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Benoît Robert
Chief Executive Officer
Communauto

**WHEN CONSIDERING
TRANSPORTATION
PROBLEMS,
HOWEVER, WE ALL
TOO OFTEN OVERLOOK
THE SIGNIFICANT
ROLE OF LAND-USE
PLANNING.**

The Future of Urban Personal Mobility

It's not just about electric cars

Car sharing is a social response to an environmental problem, not just a technical one. Introduced as “the key to combined mobility” in the nineties,* it has since been proven time and again to be a much needed service. Nevertheless, we will need to constantly remind ourselves of this in the future, as the appeal of technology and innovations may lead us to lose sight of the original concept and a lack of support for carsharing.

Talks at a conference on “The Future of Urban Personal Mobility: Clarifying Policy Objectives” recently held in Montreal provided a golden opportunity to review these concerns.**

According to Tim Papandreou, Deputy Director of Transportation Planning for the Sustainable Streets Division of San Francisco’s Municipal Transit Agency, technology is a means, not an end. He says electric cars, if used like fuel-powered cars, will not solve the problem of urban sprawl, or help achieve the city’s goals of reducing the demand for parking facilities, reducing rush hour traffic jams or improving road safety.

For Susan Zielinski, Managing Director of SMART (Sustainable Mobility & Accessibility Research & Transformation), University of Michigan Transportation Research Institute, the best way for people to get around the city involves connectivity between different modes of transport. She feels that information technologies should help make this possible. Too many people still think that transportation IS cars and everything else is “alternatives.” In reality, we are witnessing a sophisticated evolution, in which our overdependence on single-occupancy car use will shift from a dominant paradigm to a retrograde vision of mobility.

One-way Carsharing and peer-to-peer car rental (whereby car owners lend their car to other drivers in the area) should be seen as complementary services rather than replacements for classic car-sharing schemes. Promoters who have jumped on the bandwagon are making a mistake by calling themselves competitors to this fairly new car mobility concept, which some have already labeled old-fashioned. Cars are so dominant that we must watch out for trends that could divide rather than strengthen emerging alternatives.

The ball is in the court of the authorities, which must look at the facts rather than be taken in by deceptive appearances. Vigilance is crucial. The range of car-sharing concepts means that research to understand how they work and document their respective impacts is vital.

Our guests were impressed by Quebec’s achievements in combined mobility: Bixi and Communauto, and our partnership, as well as those we have developed with public transit corporations. When considering transportation problems, however, we all too often overlook the significant role of land-use planning. San Francisco took the bull by the horns and created a single agency with authority over everything to do with the city’s surface transportation system: transit, parking and planning. The division of power, jurisdictional struggles and conflicts between diverging interests are too often the norm in this area.

Players from Europe, Australia and Brazil, as well as the United States and Canada, came to the conference in Montreal.** Putting aside our different stages of progress, these few days of dialogue and sharing experiences and best practices enabled us to see, more clearly than ever, that we are at the beginning of a new cycle of change. It is too soon to know exactly where it will lead, but the extent of the changes will depend on the ambition and vision of those promoting a new way of seeing and getting around the city.

Benoît Robert

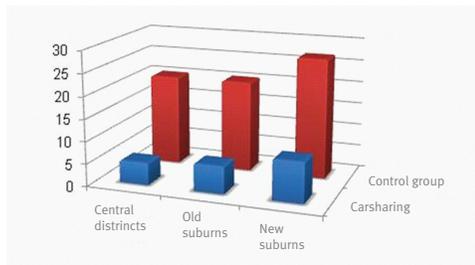
**Peter Muheim and Partner, The Mobility Choice! CarSharing – The Key to Combined Mobility. Energy 2000, Motor fuels section. (Swiss Federal Office of Energy: Berne, 1988), p. 31.

**Communauto hosted the conference, which took place at the Biosphere October 2 to 4. To find out more about the event and read the speakers’ presentations, go to www.carsharing.org.

New data on the environmental impacts of carsharing

A student from the department of industrial engineering at the École Polytechnique de Montréal submitted a new thesis last summer, which will foster advances in methods for quantifying the environmental impacts of carsharing.

