



PT/CS

Integrated mobility for innovative cities

Public Transit/Car Sharing integration projects
for sustainable transportation in Canadian cities

PARTNERS: Communauto



CUTA/ACTU



RTC (QUÉBEC)



STO (GATINEAU)



Tecsult



Vrtucar



SUPPORTER: OC Transpo (OTTAWA)



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1 Summary of Initiative

Ever-increasing private automobile ownership is one of the most critical problems in the development of our towns and cities. The increasing need for flexible and accessible mobility is a major contributing factor resulting in higher levels of private automobile ownership, increased traffic congestion, inefficiency and environmental problems. Increased fuel consumption is the biggest obstacle to meeting the objectives of The Kyoto protocol and other energy efficiency targets.

No single existing sustainable mode of transportation is able to absorb the increasing demand, because of natural limits, e.g. the size and cost of infrastructure and limitations of each mode.

Traditional public transit focuses more on peak demand trips, in specific areas and at those times with higher demand. The increasing demand for “flexibility” in the transportation needs results in an ever-increasing higher percentage of the population counting on private car ownership to meet their mobility demands.

The concept of “integrated mobility”, based on the combination of public transit and car sharing – an advanced mobility service that offers its proponents the flexibility of a car without the need to own one – is a new and promising path to increased effectiveness and lower environmental impact for urban areas.

The main project objectives are to:

- study and develop agreements between car sharing and public transit authorities in order to provide integrated mobility schemes;
- evaluate the increased mobility, environmental benefits and reduced energy needs resulting from an integrated mobility approach.

The fundamental advantage of car sharing over private automobile ownership is that it is a natural complement to public transit. Car sharing adds value to the transportation service offered to the public. With integration between car sharing and other sustainable modes, transportation options now available are no longer defined as a conflict between car and public transit.

Car sharing brings customers to public transit and supports their loyalty to this means of transport. Car sharing, when combined with transit, enhances the opportunity to meet flexible mobility needs.

In order to obtain comparable results, initially the project will be implemented in the cities of Québec, Gatineau and Ottawa.

Expected benefits of the project are:

- improved perception of public transit and an increase in public transit loyalty;
- reduction in private car ownership, car use and the related beneficial environmental impacts;
- case studies promoting integrated mobility in large and mid-size Canadian cities;
- proven strategies and evaluations to support the integration of combined mobility in local planning.

Project activities will be divided into four work packages:

WP1: the establishment of partnerships among car sharing organisations and public transit authorities

WP2: dissemination of the activities targeted at customers of car sharing services and public transit users

WP3: evaluation of resulting impact on mobility and environment due to the synergy between the two modes

WP4: reports and recommendations, in order to allow replication and development of new partnerships between public transit authorities and car sharing organisations.



During dissemination activities, the general public will be informed of the integrated mobility offerings through promotions and communication. Public transit users, residents of the cities involved, decision makers and planners would be included in this wider group.

A target population of 75 000 will be directly contacted by marketing activities.

Before and during the offer for integrated mobility, surveys, focus groups and data collection will be carried out in order to evaluate impacts on mobility and environment.

The project team is composed of:

- Communauto Inc., applicant, car sharing organisation (Québec, Montréal, Sherbrooke and Gatineau)
- Canadian Urban Transport Association, partner, public transit authorities association (Canada)
- Réseau de transport de la capitale, partner, public transit authority (Québec)
- Société de transport de l'Outaouais, partner, public transit authority (Gatineau)
- TecSult Inc., partner, consulting company (Canada and abroad)
- Vrtucar, partner, car sharing organisation (Ottawa).

OC Transpo, public transit authority in Ottawa, will support the project.

The project has, in the opinion of the sponsors, high relevance in terms of the program criteria.

It enhances integration and connections between modes, notably transit and car, modes that traditionally are considered to be in competition. At the same time it provides new accessibility and mobility options for the movement of people.

This initiative enhances cross-modal partnerships by seeking financial and “in kind” contributions from public transit authorities, private car sharing operators and planning consulting companies. External supporter grants to promote knowledge transfer and program replication.

The project brings an innovative approach to address the problem with strategies never fully exploited in Canada and in North America. As well, car sharing and public transit integration can be considered a new and creative path, based on partnership, applied implementation, marketing and research.

One of the main values of the project is its expected beneficial environmental impact. That is why car sharing has more and more public support in Europe and North America. Results drawn from the project intend to evaluate integrated mobility potential in the Canadian context. Recommendations and reports will aim to provide new strategies and data to allow for a more interesting and effective integration of sustainability in transportation decisions and policy planning.



2 Needs and Objectives

2.1 Actual framework and needs

Growing private automobile ownership is one of the most critical problems in the development of our towns and cities. The increasing need for flexible and accessible mobility results in a higher private automobile ownership, increased traffic congestion, inefficiency and environmental problems. Increased fuel consumption is the biggest obstacle to meeting the objectives of The Kyoto protocol and other energy efficiency targets.

Sustainable modes of transportation, individually considered, are unable to absorb the increasing demand, because of natural limits and their specific characteristics.

Traditional public transit focuses more on peak demand trips, in areas and times with higher demands. The increasing demand for “flexibility” in the transportation needs results in an ever-increasing higher percentage of the population counting on private car ownership to meet their mobility demands. The use of private motorized vehicles is then generally adopted even when trips could be effectively carried out by transit or other sustainable modes. Even with increasing passenger volume in absolute terms, public transit loses in relative modal split compared to private car.

An intermodal and integrated approach combining public transit and car use is a new and promising path to increased effectiveness and lower environmental impact for urban areas.

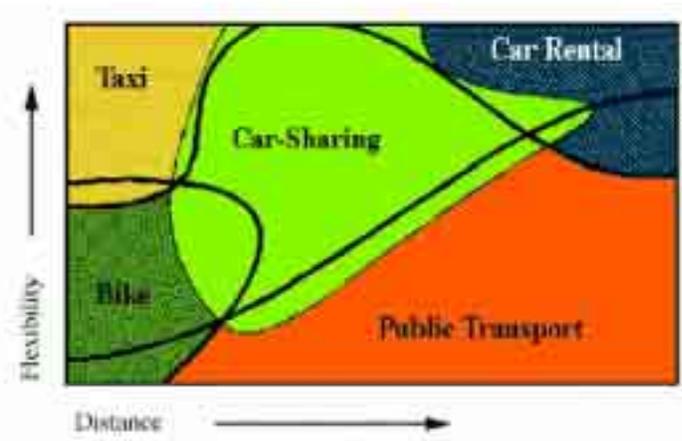
Car Sharing is an advanced mobility service that offers its members the flexibility of a car without the need to own one. In the highly-motorized context of North American cities, car sharing is also a suitable substitute for a second car.

This service distinguishes itself from car rental on different issues: similar to transit, vehicles are available in “car stations”, without on-site operators and round the clock, 24/7 and available for trips as short as half an hour. This formula replaces car ownership with an individual mobility service. The fee structure used in car sharing replaces fixed costs connected to car ownership with variable trip costs that allow for a real comparison among different modes of transport.

The fundamental advantage of car sharing is that it is a natural complement to public transit. Car sharing widens the options in transportation services offered to the public. With the integration between car sharing and other sustainable modes, the transportation solution now offered is no longer limited to the conflict between car and public transit.

Public Transit benefits from car sharing. As people who car-share “pay as they go” for each trip according to their mode of choice, in urban areas, this will mean an increase in the number of trips by public transit.

Car sharing brings customers to public transit and supports their loyalty to this mean of transport. Car Sharing, when combined with transit, enhances the opportunity to meet flexible mobility needs. The concept of “integrated mobility”, based on the



combination of public transit and car sharing, has been introduced in several European cities. Best known examples are the town of Bremen (Germany), the partnership between car sharing and railway companies in Germany and Switzerland and the car sharing services launched by public transit authorities (PTA) in several cities in Italy and Germany.

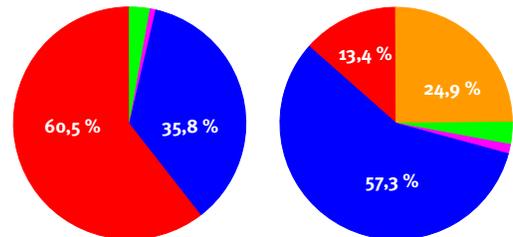
In June 1998 in Bremen, the operators of public transport and car sharing (BSAG – cambio) introduced an integrated combined public transport – car sharing card called “Bremer Karte plus AutoCard”. One year later, a survey showed that 26% of card holders used public transport more frequently. On average, the number of kilometres travelled per person in a year by public transport increased from 3,534 to 3,704. Some 8.5% of new card holders had given up their personal vehicles (a separation that they declared painless), while 26% had joined a car sharing organisation instead of buying a car (as originally planned). As many as 78% have a yearly season ticket, against 55% before the introduction of the combined card.

