

7.#

General Issues Committee  
November 14, 2011



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Public Works



## Hamilton CarShare Expansion

**Presented to:** General Issues Committee  
October 11, 2011

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Environment & Sustainable Infrastructure

# Outline

1. History and Background
2. What is Carsharing?
3. Carsharing in Hamilton: Current Context
4. Planned Expansion
5. Funding the Expansion Plans
6. Corporate Carsharing
7. Examining the Business Case
8. Next Steps



- Community
- People
- Processes
- Finance



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## History and Background

- June 7, 2010: Hamilton CarShare Presents to the Committee of the Whole regarding the expansion of their service
- Hamilton CarShare requests a revolving line of credit, dedicated parking spaces and participation by the City by way of a corporate membership with Hamilton CarShare
- Committee of the Whole directed the General Manager of Public Works to report back with respect to the request for a revolving line of credit, parking spaces and any potential liability to the City.
- Several meetings were held between Hamilton CarShare and staff to develop the report



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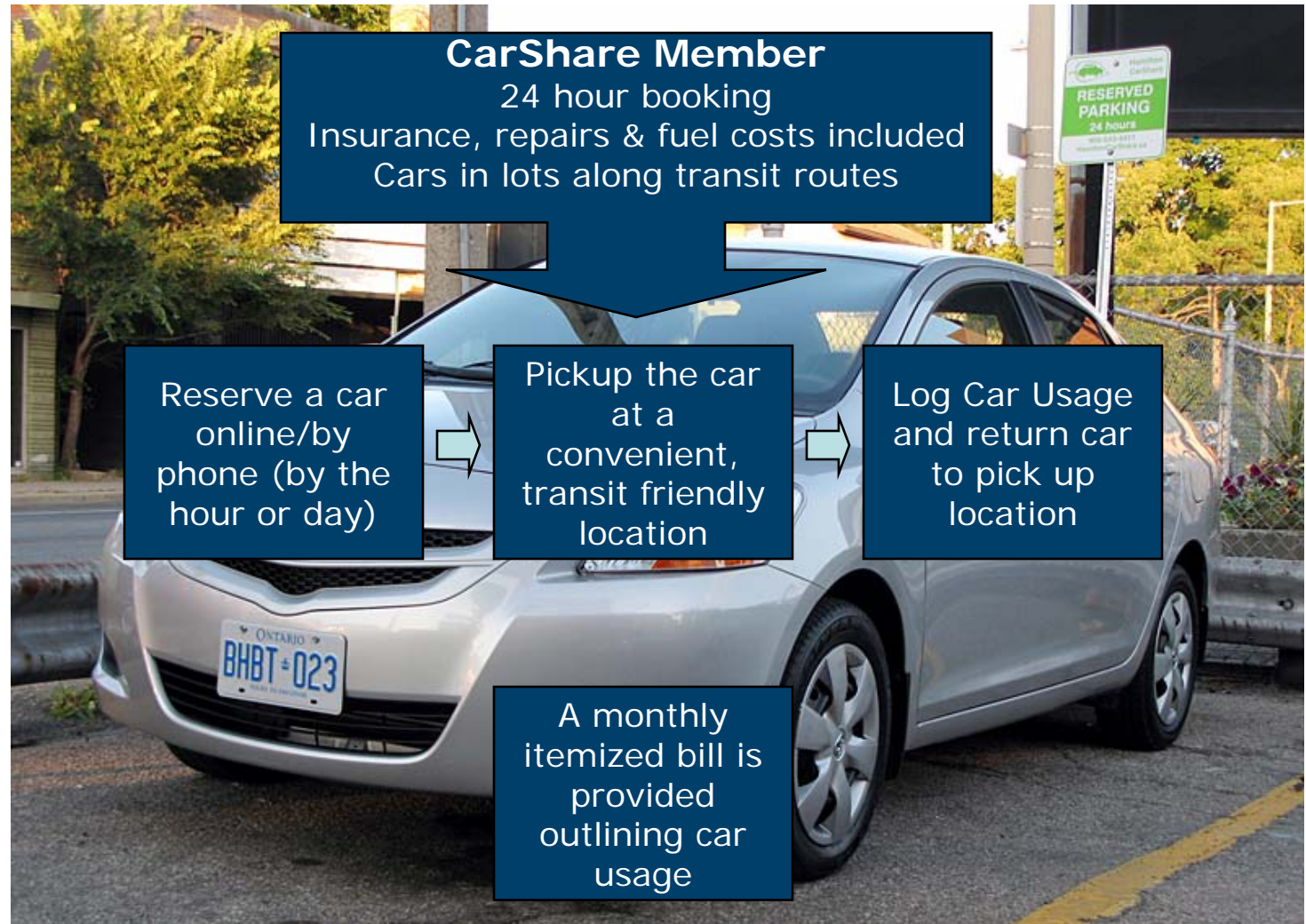
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# What is Carsharing?