Based on Communauto data collected from 2006 to 2010, the study clearly shows that a large proportion of members would purchase a car if the service did not exist. Thus, each Communauto vehicle replaces, at the very least, 10 privately owned cars. Moreover, with regards to the reduction of greenhouse gas emissions; 2010 estimates reveal that each carsharing user reduces, on average, its emissions by 1160 kg of CO₂ per year, with a larger contribution from younger members. In addition, each new subscriber contributes to an estimated reduction of 932 kg of CO₂ in their first year.



Weekly report on the GHG emissions in Québec City:
Carsharing subscribers versus car owners.
Source: CRAD 2010

The data in this study supports the conclusion of another recent study conducted by the Center for Research in Planning and Development (CRAD) at Laval University. Rather than relying on surveys, this examination was conducted to compare, for an entire week, the travel behaviours of a sample of Communauto subscribers in Québec City to a control group living in the same neighbourhoods but who own their car or are not motorized. The results obtained through this method are also very convincing, notably when we compare the choice of transit of a subscriber to other drivers: 37% walk against 14% in the control group, 11% bike against 3%, 25% take the bus against 3%, leaving only 24% of trips done by car against 78% for car owners. Interestingly, these differences are valid downtown as well as for the suburbs. This translates into weekly reports of GHG emissions three to four times inferior for carsharing users, energy efficiency decreases slightly in the suburbs.

The authors of this study would like to thank the subscribers who have made it possible through their participation.

News on our Electric Project

There's electricity in the air!

Last August 15th, Communauto initiated the most important electric car project accessible to the public in Canada. Out of the 50 Leaf we ordered, 16 have already arrived and 9 more are on their way and will be added to our fleet in the next days. Communauto thus offers its subscribers a privileged access to the most important fleet of self-serve electric vehicles in North America.

Almost 200 subscribers have had the privilege of being selected as pioneers who have helped us finalize the information tools which will enable us to broaden access of these vehicles to all our users. Our objective is to allow everyone to be an accomplished self-taught user: a short video, an information sheet and a short questionnaire will allow everyone to learn online how to use these vehicles and test their knowledge before getting in.

Overall, the experience has been qualified as "electrifying!", at least judging from the numerous enthusiastic comments posted on Facebook ([facebook.com/communauto](https://www.facebook.com/communauto)) and on the [communopolis.com](https://www.communopolis.com) website.

The in-house survey, which we have asked our "pioneers" to fill out to send us their comments, confirms this trend: 82% of the respondents described the electric vehicle driving experience as "very pleasant" and 57% said that the car "exceeded their expectations".

Undoubtedly, one of the reasons for this is the ease of use of the LEAF itself, whether it is the simplicity of the plugging/unplugging procedure, the pleasant driving experience, the simplicity of the dashboard controls, or for the clear information regarding the management of the driving range (an element which worried more than one), all of which constitute a variety of reasons which can justify the positive comments.

Faced with these encouraging results, the next step, in the coming weeks, will be to extend to all our users the possibility of using these electric vehicles.

As Mr Papandreou said so succinctly, during his visit to Montreal at the beginning of the month (see the editorial), "electricity isn't everything" (we are the first to agree), but used intelligently this technology potentially represents an excellent way to maximize the environmental benefits of a service like ours. This is what we will attempt to verify with our experimental project set in a real situation.

Soon you will no longer be passive witnesses but tens of thousands of people involved in this exciting project. **Enjoy it!**

(...) A SHORT VIDEO, AN INFORMATION SHEET AND A SHORT QUESTIONNAIRE WILL ALLOW EVERYONE TO LEARN ONLINE HOW TO USE THESE VEHICLES AND TEST THEIR KNOWLEDGE BEFORE GETTING IN.

Releasing a vehicle that you're not using: it pays off!

A 20% CREDIT IS NOW OFFERED ON THE REMAINING HOURS NORMALLY BILLABLE IF YOU "RELEASE" A VEHICLE THAT YOU HAVE STOPPED USING.

