



Mayor and Council
c/o Office of the City Clerk
City of Burnaby
4949 Canada Way
Burnaby, B.C. V5G 1M2

Dear Mayor and Council,

Congratulations on your success in the recent election. We hope the transition at City Hall is going smoothly and look forward to the positive contributions you will make.

Modo Co-operative is a social enterprise co-operatively owned by thousands of residents of BC. We are determined to make a difference in our communities by addressing affordability, inclusivity and sustainability issues through the provision of a network of shared cars. We are proud to be present in 23 BC municipalities today, including yours. Our members achieve positive outcomes for themselves and their communities by being dedicated users of active and public transportation, and by choosing to use shared vehicles instead of personal ones, when a car is needed.

Our communities have two big challenges right in front of us

1. **Housing affordability.** This was key during the election. After housing, transportation is most people's second largest category of expense. According to BCAA, ownership of a vehicle costs the average household between \$8,000 and \$12,000 per year. The average Modo member spends less than \$1,000 per year to use our shared cars. Affordable transportation frees up a larger share of wallet towards housing.
2. **A tidal wave of vehicles.** Metro Vancouver will grow by up to a million people over the next two decades. At current rates of vehicle ownership, these new residents will add up to 700,000 more cars to the 1.6 million already on our streets. Such an influx of cars onto our roads will surely paralyse an already congested road network, consume more of our limited land to accommodate parking, and emit millions of tonnes of greenhouse gases into the atmosphere. We need to get well ahead of that unthinkable future.

The opportunity

Your council has the opportunity to enable the transportation network and housing market Metro Vancouverites have aspired to for decades; effectively transforming our region into a more livable and prosperous one. To do so, it's imperative we scale up affordable transportation options by adopting proven and coordinated public policies to diminish the need for car ownership and increase the use of alternative transportation modes – specifically, active transportation (walking and cycling), public transit and carsharing.

As the CEO of Modo Co-operative, a BC original and the region's only member-owned carsharing co-operative, I am writing you to highlight the pivotal role carsharing can play in helping address your housing and transportation challenges, and to remind you that as a social enterprise Modo is ready

Referred to:

[Sustainable City Advisory Committee \(2019.02.05\)](#)

Copied to:

[City Manager, Dir. Corporate Services, Dir. Engineering, Dir Planning and Building](#)

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to work with your council and municipal teams for the betterment of the City of Burnaby and Metro Vancouver as a whole.

The carshare landscape & impacts

Today, Metro Vancouver is home to roughly 3,000 shared vehicles, operated by four providers: Modo Co-operative (owned co-operatively by its members), car2go (Daimler AG / Mercedes Benz), EVO (BCAA) and Zipcar (Avis Budget). While all carsharing vehicles share a common terminology (and insurance classification), the services are intended to solve different transportation needs. Academic studies (see attached *Carsharing 101* for reference) have clearly identified their complementary and distinct impacts on vehicle ownership, transportation behaviour and land use.

Round trip carsharing (offered by Modo and Zipcar) is primarily used as a substitute to private vehicle ownership and not designed for commuting. Conversely, one-way, free-floating carsharing (offered by EVO and car2go) may be an alternative to other one-way modes of transportation (public transit, taxi, cycling...) and is frequently used for commuting. Recent studies from UBC have shown that in Metro Vancouver, where the average vehicle ownership rate per household is nearly 1.6 vehicles, households using Modo reduced their vehicle ownership rate by almost 50%, from an average of 0.68 to 0.36 vehicles per household and reduced their vehicle kilometres traveled (VKT); while households using one-way, free-floating carsharing reduced their vehicle ownership rate by only 10% from an average of 1.08 prior to joining up to 0.98 afterwards and increased their VKT.

About Modo & impacts on affordability

Modo serves more than 20,000 individuals and 900 businesses with access to and use of a shared fleet of 650+ vehicles across Metro Vancouver, Greater Victoria, Kelowna, Nanaimo and Squamish. Modo is also the carsharing and fleet-sharing provider for the Cities of Vancouver, Richmond, Surrey, Kelowna and the District of Squamish, enabling 1,500 municipal staff to use Modo shared vehicles for business. In the City of Burnaby, 1,630 individuals and 37 businesses are using Modo and 58 vehicles are located in the municipality.

Modo has been collaborating with municipalities, including the City of Burnaby, and the real estate development industry on transport demand management (TDM) measures for more than a decade. To date, these collaborations have led to the provision of carsharing services in more than 100 existing development projects, effectively reducing vehicle ownership, parking demand and construction costs; while providing an affordable transportation option to residents and the community. In several municipalities, developers can substitute five regular parking spaces for each round trip carshare vehicle and designated parking space provided, allowing construction costs to be reduced by hundreds of thousands of dollars; savings which can be passed on to the future residents of the development to improve housing affordability.

As part of these arrangements, Modo has taken the initiative to ensure that not only will the developer contributions be invested in additional shared vehicles but also that Modo memberships be made available at no charge, to building occupants. These memberships, valued at \$500 each, are attached in perpetuity to the development for the benefits of current and future residents. Our intent is to remove a financial barrier for households, allowing them to participate in carsharing and further deliver on our promise of affordability and inclusivity.

