

Transportation Report to
SPC on Transportation and Transit
2020 January 29

ISC: UNRESTRICTED
TT2020-0027

Carshare Parking Policy Update

EXECUTIVE SUMMARY

Administration has undertaken a review of the carshare parking policies approved by Council in 2015. A review of the policies is appropriate at this time due to the ongoing evolution of the shared mobility sector, the departure of car2go from Calgary and cities across North America, and The City's increased focus on support for business and the local economy. It involved an assessment of carshare policies in similar municipalities, including direct discussions with several municipal governments and carshare organizations.

Based on Administration's review, The City's overall carshare parking policies continue to support carsharing activity in Calgary. However, several modifications would ensure that Calgary's policies are in-line with municipal and industry best practices in 2019. The two main policy changes being proposed by Administration include:

- a tiered pricing structure for parking fees that will increase operating certainty and flexibility for carshare companies; and
- allowing carshare vehicles to park beyond posted time limits of 1 hour or more, consistent with the selected tier.

Several changes are also recommended to clarify existing policy language and update background text to reflect current conditions in Calgary and the North American carshare sector.

ADMINISTRATION RECOMMENDATION:

1. That the Standing Policy Committee on Transportation and Transit recommend that Council approve amending the Calgary Parking Policies (TP017) by replacing Section 5.1.6 with the revised content provided in Attachment 3;
2. That the Standing Policy Committee on Transportation and Transit forward this report to the 2020 February 03 Combined Council Meeting.

PREVIOUS COUNCIL DIRECTION / POLICY

Report TT2015-0121 - Carshare Parking Policy was approved by Council 30 March 2015, with the following direction to Administration.

That the SPC on Transportation & Transit recommend that Council:

1. Approve amending A Parking Policy Framework for Calgary (TP017) by adding the following:
 - a. Additional definitions in Section 5.1.
 - b. New text and Policy 37.a in Section 5.1.2.
 - c. New Section 5.1.6 (Carshare Parking Policies)
2. Direct Administration and the Calgary Parking Authority to revise existing contracts with carshare organizations, as necessary, to align with the new carshare parking policies.
3. Direct Administration to report back to the SPC on Transportation & Transit no later than 2016 September with an update report on the implementation of the carshare parking policies.

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BACKGROUND

Carsharing is a service where members have access to a fleet of shared vehicles distributed across the city, providing them with access to a car when needed, while reducing the need to own their own vehicles. A variety of carsharing models exist, such as:

- one-way services where a vehicle can be picked up in one location and dropped off in a different location within a 'home zone';
- round-trip services where a vehicle can be reserved in advance, picked up from a dedicated parking spot, and must be returned to the same dedicated spot at the end of the trip;
- sharing services similar to Airbnb where members can share their privately-owned vehicle with other drivers; and
- mixed services that offer a combination of two or more of the above options.

The carshare parking policies focus on the one-way and round-trip models, as they rely on the use of public parking infrastructure.

The City has been approached by several carshare organizations (CSOs) expressing an interest in expanding to Calgary. At least one CSO has indicated they could commence operations in Calgary as early as May 2020, pending the final decision of Council on the proposed amendments to the carshare parking policies. It is anticipated that several months would be required for a CSO to assemble a fleet of vehicles and arrange the necessary contract with The City. In order to support citizens who have come to rely on carsharing services to meet their daily travel needs, Administration recommends that the SPC on Transportation and Transit forward this report to the 03 February 2020 Combined Meeting of Council.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

The City's current carshare parking policies are shown in Attachment 1. Administration's review and resulting recommendations are based on a review of recent carshare policies across multiple North American cities, as outlined in the Stakeholder Engagement section below, as well as discussions with several different carsharing organizations.

Attachment 2 compares Calgary's current carshare parking policies with other cities. Based on Administration's review, for the most part, Calgary's overall carshare parking policies continue to be appropriate. However, several modifications would ensure that Calgary's policies are keeping up with municipal and industry best practices that have evolved since approval of the current policies.

In addition to alignment with best practices, Administration has identified a change to one of the five carsharing principles (Attachment 1, page 2) that guide the carshare parking policies:

Original Principle #3	Revised Principle #3
Treat carshare users like all other driver drivers in Calgary, while interacting with CSOs like other businesses that operate in Calgary.	Allow ease of parking for CSO members, to facilitate the use of carsharing and more fully benefit from the financial, social and environmental outcomes carsharing provides.

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This updated principle better aligns with policy direction from the Calgary Transportation Plan to treat carshare vehicles as preferred parkers, due to the range of benefits carsharing services provide (as discussed in the Social, Environmental, Economic section).

