



City of
Peterborough

To: Members of the Accessibility Advisory Committee

From: Trish Reed, Accessibility and Communication Specialist

Meeting Date: February 1, 2017

Subject: Report AAC17-016
Community CarShare

Purpose

A report to introduce a presentation by the Transportation Demand Management Planner on Community CarShare.

Recommendation

That the Accessibility Advisory Committee (AAC) approve the recommendation outlined in Report AAC17-016 dated February 1, 2017, of the Accessibility and Communication Specialist as follows:

That the presentation by the Transportation Demand Management Planner on Community CarShare be received for information.

Budget and Financial Implications

There are no budgetary or financial implications associated with the recommendation.

Background

At the January 4, 2017 meeting of the AAC Access Fund Request 002-17 pertaining to Community CarShare was deferred until further information could be provided to the Committee.

Carsharing is a transportation option that can provide access to vehicles for lower than the cost of owning a vehicle and can also allow access to different types of vehicles for special purposes. For example, one of the vehicles in some carshare fleets is a cargo van, allowing people to own a small, efficient vehicle and still haul large items when needed.

The Transportation Demand Management Planner will be preparing a report for City Council proposing an agreement with Community CarShare. Although there are other carshares operating in Ontario, Community CarShare is the only one operating in smaller urban centres. Due to the City of Peterborough's (City) size, and the co-operative nature of their business, they are proposing a program where the City will front any net operating deficit associated with the Peterborough fleet. The goal is for the fleet to be financially self-sustaining within two years.

The concept is to start with four vehicles, one being wheelchair accessible. The City and Community CarShare would work together to make the system financially self-sustaining after the two year period.

Community CarShare is a non-profit co-operative which provides its members access to vehicles on a self-serve, pay-per-use basis. The co-operative was founded in 1998 and operated first in Kitchener-Waterloo, adding service to Hamilton in 2009, Elmira, Guelph and St. Catharines in 2013, London in 2014, Burlington in 2015, and Cambridge in 2016.

Community CarShare's mission is to deliver a carsharing service which empowers people to make affordable and sustainable transportation choices. As well, Community CarShare upholds the International Co-operative Principles through the following values:

- Service: Providing an excellent membership experience by being responsive, fair, and transparent.
- Sustainability: Guiding the transportation system towards an affordable, efficient, and inclusive future.
- Collaboration: Supporting employees, volunteers, partners, and peers by building strong relationships.
- Innovation: Advancing the carsharing sector through leadership, creativity, and long term vision.

Reservations for CarShare vehicles can be made for as little as 30 minutes, or as long as needed, and gas and maintenance costs are included in driving rates. By filling in transportation gaps with occasional car use, Community CarShare also helps support the use of greener transportation modes such as transit and cycling.

Many CarShare members also already own a car, but supplement their driving needs with CarShare reservations a few times a week.

Community CarShare currently has more than 2000 members who have access to a fleet of 60+ vehicles, stationed along main transit corridors. As membership grows and vehicle usage increases, additional vehicles are added to the fleet to meet membership and usage demands.

Community CarShare is governed by a volunteer board of directors, elected from the membership, and supported day-to-day by six full-time staff members.

Submitted by,

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Accessibility and Communication Specialist

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