

Introduction to Modo



About Modo

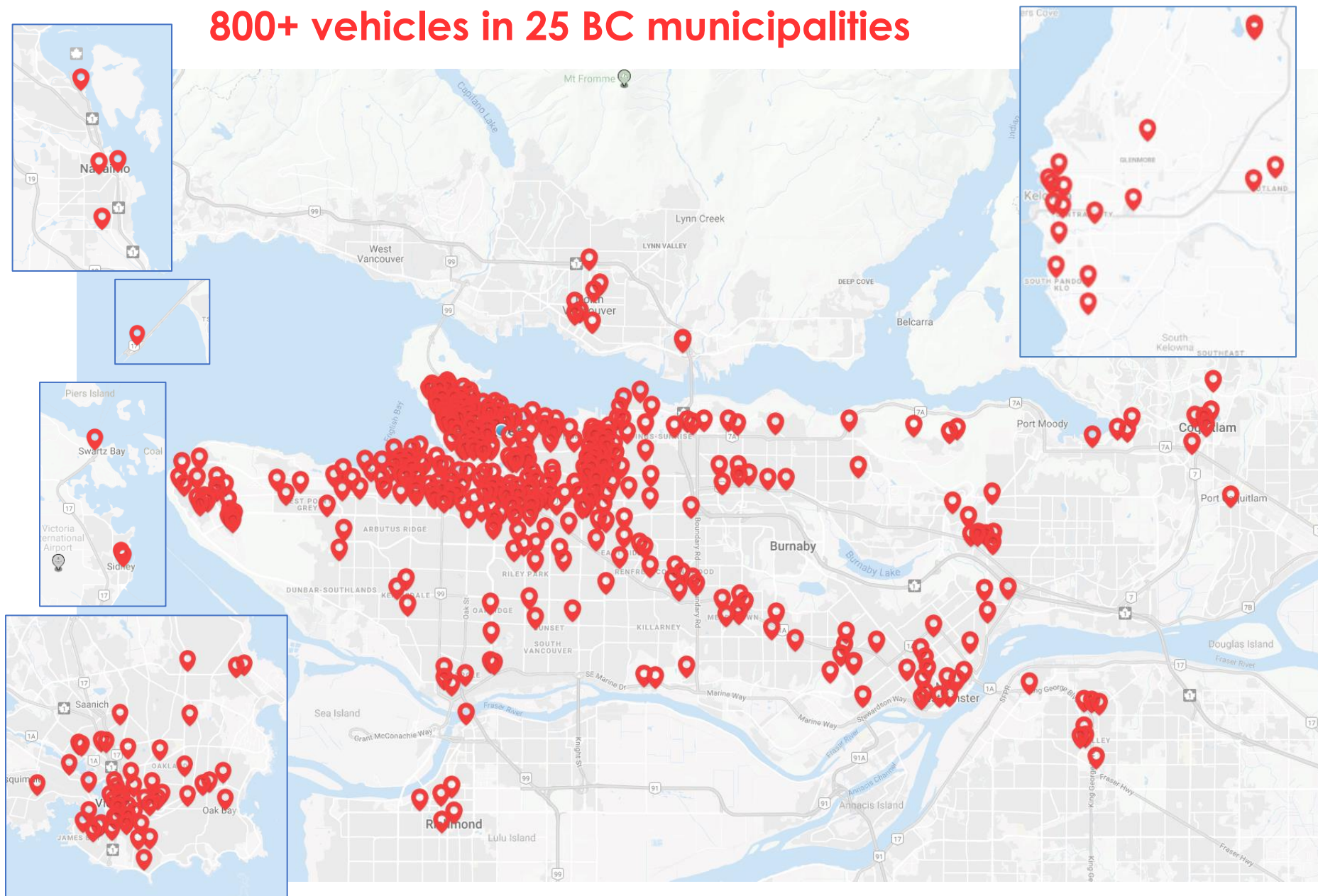
- Canada's first and largest carsharing co-operative
 - 28,000+ members, 1,000+ business accounts and 800+ vehicles
 - Annual growth 10% – 15%
- Member-owned: Driven by people, not profit
- Advocate walk, bike and use transit first and, when you do need a vehicle, use a shared one
- License our platform to several co-op and NFP carshare operators in Canada and USA



