

&



with reservation



without reservation

In this issue/

Editorial

Carsharing is no threat to the taxi industry | [page 2](#)

One stop shop :

Vehicles with and without reservations available on the same application | [page 4](#)

Different carsharing forms | [page 5](#)

Also/

Pay online

and make your life easier! | [page 3](#)

Vehicle access: We will soon start removing the RFID keys provided with the vehicles keys. | [page 4](#)

The EVs are spending winter outside | [page 5](#)



Benoît Robert
Founder-Chief Executive Officer
Communauto

“When someone decides to sell their vehicle (...) because the alternatives are good, we have secured another customer.”

Carsharing is no threat to the taxi industry

Individual car ownership is the issue we should be tackling

And to change the existing balance, we need to come up with attractive alternatives for consumers rather than using coercion.

When someone decides to sell their vehicle or decides against buying one because the alternatives are good, we have secured another customer—and not just for the taxi industry, but for mobility service providers as a whole: public transportation and carsharing companies, intercity transportation service providers and carpooling organizations, not to mention walking and bicycling.

The fact that mobility services eat into each other's business shouldn't be seen as a threat. They replace each other to a certain extent, and this is healthy. It's the price we pay for freedom of choice, and it's not too high because it's this diversity of services that enables each one of us to do well. It's better to share the market and hopefully see it expand than to fight to maintain the status quo in a declining market.

91% of our 30,000 or so Communauto users live in a car-free household. When they subscribe to our service, 83% of them have either sold their car or decided against buying one.

They may have access to vehicles, but they move around the city like people from car-free households, often using alternative transportation to cars.

The statistics speak for themselves. They are valid for Communauto's well known carsharing service: round-trips with reservation and stations (see Different Carsharing forms, p. 5). But these figures don't include all types of carsharing. Further studies are needed to gain a better understanding of it and to measure each type's contribution to the transportation mix. But does that mean we should deprive ourselves of the benefits of these new services? Definitely not, as far as we're concerned. It's quite reasonable to assume that we should encourage collective car use over individual ownership in cities. It's important, however, to broaden the public debate currently raging in Montreal to include all types of carsharing rather than focusing on the new “one-way” services. Each one fulfills different and complementary mobility needs and requires specific actions to maximize its benefits. Parking access is at the heart of these issues, which we ought to address all together rather than separately.

Paving the way for change

For all kinds of political and historical reasons, cities long ago implemented measures to facilitate car ownership, of which parking permits are the most visible evidence. These measures enjoy wide support, so it would be unrealistic to fight them head-on. If we really want change, we must find the courage to defend emerging services that we can rely on to move towards a new balance. Without waging war on car owners, we should make sure they don't have the monopoly on parking privileges. There will always be people complaining that carsharing vehicles are taking up the parking spaces in their street. But more voices need to speak up and remind them that the people using these vehicles are also residents, and that if the majority have decided against car ownership, they are part of the solution and not the problem.

We mustn't let carsharing become the scapegoat that makes us forget that the actual problem here is the number of cars on the road, which is mainly the result of rising individual car ownership. While it's too early to use coercive measures to change the situation, we must give services that can provide a growing number of people with alternative access to mobility a chance to develop effectively. This requires a more equitable sharing of public space. Allocating universal parking permits would be the most effective way of giving a comparative advantage to carsharing without significantly affecting car owners' acquired privileges. They are also likely to generate substantial funding for cities. It's a win-win decision.

The Québec government's recent adoption of the **Sustainable mobility strategy** is a step in the right direction. The government recognizes carsharing's potential as an inexpensive measure and the importance of the parking issue to achieve the desired changes in behaviour. Cities have been openly invited to follow suit. This is encouraging, but it remains to be seen how these broad guidelines are translated into practice.

Benoît Robert

Québec, land of outstanding research on carsharing

In Québec, two research groups are particularly active in understanding the impact of self-serve vehicles (carsharing). The CRAD (Centre de recherche en aménagement et développement of Université Laval) and **Mobilité, Research Chair** of l'École Polytechnique de Montréal. The latter specializes in assessment and implementation of sustainable transportation.

Both in Québec and abroad, Communauto has worked with researchers by making its data available for analysis. Our data is presently being used to advance the ongoing reflection in Montreal on carsharing's position vis-à-vis other transportation modes. Thank you to the many users who have taken the time in the last few months to complete our surveys.

Offsetting your emissions, it's easy!

You're looking for a simple way of helping the environment in 2014? Communauto gives you the option of offsetting your greenhouse gas (GHG) emissions on the trips you take with an *Auto-mobile* or Communauto vehicle. We are also committed, since the launch of the program last year, to offsetting the emissions related to our activities, including our employees commuting to work.