This integration is of keen interest to the International Union of Public Transport (see appendix 1)

CHANGE IN MODAL SPLIT (percentage in annual kilometres)

Means of transport	Before Car sharing	With Car sharing
Private or borrowed car	60.5%	13.4%
Car sharing	—	24.9%
Car rental	2.9%	3.1%
Taxi	0.8%	1.3%
Public transportation	35.8%	57.3%

Source: Baum and Pesch (1994) in Shaheen and others (1998)



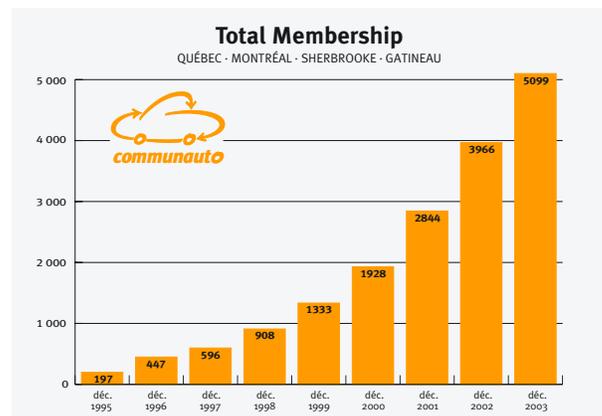
In several Canadian cities, mature car sharing organisations have developed over the last decade as isolated initiatives. Communauto, in particular, being the oldest car sharing service in North America and having more than 5500 members is, together with partner Vrtucar of Ottawa, one of the more promising groups to implement an integrated mobility project.

2.2 Objectives and needs

The main project objectives are to:

- Study and experiment with agreements among car sharing and public transit authorities in order to provide integrated mobility schemes.
- Evaluate the mobility, environment and energy impact reduction of integrated mobility approach.

Schedule A presents in detail the different objectives of the project with the activities identified to realize them and the indicators to measure the success level achieved.



In order to obtain comparable results, the project will be implemented at least in the cities of Québec, Gatineau and Ottawa. It will involve different organisations: RTC (Québec), STO (Gatineau), OC Transpo (Ottawa), Communauto (Québec and Gatineau), Vrtucar (Ottawa) and CUTA/ACTU.

The project need for public support is required for several reasons.

The establishment of agreements based on integrated tariffs carry potential economic risks to project participants. This pilot project intends to evaluate them.

The need for specific advertising and communication campaigns and for mobility and environmental impact evaluation goes beyond the current abilities of most of the participants. Recommendations and reporting are necessary to allow further implementation and replication in other similar environments.

2.3 Expected outcome and benefits

Direct expected outcomes of the project are:

- the establishment of integrated tariffs offers for public transit pass holders and car sharing members in the mentioned cities on the basis of a minimum one year partnership agreement;
- the opportunity to promote car sharing and public transit through discounts or incentives and in conjunction with joint marketing campaigns;
- the evaluation of mobility, environmental and energy impact reductions that can be applied to typical Canadian cities;
- recommendations for policy makers and urban planners to integrate car sharing and combined mobility in transport and urban planning.

Even if a precise quantitative and qualitative estimation of the project target group will be implemented during the project itself, the potential for development of integrated mobility is in itself rather interesting.

The public transit authorities involved transport about 184 million passengers each year.

ANNUAL RIDERSHIP OF PUBLIC TRANSIT AUTHORITIES INVOLVED IN THE PROJECT (2002)

Public Transit Authority	OC Transpo OTTAWA	Société de transport de l’Outaouais (STO) GATINEAU	Réseau de transport de la Capitale (RTC) QUÉBEC	TOTAL
Annual Ridership (incl. transfers)	120.2 M	15.5 M	48.4 M	184.1 M

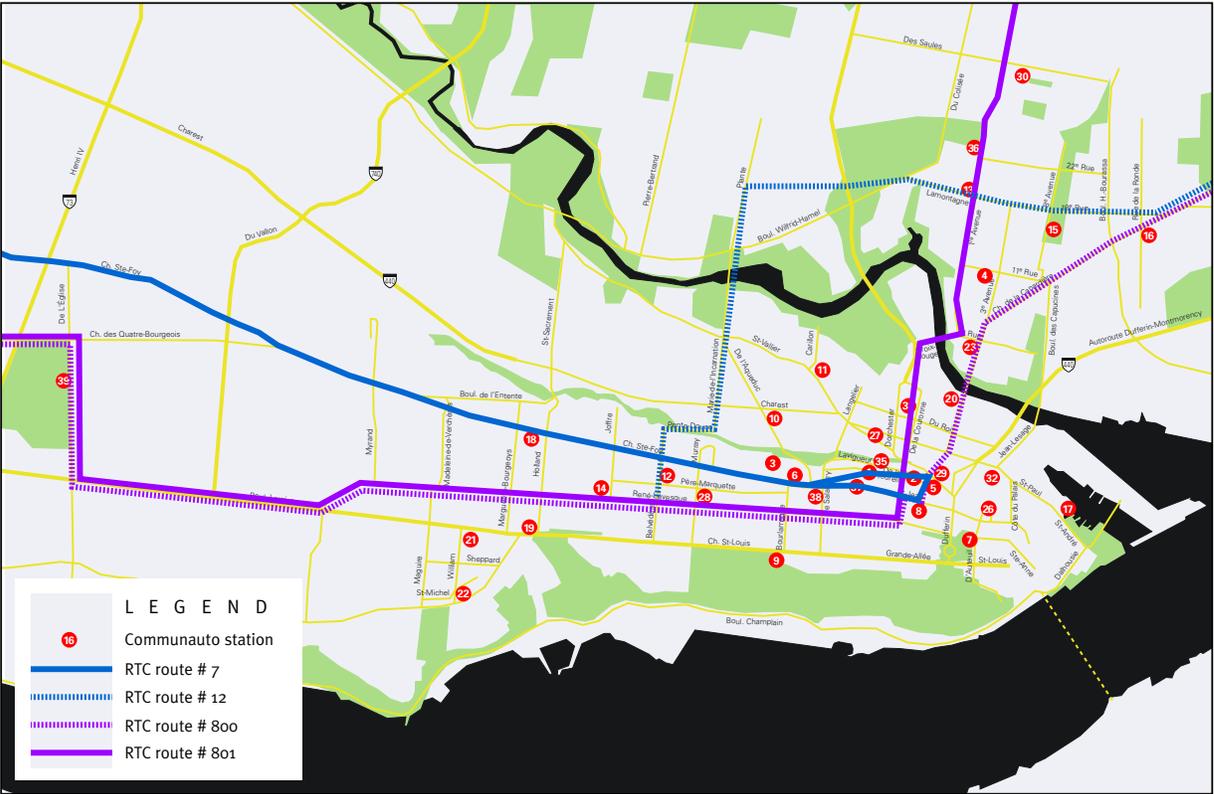
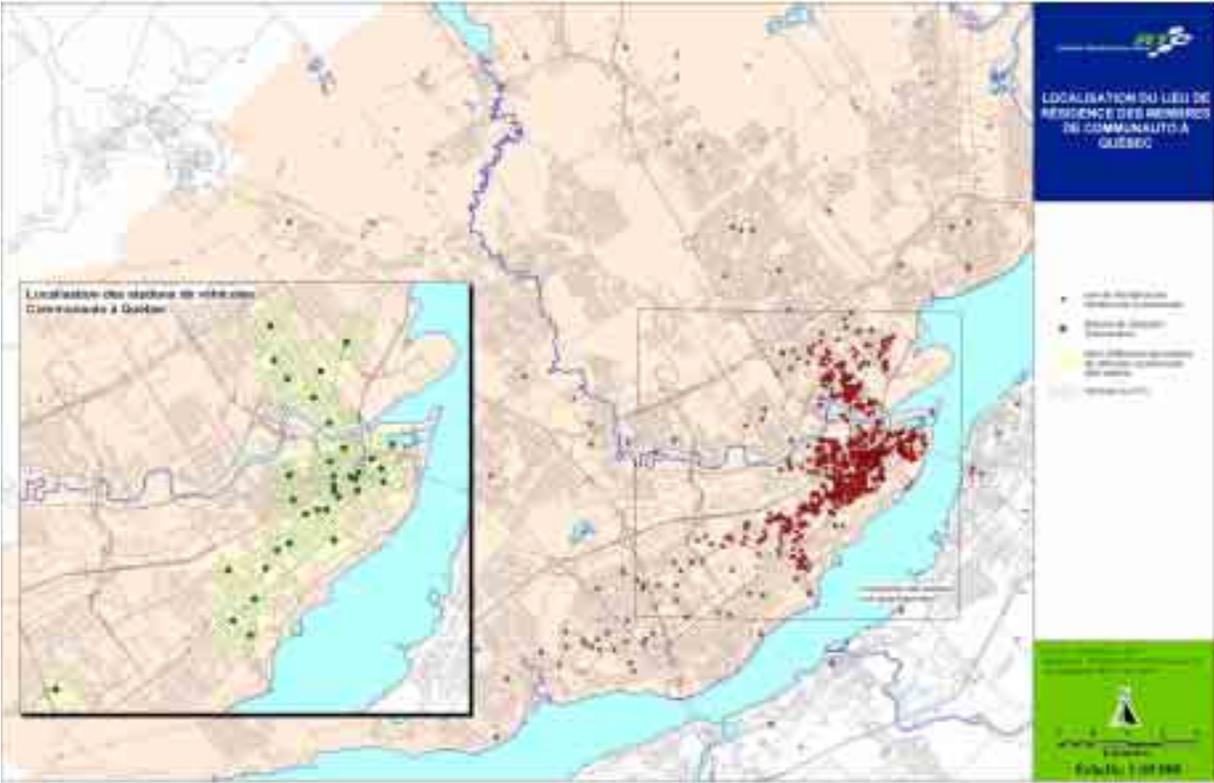
CUTA/ACTU, « Répertoire statistique du transport en commun, Données d’exploitation de 2002, 2003 ».

