
City of Kelowna

MEMORANDUM

DATE: January 18, 2007
FILE: 5480-08
TO: City Manager
FROM: Transportation Manager
RE: Hybrid Vehicle Parking Pass (Eco-Pass)

Report prepared by Jerry Dombowsky, Transportation Demand Supervisor

RECOMMENDATION:

THAT Council approve an extension of the "Eco-Pass" parking program for an additional one year period to December 31, 2007.

Background:

The Eco-pass free parking program was started as recognition and reward for people who made innovative and environmentally sound car buying decisions, and allows pass holders to park free at any downtown metered location, subject to posted time limits. This was primarily for purchasers of hybrid vehicles or smart cars. It has become very successful with almost all new hybrid & Smart car owners in the Kelowna area signing up for the program. The Eco-pass program was endorsed by Smart Canada on their web site and all local dealers who sell hybrids are informing their customers of the program. To our knowledge we are the only city in Canada that is offering this type of recognition and reward to owners / drivers of these types of vehicles.

City staff has been monitoring the Eco-pass program for the last year and to date have issued 115 passes for the program with approximately 63% of the passes going to Hybrid vehicles and the remaining going to Smart cars.

Summary

The Eco Pass serves as a reward for owners of hybrids vehicles and Smart cars because of their more environmentally friendly impact over conventional vehicles. An extension of the program would be offered at all metered on street locations. Impact on parking revenue is limited due to the modest number of vehicles eligible for the program. The program would be in effect through to the end of 2007, after which time it would again be reviewed. The Eco pass extension has been presented to and endorsed by the Kelowna Parking Committee.

Council's approval of this proposal is respectfully requested.



Ron Westlake
Transportation Manager

Approved for inclusion:
John Vos
Director of Works & Utilities