Since the 1st of October, if you cancel a portion of a trip that has already begun, you will receive a 20% credit on the remaining, normally billable, hours. It is still possible to cancel before 9:00 am at no cost. However, the hours that have already passed remain to your expense.

When you consult Réservauto's client module and a trip is underway, you simply need to click on the "R" which now shows up in the "Cancel" column in "List all reservations", to take advantage of this new benefit.

By "releasing" a vehicle that you have stopped using, you help us maximize its availability. The offered credit is intended as a way to encourage this

courtesy and to provide us with an even greater quality of service. An added incentive is to be able to do it online which makes it easier for you and helps us reduce the volume of calls which sometimes clog up our lines.

To optimize our rates, in comparison to vehicle ownership, we owe it to ourselves to work with our clients in order to adopt approaches which will allow us to cap our management fees. Increasing the effectiveness of our online tools, as it is the case here, is the cornerstone of this strategy. The other developments which follow this same direction, announced last spring in the *Écho-mobile* issue, will gradually be implemented.

New features in Réservauto

Choose your favourite stations

Did you know that when you reserve a communauto online, you can check availability based on locations that you have chosen?

In the "Personal information" page of Réservauto, under "My locations", you can add different addresses, such as the one for your work or your friends' houses. Once added, you will be able to research vehicles in the surrounding area of the desired location on the page "Add a reservation" (step 2).

This function will soon replace the "My preferred stations" option, and for the better! Your availability queries will now always include all the stations in the vicinity, even new ones that you might be unaware of.

Associate a note with your vehicle reservations

Have you always wanted to add a note or a personal comment to your Communauto reservations? It is now available for subscribers who have opted for the e-bill! In fact, you can now do so by using the "Note" field during the online reservation process, which appears once you reach the page "Are you certain that you wish to add this reservation?"

The information that you have written down will be associated to your reservation and will be included on your bill (only on the e-bill) as well as in the new column of "List all reservations".

Another benefit for registering to the e-bill! Do you also want to take advantage of this option? Go to: <http://www.communauto.com/ebill/>

Contesting Fines

Remember that after using the service, it is unfortunately impossible to contest a fine received for a PARKING RELATED OFFENCE. This directive does not apply to offences done by a moving vehicle: in this case the driver is authorized to enter a plea. While recognizing that this is a case of denial of rights, we have no choice but to proceed this way. Indeed, the only defendant authorized by court, in a case of an offence related to parking, is the owner of the vehicle (a.k.a. Communauto) or a lawyer who represents him. Given the expenses of these types of offences, the involved in contesting them, in these circumstances, are largely superior to the credit claimed.

Biannual Communauto staff meeting

This autumn, our meeting will take place on the 9th and 10th of November. During those two days, our administrative services will be exceptionally closed.

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

(...) THE ONLY DEFENDANT AUTHORIZED BY COURT, IN A CASE OF AN OFFENCE RELATED TO PARKING, IS THE OWNER OF THE VEHICLE (A.K.A. COMMUNAUTO) OR A LAWYER WHO REPRESENTS HIM.

Lowered *Long Distance* rates on weekdays

With the arrival of the “low season”, Communauto wanted to make your long distance trips even more economical! Since the 1st of October 2011, you can take advantage of the *Long Distance* rates on weekdays for as little as \$29.95 a day, a reduction of more than 25% from the regular price (\$39.95), which will still be applied on Saturdays and Sundays. On the other hand, weekly rates will decrease from \$247.69 to \$229.65.

This rate adjustment (a first for *Long Distance* rates) will help us improve the availability of the vehicles on weekends: first, by enabling us to better distribute the demand on the different week days, and secondly by contributing to the maximization of the use of the vehicles of our Network Reservation partners (Budget, ViaRoute, Enterprise and Discount) on days where the demand for our vehicles is highest.