Fleet Diversity



800+ vehicles in 25 BC municipalities

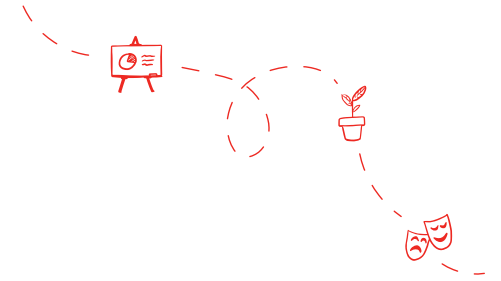


Purpose before Strategy
Strategy before Structure





Purpose Statement



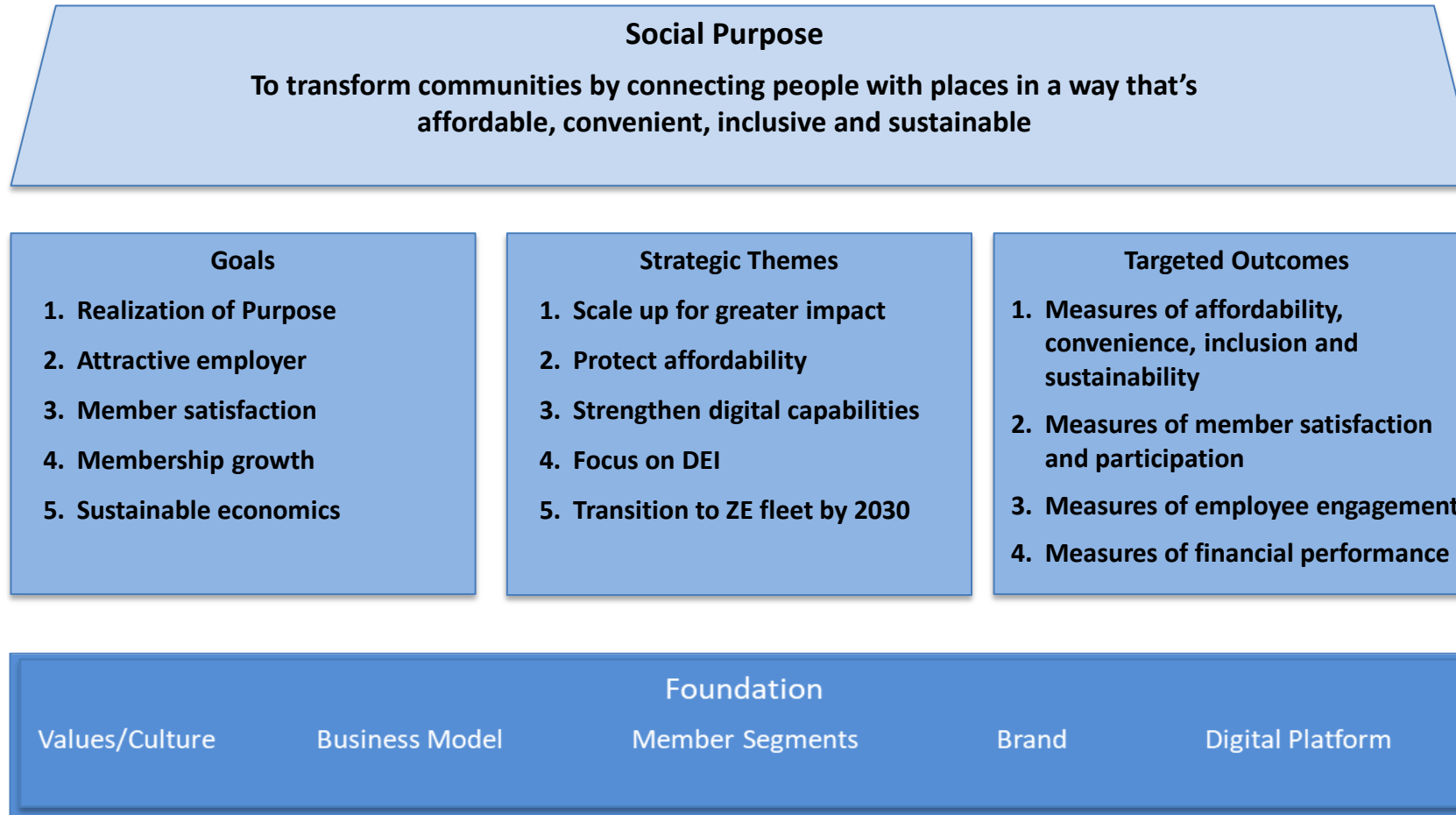
Why does Modo exist?

