Master's Report:

An Examination of Car Sharing as an Environmentally Sustainable Transportation Alternative

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An opportunity exists for all levels of government, the private sector, and individuals to cooperate

and affect change in terms of moving towards environmentally sustainable transportation in

Canada's urban areas. The strategies need to include ways to enhance the availability of attractive

alternatives to vehicles because, without these measures, individual Canadians will not be

motivated to get out of them. These measures include enhancing urban transit, land use policies,

and transportation demand management (TDM) policies like car sharing. These changes need to be

made while at the same time considering the need to maintain competitiveness and future growth

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and development. Inffividual decisions and behavioral change. as well as the efforts of each level of

government, are required to ensure success: "It is about being bold and being radical and being

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