



CAR SHARE

ATAC June 23, 2022

Tara Sutherland

Sr. Manager, Customer Operations

CHANGING BEHAVIORS

45%



of North American
17 year olds had a drivers
license in 2010, down more
than two thirds from 1978

44%



of millennials make an
effort to replace driving
with other options

35%



say losing their computer
would have the greatest
negative impact on their
lives vs. 28% for their car



EVO CAR SHARE

From here to there, with room for your friends.
Welcome to the evolution of car sharing.

Toyota Prius

Spacious - four doors, five seats, with
room for your groceries & four friends.



TYPES OF CARSHARING

Station Based Carsharing

The trip must end in the same place it started



Peer-to-Peer

“Airbnb for cars” – allows private individual car owners to convert their personal vehicles into shared cars which can be rented to other private drivers



Free-Floating Carsharing

Pick up a vehicle and end the trip anywhere in the home zone



HOW IT WORKS



Find a car



Unlock and inspect



Hit the road



End your trip



Stopover anywhere



Parking

Sept 2022: 1900 Cars ●

March 24, 2022: Evo Turns 7! 🎉

Dec 2021: EV Launch + 200,000 Members ●

Aug 2021: Launch Victoria ●

April 2019: 1,500 Cars ●

July 2018: Hit 100,000 Members ●

● May 2017: New West Expansion

● November 2016: 1,000 cars + 50,000 Members + Expands

● September 2016: Voted Best Car Share in Vancouver
(Now 6 times)