To transform communities by connecting people with places in a way that's affordable, convenient, inclusive and sustainable

How do we do that?

By providing and operating a platform that enables the sharing of vehicles

Overview of strategic themes, goals and targeted outcomes



Why is co-op business model a good fit for carsharing?

- A strong value proposition
- Thousands of people that co-own and share hundreds of cars and pay their fair share of the costs and nothing more
- A local player invested in the community and committed to be there through good times and bad
- All earnings are re-invested in the co-op – nothing leaves the community



Toward a more inclusive membership



How do we know that we're inclusive?

7 Cooperative Principles

1. Voluntary, Open Membership
2. Democratic Member Control
3. Economic Participation
4. Autonomy & Independence
5. Education, Training & Information
6. Cooperation Among Cooperatives
7. Concern For The Community

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Created By: katy daixon photography

We have been working to better understand whether we are achieving our Purpose in regards to affordability, convenience, inclusivity and sustainability, and have found inclusivity to be hardest.

Like all co-operatives, Modo strives to live by the co-op principles, including voluntary and open membership.

But what does “being inclusive” mean? What actions can we take to be more inclusive and how do we measure it?

Modo acknowledges the harmful impacts of systemic racism on Black, Indigenous and People of Colour (BIPOC) in terms of equitable access to services.

We ask ourselves, what we can do differently.

It's a journey...

The journey to becoming more inclusive is neither easy nor quick.

It requires an authentic commitment to creating change, not performative “wallpaper” actions like simply updated visuals on a website and social content. It needs total buy-in and follow through from all staff, from leadership to frontline employees. It's not something that can happen overnight or with a single action.

Our first step in understanding just how inclusive our member-owned co-operative is was to conduct research into how BIPOC is represented in our membership.



The Research



We set out to determine the extent to which the representation of BIPOC in Modo membership differs from the general population in regions where Modo operates. We wanted to identify potential reasons why differences may exist and ways to overcome exclusion of underrepresented groups.

The study was conducted over 2 phases. First, a quantitative survey was sent to the current Modo membership base achieving more than 3,000 completed responses. Enough to be representative.

Then, qualitative interviews were conducted with 30 non-Modo members who fall under the key segments in the BIPOC community, to determine barriers and motivators to joining.

