



# Corporate Report

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**DATE:** May 1, 2013

**TO:** Chair and Members of General Committee  
Meeting Date: May 15, 2013

**FROM:** Martin Powell, P.Eng.  
Commissioner of Transportation and Works Department

**SUBJECT:** Car Share Service Pilot Project – Year One Update

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**RECOMMENDATION:**

1. That the report entitled, "Car Share Service Pilot Project-Year One Update" from the Commissioner of Transportation and Works, dated May 1, 2013 be received for information.
2. That the Transportation and Works Department report back to General Committee in one year with a final report on the Car Share Service Pilot Project.

**REPORT  
HIGHLIGHTS:**

- The City introduced a two-year Car Share Service Pilot Project in April 2012.
- This report provides a summary of the year one financial indicators and usage patterns.
- 16 City divisions have used the car share service.
- 269 trips were taken using car share service by 40 City employees.
- 616 trips taken using car service by 126 community members.
- 43,468 total combined kilometers driven by all car share users.

- \$12,752 total year one cost to the City for the provision and business use of car share services.
- a third vehicle (Toyota Camry Hybrid) was added to the AutoShare Mississauga fleet at no additional cost to the City.
- A final report will be brought back at the end of the two-year pilot in May 2014.

**BACKGROUND:**

The population in the City of Mississauga is expected to grow to 812,000 by 2031, and the downtown area is fast becoming home to tens of thousands of residents, employees and students. The City of Mississauga has made a commitment to nurture the evolution of a liveable, compact, accessible, sustainable downtown centre, and in response there is a desire to further reduce parking demand in the downtown.

On July 4, 2011, the City began to charge employees and visitors for parking in the Civic Precinct, including the Civic Centre, Central Library and Living Arts Centre. During consultations leading up to changes in the parking program, City employees that were considering options to their commute mode expressed concerns related to not having a vehicle to use during the day for either personal or business purposes.

To encourage and support City employees and residents in the downtown to reduce personal vehicle use, the City introduced a Car Share Service Pilot Project in April 2012. Given the large concentration of high density residential buildings in the downtown, City Hall and other office uses, the potential for car sharing to encourage more people to take transit, carpool, walk or cycle more often is significant.

Introducing this service for people living, working and studying in the downtown aims to reduce total urban driving, support a reduction in household vehicle ownership, and increase walking, cycling and the use of public transport.

**COMMENTS:**

The car share service introduced in April 2012 and provided by AutoShare Inc. allows registered members to book a nearby vehicle, unlock it with a membership smart card and later return the vehicle to the same parking space. Two vehicles have been stationed on-street in the downtown on Burnhamthorpe Road and Living Arts Drive; and two parking spaces in each location have been provided free of charge during the pilot project. One of the vehicles has been designated for exclusive City employee use, Monday to Friday between the hours of 8:00 a.m. and 6:00 p.m.. The cost for using the service is calculated based on trip duration (hourly) and driving distance (km).

For the past year, the car share service has provided City employees that become registered members of AutoShare with access to the car share service for business use under the City corporate account, and City employees may also access the car share service for personal use under a personal account (the cost of using the service for personal use is paid for by the City employee).

In addition to the promotion of City employee use for business and personal reasons, access to the car share service has also been actively promoted to people living, working and studying in the broader downtown community. A comprehensive program of communication, advertising and marketing, designed to increase general public membership in the car share service has been and will continue to be delivered by AutoShare Inc. in collaboration with the City, Smart Commute Mississauga and other community partners.

As the Mississauga downtown and other key development areas continue to transform and grow, there is an increasing desire by the City's Planning and Building Department and land development industry to include car share services and associated parking requirements for large scale office and residential developments. The Transportation and Works Department will continue to provide support to the Planning and Building Department concerning the inclusion of transportation demand management and associated car share service policies and parking best practices within appropriate development projects.

Prior to the introduction and promotion of the car share service to all City employees, the Transportation Project Office, in cooperation with AutoShare Inc., established corporate accounts for all interested City

divisions. Each registered division is required to appoint a car share service administrative coordinator whose responsibility is to act as the prime contact and liaison between colleagues in their division and AutoShare on matters related to member registration, and 'mock' invoice retrieval and circulation.

The service use over the past year has been monitored on a monthly basis and each participating division has been provided with a monthly car share service 'mock' invoice and use report. The report includes all trip parameters (purpose, date, time, duration, distance and destination) for business use of the service by City employee and associated City division.