A significant number of regular transit users is potentially attracted by integrated mobility schemes. In the case of Québec, 30% of transit pass holders live in proximity to a car sharing station (< 750 meters) and a further potential group consists of people commuting by transit and working in proximity to car sharing stations.

Communauto and Vrtucar have 1600 users in the cities addressed by the project. This number increases at a yearly rate of about 30% and its growth seems a long way from reaching its limit. Around 75 000 – 100 000 families live in the area surrounding the car sharing stations and represent a good potential for development.



Car sharing members are the most interested in the implementation of integrated mobility. In Québec, around 75% of them live within walking distance (< 500 meters) of high performance transit lines. According to preliminary data from Communauto's 1998 survey, 73% of car sharing users in Québec use transit regularly or quite frequently.



Concerning the *expected benefits of the project*, they are:

Short-term:

- more effective and sustainable mobility offers in the participating cities;
- case studies results helping to promote the integrated mobility in large and mid-size Canadian cities;
- proven strategies and evaluations to support the integration of combined mobility in local planning.

Medium-term:

- improvement of public transit appeal and increase in loyalty to public transit;
- reduction in private car ownership;
- reduction in private car use and the related beneficial environmental impacts.



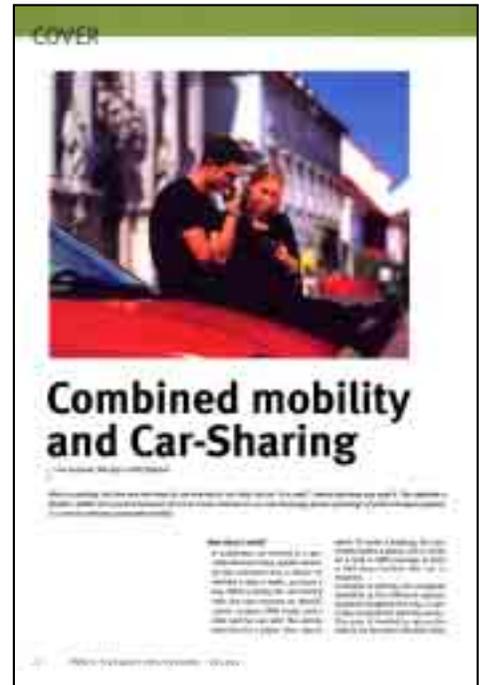
3 Operational Plan and Activities

3.1 Work packages

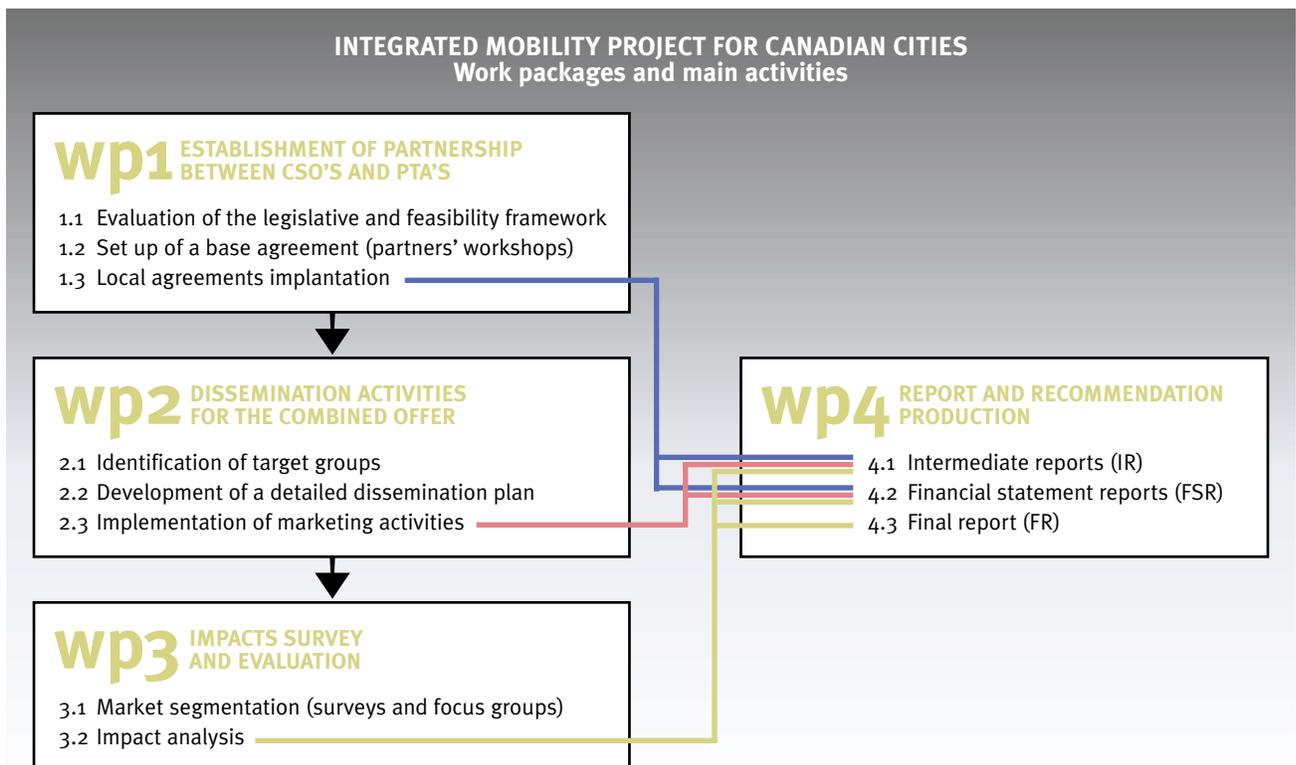
Project activities will be divided into four work packages:

- wp1: the establishment of partnerships among Car Sharing Organisations (CSO's) and Public Transit Authorities (PTA's)
- wp2: dissemination of the activities targeted at customers of car sharing services and public transit users
- wp3: evaluation of impact on mobility and environment of the combination between the two modes
- wp4: reports and recommendations, in order to allow further replication and development of new partnerships between public transit authorities and car sharing organisations.

The flow chart presented here indicates the main activities of the work packages and their sequencing. Each work package inter-relationship is detailed below.



“Combined mobility and Car-Sharing”
 Feature article published
 in UITP Magazine.
 Available for on-line reading at
www.communauto.com/uitp_mag.html



wp1 ESTABLISHMENT OF A PARTNERSHIP AMONG CAR SHARING ORGANISATIONS AND PUBLIC TRANSIT AUTHORITIES IN DIFFERENT CONTEXTS

The establishment of partnerships among car sharing organisations and public transit authorities is the basis of the project. Following the experience of other organisations in other countries and results from the International Union of Public Transport, the first level of partnership focuses on tariff agreements.

Different levels of partnership can also be considered: from customer incentives to common products for current and new users.

In particular the partnership envisaged in the project will have all the following characteristics:

- it will offer privileged access to car sharing for actual and future transit pass holders and
- it will offer privileged access to transit for actual and future car sharing members.

The ultimate effect is to promote and provide actual and future users an integrated mobility offered at a lower price than the sum of the two individual services. Possible synergies go further than the tariff advantages. For example, car sharing members will have access to public transit passes that otherwise wouldn't be available to them, or they would be able to receive the public transit passes at home with their monthly car sharing bill.

Specific objectives of WP1 are:

- 1) Evaluate the legislative and feasibility framework. This work would be carried out by Communauto and the technical partner and submitted for discussion and feedback from other partners.
- 2) Set up of a base agreement applicable for all cities in order to replicate in other Canadian communities. This base agreement will be part of the final recommendations. The base agreement and the general conditions for partnerships will be elaborated based on discussions and exchange among partners. Milestones for this discussion would be 2-3 partners' workshops, ideally in the three cities concerned. External organisations that support the project will also be able to participate and contribute to the workshop and the discussion. Discussion will be supported by technical details and elaboration that would be carried out, according to the issues, by the different partners.
- 3) Local agreements implementation. Through direct contacts between car sharing organisations and public transit authorities, partners will translate the base agreement in local offers to potential users.

Outcome of WP1 are:

- Report containing evaluation of framework and conditions for partnership
- Recommendations for partnership implementation, including the base agreement
- Local agreements.

wp2 DISSEMINATION ACTIVITIES FOR THE COMBINED OFFER

The integrated mobility offer will be disseminated to the public.

Specific objective of WP2 is to contact the largest number of individuals, groups and organisations possible with an actual or potential interest in integrated mobility.

In order to achieve this goal, all car sharing and public transit organisations involved will carry out marketing initiatives through their regular activities (regular contacts with users, corporate communication, etc.) as well as specific ones.

