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## City of Kelowna

# MEMORANDUM

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DATE: March 26, 2008

TO: Mayor and Council

FILE:

FROM: Councilor Colin Day, Chair of Kelowna Parking Committee

RE: Fuel Efficient Vehicle Parking Pass (Eco-Pass)

Report prepared by Jerry Dombowsky, Transportation Demand Supervisor

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### RECOMMENDATION:

That City Council approve an extension of the Eco-Pass parking program to December 31, 2009.

### BACKGROUND:

The Eco-pass free parking program was initiated in 2005 as recognition and reward for people who make innovative and environmentally sound car buying decisions. Vehicles with higher fuel efficiency ratings pollute less per kilometer, and the Eco-Pass program recognizes the most efficient vehicles on the market. An Eco-Pass holder can park at any on-street metered stall free of charge, subject to any time limit restrictions in place.

Currently 237 vehicles are registered in the program. The majority are hybrid gas/electric vehicles (60%) or the Mercedes Smart Car (40%). In 2008, Mercedes will no longer offer diesel Smart Cars, switching to gasoline powered versions only. Fuel efficiency will decline slightly from 4.6 litres per 100 kilometres (city driving) to 5.9 litres/100 km. This is still an extremely efficient standard (a full size SUV like the Ford Explorer is rated at 16 litres/100 km.). The program's fuel efficiency threshold will be raised to continue to recognize the Smart Car as a viable transportation alternative.

The Eco-Pass program has become very successful with new hybrid & Smart car owners in the Kelowna area. The Eco-pass program was endorsed by Smart Canada on their website and all local dealers who sell hybrids are informing their customers of the program. To our knowledge we are still the only city in Canada that is offering this type of recognition and reward to owners / drivers of these types of vehicles. The City currently has 17 Smart Cars, and two hybrid vehicles of its own, as part of its vehicle fleet.

The Eco-Pass program is another way the City shows leadership, reinforcing its commitment to the environment.

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**FINANCIAL/BUDGETARY CONSIDERATIONS:**

It is anticipated that the financial impact of this program will be minimal as any forgone revenue is based on infrequent visits to metered locations.

**COMMUNICATIONS CONSIDERATIONS:**

Information regarding this program extension will be published under "Council Highlights" in the local newspapers and communicated to the appropriate parties by staff.

**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. With 237 registered participants, the financial impact is not substantial. The Parking Committee has reviewed and endorsed the 2 year extension of the program.

Given the above information, Council's approval of this proposal is respectfully requested.

Considerations not applicable to this report:

**INTERNAL CIRCULATION: N/A**

**LEGAL/STATUTORY AUTHORITY: N/A**

**LEGAL/STATUTORY PROCEDURAL REQUIREMENTS: N/A**

**EXISTING POLICY: N/A**

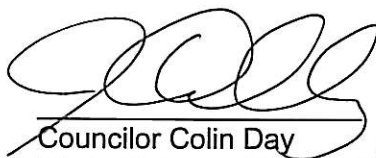
**PERSONNEL IMPLICATIONS: N/A**

**TECHNICAL REQUIREMENTS: N/A**

**EXTERNAL AGENCY/PUBLIC COMMENTS: N/A**

**ALTERNATE RECOMMENDATION: N/A**

Submitted by:

 per.  
Councilor Colin Day  
Chair, Kelowna Parking Committee

Cc: Director, Financial Services  
Director, Works and Utilities  
Transportation Manager