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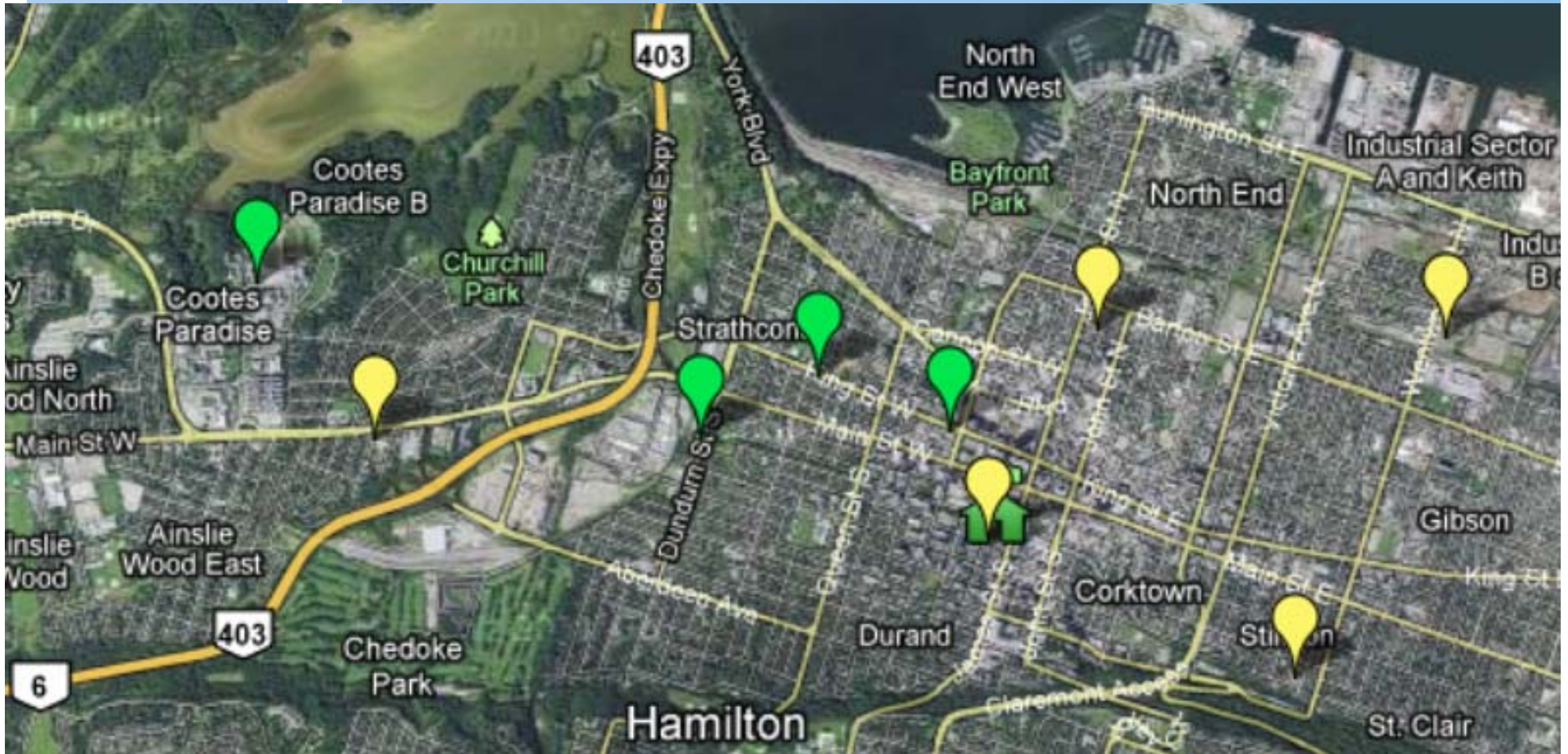


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## Carsharing in Hamilton

- Operated by Grand River and Hamilton CarShare Cooperative, based in Kitchener-Waterloo since 1998
- Operating in Hamilton since 2009
- There are currently 4 car share vehicles located in various locations in downtown Hamilton.
- Parking locations have been donated by the Hamilton Municipal Parking Authority in lots they operate
- Growth Rate of the Cooperative has been swift in Hamilton – it took the K-W region 9 years to grown as much as Hamilton has in 1 year.