It is expected that the partners' contribution to the project objectives will probably go further than what is reported in this proposal. Exact estimates are not possible without the detailed marketing plan that will be developed



during the project. The partners' "in kind" support considered in this proposal is therefore limited to the maximum eligible amount. In any case, further support will add to the actual budget and not replace existing contributions.

Potential target groups for the dissemination activities are defined by the location of the services and the nature of the agreement established. In general they could be identified by the following characteristics:

- Potentially regular users of public transit
- People living or working in areas served by car sharing.
- People having characteristics that motivate them to access car sharing and transit systems.

During dissemination activities, a large group of citizens will be informed of the integrated mobility offer through various media (news, regular transit communication, car sharing newsletters, conferences, etc.). Public transit users, residents of the cities involved, decision makers and planners mainly compose this wider group.

A core group of around 75 000 people will be targeted more directly by marketing activities. Its characteristics, previously described, will be detailed during the project.

During the project itself, the number of potential adopters of the integrated mobility offer can be estimated to approximately 300 people. They consist of car sharing users, transit annual pass holders or first-time customers.

Bigger potential is considered beyond the end of the project, if the partnership opportunities fulfill their potential in terms of feasibility and effectiveness.

The main steps to achieve the WP2 goal are:

- Detailed identification of target groups
- Development of a detailed dissemination plan
- Implementation of marketing activities.

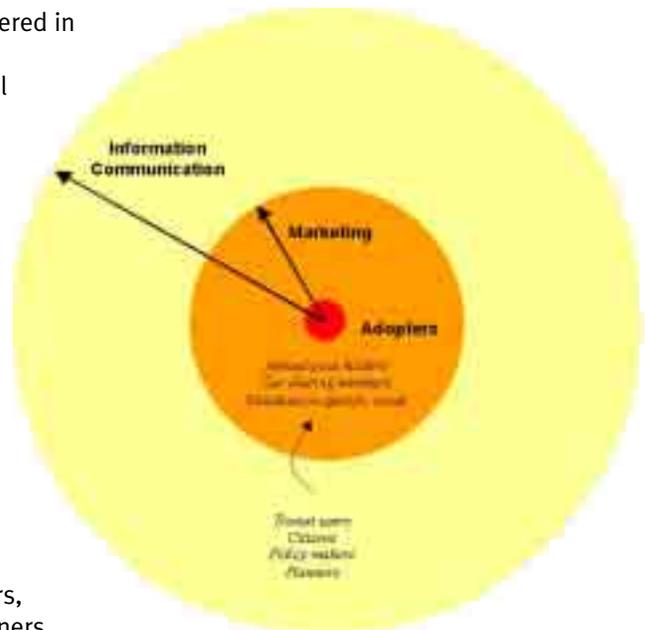
The common dissemination strategies will be developed by discussion between the public transit authorities and the local car sharing organisations. Each partner would then implement the defined and agreed upon activities.

A preliminary dissemination plan considers:

- Communication through mass media (press conferences and news about the development of the project)
- Direct mail marketing (pamphlet distribution to 75 000 resident in the target areas)
- Posters and leaflets communication to regular public transit users and to potential new target groups (such as employees in companies participating to mobility management campaigns)
- Direct communication to customers (electronic or paper newsletters, information inserts with bills and passes)
- Web advertising and promotion
- Conferences and networking
- Presence at events.

Means and resources to implement WP2 come from:

- Partners' financial contributions
- Public funding
- Partners' on-going activities. Both public transit authorities and car sharing organisation have regular marketing initiatives. The same strategies and procedures will be part of the contribution.



As previously outlined, other initiatives financed “in kind” by partners will most probably add to the communication and marketing activities considered in this proposal.

In order to implement some WP2 task activities, partners will rely on subcontractors (designers, PR agencies, etc.)

WP2 outcomes are:

- Plan for dissemination
- Marketing activities and promotional material.

All activities will be recorded in periodic reports.

wp3 IMPACTS SURVEY AND EVALUATION

Before and during the offer for integrated mobility, surveys and data collection will be carried out in order to evaluate impacts on mobility and environment.

Objective of WP3 is therefore to assess potential positive impacts of integrated mobility at different levels on the environment and on mobility in general.

Areas of research will target actual and potential transit pass holders, car sharing members and integrated mobility offer adopters.

Elements of analysis are:

- mobility profile compared to general population (e.g. annual km travelled, car ownership)
- mobility profile before and after behaviour
- potential development for integrated mobility offers
- limits and opportunities for integrated mobility offers
- impacts on mobility, energy and environmental reductions.

Data collection will be based on:

- Surveys of car sharing members and PT users
- Focus groups
- Car sharing vehicles utilisation data
- O-D surveys and other transportation data, when available.

Furthermore, Communauto is presently involved in a broad survey sponsored by the U.S. Transport Research Board (TRB) on the potential of car sharing. Methodologies and common data could be put at the disposition of the present project, thus enhancing its results.

There are two main steps to attain the WP3 objective:

Step 1 - Market segmentation analysis: surveys and focus groups

The research team will conduct a market segmentation analysis that focuses on identifying the characteristics of current and potential customers of car-sharing services. The emphasis in this task will be to determine which persons are most likely to join an integrated mobility project. To obtain the data required, surveys and focus groups are planned.

First, a general survey of approximately 20 questions will be conducted among all car-sharing members of Communauto in several cities. Members of Ottawa’s service, Vrtucar could also be included in this survey, if no other comparable data is available.



This survey will be sent by mail but an online version will also be available to maximize the response rate. This survey will allow the creation of the different user profiles. By applying these profiles to the whole population, an evaluation of a full potential of car-sharing users will be obtained.

Some months after the implementation of the integrated mobility program, a second survey, conducted by phone of the persons enrolled in and using integrated mobility services and those that did not choose to join the offer. Approximately 300 completed telephone interviews are planned among the two user groups.

The questionnaire will be exhaustive and it is estimated at about 15-20 minutes. It will determine the demographic characteristics of the integrated mobility users as well as the factors of their choice. Among others, this survey will collect data and information on:

- Current travel patterns (destinations, modes, frequency, etc.)
- Travel options available to them (auto driver, auto passenger, transit, taxi, others)
- Why they became interested in the first place in integrated mobility
- What they have experienced as the major benefits and disadvantages
- How they would improve integrated services if they could
- How their travel and other parts of their lives have changed since they joined integrated mobility.

The survey will be used to collect quantitative information about their travel patterns, and the impacts that integrated mobility has had on them. The surveys will also provide data for use in the impacts analysis at phase 2.

To complete the information and data from users on their motivations and factors of choosing integrated mobility, focus groups among a sample are also planned. Depending of the response level in the previous survey and of the quality of the data, two or three focus groups, with 6-10 participants will be recruited.

The information gathered in the focus groups will involve detailed discussions of determining factors in using integrated mobility. Focus group methodologies are particularly well suited to uncovering the motivations, perceptions, and needs of a particular group.

The analysis of the survey and focus group data will focus on patterns of demographic, spatial, behavioural, and attitudinal characteristics shared by persons who are currently using car sharing, public transit or integrated mobility services.

It is expected that the analysis of the results will determine “success conditions” for implementing integrated mobility in Canada’s large and mid-size cities.

Step 2 - Impacts analysis

This task will assess the environmental and economic impacts of car sharing integrated to public transit. It will allow the documenting of public policy’s justification for public agencies to support integrated mobility and its integration in urban planning. This data will also form the basis of recommendations in later tasks.

Data derived from the surveys and focus groups will provide detailed information on changes in travel patterns and other behaviour, and will create the foundation for the more global impacts analysis in terms of current travel behaviour. They will provide data on key impacts such as vehicle ownership using a consistent national methodology.

Key questions that we will be seeking to answer through the focus groups, web survey and secondary data analysis include:

- How does use of car-sharing services integrated with public transit change the number and type of auto trips?
- Do car-sharing and public transit users make more effective use of transportation resources by increased trip chaining?



- Do they make fewer auto trips and greater use of public transit? If so, then we should be able to estimate important environmental benefits from reduced vehicular mileage in metropolitan areas, including improvements in air quality, reductions in congestion, and reduced energy consumption.
- Can significant reductions in total auto mileage be documented?
- Is there a difference between “early adopters,” who may be disproportionately drawn from environmental groups, and members who have joined more mature operations?
- Does integrated mobility eliminate second and third vehicle purchases per household?
- How do the impacts vary between cities, and with program design and goals?

wp4 REPORT AND RECOMMENDATIONS PRODUCTION

All activities and results will be reported in order to:

- Give governmental and transport bodies an instrument to evaluate and integrate combined mobility in mobility policies
- Allow further development in the participating cities
- Allow replication in other cities and towns.

Base outcomes of WP4 are:

Intermediate reports, containing:

- Activities implemented (activity report)
- Framework for partnership establishment
- Base agreement among car sharing organisation and public transit authorities
- Recommendations for partnership establishment
- Main obstacles in project development
- Financial issues (financial report)

Final report

- Activities implemented (activity report)
- Dissemination plan
- Impact and potential evaluation
- Recommendations for integration in urban planning
- Project evaluation (evaluation report)

Annex:

- surveys and focus groups results
- marketing materials developed

Final cost statement reports (financial report)

At the end of the project, a final cost statement report, which integrates previous financial reports, will also be produced and will be given to Transport Canada.



