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
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
What is Carsharing?

CarShare Member
- 24 hour booking
- Insurance, repairs & fuel costs included
- Cars in lots along transit routes

Reserve a car online/by phone (by the hour or day)

Pickup the car at a convenient, transit friendly location

Log Car Usage and return car to pick up location

A monthly itemized bill is provided outlining car usage
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

- = 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 CO₂)
- 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
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
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
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
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
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

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.
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

<table>
<thead>
<tr>
<th>Number of km Driven</th>
<th>CarShare</th>
<th>Fleet Vehicle</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,000</td>
<td>$4,200</td>
<td>$7,961</td>
</tr>
<tr>
<td>12,000</td>
<td>$8,400</td>
<td>$8,567</td>
</tr>
<tr>
<td>16,000</td>
<td>$11,200</td>
<td>$9,031</td>
</tr>
</tbody>
</table>

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
Exploring the Business Case: Implementing the Service

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
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
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

Peter Topalovic
Project Manager – TDM
Smart Commute Hamilton

Transportation Planning Department
Environment and Sustainable Infrastructure Division
City of Hamilton Public Works
905-546-2424 x.5129
Peter.Topalovic@Hamilton.ca