Network Reservation rates: How to get the best of both worlds

Compare prices

In the context of the fierce competition prevailing in car rental industry, tariffs vary enormously from one agency to the next. It also happens (and this is particularly true during the low season) that a current promotion gives you access to an inferior rate than the ones negotiated by Communauto. For this reason, before placing a reservation through us, compare their prices with ours: www.communauto.com/locateurs/tarifs.html

Cheaper to take advantage of our Network Reservations

Generally, on weekends, it is more advantageous to use a Network Reservation vehicle at our special rates for your long distance trips rather than using a Communauto vehicle. This positioning is done not only for quota management, but also to ensure greater vehicle availability on weekends. This rule is particularly relevant if you have a gold credit card or an equivalent, despite the extremely competitive rates we offer.

It's up to you to take advantage of all the available options to optimize the cost of your trips.

It is compulsory to write down the odometer reading on the trip coupon when you purchase gas

In order to improve our ability to control fraud, note that it is compulsory to write down the odometer reading when filling up the gas tank, without which, the credit cannot be applied (a line for this purpose is included on the trip coupons). Although this procedure has always been expected in the Rules & Regulations for the use of vehicles (clause 7.3), it was not strictly enforced. Henceforth, it will be. Distracted people will be warned only once, after which no favours will be granted.

that we can avoid the multiplication of acts likely to undermine competitiveness. The collaboration and support of our users in respecting and accepting these rules are essential to enable us to implement them effectively.

This measure follows the reminder we released in August on the importance of claiming a detailed receipt if you had to make a prepayment when purchasing gas. This last notice remains accessible online in your e-bill sent in August (also available in French here: www.communauto.com/tiersdepage.html).

These rules may seem restrictive; however, it is important to understand the rationale. A service based on honour, like ours, makes us vulnerable to certain deviant behaviours and it is only through the rigor with which we apply the appropriate control measures



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BLANC COMMUNAUTO
JAUNE ABONNÉ

Constat lors de la prise en charge du véhicule

PROPRETÉ:
 OK
 Passable
 Inacceptable

ESSENCE:
 > 3/4
 > 1/2
 Inacceptable

Communauto Coupon de bord N° 1

Véhicule #

Date de départ: JOUR / MOIS

Km au départ km

Km au retour km

Achats avec débours Coût (taux incl.) \$

Km à l'achat km

Abonné #

Signature

Sponsor a friend. Win

Sponsor a friend and convince them, in 4 easy steps, to go from being alone in the car to sustainable transportation.



Combine your Train + Auto at unbeatable rates!

For nearly a year, Communauto and Via Rail have offered you the possibility of travelling in comfort, combining the pleasure of the train for long distance travels to the flexibility of the car for your trips within your destination city thanks to the Train + Auto combo!

Buy your round-trip train tickets and reserve a car for 24 hours for only:

- \$99 on the Montréal-Québec City line, or
- \$79 on the Montréal-Ottawa line.

(Kilometres are billed at a rate of \$0,13 per kilometre driven, taxes not included).

Want to keep your communauto another day? Simply add \$25 per 24 additional hours, up to a maximum of 72 hours.

Interested? Choose the « Train + Auto » in the page **“Add a reservation”** when making your car reservations in Réservauto. You will be automatically redirected toward Réservia, VIA Rail’s online module to purchase train tickets, which is personalized for our members.

WE'RE HIRING

Our subscribers make great employees!

The ongoing development facing Communauto continually opens new horizons, allowing us to offer challenges to qualified and committed people who choose to have a career with us.

Communauto is currently looking for a:

➔ Development-communications agent and operations coordinator at the Montreal office.

➔ Customer service representative at the Montreal office

For more information, go to “We’re hiring” in the News section of our website.

Baroque music. You have the chance to win a pair of tickets.



Treat yourself to a classic evening.

Once again this year, Communauto is proud to partner with the music company “**Idées heureuses**” by supporting their fundraising event which will be held on Monday, the 7th of November. To enjoy this event, Communauto will offer a pair of tickets to this cultural evening focused on baroque; combining music, dance, theatre and creation. In addition, the winners will have the privilege of being one of the first to visit the new Bourgie room at the Montreal Museum of Fine Arts and to participate in a silent auction. To enter the contest go to: www.communopolis.com

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