But there's more to be done

Despite the positive public benefits of localized actions and existing municipal policies, more effort will be needed to achieve large scale impacts at the municipal and Metro Vancouver levels. Current rates of carsharing are not nearly sufficient to address the challenges ahead.

Experience has shown that municipalities can more effectively achieve their objectives to improve housing affordability and reduce vehicle ownership by:

- creating reasons for people and businesses not to need to own a vehicle;
- taking a leadership position by integrating multimodal transportation including carsharing into their own operations;
- making it easier for residents to use round trip carshare through availability of affordable parking spaces for shared vehicles; and
- ensuring that round trip carsharing is well integrated into a TDM strategy that is mitigating the effects of population and vehicle increases linked to new development projects.

In regards to the use of carsharing in TDM strategies, within the coming days, we will be sharing with your urban planning and transportation teams what we have observed since 2001, as best practices in municipalities across our region with the intent to support their work to develop evidence-based and impactful public policies.

To summarize, we believe the need for an increased use of sustainable transportation modes is more urgent than ever to help tackle our regional housing and transportation challenges. This closely aligns with Modo's purpose as a social enterprise. Our commitment is to transform communities by connecting people with places in a way that's affordable, convenient, inclusive and sustainable. We do that by providing and operating a platform that enables the sharing of vehicles. We advocate for walking, cycling, using transit and, when the trip requires a vehicle, use of a shared one.

We would welcome the opportunity to provide any additional input regarding the above and look forward to working with your council and municipal teams to create a more livable City of Burnaby.

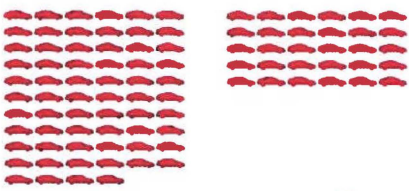



Sincerely,



Patrick Nangle
CEO

Enclosure: Carsharing 101
CC: Lou Pelletier
Leon Gous
Leah Libsekal

CARSHARING 101

Round trip carsharing	One-way carsharing
Overview	
Access to a diverse fleet of shared vehicles, which can be booked up to a year in advance. Vehicles are picked up and dropped off at the same location, making them ideal replacements for privately owned cars.	Access to a single/limited variety of vehicles, which can be booked up to 30 mins in advance. Vehicles are picked up and dropped off in different locations, making them ideal for do-it-yourself type taxi use.
Primary uses	
Round trips of any kind, and not designed for commuting.	One-way trips, and often used for commuting.
Primary reasons for adoption¹	
Cost savings compared to owning/leasing a vehicle.	More convenient compared to transit.
Users² (age distribution)	
Fairly representative of the general population.	Predominantly millennials.
Impacts	
VKT: decrease by 67% ³ Vehicle ownership: decrease by 47% ⁴ Use of public transit: increase ⁵ GHG's emissions: decrease by up to 55% ⁶	VKT: increase ⁷ Vehicle ownership: decrease by 9% ⁴ Use of public transit: decrease ⁷ GHG's emissions: decrease by up to 55% ⁶
Vehicle ownership: Before & After	
<div> <div>Before</div> <div>After</div>  <div>47% reduction rate </div> </div>	<div> <div>Before</div> <div>After</div>  <div>9% reduction rate </div> </div>

¹ Metro Vancouver, 2014. The Metro Vancouver Car Share Study Technical Report

² Vancity, 2018. Changing Gears: Exploring the car-sharing culture shift in Metro Vancouver

³ Cervero, R., Golub, A., Nee, B., 2007. City CarShare: longer-term travel demand and car ownership impacts. Transp. Res. Rec. J. Transp. Res. Board 1992 (1), 70–80.

⁴ Namazu, M., Dowlatabad, H., 2018. Vehicle ownership reduction: A comparison of one-way and two-way carsharing systems

⁵ Modo, 2016, 2017, 2018. Modo Annual Member Satisfaction Survey

⁶ Namazu, M., Dowlatabad, H., 2015. Characterizing the GHG emission impacts of carsharing: a case of Vancouver

⁷ Martin, E., Shaheen, S., Working Paper, 2016. The Impacts of Car2go on Vehicle Ownership, Modal Shift, Vehicle Miles Traveled, and Greenhouse Gas Emissions: An Analysis of Five North American Cities

Fast Facts

- The average privately owned vehicle sits idle 95% of the time
- According to BCAA, it costs an average of \$8,000-\$12,000/year to own & operate a vehicle in BC
- Currently ownership rates are high: on average > 1.5 vehicles per household
- At today's rate of ownership, 700,000 more vehicles will be added to Metro Vancouver roads over the next 20 years; negatively impacting traffic congestion, land use & GHG emissions
- Average cost to build one underground parking space in a residential building is \$40,000-\$80,000; which could be saved & passed on to resident
- Households without a vehicle use active transportation & public transit for 80% of trips
- Those owning one or more vehicles only use active transportation & transit for 30% or less of trips
- Carsharing works best in walkable communities, connected by transit, with access to different transportation modes/options