Agenda – Executive Policy Committee – May 4, 2011

REPORTS

Item No. 2 Carpooling System - Exploration

WINNIPEG PUBLIC SERVICE RECOMMENDATION:

1. That the Public Service use appropriate opportunities to advance carpooling as a form of alternative transportation, such as:

    - Continuing participating in the Commuter Challenge, which encourages Canadians to make sustainable transportation choices (including carpooling)
    - Acknowledging the efforts of Winnipeg organizations that provide sustainable transportation options
    - Investigating carpooling as a corporate sustainable transportation strategy to be included in ongoing work on the City of Winnipeg Green Fleet Plan
    - In the future, evaluating the role and impact of a community carpool program as an implementation strategy for the Transportation Master Plan (currently under development)

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On March 16, 2011, the Executive Policy Committee laid the matter over for up to 60 days.

On December 8, 2010, the Executive Policy Committee recommended that the following recommendations of the Mayor's Environmental Advisory Committee, found under the subheading "Recommendations Made to the Mayor", be referred to the City of Winnipeg Public Service for review and report back to the appropriate committee of Council in 90 days:

- 3. Mayor's Environmental Advisory Committee (MEAC) Strategic Plan

  That MEAC approve the Green Club initiative – "HittheGreenButton.ca" – for submission in the MEAC Quarterly Report.

  That the Winnipeg Public Service be requested to explore options for setting up a carpooling system similar to the Calgary model, on a trail basis or pilot project basis, using the Carpool.ca website, as well as other options to explore carpooling, and report back to the Committee.

ADMINISTRATIVE REPORT

Title: **Carpooling System - Exploration**

Critical Path: **Executive Policy Committee**

AUTHORIZATION

Author	Department Head	CFO	CAO
P. Regan	D. Joshi	N/A	M Ruta A/CAO

RECOMMENDATIONS

1. That the Public Service use appropriate opportunities to advance carpooling as a form of alternative transportation, such as:
    - Continuing participating in the Commuter Challenge, which encourages Canadians to make sustainable transportation choices (including carpooling)
    - Acknowledging the efforts of Winnipeg organizations that provide sustainable transportation options
    - Investigating carpooling as a corporate sustainable transportation strategy to be included in ongoing work on the City of Winnipeg Green Fleet Plan
    - In the future, evaluating the role and impact of a community carpool program as an implementation strategy for the Transportation Master Plan (currently under development)

REASON FOR THE REPORT

- At its December 8, 2010 meeting, Executive Policy Committee recommended that a recommendation of the Mayor's Environmental Advisory Committee be referred to the City of Winnipeg Public Service for review and report back to the appropriate committee of Council in 90 days: "That the Winnipeg Public Service be requested to explore options for setting up a carpooling system similar to the Calgary model, on a trial basis or pilot project basis, using the Carpool.ca website, as well as other options to explore carpooling, and report back to the Committee."

IMPLICATIONS OF THE RECOMMENDATIONS

- Carpooling:
    - offers a mode choice that is more sustainable than driving alone
    - promotes more efficient use of transportation resources (as compared to driving alone), and therefore is considered a transportation demand management (TDM) strategy
- Historically, carpooling has been organized either informally or through formal programs at the workplace level. More recently, community-wide or region-wide programs have been initiated.
- A number of major Winnipeg organizations share corporate carpool programs, including University of Manitoba, Health Sciences Centre, Red River College, Boeing Canada, and select offices of the Province of Manitoba.
- In Canada, community carpool programs are operating in the cities of Vancouver, Calgary, Edmonton, Regina, Saskatoon, and Ottawa. These programs are operated by contracted third parties – either Carpool.ca or RideShark – that offer online ride-matching systems and conduct semi-annual local marketing campaigns.

Policy Implications

- Fostering a broad range of sustainable transportation choices, reducing demand for transportation and making efficient use of transportation resources are objectives of the Sustainable Transportation Direction Strategy endorsed by Council (July 2010).
- The City of Winnipeg supports transportation demand management through initiatives such as the employer-supported Transit EcoPass program and by providing various active transportation facilities/projects.
- The Transportation Master Plan (currently under development) will propose a detailed policy and planning framework for transportation in Winnipeg. This framework is required in order to compare the value of a community carpool program relative to other transportation projects and other demand management strategies.
- The City of Winnipeg Green Fleet Plan (endorsed by Council July 21, 2010) includes strategies related to corporate transportation demand management; carpooling is planned to be included in this work.

Sustainability Implications

- The overall community benefit of having access to a carpooling program includes environmental benefits (some reduction in single occupant vehicle use and resulting reduction in noise, greenhouse gas emissions and other pollution), social benefits (by supporting the provision of a transportation choice) and economic benefits (reduction in automobile use reduces impact on infrastructure, reduced expenditure on motor fuel which leaves the local economy).
- Not all users of carpool programs are changing modes from single occupant vehicle use. In Calgary, a 2010 survey indicated that 68% of carpool users had changed from driving alone, 24% from using public transit and 8% from “other” modes (including, potentially, people without vehicles becoming carpool passengers).
- Experience in other cities shows that uptake on community carpool programs vary seasonally (usually highest in spring and fall). In Calgary (population 1.1M), there were over 3,000 registered users of their Carpool.ca system in 2010.

Financial Implications

- There are no financial implications associated with the recommendations of this report.
- Further financial impact analysis would be required prior to a recommendation to proceed with subscribing to a community carpool service provider:
    - Carpool.ca and RideShark have annual subscription costs of about $24,000. This is a substantial cost on a per-user basis (based on subscription rates observed elsewhere) and the value-for-money and cost-benefit analyses of such a subscription would need to be conducted within the framework of the Transportation Master Plan.
    - A number of Winnipeg organizations subscribe to Carpool.ca at the corporate level. These include University of Manitoba, Health Sciences Centre, Red River College, Boeing Canada, and select offices of the Province of Manitoba (which collectively represent about 800 participants). These organizations could be approached as potential partners in a community system.

HISTORY

- Transportation demand management is identified in the Sustainable Transportation Direction Strategy as one of the initiatives to be considered as part of the future development of Winnipeg's transportation system.
- The recommendation from the Mayor's Environmental Advisory Committee aligns with the current planning direction being applied to the development of the Transportation Master Plan.

FINANCIAL IMPACT

Financial Impact Statement **Date:** April 14, 2011

Project Name:

Regional Carpool System – Exploration/Pilot Project

COMMENTS:

The recommendations contained in this report include:

1. That the Public Service consider the role and impact of a community carpool program as part of the transportation demand management work currently being completed towards the Transportation Master Plan.
There are no financial imlplications associated with this recommendation.

"Original Signed By"
Mike McGinn, CA
Manager of Finance

CONSULTATION

In preparing this report there was consultation with:

Winnipeg Transit
Public Works
Fleet Management Agency
Mayor's Environmental Advisory Committee

SUBMITTED BY

Planning, Property and Development
Planning and Land Use
Prepared by: Ian Hall, Environmental Coordinator
Date: April 20, 2011
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