Every gesture counts! At a rate of \$0.0046 /km, offsetting your emissions is a efficient and affordable way of supporting actions, that when put together, make a difference.

All proceeds are reinvested through **Planetair**. More information on communauto.com/offset

Pay online and make your life easier!

Did you know that your payments can be **made online** with your financial institution?

The reference number that should be used is the Account Number that appears in the top left corner of the invoice, which is the same as your Membership Number if you are registered as an individual subscriber (not to be confused with your invoice number).

You should allow 3 business days for your payment to reach us.

Please note that payments by automated teller machine (ATM) or at the counter can usually only be made at the "Caisses".

Participating financial institutions:

- All "Caisses" affiliated with the Desjardins Group
- The Laurentian Bank
- The Bank of Montreal
- The Bank of Nova Scotia
- The National Bank
- The Royal Bank
- TD Bank
- HSBC
- CIBC

If your account is elsewhere, please contact your financial institution directly to find out how to add Communauto to your account. For more information, visit www.communauto.com/onlinepayment



New / Book online with Discount through RÉSERVauto and save

As a Communauto member, **Discount offers you 5% off on regular car rental and 10% off on truck rental**. In addition, you will have the possibility of getting the *Exoneration coverage*, which includes \$0 deductible for accidents and thefts, at half price.

The feature is available through the Discount icon in the partners bar that appears in RÉSERVauto's homepage. To take advantage of this offer, your reservation must be made by credit card through

our customized online reservation tool. If you don't have a credit card, please call the Communauto reservation line.

These rebates are available in participating car rental locations in Montreal, Québec City, Sherbrooke and Gatineau, and depend on the current policy of the *Network reservation* agreements.

Enjoy!

Vehicles with and without reservations available on the same application

Projects for Québec, Sherbrooke and Gatineau

The complementarity of the new *Auto-mobile* service with our original offer is such that it has us studying the possibility of introducing this project in other Québec cities in our network. To be continued.

The one stop shop is coming soon! After a first pilot phase and implementation, we now know that the project is here to stay. Our new priority is to integrate *Auto-mobile* in our existing reservation and information tools. We will take that opportunity to make a technological leap, notably by developing native iPhone and Android mobile applications, as well as by making our website and other communication tools, including the e-bill and newsletters, accessible on different platforms.

In a few days, it will already be possible to see and select all our vehicles (including *Auto-mobile*), on the map in RÉSERVauto's client section as well as

in our mobile reservation site. This will help you optimize your vehicle choice by taking into account their proximity and the costs of the different options offered (with or without a reservation).

Remember that the *Auto-mobile* prices includes mileage for the first 100 kilometres. Although the hourly rate of this offer is superior to our basic rates, *Auto-mobile* vehicles can be an appealing option for many occasions. In fact, the complementarity of the new *Auto-mobile* service with our original offer is such that it has us studying the possibility of introducing this project in other Québec cities in our network. To be continued.

Reminder for when you use an *Auto-mobile* vehicle

Fuelling credit

A time credit of 20 minutes is applied for every trip of an hour or less if it costs at least \$20 (**this is a modification, the previous amount was 15\$**) to fill up the tank. In the case of a trip of less than 20 minutes, the credit will be equivalent to the length of the trip. The cost of regular gas will be credited on your next Communauto bill.

This time credit only applies to *Auto-mobile* vehicles. This stems from the specific method of pricing (by minute) of these vehicles.

Park the vehicle...but where?

When parking an *Auto-mobile* vehicle at the end of a trip, you must avoid zones with parking restrictions other than street cleaning (this restriction only applies in summer). Metered or drop-off zones are to be avoided, along with major streets where it is forbidden to park at fixed hours. These restrictions apply even if you are allowed to park in these zones on the day of your trip (it is usually the case on weekends). At this time of year, you must also watch out for zones where snow removal operations will occur shortly.

Vehicle access: we are replacing the readers

We will soon start removing the RFID keys provided with the vehicles keys.

The next time you use a vehicle, be sure to bring your personal RFID key or the OPUS card that you previously registered in RÉSERVauto.

The readers in the Communauto vehicles (different from the ones in *Auto-mobile* vehicles) are the one which had reading problems with the OPUS card last spring. Since then, tests have been made by our supplier. The problem has been identified and all the readers will gradually be replaced by new equipment.

This transition will take several months (several hundred vehicles need to be addressed) and we will take this opportunity to gradually remove the RFID keys that we had provided in the meantime.

You will not be able to know in advance which vehicle has been addressed (we prefer keeping this information confidential for security reasons). Therefore it is better to start making it a habit to bring your personal RFID key or the OPUS card that you previously registered in RÉSERVauto.

