program deals with employers and their employees. Under the program, HRM provides an incentive for each employee in the program and the incentive must be at least matched by the employer. This results in a lower monthly cost to the employee as the employer pays 87.5% of the cost of twelve monthly passes to HRM and can charge its employees no more than 75% of the monthly pass cost. To be consistent with the fundamentals of the program, a carshare operator would have to recover the "employer share" by building it into the cost of all memberships and not just the fees of the clients requesting an E-Pass.

Develop a by-law to relieve developers of minimum parking requirements when carshare is provided

Staff does not believe a by-law amendment would be effective as it would be difficult for staff to ensure ongoing compliance. A more effective approach would be to comprehensively and regularly analyze parking requirements and adopt revised standards that would apply everywhere based on the actual modal split.

Allow carshare vehicles to be parked on-street in areas with parking controls

HRM's Residential On-street Parking Policy is designed to provide residents who live on streets with high outside parking demand to enjoy reasonable access to on-street parking when they need it. To make the policy work, residents can receive a residents' parking exemption for a specific vehicle provided they can demonstrate the address on the vehicle registration is an address on that block. This type of control does not currently accommodate residents who do not own a car but use a carshare service. HRM is currently in the process of developing on-line technology to allow more flexibility and convenience in the management and enforcement of parking controls. We believe that technology will be able to accommodate the needs of carshare users who live on streets with parking controls. Greater flexibility in the management of parking in residential areas is being considered as part of amendments to the Residential On-street Parking Bylaw.

HRM as an employer will use carshare

HRM currently operates an internal carshare system that allows employees to book and use a small fleet of SmartCars for business-related travel. Staff is currently evaluating opportunities to supplement this service with an external provider and expect to report to the Committee in March, 2014 with those results. Staff members who have a personal membership with a carshare service and who use a carshare vehicle for work-related travel would claim the standard personal mileage rate.

Provide dedicated carshare parking spaces at HRM facilities

HRM currently provides a home-base parking space for a carshare vehicle at Alderney Gate. In general, we support the provision of a home-base parking space at HRM facilities although that would have to be evaluated on a case-by-case basis with concern for any other demands on parking. For example, there is only very limited parking available at Metro Transit facilities within the area currently served by carshare (primarily downtown Dartmouth and peninsular Halifax), and not many opportunities to provide a carshare space. However, carshare was able to recently locate a vehicle in the Dartmouth SportsPlex parking area, adjacent to the Metro Transit Bridge Terminal, which is a good example of the integration that can take place.

Parking demand at HRM facilities is generally very high and we avoid dedicating spaces for specific uses, other than accessible parking, to keep the utilization of spaces high. For this reason, we would not recommend dedicating spaces for "destination parking" of carshare vehicles.

FINANCIAL IMPLICATIONS

No financial implications have been identified at this time.

COMMUNITY ENGAGEMENT

No community engagement has been undertaken in association with this report.

ATTACHMENTS

Attachment A: May 16, 2013 letter from Pam Cooley titled "Ideal Carsharing City"

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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Report Approved by: Original signed

Austin French, Manager, Planning, 490-6717

Attachment 1

Item 4.3.2

To: Mike Savage, Mayor of HRM, Committee members of the Transportation Standing Committee
From: Pam Cooley
Re: Ideal Carsharing City

May 16, 2013

There are many strategies the HRM could do at this point and time in the City Plan review towards being the "Ideal CarSharing City" (meaning a "multi modal city"). Many of those are in the document "HRM on the Move" that all committee members have and have also been suggested through the CDAC process.

The following are four leading opportunities specific to carsharing the HRM could easily implement with little effort but with lasting positive effects. Many other cities have gone before us and have successfully refined their processes of implementation we can learn from to meet our mandate of reducing personal car usage and yet, not reducing convenient, affordable mobility. These strategies would be for any carsharing organization that is part of the International Carsharing Association that decides to operate in the HRM.

1) Dynamic Duo: Transit and Carsharing partnership: There is independent evidence that this partnership maintains and even increases transit ridership. The basic concept (that can be modified to suit HRM) is that CarShare members commit to a year of monthly passes and can purchase them through the carsharing organization (hence only carshare members) at a reduced rate of both. It is an incentive for people to keep out of their personal use vehicles and to enroll others to get out of their personal use cars. Metro Transit has indicated interest in a pilot for this partnership.

2) For developments - Parking space per unit ratio: Many cities have decided that having carsharing as part of a development can be an advantage to the tenants, to the developers and to the city in their efforts to "design cities with fewer cars". The developer gets relief on the ratio (or not even have to have parking if they are near transit and carsharing) if they partner with a carsharing organization. There are several bylaws already written in cities and could be used for guidance to the HRM.

3) On street parking: Parking is the number one obstacle for carshare cars to be placed in neighbourhoods where there are families and residents who could use carsharing and reduce their environmental footprint as well as savings. The concept is for carshare cars to be able to be parked on residential parking streets is an easy way for this to occur. (We have solutions for the winter months/ban).

4) To become another option of mobility for city staff, Councillors and the Mayor. There are various ways this can be done. A few examples are: have a Master contract (like the Province of NS, Capital Health, Dalhousie, etc.), everyone to

have the opportunity to become a member (like McInnes Cooper) and/or to be able to expense their personal membership use of carsharing for business use back to the city. The HRM Smart Car program could be integrated or eliminated to save the HRM money.

The proposal would be for the Standing Committee on Transportation to assign this comprehensive project (or hire a third party consultant) to bring back the viability of the four items suited to the HRM. The data exists. This could be done in time for the final version of the City Plan Review.