

Report to Council



Date: September 11, 2012
File: 0155-30
To: City Manager
From: Jerry Dombowsky, Regional Programs Manager
Subject: Facilitating development of the Okanagan Car Share Co-op

Recommendation:

THAT Council endorse the development of the Okanagan Car Share Co-op by acting as a one-time funding conduit between the Enterprising Non Profits organization and the Okanagan Car Share Co-op;

AND THAT financial services staff be authorized to accept funding from the Enterprising Non Profits organization and transfer this funding to the Okanagan Car Share Co-op.

Purpose: To facilitate the grant of \$6,500 from the Enterprising Non Profits organization to the Okanagan Car Share Co-op to be used for the purpose of Business Plan Development.

Background:

Car sharing (short term vehicle access) is a relatively new and exciting option for urban transportation. Through car sharing, individuals gain the benefits of private vehicle use without the costs and responsibilities associated with ownership. It seeks to benefit the environment by reducing emissions from the use of private cars, reduces traffic congestion and cuts down the demand for parking. It also makes it possible for people to save money by not owning a car (or a second car for families), while still having access to one as needed. All those benefits contribute to the quality of life in a community. Successful car sharing co-operatives exist in communities large and small, across Canada, including Vancouver, Victoria, Nelson and Winnipeg.

The Okanagan Car Share Co-op is a newly incorporated not for profit group that is trying to establish a Car Co-op in Kelowna, with a goal of future expansion throughout the Okanagan region. The overall goal of the OCSC is to create a more sustainable transportation network in the Okanagan Valley by providing high quality and reliable car sharing services to residents, businesses, local governments and academic institutions. The OCSC wants to help make it easy for people to give up individual car ownership; to provide a fleet of cars that are efficient and provide utility; to educate members and the public about the environmental and cost advantages of car sharing, and about the political and economic advantages of a locally based co-operative model; and to provide affordable means of transportation for people who may not be able to afford full car ownership but still require the occasion use of a vehicle.

Subsequent to these goals, the OCSC wants to foster a more multi-modal, integrated transportation system, i.e. integrating car sharing with cycling and public transit.

The OCSC is planned to be a member-owned co-op and will be part of a growing shared economy that believes in environmental, social and economic justice. Due to the nature of being a co-op, the OCSC will serve the community it operates in and will support the community to adopt more sustainable transportation habits. Moreover through a variety of member outreach activities the availability of car sharing to more members of the community shall be enhanced and further developed.

Board Members include:

Norm LeCavalier of N.J. LeCavalier & Associates Ltd. ,

Dr. Gordon Lovegrove, PhD, MBA, MEng, BSc Assistant Professor, Engineering, UBCO.

Angela Reid-Nagy, CEO of GreenStep Sustainability Coaching

Christian Brandt is the Executive Director & Co-founder of Okanagan Car Share Co-op.

The Okanagan Car Share Co-op has recently applied for Business Plan Development Funding from the Enterprising Non-Profits organization. Due to federal tax requirements, the organization must transfer funds to a beneficiary organization by means of a registered charity, city/municipality or other government organization. Enterprising Non-Profits has approved a grant of \$6,500 for this purpose. They have confirmed that other than showing that they have issued the funds to the beneficiary organization, there is no responsibility on the City's part. There is no monitoring or reporting requirement, and no risk or commitment whatsoever other than acting as a simple funding flow through mechanism. This has been done by many municipalities in the province for the Enterprising Non Profits organization in the past.

Enterprising Non-Profits, enp, is a unique collaborative program that promotes and supports social enterprise development and growth as a means to build strong non-profit organizations and healthier communities. Enterprising Non-Profits (enp) began in Vancouver, British Columbia in 1997 with a pilot project lead by Vancity Community Foundation in collaboration with the Vancouver Foundation and the United Way of the Lower Mainland. With additional funding from the McConnell Foundation, the project was designed to help 10 non-profits become more self-sustainable by developing social enterprises. Today enp continues their core activities and objectives and have continued and expanded to several other engagement and communication activities. Funders have evolved and changed throughout the years and now includes the Vancouver Foundation, the Vancity Community Foundation, Coast Capital Savings, the Vancity Credit Union, the Northern Trust, the Columbia Basin Trust, the Southern Interior Development Initiative Trust, and Capital One.

Although car sharing is not a new idea, its benefits tend to be known only to those already involved. The environmental and cost benefits of car sharing comes from the fact that as many as fifteen to twenty member share access to one car. It also comes from the fact that, because car sharers pay for each kilometer and hour of driving, they become much more aware of the true costs of driving and consciously reduce their driving as a result.

In 2007 the on-road transportation sector accounted for 65% of GHG emissions in Kelowna (28% buildings, 7% solid waste). This means that almost two-thirds of all GHG emissions were caused by the transportation sector. Moreover, a recent report by the Transportation Association of Canada identified Kelowna as having the highest per capita ownership of vehicles, the second highest number of daily trips per capita of the 33 municipalities reviewed and 87% of residents commuted to work by automobile. Next to increased concerns about air quality, climate change, health and sustainability, it becomes clear that increased alternative transportation infrastructure needs to be developed. Under Objective 7.11 within Kelowna's Official Community Plan, the City wants to "implement parking management programs that promote reduced car ownership, reduced car trips and increased use of active modes of transportation". Carshare organizations are an important element in the package of measures to reduce reliance on the private car - at regional and local levels. The City's Community Climate Action Plan also has the formation of car sharing as one of the City's objectives: "Support the formation of cooperative auto networks (car/truck share)".

By establishing the Okanagan Car Co-op, another solution for more sustainable transport modes; next to walking, biking and transit; is offered.

By authorizing staff to facilitate the grant funding at no risk or cost, the City has a way of providing support in principle for the development of this innovative means of advancing sustainable transportation in our community.

Internal Circulation:

Financial/Budgetary Considerations:

- Financial service staff to receive and transfer funds

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

External Agency/Public Comments:

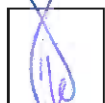
Communications Comments:

Alternate Recommendation:

Submitted by:

J. Dombrowsky, Regional Programs Manager

Approved for inclusion:



R. Westlake, Director Regional Services

cc: