



September 28, 2017

FROM: Josh Moskowitz, Regional Director, car2go NA

TO: Toronto City Councillors

RE: PW23.8 Free-Floating Car-Share Pilot and Interim Policy

My name is Josh Moskowitz, and I am a Regional Director for car2go with responsibility for our service in Toronto. I write to you on behalf of nearly 70,000 Torontonians who currently depend on affordable free-float carshare in your wards.

car2go is the largest, most experienced free-float carshare service in the world. We operate in 26 cities worldwide helping 2.8 million people get from point A to B easily and affordably. With our service, there's no need to make a rental reservation in-advance. Instead, car2go is based on an intuitive smart phone app that enables people to quickly find, rent and drive our cars, then end their trip when done. Our affordable rates include gas, insurance and maintenance.

With car2go, your smart phone becomes a key you can use to unlock and drive any available car2go vehicle. Our free-float model means that there is no need to bring a car2go back to where you found it.

Of all 26 cities worldwide where car2go operates, **Toronto is car2go's #1 most active carshare city in the world.** Week in and week out, Torontonians are using car2go more than our members in large, active cities like New York, Berlin, Rome, and Vancouver.

Why is Toronto now number one in the world? There are several key reasons.

In April 2016, car2go decided to execute a major operational change here by making cars easily available in legal on-street parking spaces for Torontonians to find, drive, and then park again for the next person. Doing so brought our service here generally in-line with how car2go's free-float carshare service works in our 25 other cities.

Once we made our cars conveniently available for Torontonians to find, drive and park, local membership and usage of car2go increased exponentially. **Today, each of the 420 cars we have in Toronto is shared by 163 Torontonians.** Our Toronto members love the flexibility of free-float carshare, as well as how affordable it is. Tens of thousands of Torontonians use car2go daily to commute to work, run errands, take their children to hockey practice, go out on dates, and visit family and friends.

As you know well, it is increasingly expensive to live in Toronto. Those of you who do own your own car – or more than one – know how expensive and inconvenient city car ownership is. Torontonians love

car2go because our service provides easy, affordable access to cars without the expense and inconvenience of car ownership.

Torontonians are able to save money through carshare. The thousands of dollars saved through carshare can be used instead to buy a home, move to a better apartment, take a vacation, or for a rainy day. Torontonians are also being more sustainable with carshare while they save money. It's a win-win.

A world-respected transportation research team at U.C. Berkeley recently released their findings from the first-ever study of free-float carshare impacts North American cities. Their multi-year research proved that free-float carshare like car2go reduces the overall number of cars on city streets. In fact, the research team found **that each car2go vehicle removed up to 11 other vehicles from the road, all while notably reducing greenhouse gas emissions. That means car2go has likely already helped to remove upwards of 5,000 vehicles from Toronto's streets.** Toronto's own Transportation Services report also cites the numerous quality of life benefits of carshare and strongly recommends launching a free-float pilot project.

Simply put, free-float carshare on a wider scale will help Toronto move and breathe more easily.

World class cities have certain things in common: a richly diverse population, great food and culture, professional sports teams, a diversified economy and a willingness to embrace innovation and attract innovators to live work and do business here. Toronto is a world class city in every respect – that's why car2go loves Toronto, and why so many Torontonians are flocking to our service. But Toronto can't truly be a world-class city without embracing new and innovative modes of transportation, including free-float carshare.

Our service helps to improve quality of life in cities in so many ways, and the pilot project will prove that. car2go is eager to work hand-in-hand with the city to resolve any issues that may arise. We understand the challenges people face when parking their cars in certain neighborhoods. We see this in cities all over the world – and there are solutions that work when cities and mobility service providers work together. The pilot project is an ideal way to collaborate on resolving those issues.

I want to make it very clear to you that car2go does not want our cars sitting idle in parking spaces any more than you do. Our cars are meant to be moving the vast majority of the time, unlike privately owned cars which sit unused in valuable street parking space more than 95% of the time. I also want to make it clear that Torontonians parking car2go vehicles in oversubscribed neighborhoods are themselves residents and neighbors of yours. They've chosen to carshare instead of clog their street with yet another private vehicle that would cost them thousands of dollars whether they're driving it or not.

At the end of the day, carsharing in Toronto will reduce road congestion. It is good for the environment. Carsharing also helps Torontonians keep more money in their pockets, while at the same time guaranteeing a new stream of recurring revenue for the city.

Councillor Robinson put it best during last month's PWIC meeting: "We want to promote different options for transportation...I don't think we can have our heads in the sand. It's proven that this is a best practice that is being implemented around the globe. It's really good on every level in my mind: the environment, congestion and gridlock, it's the way forward, it's the future, it's sharing economy. A pilot is to test the waters. I hope this body will be big thinkers about the future of our city on every level, and

how this is one step forward in addressing the very critical problems we face. We need to do something, and this in my mind is a step forward. I will be supporting this wholeheartedly.”

On behalf of our members, we ask that you to please affirm PWIC’s 5-1 vote in favor of launching the free-float pilot, and support Toronto’s growing population, which is increasingly turning to free-float carshare for an easy, affordable and reliable alternate form of mobility. We were pleased that PWIC had the courage and foresight to vote overwhelmingly in favor of this pilot. We hope that you will do the same.

I’d be happy to answer any questions you might have. Please feel free to email me at josh.moskowitz@daimler.com. You can also find more information regarding our service in Toronto – and how five different Torontonians are using car2go in their daily lives – by visiting <http://www.torontolovescarsharing.ca/>

Best,

Josh Moskowitz

Regional Director, car2go N.A., LLC