



**City of Kingston
Report to Council
Report Number 21-249**

To: Mayor and Members of Council
From: Sheila Kidd, Commissioner, Transportation & Public Works
Resource Staff: Laird Leggo, Manager, Parking Services
Date of Meeting: October 5, 2021
Subject: Parking License Agreement – VRTUCAR – Car-Share Program

Council Strategic Plan Alignment:

Theme: Corporate business

Goal: See above

Executive Summary:

VRTUCAR is a car-sharing program that provides an alternative to owning a vehicle and helps reduce the demand for parking in areas where parking is in high demand. Since 2012, Council has authorized license agreements with VRTUCAR. Previous agreements provided for two dedicated parking spaces, one in the Springer parking lot and one in the McKee parking lot. The latest agreement authorized by Council in 2016 was for one space in the Springer lot. The current agreement expires on October 14, 2021.

The sustainability of the VRTUCAR program depends on the ability to provide the service in high demand locations, which can be seasonal. VRTUCAR is seeking to enter into a new license agreement for two dedicated parking spaces in the Springer lot.

Car sharing supports the City's goals to increase active transportation and offers an alternative to personal vehicle ownership. The purpose of this report is to seek Council approval to enter into a new license agreement with VRTUCAR for the provision of two parking spaces in the Springer parking lot for a period of three years, with an option to renew for an additional two years.

October 5, 2021

Page 2 of 5

Recommendation:

That Council authorize the Mayor and Clerk to execute a license agreement, in a form satisfactory to the Director of Legal Services, to provide VRTUCAR with two parking spaces in the Springer lot for the purpose of continuing to operate a car-share program in Kingston.

October 5, 2021

Page 3 of 5

Authorizing Signatures:

ORIGINAL SIGNED BY COMMISSIONER

**Sheila Kidd, Commissioner,
Transportation & Public Works**

ORIGINAL SIGNED BY CHIEF
ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

| | |
|---|--------------|
| Paige Agnew, Commissioner, Community Services | Not required |
| Peter Huigenbos, Commissioner, Business, Environment & Projects | Not required |
| Brad Joyce, Commissioner, Corporate Services | Not required |
| Jim Keech, President & CEO, Utilities Kingston | Not required |
| Desirée Kennedy, Chief Financial Officer & City Treasurer | Not required |

October 5, 2021

Page 4 of 5

Options/Discussion:

At its regular meeting on October 4, 2016, Council authorized the Mayor and Clerk to execute a license renewal agreement between VRTUCAR and the City, for three years with an option for a two-year extension, to license a dedicated parking space in a prime downtown location (Report Number 16-323). The extension of the license agreement was in support of the operation of a car-share program in Kingston. The current license agreement expires on October 14, 2021.

VRTUCAR first launched their car-share program in Kingston in 2012. Since its inception, VRTUCAR has expanded its Kingston operation from two cars to eight cars and currently have seven active stations. They anticipate increasing to ten shared cars in the summer of 2022. Membership in the car-share program has also increased from 56 members in 2014 to 215 members that list their “preferred city of use” as Kingston as of September 2021. In 2020, VRTUCAR members in Kingston utilized VRTUCAR’s automobiles for 1,375 trips representing 52,000 kilometers. They have estimated that their cars have replaced 72 privately-owned vehicles. One of their cars is parked in the Springer lot on Queen Street and is subject to the existing license agreement which expires in October 2021.

The sustainability of the car-share program is dependent on the ability to locate a vehicle in the highest demand areas, which can change from time to time. During the summer months, usage in the university area tends to drop off and demand is greater in the downtown area. VRTUCAR is seeking two dedicated parking spots at the Springer lot. Additional requests for seasonal parking space needs may also be considered under the temporary parking space rental provision in the Fees and Charges By-law.

Based on the success of the VRTUCAR program in Kingston over the past nine years, staff is recommending approval of a license agreement for two spaces in the Springer parking lot, for a three-year term, with an option for an additional two-year extension. The option to extend would be at the sole discretion of the City.

Typically, the license fee for dedicated parking spaces is based on the monthly permit rate for the lot or zone as outlined in the Fees and Charges By-law Number 2005-10, as amended, plus the standard City practice of adding a 35% premium, which represents an amount equivalent to property taxes that is attributable to an off-street parking space. However, as promoting car-sharing programs is identified as a strategy in the City’s Transportation Demand Management (TDM) Strategy, and in keeping with the fee structure in the current license agreement, staff is recommending that the premium charge not be applicable on car-sharing programs and that only the monthly rate, as approved in the Fees and Charges By-law, be charged.

Existing Policy/By-Law:

None

Notice Provisions:

None

October 5, 2021

Page 5 of 5

Accessibility Considerations:

None

Financial Considerations:

Revenue generated from the license agreement will be incorporated into the parking budget for 2022 and subsequent years.

Contacts:

Laird Leggo, Manager, Parking Operations 613-546-4291 extension 3132

Other City of Kingston Staff Consulted:

None

Exhibits Attached:

None