3.2. Scheduling

The proposed schedule conforms to Transport Canada requirements. It is assumed that work would start in early August, 2004. If, however, a delay in processing our application postpones the actual beginning of the project, we could revise the schedule in order to comply with the February, 2006 deadline. In any case, this optimal scheduling will be adapted according to the date of eventual acceptance of the proposal and the deadline set by the Transport Canada program.

Activities	Elegible person months	Timeline							
		1-3 months	4-6 months	7-9 months	10-12 months	13-15 months	16-18 months	19-21 months	
AGREEMENT'S ESTABLISHMENT									
Preparatory work	0.3	■	■						
Base agreement discussion	0.4	■	■	■	■				
Partners workshops		x	x	x					
Local agreements	0.4			■	■	■	■	■	■
Reporting	0.4			■	■				
DISSEMINATION CAMPAIGN									
Marketing combined mobility	0.6			■	■	■	■	■	■
IMPACT OF SURVEY AND EVALUATION									
Surveys	0.6		■	■	■		■	■	■
Analysis	1.2			■	■	■	■	■	■
Reporting	0.7					■	■	■	■
General coordination	0.3	■	■	■	■	■	■	■	■

3.3. Project relevance

The project has, according to the proposers, high relevance in terms of the program criteria.

It enhances integration and connections between modes, notably those that determine more competition, namely transit and car. At the same time provides new accessibility and mobility options for the movement of people.

The initiative enhances cross-modal partnerships by seeking financial and non-financial contributions from public transit authorities, private car sharing operators and planning consulting companies. External supporter grants for knowledge and possibility of replication.

The project has an innovative approach addressing the problem with strategies never fully exploited in Canada and in North America. As well, car sharing and public transit integration can be considered as a new and creative path, based on partnership, applied implementation, marketing and research.

One of the main values of the project is its expected beneficial environmental impact. That is why car sharing has more and more public support in Europe and North America. Results drawn from the project intend to evaluate integrated mobility potential in the Canadian context. Recommendations and reports aim to provide new instruments and data to allow a more interesting and effective integration of sustainability in transportation decisions and policy planning.



4 Outline of Future Applications for the Initiative

As previously considered, even if car sharing is well documented in Europe, very little has been written about American or Canadian experiences. Communauto, a ten year-old Canadian car-sharing service, is the first North American experience. The proposed project consists of implementing an integrated mobility offer combining car sharing and public transit, similar to some European cities (Bremen, Zurich, Berlin, Venice, etc.). This undertaking will represent an exciting innovation for North America.

The metropolitan areas involved in the project are representative of the Canadian context, so that the results obtained in this initiative could be applied in many others.

Main expected outcomes of the project are:

- Evaluation of framework and conditions for partnership agreement (integrated tariffs offers for public transit pass holder and car sharing members)
- Evaluation of mobility, environmental and energy impact reductions applied to typical Canadian contexts
- Recommendations for policy makers and urban planners to integrate car sharing and combined mobility in transport and urban planning.

This initiative will produce guidelines and conditions for success in the implementation of an integrated mobility offer. This will be done in identifying applicable differences related to city, public transit system size, or to many other variables, to allow replication in other Canadian communities.

As estimated, depending on the degree to which the project succeeds, mobility integration will develop its bigger potential in the year following this pilot project. The strategies set out through this initiative will be continued and new ideas are expected to further increase sustainable integrated mobility appeal.

That was the case of the biggest car sharing company in the world, “Mobility car sharing” in Switzerland, where the partnership with public transit brought a sustained growth resulting in a membership of almost 60 000 users.

Population in Metropolitan Areas (Census of 2003)

★	Toronto, ON	5 101 600
	Montréal, QC	3 574 500
★	Vancouver, BC	2 134 300
	Ottawa & Gatineau, ON & QC	1 132 200
★	Calgary, AL	1 016 600
★	Edmonton, AL	990 500
	Québec, QC	705 900
	Hamilton, ON	702 900
	Winnipeg, MN	698 200
	London, ON	457 200
	Kitchener, ON	444 100
	St. Catharines & Niagara, ON	393 600
	Halifax, NS	377 900
	Windsor, ON	329 000
★	Victoria, BC	326 700
	Oshawa, ON	319 300
	Saskatoon, SK	233 900
	Regina, SK	197 000
	St. John's, NF	179 700
	Sherbrooke, QC	160 900
	Greater Sudbury, ON	160 300
	Abbotsford, BC	158 200
	Kingston, ON	155 500
	Saguenay, QC	155 100
	Trois-Rivières, QC	140 600
	Saint John, NB	126 200
	Thunder Bay, ON	125 500
TOTAL		20 497 400

Source: Statistics Canada's Web Site, 2004

-  = Cities where Communauto and Vrtucar operate
- ★ = Other cities with Car Sharing Organisations



5 Composition of the Project Team

The project team is composed of:

- Communauto Inc. (applicant)
- Canadian Urban Transport Association, CUTA/ACTU (partner)
- Réseau de transport de la capitale, RTC (partner)
- Société de transport de l'Outaouais, STO (partner)
- Tecslult Inc. (partner)
- Vrtucar (partner)

- OC Transpo (supporter)

Roles are shared according to specific knowledge and expertise.

Communauto, as applicant, is responsible for the general coordination.

Communauto and Vrtucar, the car sharing organisations in Quebec City, Gatineau and Ottawa, will be responsible for the establishment and implementation of the partnerships with the public transit authorities. They will carry out, for actual or potential customers, marketing activities to promote the integrated mobility offer.

They will provide support to any survey implementation and other data collection.

OC Transpo, as a supporter, and Réseau de transport de la capitale (RTC) and Société de transport de l'Outaouais (STO), as partners, are responsible for the establishment and implementation of the partnerships with the car sharing organisations. They will carry out marketing activities to promote the integrated mobility offer. They will support data collection among their customers.

The Canadian Urban Transport Association (CUTA/ACTU) will provide access to know-how and will allow a wider dissemination around the country.

It is expected that public transit authorities “in kind” contribution to the project objectives will probably go further than what is reported in this proposal. It is not possible to estimate their precise contribution in the absence of the detailed marketing plan that will be developed with the project. Therefore the support considered here is only the maximum eligible amount. Further support will add to the actual budget and not replace it. Furthermore, this is the case with OC Transpo from which support is confirmed but where delays were too short to negotiate the details of their partnership.

Tecslult is the technical partner. It is responsible for surveys and data collection, analysis, evaluation, reporting and technical assistance to the other partners.



APPLICANT



Communauto Inc.

Since its first operations in 1994, Communauto is considered a pioneer in car sharing. Communauto is the oldest car sharing service in North America and with a membership exceeding 5 500 members, it is one of the biggest car sharing companies in the world. Communauto has an actual yearly growth rate of more than 30% and operates its service in Quebec City, Montreal, Gatineau, Longueuil and Sherbrooke. Communauto's vehicles are driven an average of 500 000 km a month and each car serves about 20 families. Estimated private car substitution rate is 2 private cars for each car sharing vehicle. Communauto has a yearly turnover of around 3 million \$. Communauto's involvement in environmental issues has been acknowledged by numerous government agencies as well as NGO's, such as l'Association québécoise du transport et des routes (AQTR) which awarded it the "Prix Environnement" in 1998 and Natutal Resources Canada which gave it a second prize to honor its Energy Efficiency Initiative. In 2003, Communauto took part in the "Consultation générale à l'égard de la mise en œuvre du Protocole de Kyoto au Québec" (more on the subject at www.communauto.com/prix and at www.communauto.com/kyoto).

BENOÎT ROBERT (project manager)

(B.A. in ecology) He is president, founder and general director of Communauto, the first Car Sharing company to operate in North America. After ten years in the field, he has gathered a wide experience that he makes available for more recently born Car Sharing organisations. Since the end of the 80's, he analyses the development of Car Sharing experiences in the world (see www.communauto.com/historique01) in order to identify the key factors for success. In 1993, he organised a study tour in Europe visiting some fifteen Car Sharing organisations in Germany, Switzerland, The Netherlands and France. That same year in Quebec City he produced the business feasibility plan that brought about the birth of the company, which he is presently managing. He recently developed, together with technical partners, new software and on-board technology products for shared fleet management. Mr. Robert's experience is highly considered in the field and he regularly provides consultation to organisations and companies in Canada and abroad (USA and Europe). See attached Resumé.

PARTNERS



CUTA/ACTU

The Canadian Urban Transit Association is the voice for enhancing the public transit industry in Canada. Based in Toronto, CUTA's staff includes transit professionals and support staff who have a wide range of backgrounds and experiences. The team is led by CUTA's President and Chief Executive Officer. The greatest majority of urban transit systems in Canada from Victoria and Vancouver to Halifax and St. John's, are members. Membership includes 100 transit systems, 10 government agencies (Federal, Provincial and Municipal), 200 business members (the firms or persons engaged in the manufacture or sale of transit equipment or services) including consultants, and 50 affiliates. This project of integrated mobility is very compatible with the CUTA's vision, mission and goals which seek to increase public transit use and efficiency as well as the development of knowledge and strategies.



MISSION STATEMENT

To establish public transit as the primary solution to urban mobility in the achievement of sustainable transportation, and to assist its members in the fulfillment of their mandates.

