



City of Vancouver Car Share Program

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Car Share Program Coordinator



- Greenest City Action Plan
 - Promoting green business
 - Improving corporate green operations
- Fleet and Trip Optimization Initiative
 - Highlighted in Corporate Business Plan
 - Optimizing the use of available modes of transportation with the goal of further reducing the City's fleet

- Promoting the growth of car sharing in Vancouver
- Improving vehicle selection and availability for staff
- Reducing Community greenhouse gas emissions.
- Enabling more sustainable City employee commuting
- Reducing number of vehicles in the City's fleet

- 10,000 employees
- 70 staff work locations
- 850 employees registered with program
- 13,000 car share bookings in 2014

Program Highlights



- Customized program
 - Incorporating City owned vehicles in fleet
 - Vehicles located close to city worksites
- One-on-one training
- Vendor customer support
- Meeting transportation demand
- Car share data
- Internal car sharing (Ride Share Program)
- Overcoming obstacles

- What we have learned
 - When car sharing makes the most sense
 - Employees do adjust
 - Employees want to commute sustainably



Best Practices

- Obtaining senior management support and oversight
- Having a dedicated Program Administrator
- Ensuring fuel economy standards in Request For Proposal
- Using metrics to increase awareness of transportation use and improve trip utilization
- Ensuring high quality internal and external customer service and support
- Performing annual customer surveys



Benefits

- Reduction of 33 vehicles at start of program
- Reduced Corporate GHGs
- Supports “Green” operations
- Access for all
- Variety, convenience, simplicity
- Employees can make more sustainable commuting decisions
- Opportunity to reduce costs
- Data to support decision making

- Reduced Community Greenhouse gas emissions
- Access to car sharing vehicles
 - Variety of car sharing operators
- Electric vehicle option

Then and Now



2009	2015
370 employees registered	855 employees registered
803 bookings	9,645 bookings to date
No city vehicles in Car Share Program	14 city vehicles in Car Share Program
5 Modo vehicles at City Hall Campus	24 Modo vehicles at City Hall Campus
1 worksite using Car Share Program	13 worksites using Car Share Program








Survey Results 2014







How satisfied are you with customer service provided by Modo?

Response	Chart	Percentage	Count
Extremely dissatisfied		5.6%	11
Somewhat dissatisfied		6.1%	12
Neutral		21.8%	43
Somewhat satisfied		35.0%	69
Extremely satisfied		31.5%	62
		Total Responses	197


How satisfied are you with the in person Car Share Orientation?

Response	Chart	Percentage	Count
Extremely dissatisfied		1.5%	3
Somewhat dissatisfied		1.0%	2
Neutral		42.8%	83
Somewhat satisfied		29.4%	57
Extremely satisfied		25.3%	49
		Total Responses	194

How satisfied are you with the variety of vehicles available in the Car Share Program?

Response	Chart	Percentage	Count
Extremely dissatisfied		2.5%	5
Somewhat dissatisfied		10.1%	20
Neutral		14.1%	28
Somewhat satisfied		36.9%	73
Extremely satisfied		33.8%	67
Not Applicable		2.5%	5
		Total Responses	198

Indicate which types of specialty vehicles would you prefer to use in the Car Share

Response	Chart	Percentage	Count
Smart Car		24.7%	48
Electric Car		42.3%	82
Passenger van		23.2%	45
Pick-up truck		17.0%	33
None of the above (i.e., I'm fine with the specialty vehicles currently available)		41.2%	80
		Total Responses	194

The City's Car Share Program has enabled the organization to:

- Make informed transportation decisions
- Maintain green operations and reduce Corporate and Community GHGs
- Support community car sharing
- Enable employee sustainable commuting

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