

GREENEST CITY SCHOLARS PROGRAM
UBC Sustainability Scholars Program, Summer 2018

Research project title

Supporting Car Share Vehicles in the City of Vancouver

Research supports the following policies -

☒ Greenest City Action Plan

Specific goal area (s): Green Economy, Green Transportation,

☒ Renewable City Action Plan

☒ Green Operations

Specific goal area (s): Fleet Optimization/Zero Carbon

Scope of Work

Vancouver, the city, is home to a number of car share programs including Evo, Car2Go, Modo, etc. In addition, the City of Vancouver provides staff with access to car share services to use for work-related transportation. This project will help understand not only the pros and cons of the car share services used by city staff, but also how other cities are encouraging the adoption of zero emission vehicles in the various car share fleets through mechanisms available to them, such as by offering parking incentives. With that in mind, this project will result in the following:

- Document the car share program used by City of Vancouver staff for work-related trips and undertake a review of the financial, environmental, air quality improvements and any other benefits of the current City of Vancouver staff car share services.
- Survey current City staff who are members of the city car share service to gain an understanding of if and how the service has enabled staff to make more sustainable transportation choices
- Explore ways of increasing the number of zero emission vehicles in Vancouver's publically-available car share fleets
- Undertake a literature review of best practice examples from cities around the world on parking policies such as car share vehicles at on-street meters, off-street parking requirements, and parking relaxations and incentives for publically-available car share vehicles.
- Review demand data, trip data, vehicle kilometers travelled, and analyze patterns on how policies from different cities affect publically-available car share usage.
- Contact different cities either through email or by phone to identify what sorts of policies have been effective for them through an informal interview.
- Develop a list of evaluation criteria or a decision matrix for the City to measure the effectiveness of car share policies and their effectiveness at a high level.
- Recommend policies that the City should adopt to support car sharing including any changes to the City of Vancouver's staff car share services and how to increase zero emissions vehicles in publically-available car share fleets in Vancouver.

Why this work is of value:

The City is evaluating changes to car share parking policies. Reviewing standards and practices used in other cities across the world will help the City set best practices, and evaluate which policies might be most effective when implemented in the Vancouver context.

Submit applications here: <http://bit.ly/2DC2jpP>

GREENEST CITY SCHOLARS PROGRAM
UBC Sustainability Scholars Program, Summer 2018

Research on the City's staff car share services will help the City make future decisions about its car share services as it pertains to work commutes, program expansion and vehicle types. The City will also be able to share its knowledge with the many municipalities and organizations globally who look to the City for leadership.

Deliverables

1. Final research report outlining -
 - Financial and environmental analysis of having 16 City of Vancouver owned car share vehicles incorporated in the fleet of car share vehicles available to staff.
 - Comparison of car share parking policies used in different cities around the world (including Vancouver's)
 - Summary of consultations/interviews with contacts from different cities
2. Recommendations for the City of Vancouver with regard to:
 - Reducing the environmental impact of employees using personal vehicles for work including the potential expansion of the City of Vancouver's Car Share program to employees who currently use personal vehicles
 - Recommendations on how to increase the number of zero emission vehicles in the car share fleet in Vancouver.
 - Recommendations of parking policies for car share vehicles that the City should adapt.
3. Final report for the UBC Sustainability Scholars online project library.

Time Commitment

- This project will take no more than **250*** hours to complete.
- This project must be completed between April 27th and August 10th
- The scholar is to complete hours between *Monday to Friday 8:30 – 5:00*, approximately **20** hours per week.

Work location: Engineering – Crossroads, 507 West Broadway

Skill set/background required/preferred

- ☒ Excellent research and writing skills.
- ☒ Demonstrated interest in sustainable transportation
- ☒ Familiarity with research methodologies and survey techniques
- ☒ Strong analytical skills
- ☒ Strong presentation and public speaking skills
- ☒ Able to summarize data and create graphics/tables via Excel
- ☒ Ability to work independently
- ☒ Demonstrated time management skills
- ☒ Deadline oriented
- ☒ Familiarity with quantitative research methodologies and implementation
- ☒ Experience with statistical analysis
- ☒ Familiarity with behaviour change theories and implementation
- ☒ Experience doing personal interviews

Submit applications here: <http://bit.ly/2DC2jpP>