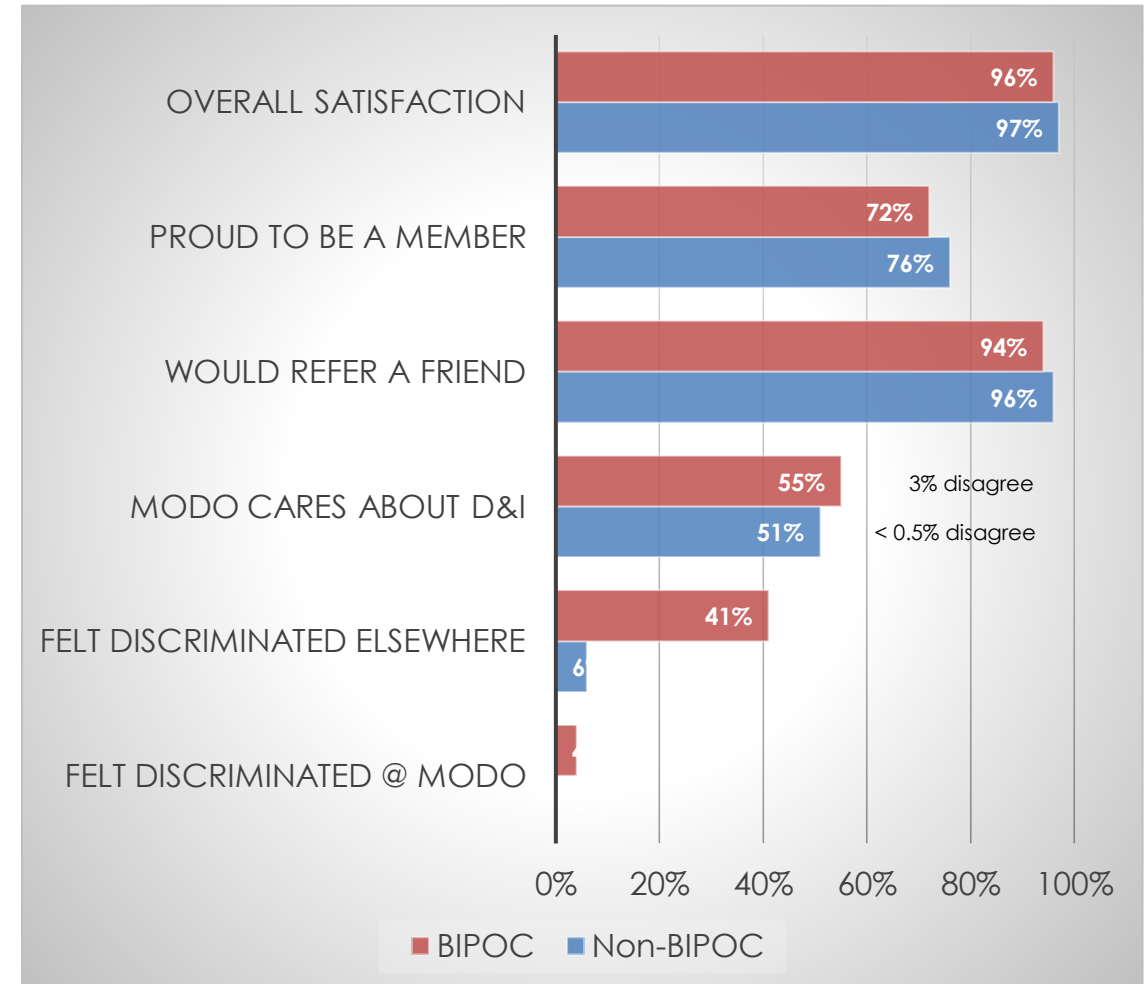
What did our members tell us?

From the quantitative survey we learned that Modo members, irrespective of ethnic background rate the co-operative positively.