We will also take advantage of this procedure to adjust the sound level of the on-board computers (the beep informing you of a successful authentication) on all our vehicles.



LSR: Libre-Service avec Réserve is used for Communauto's original offer

LSI : Libre-Service Intégral (without reservation or stations, and for one-way trips) is used for our new offer, *Auto-mobile*

Different carsharing forms

With the growing interest for these services and the multiplication of its variations around the world, here is a glossary and some definitions allowing you to better understand.

From the outset, note that carsharing and self-serve vehicles are usually considered synonyms. Therefore, words need to be added to clarify what we mean: "with" or "without" reservation, "floating" or "fixed" stations, "original" or "one-way" service (possibility of leaving the vehicle at a different location than the starting point), etc. Here are the main forms that carsharing or the self-serve vehicle can take, according to the wording you prefer and depending on where you are on the planet.

Round-trips with reservation and stations

This is the service that you know well and that has been offered by Communauto for the past 20 years in Québec, with a fleet of 1,200 vehicles.

One-way service, without reservation and with stations

This is the service that was put in place by Autolib' in Paris in 2012, at the Mayor's request. The service presently has about 1,800 vehicles. These can be borrowed without a reservation and must be taken and brought back to a station (they cannot be left anywhere on the street), but it's possible to reserve your destination parking spot at the beginning of your reservation.

One-way service, without reservation and without stations

This is the service we introduced in Montreal last summer with *Auto-mobile*, which is now also offered by Car2go. This service is more flexible than the previous as the vehicles can be left almost anywhere on the street, paying close attention to parking restrictions, inside a determined perimeter.

"Peer-to-peer" service (P2P)

This offer allows vehicle owners to make their vehicle available (when it suits them) to individuals who can pay to borrow it. Semantically speaking, this is "carsharing" and it is the next project that we wish to implement in Québec, which will make Communauto the company, in its sector of activity, to have the most diverse offer on the planet.

LSR vs LSI

To avoid having to utter more than a dozen syllables in French to describe these types of offers (and avoid any confusion), we have been using LSR for (*Libre-Service avec Réserve*) for our original offer with stations and reservations, and LSI (*Libre-Service Intégral*) for our new offer *Auto-mobile*, without reservation or stations, and for one-way trips.

The EVs are spending winter outside

It's done! Twenty-three of our electric vehicles (EV) have gone through the Québec winter successfully in outdoor parkings. This experience allowed us to better understand their behaviour in snow and extreme cold conditions.

Our goal was to show that it would be possible for Québec to use this type of vehicle to develop one-way carsharing. No need to wait for the deployment of an expanded network of charging docks. This is specifically where the benefit of the project lies: one 240V charging dock is enough to charge, in rotation, 4 vehicles in winter and up to 6 in summer.

The exercise has allowed us to familiarize ourselves with the limits of the vehicles currently available on the market. We don't doubt that with minimal effort, Québec will be able to become a leader in this field.

Did you know? With its electric project, Communauto participates in Québec's Transportation Electrification Policy



Communauto will celebrate its

20th
this year!



communauto.com/20years

Next Communauto employee biannual meeting

This spring, our meeting will take place in **May**. During those two days (dates to be confirmed), our administrative services will exceptionally be closed.

These meetings are very important for the management team to exchange information on our projects with the entirety of our staff. We thank you in advance for your understanding.

Contest



Enter our contest and get a chance to win a **\$100 gift certificate from Dumoulin Bicyclette**, Quebec's folding bike specialist.

All our contests at
www.communopolis.com (in French)

Tips and tricks

Enjoy the Long distance promotion at \$24.95/day!
Applies on 20% of the fleet. Look for the sun icon in RÉSERVauto.

Save \$1 by switching to the e-bill!
And get the option of adding comments to your reservations

WE'RE HIRING

Our subscribers make for great employees!

As Communauto continually grows, new horizons open allowing us to offer new challenges to qualified and committed people.

Communauto is currently looking for a:

- Administrative controller
- Human Resources Advisor/training
- Fleet intervention agent
- Customer service agent

For more information, go to "We're hiring" in the News section of our website.

PUBLICATION

Content
Benoît Robert
Marie-Josée Beaudoin

Graphic Design
Emmanuelle Siron

Photography
Emmanuelle Siron

Translation
Geneviève Gittins
Marie-Josée Beaudoin
Jennifer Claire Walters

Print
Solisco Imprimeurs
Papier Rolland Enviro 100
100 M texte
100 % post-consumer 100 %
postconsommation

Communopolis

**Communopolis is your gateway
to a lifestyle without a car!**

Interviews / News / Rebates and Contests / Outings / Discussions...

Register on communopolis.com

Don't miss a thing and stay informed of the latest news from Communauto!

Communopolis, it's your community!