



car2go Toronto

Proposal for on-street parking pilot project

Public Works & Infrastructure Committee
June 18, 2014

**CAR
2GO**

CARSHARING IS HERE TO STAY

2013



2.3 MILLION CARSHARERS

\$6 BILLION
PROJECTED REVENUE BY 2020

2020



12 MILLION CARSHARERS





+ ALLEVIATE CONGESTION

+ REDUCE EMISSIONS

+ IMPROVE QUALITY OF LIFE

Car2go Overview

car2go is currently operating in 14 cities in North America, 12 cities in Europe with continued expansion plans

Cities – North America

Toronto, Calgary, Vancouver, Montreal
Austin, Miami, Washington DC, San Diego
Portland, Seattle, Denver, Minneapolis,
Columbus, South Bay

360,000 registered member in NA
139,000 registered members in Canada
28,000 registered members in Toronto

4,800 car2go's operating in NA
1,675 car2go's operating in Canada
375 car2go's operating in Toronto



**CAR
2GO**

Car2go Overview



1. One time Registration
2. Find Car
3. Get in
4. Sign in
5. Drive off
6. Park

Car2go Pilot Proposal

BENEFITS FOR TORONTO

Congestion/Parking	<p>car2go provides a flexible mobility solution while removing vehicles from City streets.</p> <ul style="list-style-type: none"> •“each carshare vehicle is estimated to take an average of 15 private vehicles off the road” •“30 percent of households that joined (City CarShare) sold a car and others delayed purchasing one.” •20% of car2go members either very likely or somewhat likely to reduce the number of vehicles owned <p>Ease parking pressure by facilitating public transit. Car2go point-to-point rentals alleviate the concerns associated with the “last mile” of a commute.</p> <ul style="list-style-type: none"> •35% of members usually use public transportation, 17% usually walk, 8% ride a bike and 13% use car2go •67% of members hold a transit pass to utilize public transportation.
Revenue	<p>Additional parking revenue for permitting car2go vehicles for parking in Toronto</p> <p>Increased mobility and reduced congestion may increase traffic and revenues to local businesses</p>
Other	<p>Employment opportunities to support car2go project directly from car2go and also through additional third party contracting</p> <p>“access to vehicles significantly increases employment and average wages for disadvantaged people entering the workforce”</p> <p>Helps to reduce the carbon footprint and can be integrated into the environmental strategy of the City</p>

Car2go Pilot Proposal

An ideal free-floating zone is characterized by a medium level of income, high population density, tense parking and few car owners.

<u>Criteria</u>	<u>Explanation</u>	<u>Relevance</u>
Population density	Residents per sq. mi.	A high population density implicates more potential customers and therefore a high utilization rate
Income	Average income per taxpayer	Areas that are solely affluent – or solely low-income – are less likely to quickly adopt carsharing than areas with a range of incomes
Car ownership	Share of private car owners	Non-car owners are more likely to become a customer of car2go as they need to satisfy their mobility needs differently
Parking situation	Presumed difficulty to get a parking spot	car2go offers easy parking solutions for areas of town that are difficult to park in bringing more people to those area's and stimulating the economy

Car2go Pilot Proposal

car2go access to residential and permit parking

- car2go would like to work collaboratively with the City of Toronto to pilot a mutually beneficial parking solution
- Fleet would be allowed to park in any legal on-street parking spot inside its “Home Area” (covering all permit and non-permit zones)
- One permit solution for all permit zones, possibility to use the already created CVPA permit for administrative ease
- Would respect 3 hour parking restriction on Toronto streets. car2go would use a team of drivers to move vehicles in violation
- Pilot for 12 months in order to fully establish and educate the public on car2go service
- car2go will work closely with the City of Toronto and especially enforcement to mitigate any issues that arise
- car2go will have a team of drivers working 7 days per week to mitigate any clusters of cars and provide quick response in case of complaints

Car2go Pilot Proposal

car2go access to residential and permit parking... cont'd

- car2go will pay the City of Toronto for access to on-street parking
- Car2go will continue to attend and support community events to generate awareness and interest in the program



Car2go Pilot Proposal

car2go access to Metered Parking

- Currently working with the TPA to integrate car2go with TPA system
- Integration into pay by phone systems will facilitate a monthly payment rather than payment at a meter at time of parking
- Car2go would avoid allowing parking on any rush hour restricted streets

Car2go Pilot Proposal

Off street parking

- Car2go will continue to work with the TPA and provide members access to over 180 TPA parking lots.

CVPA

- Car2go has established 2 on-street dedicated parking spaces through the CVPA program
- Currently looking to expand parking solutions through the program by submitting multiple new locations for approval from the city.

Thank You for your time

We look forward to working with City Staff to develop the details of the Pilot

David Holzer
Regional Manager, Canada
car2go Canada Ltd.
778-986-2367
David.holzer@daimler.com

Mark Latchford
Location Manager,
car2go Toronto
416-520-6138
Mark.Latchford@daimler.com