

Auto and Bike Sharing Programs

Greenfield Tool Box

DESIGN

PROCESS

✓ IMPLEMENTATION..... Transportation



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TOOL DESCRIPTION

Car sharing and bike sharing programs are services that provide members with access to a fleet of cars or bicycles on an “as needed” basis.

Car Sharing

Car sharing appears in different forms, but it usually shares the following features:

- › Membership requirement with deposit, which includes car insurance
- › One or more shared vehicles available for use
- › Self-accessing vehicles, often through RFID cards
- › A decentralized network of parking locations close to homes, workplaces and/or transit stations
- › Usage booked in advance, usually online
- › Rentals for short time periods (less than an hour to few hours)

Car sharing offers multiple benefits:

- › Reduced vehicle ownership
- › Reduced vehicle kilometres travelled
- › Reduced pollutant emissions
- › Reduced parking demand
- › Increase in public transportation use
- › Increase in individual and household’s ability to access an automobile
- › Greater mobility

While car sharing is mainly concentrated in major urban areas, multiple examples exist outside of cities. Smaller and rural communities with car and bike share programs tend to have a higher degree of involvement across the local population.

Bike Sharing

Bike sharing programs offer bicycles for shared use. This type of program exists in different forms: it can be organized by a group or an association, or it can be implemented by local government agencies (e.g. public transit agencies). In addition to the benefits provided by car sharing, bicycle sharing also promotes an active mode of transportation.

Tool Intent

Car and bike sharing programs provide a means of accessing vehicles on an “as needed” basis. This can provide transportation for households when required, while reducing car ownership and total vehicle miles traveled. Bike sharing can also promote active transportation.

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USERS

- ✓ Municipal Officials
- ✓ Municipal Planning Staff
- ✓ Planning + Design Professionals
- Engineers
- Land Developers
- Landowners
- ✓ Community Members

Auto and Bike Sharing Programs

Bike sharing programs usually share these features:

- › Membership requirement with deposit
- › Operation based on a public-private partnership
- › Operation often combined with the public transit system
- › A fleet of bicycles with features that make them unique (advertisement and theft reduction purposes)
- › Self-accessing bicycles
- › Bike stations located at transit stations and activity centres
- › Rentals for short time periods (few minutes to few hours)

WHEN IN THE PROCESS IT IS USED?

Car and bike sharing concepts can be incorporated into planning documents, development review procedures, and zoning bylaws. The primary benefit of incorporating car and bike sharing in planning documents is credibility; it ensures that these programs are perceived as a mainstream transportation option that has the support of local decision makers.

WHO USES IT?

Most car share programs and some bike sharing programs are operated separately from the local government. However, local government agencies are the most common partner for operators since they have control over planning, transportation, and parking. Each of these elements can shape conditions that will lead to the success of car and bike share programs.

Forms of support from local government include:

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- › **Provision of Parking:** Providing parking for vehicles is one of the most tangible forms of support that local government can provide, since they control both on-street and some off-street parking. Support can include marked parking zones for car-sharing, free metered parking on-street, reduced parking requirements for developments incorporating car-sharing, discounts for municipal parking lots, and parking spaces converted into bike share facilities.
 - › **Planning, Policy and Tax-Related Solutions:** Planning and taxation policies can help local governments to promote car and bike sharing. This can include tax credits for businesses that carry out energy-saving activities, such as car-share program operators.
 - › **Marketing:** Marketing is a low-cost mechanism for local governments to assist car-sharing operators and promote car sharing among the public. This can take the form of websites or newsletters.
 - › **Funding:** Some local governments provide funding, often from external grants, to help develop and maintain car and bike sharing programs.

CASE STUDIES | BEST PRACTICES

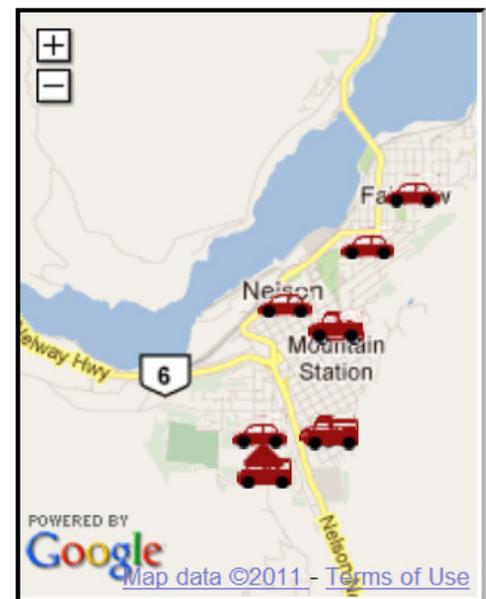
Calgary Car Share



Calgary Car Share is a cooperative which maintains eight vehicles throughout the inner city. Members can reserve a car online at any time of the day for an hour to a full day.

Source | Calgary Car Share | <http://calgarycarshare.ca/>

Car Share in Smaller Communities – Nelson Carshare Cooperative



Location: Nelson, British Columbia

The Nelson Carshare Cooperative is a non-profit association that has been active for nearly a decade. This cooperative is part of a broader association, Kootenay Carshare, which allows members to use a car in other destinations such as Victoria and Vancouver. Members have access to a fleet of vehicles parked at seven locations throughout the city. They pay a small monthly membership fee and are charged by the half hour and kilometre for the use of the vehicles.

Source | Kootenay Car Share | <http://nelsoncar.com/>

Nelson Path to 2040 – Sustainability Strategy (December 2010)

Transportation and Mobility Objective:

“Reduce personal vehicle use and promote alternative modes of travel, including car-coops and safe ride-sharing Car Stops.”

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POLICY SUPPORT

Calgary Municipal Development Plan

3.3 Activity Centres, Mobility policies and 3.4 Corridors, Mobility policies

“Convenient and high quality parking locations should be provided for bicycles, carpool and car-sharing vehicles, and vehicles with environmental benefits.”



Credit | cityhop

CASE STUDIES | BEST PRACTICES

Golden’s Community Bike-Share, British Columbia

The town of Golden, British Columbia is an example of a small town which has developed a bike sharing program without large capital investment. The program was launched in spring 2011 and includes 15 bicycles. The two hubs are located at a campground and a hostel. The staff of these businesses are responsible to sign up users, sell card passes, and keep the stations clean. In return, the businesses retain 75% of the rental fees, while the other 25% goes to the Town of Golden. The town staffs two part-time employees for the program, who provide oversight, maintenance, and occasional technical support for the program.

Source | Golden Active Transportation – Bike Share
<http://goldenactivetransportation.com/bike-share/>



Golden Community Bike Share

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RELATED TOOLS

Transportation Demand Management (TDM)

Parking Management and Policies

LEED ND Rating System

ADDITIONAL RESOURCES

Car-Sharing: Where and How it Succeeds, Transit Cooperative Research Program (http://onlinepubs.trb.org/Onlinepubs/tcrp/tcrp_rpt_108.pdf)

Bike-Sharing Guide, Transport Canada (<http://www.tc.gc.ca/media/documents/programs/bsg.pdf>)