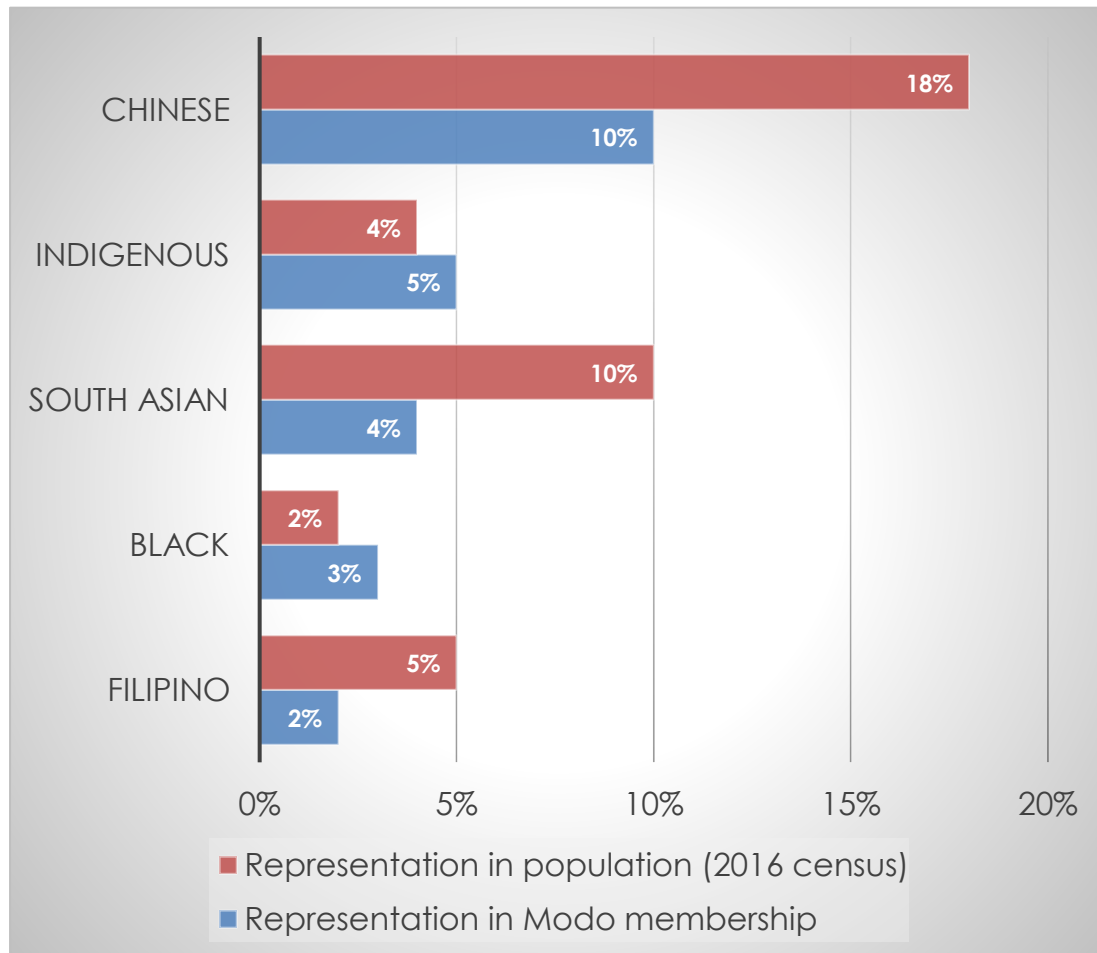
Members generally claimed that they are satisfied with Modo, proud to be a member, and are likely to refer a friend when given the chance.

They also generally agreed that Modo is an organization that cares about diversity and inclusion.

When comparing their experiences with Modo to other organizations generally, BIPOC were far less likely to have experienced micro or macro aggressions based on their ethnicity.



How representative is our membership of the BIPOC community?



We learned that Modo's membership base does not proportionally represent the rich diversity that makes up the general population in regions where Modo operates.

Specifically, based on their representation in the general population, Chinese, South Asian, and Filipino people are under-represented in Modo's membership.

