Peg City Car Co-op
402-460 Main Street
WPG, MB, R3B1B6

January 7, 2022

Request to Support the WPA's recommendations in item *No. 4 Updates on a Permanent Carshare Parking Program*

Dear councillors,

I am writing to you regarding item *No. 4 Updates on a Permanent Carshare Parking Program*

I hope that you will support the recommendation filed by the WPA.

More carsharing means fewer privately owned vehicles, reducing congestion and parking pressures. We're excited to show our support of the on-street regulation that the WPA developed as it aligns with the needs of carsharing in Winnipeg and closely matches regulations developed in other Canadian cities.

The current proposal is a culmination of years of work and research by the WPA, including a one and a half year pilot project that gathered data on the impacts of curbside management by on-street parking for carsharing vehicles.

On-street Pilot Request Context:

A barrier to Peg City Car Co-op's growth is parking availability. Currently, Peg City Car Co-op must enter into parking arrangements with private landowners, apartment management firms, or parking management firms. As a result, Peg City Car Co-op struggles to find parking in the neighbourhoods where our service is growing the fastest. The lack of on-street parking options impedes access to shared vehicles and the growth of our service, which is why Peg City Car Co-op engaged the Winnipeg Parking Authority in developing an on-street parking pilot that took effect on August 1, 2020. In August of 2021 the pilot was extended for one year. Council requested that the WPA provide a report and regulatory recommendation by January 2022.

The pilot project was developed to study the feasibility and impacts of providing parking for carsharing vehicles on city streets. Over the last year and a half the WPA has engaged in research and consultation to develop a on-street regulation that closely matches similar initiatives in cities across Canada.

Carsharing is becoming an essential transportation infrastructure for many Winnipeggers seeking more convenient, cost-effective and environmentally friendly

transportation options. Roads are tax-supported infrastructure, and expanding access to transportation options that are accessible, safe and meet people's needs efficiently is beneficial for everyone.

On-street parking for carsharing vehicles meets several diverse policy objectives set out by the City of Winnipeg, including Our Winnipeg/Complete Communities, Parking Management Strategy and Winnipeg's Transportation Strategy.

In many Canadian cities, on-street parking for carsharing has already been built into city by-laws (Vancouver, Calgary, Halifax), and Peg City Car Co-op is requesting that the City of Winnipeg consider the same.

Who we are

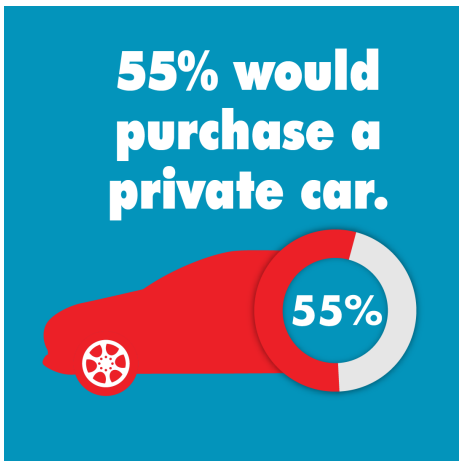
Peg City Car Co-op is Winnipeg's only carsharing company. As a Consumer Co-op, we are member-owned and rooted in our community. Our purpose is to drastically improve the way people move in our city by providing a convenient, reliable and affordable alternative to car ownership.

Our company started with three vehicles and 40 members in 2011. Today Peg City Car Co-op has over 2000 members using 70 cars in 12 neighbourhoods across Winnipeg. Leading up to 2020, PCCC was growing at a rate of 30% each year, and in 2020, PCCC grew by 50%. This exponential growth in 2020 is attributed to increased public awareness about the benefits of car sharing compounded by the radical restructuring of peoples' day to day transportation needs since the onset of the Covid-19 pandemic. PCCC expects to have nearly 100 vehicle fleet and over 2,500 members by spring 2022.

Benefits of carsharing

Carsharing provides people with access to a car when needed and eliminates the cost and hassle of ownership. Aside from the simple cost and convenience benefits, carsharing helps the environment and community. That's why carsharing is defined by its social and environmental services that support community transit and environmental goals, including:

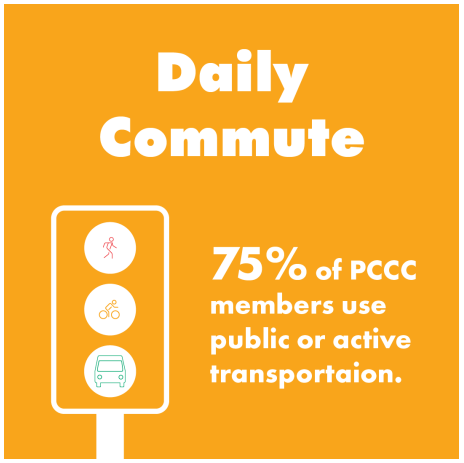
- decreasing personal car ownership
- reducing vehicle distance travelled
- improving urban land use and development
- providing affordable access to vehicles
- motivating people to walk, cycle and use public transit
- reducing dependence on fossil fuels



30% of our members have sold a car in the last year and 55% would certainly or probably buy a car if carsharing wasn't available to them.

International research and our own internal data collection indicates that up to 15 vehicles are removed off of city streets for every new carsharing vehicle. One carshare vehicle supports about 30-40 individuals.





75% of our members commute to work by bus, or active transportation (according to Stats Canada 70% of Winnipeggers commute by private automobile in Winnipeg).

Transportation research also shows that carsharing users reduce their transportation emissions by 30-50%.



Supporting the growth of carsharing in Winnipeg

By supporting WPA's recommendation you will be supporting the growth of carsharing in Winnipeg. As indicated by the Winnipeg Parking Authority's report, the on-street pilot project was a success. As such, it's important that the pilot be expanded into a fully fledged by-law and policy to ensure carsharing continues to thrive in Winnipeg.

Thank you for your support.

Kind Regards,

Philip Mikulec
Managing Director
Peg City Car Co-op