● June 2016: 750 cars & North Van Expansion

● January 2016: 600 cars

● March 2015: Evo launches with 250 cars





17+ MILLION TRIPS
 124 MILLION KMS
 161 TRIPS TO THE MOON AND BACK



WE'VE HAD A WEDDING PARTY, A
 PROPOSAL AND 4 FAMILIES TO THE
 HOSPITAL TO DELIVER BABIES

OVER
 210,000
 MEMBERS



100%
 Hybrid +
 Electric
 Fleet

AVERAGE AGE OF BCAA V. EVO MEMBER

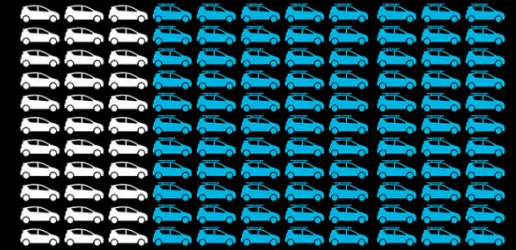


11,000+ TRIPS PER DAY



59YRS

36YRS



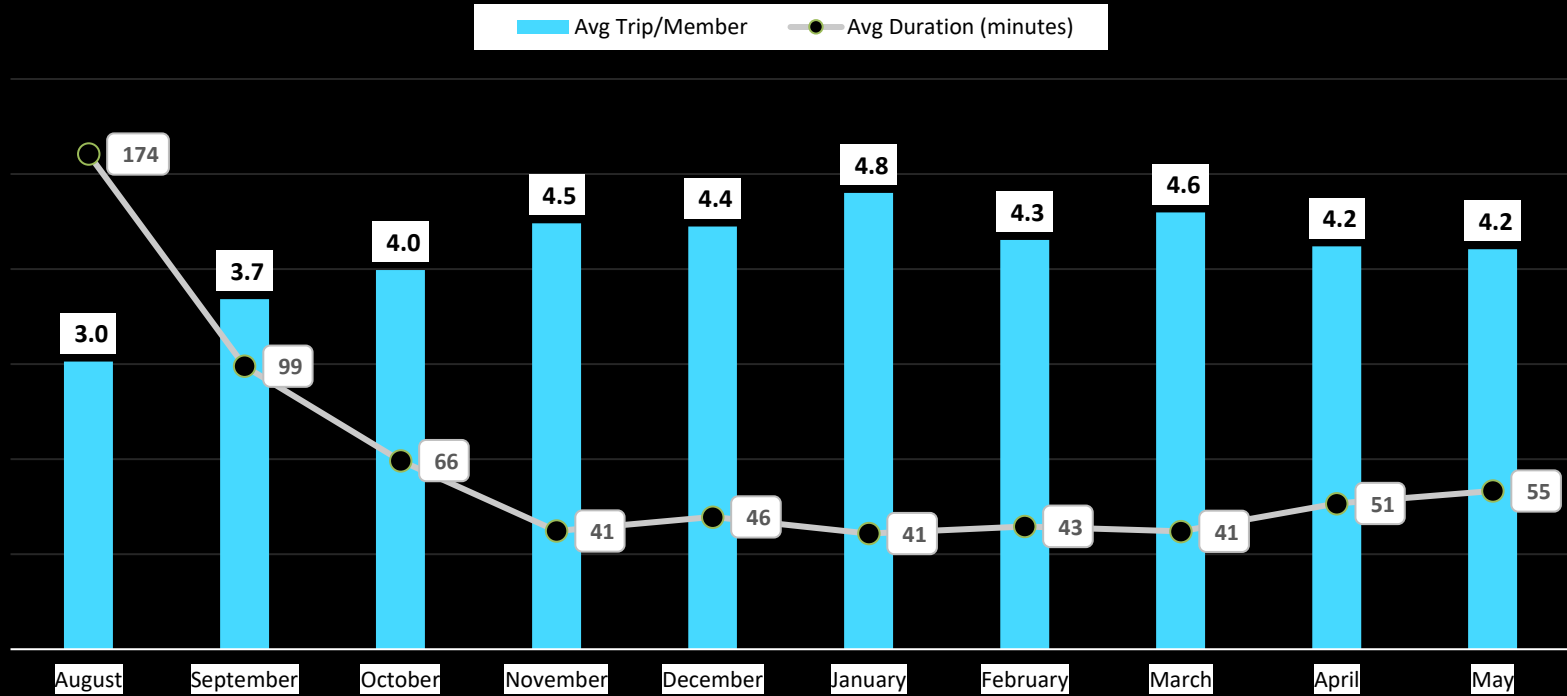
FLEET EXPANDING FROM 250 TO 1,900
 CARS SINCE LAUNCH

How does Evo support Active Transportation

- Accessible and Convenient to transit hubs & residences
- Provides 1st and last mile option
- Intentional bike racks to encourage cycling as part of multi modal toolkit
- Bridge to Car-Free & Car Light



Victoria Member Trends



The Future of Evo

- Electric Vehicles
- E-Bikes
- Expansion





Evo Electrified

We're excited to introduce the first phase of electrification in our Car Share fleet.

Evo Car Share has transformed transportation in the region, and this is the next step in mobility for British Columbians.

This pilot program utilized a unique approach in leveraging a practitioner-scholar alliance with UBC, showcasing innovative practices in both process and outcomes.





Hello Evolve

BCAA is excited to introduce Evolve E-Bike Share, the next step in mobility for British Columbians.





The pilot program

Evolve E-Bike Share is the next generation of Evo mobility designed to enable sustainable and active transportation through a reliable, easy to use, zero-emission shared electric bike program.



A fleet of electric pedal-assisted bikes (e-bikes)



All trips begin and end at a pre-determined parking location(s)



24/7 access to customer service using their smart phone.

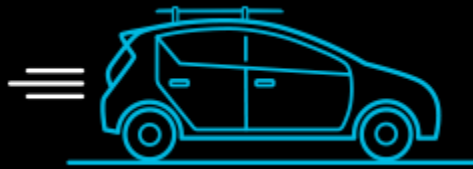


Pause a trip using the app and lock it up while not in use.

WORKING TOWARDS THE FUTURE TOGETHER

- To build a car sharing service for residents that is complimentary to existing mobility modes already in place
- Align with Cities' long-term strategies around transportation and environment
- Working together to identify parking locations and strategy
- Foster a relationship of information sharing and partnership





THANK YOU



CAR SHARE