GOALS

1. Provide members with ongoing intelligence about the environment in which they do business, and develop strategies to assist them in successfully managing relevant issues.
2. Maximize member access to information on technical and operational matters.
3. Assist members to improve the efficiency, effectiveness and overall competitiveness of their services and products.
4. Raise public understanding of the larger issues affecting urban transportation and create and maintain a positive industry image.
5. Maintain strong ties with other passenger transportation industry stakeholders.
6. Influence federal government decisions that may have an impact on the urban transit industry, and assist its members in influencing provincial, regional and municipal actions to promote the development of sound public policy designed to achieve transportation sustainability.

PHILIPPE BELLON

In this project, Mr. Philippe Bellon, Manager of Technical Services will be representing CUTA.

Réseau de transport de la capitale (RTC)



The mission of the Réseau de transport de la Capitale (RTC) is to supply quality public transportation services to the public at the lowest price possible. All the while, the RTC aims at promoting a healthy environment, quality urban planning, as well as the economic, social, and cultural development of the region. The RTC ensures the mobility of people by providing public transportation and favouring the integration of other modes of transportation.

LUC SAMSON

(M.U.P.) Luc Samson works as Project Manager for the RTC since 2001, for the Direction of planning and development. He works in particular on the strategic plan for the transit development. He was also Project Manager at the transportation division of the Groupe-Conseil Genivar and for the “ministère de la Sécurité publique”. Mr. Samson did a master’s degree in urban planning and regional development. His thesis concerned the road safety of commercial arterial strips.

Société de transport de l’Outaouais (STO)



The STO mission is to provide residents of the municipalities in its area, which includes the Gatineau urban area as well as Cantley and Chelsea, with a reliable public transit system that meets their needs at a reasonable cost for users, taxpayers and these municipalities. Consequently, the STO places its emphasis on staying in tune with its environment, ensuring responsible leadership for public transit, and playing an active role in upholding and promoting the image of the Outaouais region through local development, growth and protection of the



environment. Over the years, the STO have developed new services and measures to increase the overall person mobility on its territory. This project contributes in the increase of mobility of public transit and car-sharing users.

MR. SALAH BARJ

In this project, Mr. Salah Barj, Planning Director, will be representing the STO.

Tecsumt



TECSULT is a private Canadian company, entirely owned by its employees. Founded in 1961, it quickly became one of the most important consulting offices in the country. Today its achievements can be found not only in Canada, but also on a worldwide scale via TECSULT INTERNATIONAL LIMITED. The company offers a complete range of services in most fields of engineering, and more specifically in:

- Transport Planning and Traffic Engineering
- Transportation and Municipal Engineering
- Urban and Regional Planning
- Environment, Forestry and Agriculture
- Hydroelectric Installations and Hydraulic Works
- Thermal and Nuclear Energy
- Electrical Supply Networks
- Industrial Facilities and Buildings
- Data-Processing and Geomatics
- Mining
- Economy and Finance
- Human Resources Development

Over the years, TECSULT has developed a multidisciplinary corporate structure which enables it to offer consulting services in various fields of engineering. Moreover, TECSULT now positions itself among the world leaders in the fields of Transportation and Infrastructures. This field includes roads and highways, bridges, viaducts and interchange structures, related urban and transportation infrastructures, as well as railways, harbors and airports. By itself, or through its wholly owned subsidiary companies, TRANSURB, Cartier Group, Beauchemin-Beaton-Lapointe, SOMER and DiboConsult, TECSULT is able to offer a complete and integrated range of services such as Transportation Planning, Public Transit and Intelligent Transportation Systems and Traffic Engineering.

TECSULT'S head office is located in Montreal. The Canadian regional offices are located in Ottawa, Quebec, Hull, Laval, Halifax, St-Jerôme and Rivière du-Loup. 45 % of TECSULT'S projects are carried out overseas, over 50 countries in Africa, Asia, the Middle East, North, Central and South America, and Central and Eastern Europe.

YVES DALLAIRE

In this project, Mr Yves Dallaire, M.U.P, will be responsible of the Work packages 3 and 4, related to the Impacts survey and their evaluation and to the reports. Mr. Dallaire has over twelve years of professional experience in land use planning, transportation planning and traffic engineering. His experience has been acquired in the public sector as well as with engineering firms where he has participated in various studies and transportation plans. He has worked on opportunity and feasibility studies related to road, network or intersection improvement, intermodal



stations, parking facilities, priority measures for transit, transportation plans and transit master plans and traffic impact studies for development projects. His expertise is particularly related to survey techniques, impacts study, travel demand evaluation, socio-economical analyses, cost/revenues analysis. Mr. Dallaire also has experience in Travel Demand Management (TDM) and in Intelligent Transportation System (ITS) for transit.

Vrtucar



The Ottawa alternative to owning your own automobile, Vrtucar is a small but growing member based mobility service offering cars and a van for as little as an hour to over 300 members who live or work in Ottawa's central business area and downtown neighbourhoods. They currently offer 18 stations along two major transit routes and have been adding a new vehicle to their fleet every two to three months since their inception in the year 2000. Discussions are underway with the local City government and with a number of Federal Departments to incorporate carsharing into their Green mobility planning initiatives and transportation strategies.

J. WILSON WOOD

(B.A. in Urban and Environmental Studies; Brock University, 1980) He is president, co-founder and General Manager of Vrtucar, the first Car Sharing company established in Ottawa in the year 2000. Collaboration with the City of Ottawa and other private transportation companies; has seen the growth and acceptance of car sharing in the Nation's Capital as a true alternative to a privately owned automobile.



6 Schedules

6.1. Schedule A – Performance Information

GOALS	ACTIVITIES	PERFORMANCE INDICATORS
1.1 Set up a base agreement among car sharing organisations and public transit authorities	1.1.1 Surveys of actual opportunities and obstacles in legislation and typical transit and car sharing operations 1.1.2 Workshops among public transit and car sharing operators 1.1.3 Evaluation of relevant issues 1.1.4 Result report editing	All (5) public transit and car sharing operators involved will adopt the report containing: <ul style="list-style-type: none"> – base agreement – conditions for successful partnership implementation – recommendations for other transit and car sharing companies. The report will be available to the public and disseminated
1.2 Implement local partnership based on integrated mobility offers	1.2.1 Negotiation among car sharing operators and public transit authorities	Partnership agreements signed and implemented in 3 cities
2.1 Market integrated mobility offers	2.1.1 Dissemination plan 2.1.2 Marketing activities	175,000 people contacted by marketing activities Integrated mobility offer will be adopted by 15% of actual and new car sharing users
3.1 Assess potential, environmental and mobility impacts of integrated mobility	3.1.1 Survey, focus groups and operators data collection 3.1.2 Market segmentation analysis 3.1.3 Impact analysis	300 completed responses to phone survey and 20-30 persons questioned in the focus groups 50% rate of own vehicles substitution for integrated mobility adopters 30% reduction of car travelled mileage for integrated mobility adopters compared to control group

POTENTIAL RISKS

External Risks

Framework or operational difficulties for partnership agreements

Lack of resources for communication and marketing

Internal Risks

Delays and lack of human resources for activities outside of the operators' core business

HOW RISK WILL BE MANAGED

Top management involvement
Preliminary discussion among operators (on-going)

Research for additional in-kind and financial sources

Subcontracting and consultancy



6.2 Schedule B – Financial Information

Total costs: \$88 000

Eligible costs: \$88 000

ELIGIBLE EXPENSES AND MATERIALS

	Salaries	Consultants	Travel and meetings	External services	TOTAL
Communato	4 500	9 000	3 000	29 000	45 500
ACTU/CUTA	3 000	0	0	1 500	4 500
RTC	3 000	0	0	1 500	4 500
STO	3 000	0	0	1 500	4 500
Tecresult	26 000	0	0	0	26 000
Vrtucar	1 000	0	1 000	1 000	3 000
TOTAL	40 500	9 000	4 000	34 500	88 000

CONFIRMED CONTRIBUTIONS *

	In-Kind	Cash	Funding TC	TOTAL
Communato (applicant)	4 500	20 000	21 000	45 500
ACTU/CUTA (partner)	4 500			4 500
RTC (partner)	4 500			4 500
STO (partner)	4 500			4 500
Tecresult (partner)	3 000		23 000	26 000
Vrtucar (partner)	1 000	2 000		3 000
TOTAL	22 000	22 000	44 000	88 000

* Letters of intent confirming the financial contribution of partners are presented in Appendix 3.

