

Preliminary program

Carsharing Association

Annual Conference

May 18th and 19th, 2017

CSA ANNUAL
CONFERENCE **2017**
MONTREAL MAY 18 & 19

Day 1 – May 18th

Welcome and invitation

Megan Hansen (Hourcar - Minneapolis), President of the Carsharing Association

AM

An exciting, innovative future ahead

What is the future of carsharing as we move into a time of rapid change?

Our keynote speaker will bring an outside view from the public transport sector and our panel of operators will dive into the challenges and opportunities for carsharing. The conference's opening discussion will start us off by exploring who will benefit as new players enter the field and what the impacts are of evolving technology and new mobility ecosystems...and the big debate of connected or autonomous vehicles.

Key note by M. Alain Flausch, UITP Secretary General

Confirmed speakers: Patrick Nangle (Modo - Vancouver), David Van Kesteren (Cambio - Bruxelles), Kyle E Sabie (Enterprise Carshare), Brigitte Courtehoux (PSA Group – Free2move - Paris) – Megan Hansen (Hourcar - Minneapolis)

More speakers to come...

LUNCH

PM

Cities shape the future of carsharing. Period.

City officials are increasingly involved in promoting and regulating the development of carsharing – in effect, having a powerful influence on carsharing. Some tenders, permits and concessions can boost services while others make it difficult to provide an effective and sustainable service. What are the goals of cities? What are the best approaches and the best practices? Is there more room for collaboration? If so, how?

Confirmed speakers: Tim Barton (City of Vancouver), Caroline Cerfontaine (UITP)

Still in the works: New York City, Madrid, Milan, Montreal, London, Seattle, Singapore and more...

The Carshare Mission: to explore new markets, to boldly go where nobody has gone before – to seek out and reach new unforeseen markets.

New markets, new cultures, the future of carsharing now that there is global reach – What works and what doesn't in new markets and cultures outside of Europe and North America.

Confirmed speakers: Jimena Pardo (Carrot – Mexico city), Felipe Barroso (Zazcar - Sao Paulo)

More speakers to come...

All for one and one for all: Mobility ecosystems and the business of carsharing.

Technology innovation is creating new services and new offers all the while affecting customer experience and service convenience. This evolving technology will undoubtedly affect operators and customers – but how? What are the upsides and downsides? This future scenario workshop will be a group “think tank” on the effects of this inevitable shift.

Confirmed speakers: Cedric Mathieu (Turo Canada)

More speakers to come...

Day 2 – May 19th

AM

Data is our friend - Research tells the carsharing story

Making decisions for the future of carsharing depends on the latest, most relevant evidence. Whether you are a carsharing operator, technology innovator or a city policy maker, these new studies will show the impact and benefits of carsharing and shared mobility on its communities.

Confirmed speakers: Martin Trepanier, Grzegorz Wielinsky (École Polytechnique de Montréal), Adam Cohen (Transportation Sustainability Research Center - Berkeley) , Nicolas Louvet (6T - Paris), Hadi Dowlatabadi, Michiko Namazu – (University of British Columbia - Vancouver)

More speakers to come...

What about small and medium sized markets?

Big cities are one thing, but many smaller cities and towns are asking: "How do we move people with fewer cars?" This session will focus on the fundamental pieces needed to bring or grow a carsharing organization and how to optimize the resources of small and mid-sized communities.

Confirmed speakers : Wilson Wood (VRTUCAR - Ottawa), Jennifer Dotson (Ithaca CarShare)

More speakers to come...

Sharing global policies - The future of carsharing

Is there space and willingness for a global common policy platform? What would it look like, what would it take? This panel of multi city organizations will frankly discuss this possibility and explore the benefits and limitations for their organisations.

Confirmed speakers: Justin Holmes (Zipcar), Kyle E. Sabie (Enterprise CarShare), Tristan Sender (GoGet CarShare) Marco Viviani (Communauto)

More speakers to come...

LUNCH

PM

Which role does carsharing play in the "Mobility as a service" future

The concept of Mobility as a Service is bringing freedom of choice to users. What role does carsharing play in this new approach and how must it adapt to truly integrate this new paradigm.

Confirmed speakers: Catherine Kargas (Marcon)

More speakers to come...

Aggregation platforms: They are here! What are they and who will benefit?

New apps provide more and more aggregate access to mobility services including carsharing. They constitute new powerful marketing tools that improve customer experience, promote carsharing to potential clients and put the base for mobility as a service approach. Will they bring carsharing to a next level or will they create a barrier between carsharing operators and their customers?

Confirmed speakers: Sam Vermette (Transit), Michel Stumpe (Free2move)

More speakers to come...

Keeping up with carsharing technology evolution. What's the next best thing?

How do carsharing organizations keep up with the technology company's latest innovation? How will these new innovations affect the growth of your organization? Hear it from the leading tech companies themselves!

Connected cars, on-board technology, new businesses

Confirmed speakers: Antonin Guy (Vulog), Eric Lapointe (ETL electronics)

More speakers to come...

Conclusion