
City of Kelowna

MEMORANDUM

DATE: August 4, 2005
TO: City Manager
FROM: Transportation Manager
RE: Hybrid Vehicle Parking Pass (Eco-Pass)

Report prepared by: Stuart Winker, Parking Coordinator

Recommendation:

THAT Council approve the "Eco-Pass" program be introduced as a way to reward owners of environmentally friendly vehicles through offering free parking at on-street metered locations for the remainder of 2005 and throughout 2006.

Background:

The term "Hybrid vehicle" refers to a vehicle with two propulsion systems. In electric vehicles, either (1) operates solely on electricity, but contains an internal combustion motor that generates additional electricity (series hybrid); or (2) contains an electric system and an internal combustion system and is capable of operating on either system (parallel hybrid). Hybrid vehicles get superior fuel economy and create significantly lower levels of vehicles emissions. In addition, they typically rely on electric power at start up and therefore, do not idle while stopped.

High fuel efficiency vehicles are more environmentally friendly, as they produce lower emissions over the same distances driven.

City staff has been asked to develop a program to reward drivers of Hybrid vehicles and other vehicles rated high in fuel efficiency by offering free on-street parking at all metered locations. The program is proposed to be called the "ECO-PASS".

Conditions

The Eco-pass program will allow people who drive qualifying vehicles to park at any on-street meter in downtown Kelowna without charge through to the end of 2006 at which time staff will report back to council detailing the program results. All time limits and on-street parking restrictions will still apply to these pass holders.

There are currently 7 different hybrid models released in North America. The Honda Insight, Civic, and Accord, along with the Toyota Prius, Ford Escape, Chevy Silverado and Lexus RX400H SUV are all available in a gas/electric Hybrid model. Other extremely fuel efficient vehicles that would qualify as being at least as efficient as the hybrid category could be included such as the Mercedes Smart Car. The attached summary sheet details the fuel efficiency criteria. The number of vehicles in circulation

in Kelowna in these categories is presently estimated to be low, so revenue loss is forecast to be minor.

Owners of vehicles meeting the above criteria would have to produce proof of ownership at City Hall and would be issued an "Eco-Pass" to display on their windscreen. A communications plan will be developed with press release, advertising schedule, etc.

Summary

The proposed Eco Parking Pass would serve as a reward for owners of hybrids and extremely fuel efficient vehicles because of their more environmentally friendly impact over conventional vehicles. Free parking would be offered at all metered on street locations. The program would be in effect through to the end of 2006, after which time it would be reviewed.

City Council's approval of this proposal is respectfully requested.

Ron Westlake, P.Eng.
Transportation Manager

Attach.