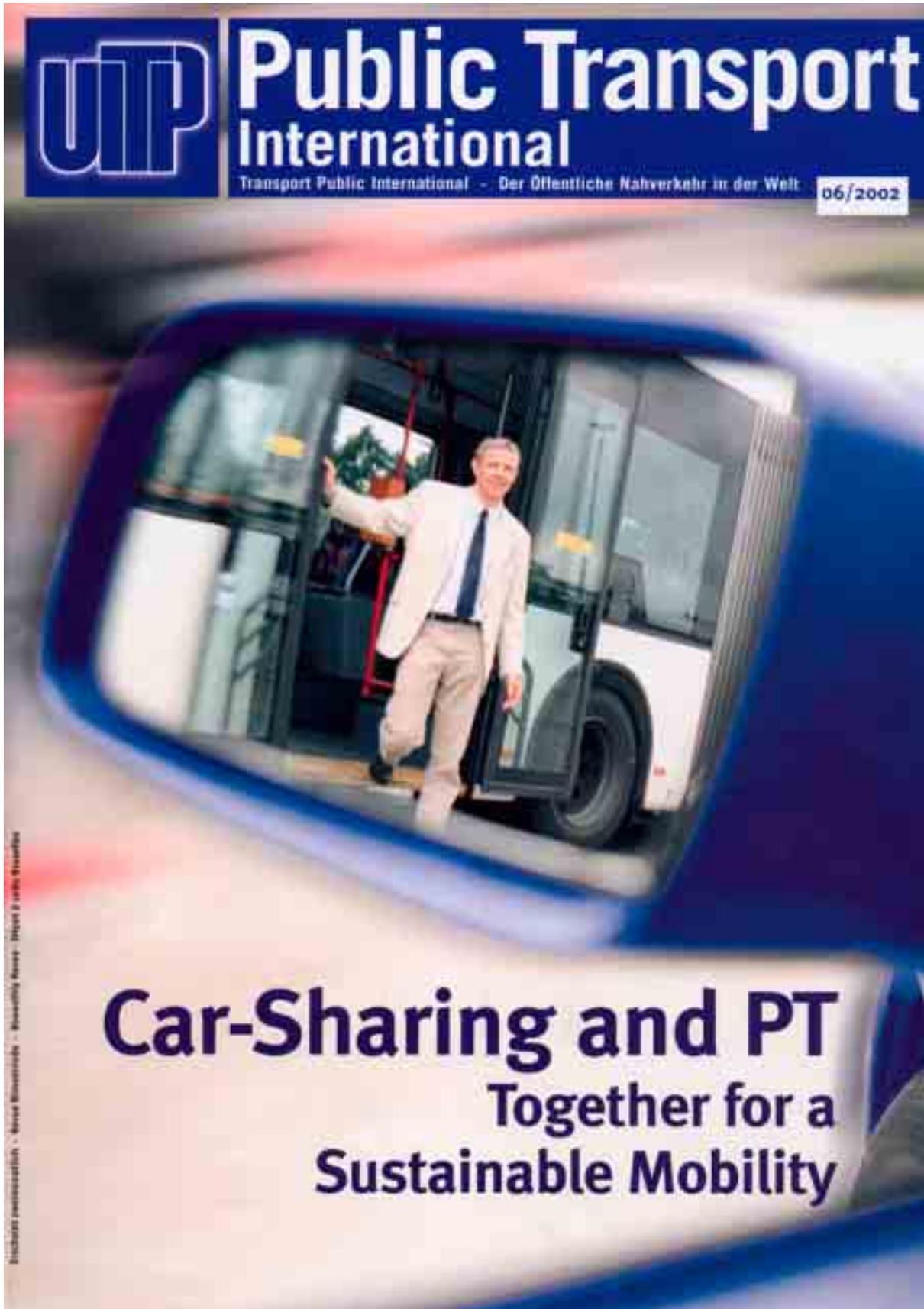
ELIGIBLE EXPENSES PER WP

wp1 Meetings and discussion	8 000
wp2 Marketing campaign	31 500
wp3 Surveys	16 000
Analysis	19 000
wp4 Coordination and reporting	13 500
TOTAL	88 000

BREAKDOWN OF TOTAL AND ELIGIBLE COSTS ON A QUARTERLY BASIS

Aug-Sept 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Jul-Sept 05	Oct-Dec 05	Jan-Feb 05	TOTAL
5 800	2 800	22 600	20 800	10 900	16 600	8 500	88 000





EDITORIAL



Hans Ruijter
UTP Secretary General

Dear readers,

Little by little, mobility is finding its niche...

As we announced in a previous edition of *Public Transport International*, a car-sharing station has recently opened in Namur, Belgium...

What was that? Car-sharing, sharing a car?

The expression often suggests sharing an individual car between several people who meet up at the same place... but that is called car-pooling: car-sharing is actually a fairly recent initiative, professionally organised, which puts a car at the disposal of affiliated persons for an unlimited time period. The advantage is that you have a vehicle at your disposal when needed, while being spared such inconveniences as parking, insurance, maintenance, etc. ... and even being able to charge models when you want!

But what does car-sharing have to do with public transport?

Until recently, the car was considered our number one enemy, the invader which prevented public transport from functioning normally... Today the discourse has changed. What is important is that citizens are offered the possibility of getting from A to B in the most accessible way possible; it doesn't matter how... Also, with the diversity of our cities, it is only natural that all forms of transport are present, but they must be integrated to enable sustainable mobility. Just as the pieces of a jigsaw puzzle fit together one next to another to form a picture, different modes of transport should combine to guarantee well-balanced movement. To achieve this aim, which is crucial for a better quality of life in urban and suburban areas, we have to make innovative initiatives. Co-operation between public transport and cars, by means of car-sharing, is a good example of this and make people aware of their modal choice.

We also participate in other moves in this direction. Let us mention one of these, "Mobility Week" organised this year for the first time. Ending with the "Car-Free Day", this week was the occasion for 315 towns to make the public aware of the different aspects of mobility.

Let us also mention, in a different connection, the Johannesburg Earth Summit where the UTP represented our sector, since it would be inconceivable not to take into account transport in general and public transport in particular.

At the same time, public transport experts, through the UTP, continue to meet and work together. The Lodz conference has recently enabled us to assess the situation in Western and Eastern Europe and in the CIS countries. The Bus Assembly reminded us of the importance of buses and of the need for real co-operation between operators and industry. The workshop in Rome gave the opportunity to broach the subject of new technologies from a Marketing angle.

And on the subject of new technologies, you can also read some very interesting articles on its contribution to safety, information and a high quality service, other pieces in the puzzle of sustainable mobility...

Happy reading!

N.B. Many other articles dealing with the relationship between Public Transit and Car Sharing were published in the same issue and are available for online reading at www.communauto.com/uitp_mag.html



Benoît Robert**COORDONNÉES**

3568, Dorion, Montréal, Québec H2K 4B6
 Rés. : (514) 526-4693

OBJECTIF PROFESSIONNEL

Contribuer à l'élaboration de politiques et de projets d'aménagement visant la conservation et une utilisation rationnelle des ressources.

FORMATION ACADÉMIQUE

- 1991- Aménagement du territoire
 Programme interdisciplinaire de maîtrise en Aménagement du territoire et développement régional (Programme ATDR)
 Université Laval, Sainte-Foy, Québec G1K 7P4
- 1989-1991 Agro-économie
 Collège MacDonald, Université McGill, Montréal, Québec H9X 1Co
- 1985-1989 Baccalauréat en biologie (option écologie)
 Université du Québec à Montréal, Montréal, Québec H3C 3P8
- 1981-1982 et 1984 Diplôme d'études collégiales
 Cégep de Saint-Hyacinthe, Saint-Hyacinthe, Québec J2S 1H9
- 1982-1984 The University of Alberta, Edmonton, Alberta T6G 2M7

BOURSES ET CONCOURS

- 1999 Prix nationaux d'efficacité énergétique du Canada (Communauto se classe deuxième)
- 1998 Prix Environnement de l'Association québécoise du transport et des routes (pour Communauto)
- 1993 Bourse du Fonds pour la Formation de Chercheurs et l'Aide à la Recherche (F.C.A.R.)
- 1990 Bourse d'excellence décernée par l'Association des Universités et Collèges du Canada (A.U.C.C.).
- 1989 Bourse d'emploi du C.R.S.N.G.

STAGES DE FORMATION ET FORMATION SUPPLÉMENTAIRE

Dendrochronologie, ordination directe et indirecte, écologie végétale, écologie des sols, aménagement, aménagement de la faune, toxicologie, ichtyologie, économie et comptabilité.