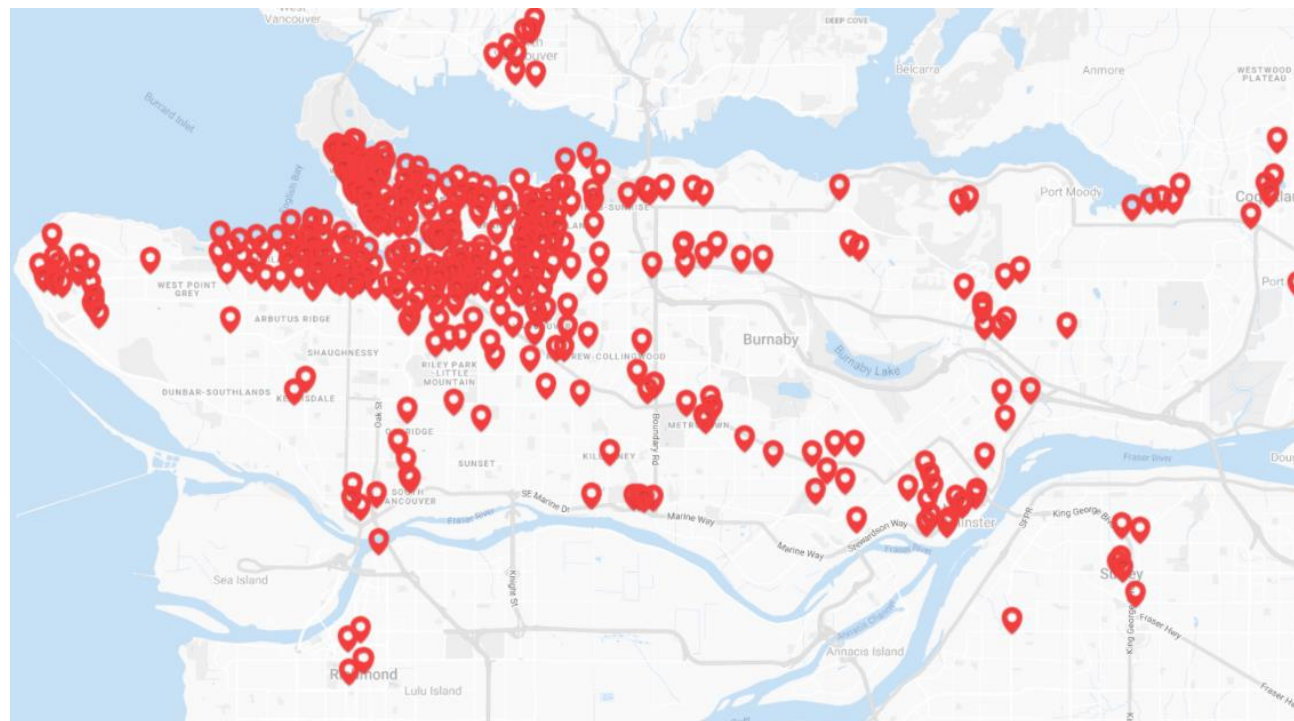
Black and Indigenous people are proportionally represented.

Geographic differences

Of the 3 regions that were included in the research, the under-representation is occurring primarily in the Lower Mainland.

Victoria and Kelowna both have a lower representation of BIPOC in their general population. Representation of BIPOC within the Modo member base in those regions is more proportionally aligned.

The story is different in the Lower Mainland, where BIPOC representation is higher generally, and lower for Modo. Here, Chinese and South Asian Modo member proportions are just half of what they are in the general public.



Insights gained from the 1x1 interviews



Accessibility

Make MODO more accessible to BIPOC communities by considering ways to increase vehicle availability in certain markets.

Representation

Authentically represent BIPOC in advertising campaigns as well as owned channels, website and social, ensuring it doesn't come off as "tokenism" by telling more intimate, nuanced stories about members from each community. Ensure that individuals from these specific community are telling these stories.

Team diversity

Be transparent about the current diversity of the MODO team, including leadership and the board. If required, make an effort to be more representative of the general population.