# Carsharing in Hamilton



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= CarShare vehicle locations



= Reserved CarShare parking locations





## Why Support Carsharing?

Reduces air pollution and decreases the city's climate change impact

Cost of Average Car Ownership = \$8,000 /yr  
Represents a significant savings for a low income household

Remove 6 – 8 vehicles off the road for every 1 CarShare vehicle and reduces driving by 50% (= 1.2 tonnes less CO<sub>2</sub>)

Helps meet the Targets of the Transportation Master Plan including improving transit, walking & cycling trips



# Hamilton CarShare Planned Expansion

- Various organizations in the City have expressed interest in community and corporate car shares including:
  - McMaster University
  - Mohawk College
  - Various Condo projects to reduce parking requirements
  - Various Community Groups
- In order to expand, Hamilton CarShare requires:
  - New capital dollars
  - Locations which have reserved car share parking throughout the city
  - Interest from corporate and community members



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## Funding the Expansion

- **Hamilton CarShare requests a Revolving Line of Credit for expanding operations in Hamilton**
  - \$150,000 based on a 10 year term
  - A competitive interest rate of 4%
  - Working with Hamilton's Central Fleet to procure fleet vehicles that meet CarShare's requirements, including the potential to purchase hybrids
- **Propose that City of Hamilton will purchase refundable corporate car share memberships**
  - 30 memberships will sustain a typical CarShare vehicle with a 30% utilization rate
  - Refundable memberships cost about \$100 each
  - Current Rates: \$0.28/km and \$4.00/hour
    - Rates increase no larger than the rate of inflation

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# Corporate Carsharing

- **Establish Reserved CarShare Parking Spots**
  - Explore allocating parking spots in all areas of the city as 24 hour reserved CarShare parking spaces
  - Hamilton CarShare will work with city departments to assign non-revenue generating spots to CarShare, where there is capacity to do so
  - CarShare to also work with other land-holders
- **Pilot CarShare Project for Tobacco Enforcement**
  - Enforcement officers currently rely on their own vehicles which put them at risk of harassment
  - There is no support to purchase additional fleet vehicles
  - 3 Car share vehicles would be used daily for a minimum of 40 km per day per enforcement team member

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# Why Support Corporate Carsharing?

- Without pool cars, staff options for commuting to work are limited
- Corporate CarShare memberships enable staff to take transit, carpool, walk or bike to work, while having access to a vehicle for meeting
- Corporate memberships will drive the need for more CarShare
- Members of the public will also have access to CarShare vehicles and therefore will also benefit from more transportation options



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## Other Corporate Carsharing Programs

- Other cities with Carsharing:  
**Modo: the car share cooperative**

City of Vancouver

**Zipcar and AutoShare**

City of Toronto

**Grand River CarShare**

Region of Waterloo

**Vrtucar**

City of Ottawa

- All CarShare companies offer corporate membership programs
- Various other cities throughout North America are exploring Carsharing alternatives to fleet operation



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**AutoShare™**



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**Case Study:**  
City of Vancouver:  
Partnered with Modo to replace portions of its fleet with carshare vehicles which has saved money and reduced their fleet size

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# Exploring the Business Case: Fleet Vehicles Vs. Hamilton CarShare

- CarShare Vehicles as a Feasible Alternative to the Fleet?
  - Directly relates to the amount of time/distance the car is used for.
  - Car sharing rates are hourly and by mileage – the higher the average trip length, the better the economic case

CarShare, vs. Fleet Vehicle Costs		
Number of km Driven	CarShare	Fleet Vehicle
6,000	\$4,200	\$7,961
12,000	\$8,400	\$8,567
16,000	\$11,200	\$9,031
Assumptions	Cars are used at a rate of 10km/hr	Based on a hybrid vehicle (best case)

CarShare vehicles are pay per use and help avoid fixed costs

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# Exploring the Business Case: Implementing the Service

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- **How will individual staff be effected?**
  - A staff member can use the CarShare service if they are signed up as a corporate member
  - For each staff person there is a refundable \$100 fee
  - TDM budget will pay membership fee during the pilot
  - Cars are booked using the CarShare online service
  - Mileage reports will be generated by individual or by department
- **Are any policy changes required?**
  - Mileage reporting and payback for the use of the car would need to be integrated into current systems
  - Staff corporate members will be required to book the CarShare vehicle first and not use their personal vehicle or other fleet vehicles

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## Next Steps

- Enter into the Line of Credit agreement with Hamilton CarShare
- Determine which sections and staff will be involved in the pilot
- Employees who have corporate CarShare memberships will receive training/workshops on how to improve their work-related commutes
- Connect Hamilton CarShare with various City departments to explore the potential to allocate municipally-owned parking spots as reserved CarShare parking.

Position and Establish Carsharing as a new mode of transportation which provides a community benefit

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## Strategic Objectives

- Corporate Carsharing meets strategic objectives:
  - Reducing SOV commutes
  - Promoting the use of transit and Active transportation
  - Reducing Corporate GHG emissions
  - Establishing Hamilton as a leader in sustainability and improving quality of life
  - City initiatives that also benefit communities and citizens
- There is identified support for carsharing amongst city departments including:
  - Public Health
  - Public Works – Central Fleet
  - Corporate Finance
  - Human Resources



# Thank-you

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