

Nanaimo CarShare Cooperative

A Sensible Mobility Alternative

Background

What is Carsharing?

The nonprofit cooperative Nanaimo CarShare will own a fleet of cars. We'll park them in neighbourhoods with a concentration of potential members. Individuals and employers will join Nanaimo CarShare and pay by the hour and kilometre for driving our member-shared cars.



What services will Nanaimo CarShare provide?

Besides maintaining a reservation system and billing members for vehicle usage, we'll take care of everything related to owning a vehicle. We'll manage and pay for fuel, insurance, maintenance, and cleaning.

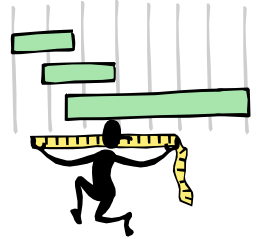


What will it cost to get Nanaimo CarShare going?

Our conservative plan calls for \$10,000 in start-up funds and working capital. Volunteer labour and a focus on controlling costs will allow Nanaimo CarShare to break even with about 50 members sharing the initial, 2-car fleet. Further expansion of Nanaimo CarShare's fleet will occur as membership grows and more vehicles become economically sustainable.

Who's running Nanaimo CarShare?

As a member-owned Cooperative Association, Nanaimo CarShare will be governed by its members and a Board of Directors. Louise Hamilton, Barbara Johnston, and Kurt Fischer comprise the first Directors. Though all are very capable, Mr. Fischer played a key role in the planning, launch, and management of the, now 1,000-member, HOURCAR carsharing organization in Minneapolis/Saint Paul, Minnesota. And Ms. Hamilton has volunteer work experience with Cooperative Auto Network in Vancouver.



Is carsharing a new, untried idea?

Growing car-sharing organizations are operating in Vancouver, Toronto, Montreal, Ottawa, Quebec City, Victoria, San Francisco, Chicago, Washington, D.C., Boston, Portland, Atlanta, Philadelphia, and Minneapolis/St. Paul. Carsharing has been popular in Europe for decades.

Community Benefits

Affordable mobility

For those who cannot afford the fixed cost of owning a car, Nanaimo CarShare will offer flexible mobility that complements mass transit, taxis, cycling, and walking.



Cleaner air

After joining a car-sharing organization people drive fewer miles, and so generate less pollution and greenhouse gases. Long noted in Europe, independent studies^{1,2} validate these effects in North America.

Less traffic congestion

- » Carsharing reduces vehicle miles traveled³ by making plain the *total* cost of driving.
- » Employers that provide workday mobility by joining Nanaimo CarShare facilitate commuting choices other than driving alone.
- » Nanaimo CarShare will encourage the use of mass transit by easing the inconvenience of living car-free.



Less demand for parking space

In a study of a San Francisco area car-sharing program, 73% of members had either given up or foregone the purchase of at least one vehicle.⁴ Fewer individually owned vehicles means less demand for parking space.

Individual and Employer Benefits



Save money

Because of the high fixed cost of vehicle ownership, Nanaimo CarShare can save individual and business members thousands of dollars annually.

Save time

For members who give up or forego car ownership, hassles will be avoided and time freed up that would have been spent on vehicle issues.

Improved Health

Individuals who rely less on a personal vehicle are likely to engage in more walking and cycling. Weight loss, improved fitness, and an increase in quality of life and longevity will be among the important benefits of a commitment to carsharing.

Get around

Members will think of Nanaimo CarShare as go-anywhere transit.



Employee support

By joining Nanaimo CarShare, employers will support employees who want to commute some other way than alone in their cars. Employees won't have to drive their own vehicles to work solely to fulfill needs for workday trips.

Re-focus resources on the organization's mission

Organizations that own vehicles are devoting resources to managing these assets. By turning over this responsibility to Nanaimo CarShare, employers can re-focus resources on achievement of their mission.



Want to Know More?

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References

1 "San Francisco City CarShare: Travel-Demand Trends and Second-year Impacts," by Robert Cervero and Yu-Hsin Tsai. Institute of Urban and Regional Development, University of California Berkeley, p. 44.

2 "Greenhouse Gas Emission Impacts of Carsharing in North America," by Elliot W. Martin, Ph.D. and Susan A. Shaheen, Ph.D. Mineta Transportation Institute, San Jose State University.

3 Cervero, et al, p. 17.

4 Ibid, p. 25.