From: aaron
Sent: Tuesday, July 07, 2015 4:20 PM
To: Gameiro, Carlos
Subject: for the Executive Policy Committee on Wednesday, July 8th: Item #4 from the Public Works Committee Report

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To the Executive Policy Committee regarding July 8th's meeting, item #4 (cycling infrastructure and strategy) in the Public Works Committee Report.

I operate a small business in Winnipeg designed around serving an alternative transportation need. We have nearly 450 individuals and businesses sharing nearly 20 vehicles in the downtown and its surrounding neighbourhoods. This business model is only possible in neighbourhoods with high residential density which encourage high levels of walkability, transit service and cycling accessibility.

Those in our program are not necessarily using our service because it's "green" or because they are cycling activists, or they are "urban hipsters" - or any other moniker one wishes to write-off special interest groups. Our carshare is used by real citizens of this city for practical, cost effective means. Our membership is primarily young, university educated professionals, but not limited to young single parents, middle-aged couples, or seniors. Carshing is primarily their only vehicle-access, but many use the service as a second to a vehicle they already own.

Our small Manitoba-owned co-op has grown over the past 4 years from 40 people to 450 people - right now - using this service this way. We anticipate at minimum a doubling of this growth in the same time period. We have accomplished this with no major foundation or government funding - having sold more than $100,000 of investment directly to Manitobans over the past 2 years. We are planning to sell another round. There is a *real* market in Winnipeg for urban transportation - it is small but it is growing. Winnipeggers believe in our business because they believe in a better future of transportation in our City. This will happen more quickly in Winnipeg with investment in cycling infrastructure - delaying or reducing funding to this plan will only slow - not kill off - this kind of growth.

The Transportation Sustainability Research Centre out of Berkeley's study *The Impact of Carsharing on Household Vehicle Ownership* states that for every carshare vehicle, 9~13 are removed from a city's roadways.
http://www.uctc.net/access/38/access38_carsharing_ownership.pdf Our carshare represents at least 160 at most 230 cars off Winnipeg roadways. Cars wearing less infrastructure, cars contributing to less traffic, and fewer emissions. Our international association sees the 12 million people in North America carsharing by 2020 - today, it is already 1.8 million. Large multinational for-profit organization with billions of dollars of investment have gone in to services like ours. This trend is not going away. The health of our downtown, of the young people we can hardly keep from leaving, and of a city that we can leave our children is is eroded

every time these urban infrastructure policies are cut or reduced. A smart city builds for where it wants to be, not where it has been for the last century.

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Aaron Russin
Operations Manager, Peg City Car Co-op