In addition, monthly reports have been prepared and reviewed that summarize monthly car share service use by the community expressed as total individuals using the service, hours used, vehicle kilometres travelled and total fees billed. As of the end of year one (March 31, 2013), 20 City divisions were registered with AutoShare and a total of 78 City employees had obtained an AutoShare membership. In terms of actual use, 14 of the 20 divisions are active users with a total of 40 employees having used the service in year one.

As anticipated, community use of the service has outpaced City use and an early indication of the continued growth in community use was the recent addition to the Mississauga car share fleet of a 2013 Toyota Camry Hybrid.

Below is a summary of the car share service use for year one:

	<b>Trips</b>	<b>Kilometers</b>	<b>Hours</b>
<b>City</b>	269	8,228	892
<b>Community</b>	616	35,240	3,225
<b>Combined</b>	885	43,468	4,116

**STRATEGIC PLAN:**

The Car Share Service Pilot Project is consistent with the following Strategic Pillars for Change, Goals and Actions put forth in the City's Strategic Plan:

- Develop a Transit-Oriented City
- Implement a Parking Strategy that Supports Public Transit

- Provide Mobility Choices. Action 15 – Use Incentives to Encourage Work Commutes by Public Transit.

The Downtown 21 Master Plan – ‘Build Multi-Modal’ is the guiding principle that places an emphasis on developing “A successful, vibrant and active downtown that will have to support and rely on a range of transportation modes including walking, cycling, transit and the car”.

The other associated principle is to “Adopt parking strategies that support urban design excellence, foster economic growth and implement transportation demand management”. The 2009 Downtown Parking Strategy also calls for “A City supported auto sharing service” as one of the recommended Transportation Demand Management (TDM) initiatives.

**FINANCIAL IMPACT:** The 2012 and 2013 approved annual budgets (23471-715350) for this two-year pilot project is \$20,000 per year and the minimum financial commitment by the City to AutoShare Inc. per month is \$1,150, which is comprised of \$500 for the open-access vehicle and \$650 for the vehicle designated for exclusive City use or \$13,800 annually.

The contract also contains provisions that acknowledge the start-up nature of the service in Mississauga and an economic indicator of business viability was established. Once combined City and community use of the service reaches or exceeds \$1,500 per month/vehicle, the City will receive a \$500/month credit for the open-access vehicle and a \$650/month credit for the exclusive City use vehicle, and the amount billed to the City will reflect only the actual costs of service used. Over the course of the first year, combined City and community use exceeded the \$1,500/month per vehicle threshold on three (3) occasions.

On a monthly basis, AutoShare Inc. issues e-invoices to all members including the City’s administrative coordinators, upon which the ‘mock’ invoices are reviewed and forwarded to the Transportation Project Office for project monitoring purposes. On a quarterly basis, actual invoices are issued by AutoShare to the City for processing and payment and the table below summarizes all costs associated with the provision and use of car services in year one.

Year One Actual Use	Amount Billed
Actual City Usage	\$6,570
Portion of Guaranteed Minimum*	\$6,182
Total City Billing	\$12,752
Community Usage	\$21,242
<b>Combined City and Community</b>	<b>\$33,994</b>

\* *Guaranteed Minimum* represents the City's annual financial commitment of \$13,800 minus actual City use \$6,570 and adjusted to reflect the economic indicator of business viability (Community and City use exceeding the \$1,500/month per vehicle).

In year two of the project, Transportation and Works will continue to work with participating divisions and their employees to further evaluate the service by gauging user satisfaction, assessing operational and commuter needs and studying the overall economic merits of the service.

#### CONCLUSION:

The start-up of a car share service in the downtown area has become an important strategic investment for the City. Use of the service by employees and community members is approaching 1,000 trips and the addition of a third vehicle to the local fleet indicates that people value this transportation service; and further that it complements numerous strategic City priorities related to land use, parking management, public transit and overall community sustainability.

For people living, working and studying in the downtown, the car share service provides them with an alternative to traditional automobile ownership with the aim of reducing total urban driving, supporting a reduction in household vehicle ownership, and increasing walking, cycling and the use of public transport.

As the pilot project enters its second year, the Transportation and Works Department and Auto Share Inc., with support from Corporate Communications, will continue to promote and vigorously market the service across the entire downtown community. The department will

also work with interested and already participating City divisions to evaluate the merits of continuing the service beyond the pilot project term.

A handwritten signature in black ink, appearing to read 'Martin Powell', is written over a horizontal line.

Martin Powell, P.Eng.

Commissioner of Transportation and Works Department

*Prepared By: Lorenzo Mele, Transportation Demand Management  
Coordinator*