Attachment 3 contains a revised version of the carshare parking policies, with the major recommended changes highlighted throughout the attachment. The main policy changes can be summarized as follows:

- A tiered pricing structure for parking fees that will increase operating certainty for carshare companies (*Attachment 3, policies 1, 15 and 20*).
- Allowing carshare vehicles to park beyond posted time limits of 1 hour or more, consistent with the selected tier (*Attachment 3, policy 2*).
- Provision for a 50 per cent reduction in parking fees for fully-electric carshare vehicles, consistent with Calgary's Climate Resilience and Electric & Low-Emissions Vehicles strategies (*Attachment 3, policy 20*).
- Simplification of the data sharing requirements between carshare companies and The City to align with City requirements for micro-mobility providers (*Attachment 3, policies 22.c and 22.d*).
- Elimination of the need to follow the standard reservation process to obtain off-street municipal parking spaces, allowing for a more holistic parking management approach (*Attachment 3, policies 6 and 14*).
- Revisions to the introductory text to reflect 2019 data and experiences in Calgary.

The most significant are the first two changes allowing carshare vehicles to park beyond posted time limits, and the move to a tiered pricing structure. The rationale for these two changes are outlined in more detail in as part of the policy comparison contained in Attachment 2.

The recommended parking approach for carshare vehicles is similar to specialized parking treatments for transit and taxi vehicles, which help to achieve The City's policy goals while providing increased mobility choice for citizens and businesses.

Stakeholder Engagement, Research and Communication

Administration engaged multiple North American municipalities on their carshare policies, including the Cities of Vancouver, Denver, Portland and Edmonton. This was supplemented with research on Montreal, Toronto, Seattle, Austin and Chicago. Administration also engaged several carshare organizations to fully understand the ongoing evolution of the carsharing sector, and how policies can best support a range of different business models.

Strategic Alignment

The recommendations align with Calgary Transportation Plan policy 3.9.e to provide priority, high quality parking locations and/or rates to preferred parkers, including carshare vehicles. They are also aligned with the Transportation Choice policies in CTP Section 3.1 that call for increased travel options that will improve overall mobility, better withstand rising energy costs or other economic shocks, reduce energy use and emissions, and provide travel options for all

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Calgarians regardless of age or income. The recommendations are also consistent with the Calgary's Comeback initiative by increasing the city's attractiveness as a market for new businesses.

Social, Environmental, Economic (External)

Multiple studies have found that carsharing provides several benefits to citizens and municipalities that are consistent with the goals of the Calgary Transportation Plan, as well as the Council priorities for 'A City that Moves' and 'A Healthy and Green City'. These benefits include:

- reducing the number of vehicles operating and parking on the roads;
- increasing the amount of active transportation used by carshare members;
- reducing greenhouse gas and local air pollution emissions; and
- reducing automobile ownership and the associated costs.

These benefits were verified with Calgary-specific data as part of a North American study conducted by University of California, Berkeley, published in 2016. Calgary's carshare parking policies are designed to allow citizens and The City to enjoy the benefits of carsharing, while managing challenging parking behaviours when and where they occur. The policies also provide The City with guidance on how to manage contractual arrangements with carshare organizations in a consistent and transparent manner.

Financial Capacity

Current and Future Operating Budget:

The Calgary Parking Authority has identified one-time operating costs of \$313,000 to update their enforcement systems to accommodate the recommended tiered pricing structure. Ongoing contract administration will be managed by the Transportation department as part of a broader Mobility as a Service (MaaS) approach, requiring one additional FTE.

New carshare organizations entering the Calgary market will generate new parking permit revenue for The City. Revenue amounts will vary from each company, depending on their business model and fleet size.

Many of the priced parking areas in Calgary have spare parking capacity that will allow carshare vehicles to park without impacting parking revenue from regular parkers. In high-demand parking areas (e.g. the downtown core), carshare vehicles, may compete for limited parking space with regular parkers, which may reduce regular parking revenue. The tiered pricing structure outlined in Attachment 3 is designed in part to address this issue by placing a premium price on access to the downtown core for carshare vehicles.

Current and Future Capital Budget:

The recommended policy changes will not impact the current or future capital budget.

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Risk Assessment

The recommended policy changes will enhance conditions for new carshare organizations to consider operating in Calgary. Without the recommended policy changes, the attractiveness of the Calgary market to prospective carshare organizations will be more limited.

REASON(S) FOR RECOMMENDATION(S):

The recommendations ensure that The City's policies align with best practices from other North American cities, and meet the diverse needs of different carshare organizations. Enabling new carshare organizations to enter the Calgary market also supports citizens who have come to rely on carsharing to meet their daily travel needs.

ATTACHMENT(S)

1. Attachment 1 – Previously Approved Calgary Parking Policies Section 5.1.6
2. Attachment 2 – Comparison of Calgary Carshare Policies with Other Cities
3. Attachment 3 – Recommended Updates to the Carshare Parking Policies