EXPÉRIENCE DE TRAVAIL

1994-	<u>Président-directeur général et fondateur</u> : Communauto inc., service de partage de véhicules, Montréal, Québec, Sherbrooke, Gatineau
1993-1997	<u>Directeur général et membre fondateur</u> : Auto-Com, service de partage de véhicules, Québec
mai 1992 à août 1992	<u>Stagiaire au Service du Plan de transport</u> : Ministère des Transports du Québec, Direction de la planification
jan. 1991 à avr. 1991	<u>Assistant de recherche</u> : Groupe de recherche en économie et politique agricole (GREPA), Université Laval
avr. 1989 à oct. 1990	<u>Animateur horticole</u> : Ville de Montréal, Service des loisirs et du développement communautaire, région Sud-Ouest
mai 1989 à août 1989	<u>Assistant de recherche</u> : Groupe de recherche en écologie forestière (G.R.E.F.), Université du Québec à Montréal
août 1988 à oct. 1989	<u>Assistant de recherche et naturaliste</u> : KETOS, groupe de recherche et d'éducation sur les cétacés (membre du conseil d'administration de 1989 à 1990)
printemps 1987 et 1988	<u>Aide sylvicole</u> : Howard G. Ferguson Tree Nursery, Ministry of Natural Resources, Kemptville, Ontario
juin à oct. 1986	<u>Interprète de la nature</u> : Banff Lift Ltd., Banff, Alberta
hiver 1985-1986	<u>Animateur et interprète de la nature</u> : Centre écologique de Port au Saumon, Saint-Fidèle, comté de Charlevoix, Québec
été 1985	<u>Assistant de recherche</u> : Comité de protection du mont Saint-Bruno, Saint-Bruno, comté de Chambly, Québec





Tecsult Inc.
experts conseils

SIÈGE SOCIAL
85, RUE ST-CATHÉRIQUE, 25^{ÈME} FLOURE, MONTRÉAL (QUÉBEC) CANADA H3V 2H7
TÉL. (514) 387-8500 • FAX (514) 387-8500
www.tecsult.com

DIVISION TRANSPORT ET INFRASTRUCTURE
3300, RUE UNIVERSITY, 27^{ÈME} FLOURE, MONTRÉAL (QUÉBEC) CANADA H3A 2H4
TÉL. (514) 387-8500 • FAX (514) 387-8500

Le 4 mai 2004

Politique en matière de routes et de frontières (ACGD)
Transport Canada
Place de Ville, tour C, 27^e étage
Ottawa (Ontario) G1A 0N5

OBJET : Lettre d'intention - Initiative de planification des transports et d'intégration modale

Madame, Monsieur,

Tecsult confirme sa participation au projet proposé par Communauto « *Integrated Mobility for Innovative Cities* ».

Dans l'éventualité où Transport Canada retiendrait le projet présenté, Tecsult assure sa participation financière, telle que décrite dans la proposition. Cette participation consiste en un montant de 3 000 \$ en nature.

Recevez, Madame, Monsieur, mes plus sincères salutations.

Marc Blanchet, ing.
Vice-président
Transport

MB/jl





Le 3 mai 2004

Politique en matière de routes et de frontières (ACGD)
Transport Canada
Place de Ville, tour C, 27^e étage
Ottawa (Ontario)
G1A 0N5

Objet : Lettre d'intention – Initiative de planification des transports et d'intégration modale

Madame, Monsieur,

Le Réseau de transport de la Capitale (RTC) confirme sa participation au projet proposé par Communauto « *Integrated mobility for innovative cities* ».

Dans l'éventualité où Transport Canada retiendrait le projet présenté, le RTC assure sa participation financière, telle que décrite dans la proposition. La participation financière consiste en un montant équivalant à 3 000 \$ en ressources humaines et aux dépenses reliées à des activités de promotion (1 500 \$), pour un total de 4 500 \$.

Veuillez accepter, Madame, Monsieur, mes salutations distinguées.

Le directeur général,

A handwritten signature in black ink, appearing to read 'Normand Carrier'. Below the signature, the name 'Normand Carrier' is printed in a small, sans-serif font.

Normand Carrier

NC/LS/ci

729, rue des Rocailles
Québec (Québec) G2J 1A5
Téléphone : (418) 627-2351
www.rtcquebec.ca



Le 5 mai 2004

Politique en matière de routes et de frontières (ACGD)
Transport Canada
Place de Ville, tour C, 27^e étage
Ottawa (Ontario) G1A 0N5

OBJET : Lettre d'intention - Initiative de planification des transports et d'intégration modale

Madame, Monsieur,

La Société de transport de l'Outaouais confirme sa participation au projet proposé par Communauto «Integrated Mobility for Innovative Cities».

Dans l'éventualité où Transport Canada retiendrait le projet présenté, la Société de transport de l'Outaouais assure sa participation financière, telle que décrite dans la proposition. La participation consiste en un montant de 4 500 \$ en ressources humaines et aux dépenses qui y sont reliées.

Veuillez accepter, Madame, Monsieur, nos salutations distinguées.

Salah Ben Ing, ing., directeur
Direction de la planification et du développement

c.c.: M. Georges O. Gratton, ing., STO

111, rue Jean-François, Gatineau (Québec)
Téléphone: (819) 770-7900 poste 6917

Télécopieur: (819) 770-5987

30 April 2004

Communauto inc.
1117, rue Ste-Catherine Ouest
Bureau 806
Montréal (Québec)
H3B 1H9



Re: Letter of intent - Transportation Planning and Modal Integration Initiatives

The Canadian Urban Transit Association confirms its intent to participate in the proposal for the project "Integrated mobility for innovative cities" coordinated by Communauto inc.

In the event that Transport Canada accepts the proposal, we would to secure the elements of in-kind funding stated in the proposal for our role.

Our support to eligible costs will consist in-kind contributions related to marketing activities, according to the scheduling presented in the proposal, for an amount of 4.500 \$.

Philippe Bellon
Technical Services Manager



FAX Attn: Yves Dallaire
 Tecsult
 (514) 282-2808
CUTA
DATE 04/05/04

HEAD OFFICE/SIÈGE SOCIAL
Suite 1401, 50 York Street
Toronto, Ontario CANADA M5J 1R7
(416) 365-5000 (416) 365-1295

transit@cutaacta.ca



OTTAWA OFFICE/BUREAU D'OTTAWA
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Ottawa, Ontario CANADA K1G 0Z8
(613) 942-9010 (613) 230-6425

www.cutaacta.ca





Virtue Transportation Systems Inc.
356 MacLaren St
Ottawa, ON K2P 0M6

Benoit Robert
COMMUNAUTO INC.
1117, rue St-Catherine West,
Suite 806,
Montreal, Quebec H3B 1H9

Dear Benoit:

This letter is in support of the Combined Mobility Proposal that we have been collaborating on over the last several weeks. We are very pleased with the relationship that has developed between ourselves and OC Transpo the Public Transit Authority here in Ottawa. We see this project as a way to enhance the common objectives of car sharing organizations and Public Transit which is to provide an environmentally sustainable and financially attractive alternative to the privately owned automobile.

At this time we are prepared to commit \$2000 in funding and \$1000 in kind support towards this Combined Mobility project.

Do not hesitate to call us if you have any questions in regards to our participation in this project.

Sincerely

A handwritten signature in black ink that reads "Wilson Wood". The signature is written in a cursive style with a large, sweeping "W".

Wilson Wood
General Manager
VRTUCAR



PT / CS

Integrated mobility for innovative cities

Public Transit/Car Sharing integration projects
for sustainable transportation in Canadian cities

PARTNERS: Communauto



CUTA/ACTU



RTC (QUÉBEC)



STO (GATINEAU)



Tecslult



Vrtucar



SUPPORTER: OC Transpo (OTTAWA)



May 5, 2004

This document is available in PDF format at
www.communauto.com/ptcs.html

For additional info, please contact:
Benoît Robert and/or Marco Viviani · Tel. (514) 499-8099

statten · Amriswil · Amsterdam Zuid · Andelfingen · Andermatt · Appenzell · Arbon · Arnst
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nstetten · Bordesholm · Bottmingen · Boulder · Braunschweig · Bremerhaven · Bremerhav
emgarten · Brig · Brønshøj · Brugg · Brugg Weiermatt · Bubikon · Buchholz · Buchs · Bu
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Montréal, le 5 mai 2004



Isabelle Trépanier
Politique en matière de routes et de frontières (ACGD)
Transports Canada
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Ottawa (Ontario)
K1A 0N5

Objet : Initiatives de planification des transports et d'intégration modale

Madame,

Au nom de Communauto et de ses partenaires il me fait plaisir de vous faire parvenir la présente proposition. Il y est question, par le biais d'un concept novateur, l'auto-partage, d'intégrer l'automobile à l'offre de transport public. Peu d'initiatives sont susceptibles, à notre avis, d'épouser aussi parfaitement tout autant la lettre que l'esprit de cet appel de propositions.

Les retombées positives déjà documentées associées à l'auto-partage sont telles que d'aucuns commencent à en parler comme « l'une des mesures les plus efficaces que l'on puisse imaginer pour rendre durable la mobilité » (Muheim, Peter *et al.*, 1998). Or, le Canada, grâce à des entreprises comme Communauto et Vrtucar, se positionne dans le peloton de tête des pays les plus avancés dans ce domaine. Le présent projet vise, ni plus ni moins, à promouvoir une forme d'alliance qui permettrait de maximiser les retombées environnementales et urbanistiques de cette formule. Plusieurs intervenants, parmi les plus prestigieux, en ont perçu tout le potentiel et n'ont pas hésité à s'impliquer avec nous dans le cadre de la présente proposition.

Diverses villes de même que deux provinces (le Québec et l'Ontario) font partie du théâtre de nos opérations et du territoire à l'étude. Pour cette raison, afin de faciliter les communications avec nos partenaires unilingues, c'est en anglais que nous avons choisi de rédiger notre demande. Les gestionnaires et principaux rédacteurs du projet étant italophones et francophones, nous sommes les premiers conscients des imperfections de notre texte. Nous espérons néanmoins que les membres du comité d'examen sauront faire preuve d'indulgence à cet égard et qu'ils nous pardonneront nos quelques maladrotes langagières.

Espérant le tout à votre satisfaction, veuillez recevoir, Madame Trépanier, mes salutations distinguées.

Le président

Benoît Robert

p.j. Public Transit/Car Sharing – Integrated mobility for innovative cities

Communauto inc.

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