



# The Corporation of the District of Central Saanich

## REGULAR COUNCIL REPORT

For the Regular Council meeting on Monday, February 26, 2024

Re: December 31, 2023, MODO Car Share Usage Update

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### **PURPOSE:**

To provide Council with an update on the 2023 year-end MODO car share and report on the delivery model and reporting for 2024.

### **BACKGROUND:**

In May of 2019 a three-year partnership through a co-operative car sharing agreement was entered into with MODO Co-operative. The car sharing service was introduced in the District to support the Climate Leadership Plan. Two vehicles were implemented at the Municipal Hall and one in Brentwood Bay.

The District provided an up-front investment in Modo of \$53,000 toward vehicle costs in exchange for pre-paid memberships. The funds are reimbursed to the District by specific developments as development contributions are received at each building occupancy stage. Memberships will then be issued by Modo for the benefit of the residents of the developments whose developers have contributed to the District. For each \$500 contributed by a developer, Modo will grant membership privileges to one resident of the development; up to 106 in total for the District. Under the original three-year contract, there was also a \$1,000 monthly revenue guarantee by the District, for the three cars deployed.

At the end of the three-year contract in June 2022, staff started discussions with MODO for options to continue the program under a new contract. Over the three years the District spent approximately:

- \$37,800 on MODO,
- \$21,300 for staff usage, and
- \$16,500 of revenue guarantees (community usage of the vehicles was at approximately 10% of minimum monthly revenues required)

Through discussions with MODO and reports to Council, the following delivery model was implemented in 2023 under a one-year contract:

1. Maintain the two existing MODO cars at the Municipal Hall.
2. Removal of the one MODO car from Brentwood Bay.
3. Maximize staff usage (treat as fleet vehicle) of MODO cars during regular business hours.
4. Promote public usage of MODO after business hours and weekends.
5. Work with Developers and MODO to distribute memberships to maximize potential public usage.
6. Guarantee a minimum revenue for each vehicle by the District.

The following Council motion was approved at the June 29, 2022 meeting,

*WHEREAS a 'special project' led by an experienced community leader in collaboration with Central Saanich staff could resolve a missing component of the "made in Central Saanich Modo model";*

*WHEREAS Modo head office provides an excellent high-level service model. However, this alone does not provide the required nuanced knowledge and ideas needed to reach the Central Saanich community, including neighbourhood groups, and awareness of the various opportunities on the horizon in Central Saanich; and*

*WHEREAS combining Central Saanich staff, Modo and a project leader will provide the best chance of success by connecting Modo head office to the local level.*

*THEREFORE BE IT RESOLVED that Council establish a one-year Modo Project Team of Central Saanich staff and Carl Jensen to identify, operationalize and evaluate performance measures for focusing efforts on community support while reporting to Council on a quarterly or as-needed basis.*

*BE IT FURTHER RESOLVED that; Council appoint Carl Jensen as the special project team lead*

The MODO Committee has been meeting monthly except for summer months. The committee oversaw research of car sharing in the community with the goal to understand behaviour change and tailor marketing efforts; location of vehicles; uptake on shares distributed through developments; and marketing efforts.

The committee learned car sharing appeals to most for its environmental benefits and cost saving of owning a car and the most significant impediment is the location being too far from their residences.

The Committee has met its mandate and term, and the work will now be operationalized.

#### **DISCUSSION:**

Progress to date:

##### Marketing

Staff executed a MODO marketing plan for 2023, which included:

- A car sharing survey to understand who is and is not using car sharing locally and why.
- New marketing materials for Central Saanich from MODO.
- Having MODO extend the \$50 coupon code.
- Direct mailer to residents near the MODO vehicles.
- Distributing MODO marketing material at community events.
- Driving in the MODO in the Brentwood Parade.
- Updating MODO information on District website and continuing features in newsletter.
- Updating signage for MODO parking stalls about how to book.

While the population is relatively small, results to date are trending (slowly) in the right direction.

##### Financial Results

January 2022 to August 2022, 3 cars in service,

- Monthly revenue guarantee of \$1,000
- Total average monthly community booking revenue - \$444
- Total average monthly CS Employee booking revenue - \$612

September 2022 to December 2023, new contract and 2 cars in service,

- New monthly revenue guarantee is \$2,979

- Total average monthly community booking revenue - \$1,018 (34%), (2023 – 39%)
- Total average monthly CS Employee booking revenue/guarantee - \$1,961 (66%)
- Combined community and employee usage vs. guarantee – 78%
- Average monthly CS revenue guarantee payment - \$666

**Membership Distribution**

The District recently completed it’s first developer membership distribution contract with the CRD/CRHC and BC Housing for the Prosser and East Saanich Road development. Fifty-five (55) membership shares have been provided. The CRD/CRHC has reported that without a vehicle on site, there has not been demand for MODO, and that all affordable tenants have at least one vehicle. The MODO program is introduced to new tenants as part of the onboarding process.

Membership shares are managed going forward by building owners or strata councils to distribute to residents and re-distribute as residents come and go from the building. Both CRD and BC Housing are familiar with MODO and managing memberships.

**IMPLICATIONS:**

**Financial/ Resource**

As above, average monthly MODO usage by the community has increased from \$444 to \$1,018 under the new contract and delivery model (16 months). However, the District continues to subsidize the program, with usage or payments, by approximately 66% or \$1,961 of the minimum monthly revenue guarantee.

Staff usage is equivalent to approximately 1 ½ fleet vehicles per month for administration staff. Utilizing MODO vehicles as District fleet is less expensive than adding additional cars and helps improve minimum usage for MODO. If community usage increases limiting staff usage, we would need to supplement the current District fleet with additional vehicles.

The one-year MODO contract automatically rolls over for 2024 and 2025 without notice by either party. It would next be negotiated and presented to Council late 2025 or early 2026.

**CONCLUSION:**

As above, average monthly MODO usage by the community has increased from \$444 to \$1,018 under the new contract and delivery model. However, the District continues to subsidize the program, with usage and/or payments, by approximately 66% or \$1,961 of the minimum monthly revenue guarantee.

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