Bias and anti-racism training

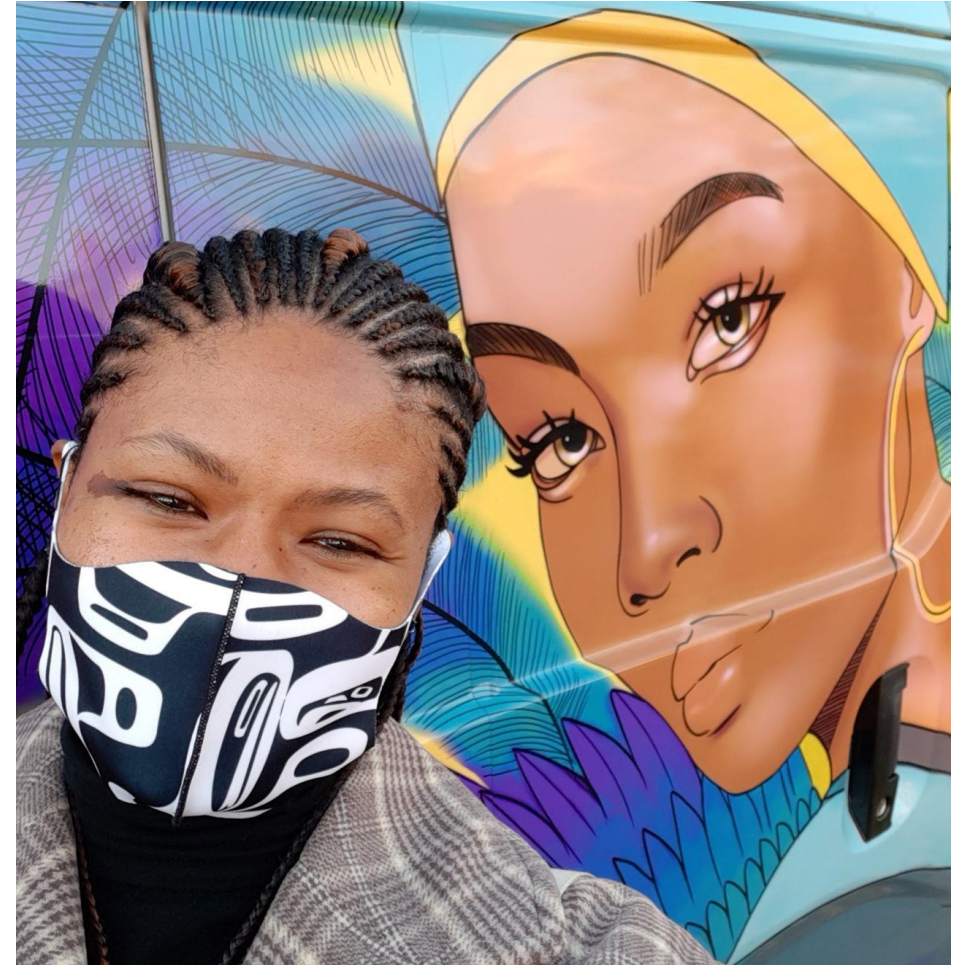
Provide unconscious bias and anti-racism training for all staff members. Consider making training ongoing. Include education around culture of key demographics and include real-scenario coaching. Monitor impact of training with identified underrepresented groups.

...and we are just getting started

The journey to becoming more inclusive is neither easy nor quick.

Modo has taken helpful first steps, with a better understanding of the issues, thoughtful inputs received from those closest to the issues, and most importantly, a genuine desire to create real change.

Our desire for inclusivity goes beyond the business imperative and is deeply embedded in who we are and why we exist.



Challenge



There is a gap between the relatively positive feedback Modo receives from its membership and its actual member diversity in relation to the communities where it operates. To create more impact and “to transform communities” the co-op believes that needs to change.

1. What actions should Modo take?
2. What opportunities should it explore and why?
3. What does success look like and how best could the co-op track its progress?