

EV Carsharing Pilot Program (BlueLA Carsharing) Project

In June 2015, the City of Los Angeles received an award of \$1.6 million in CARB grant funds for the Car Sharing and Mobility Options in Disadvantaged Communities (DAC) Pilot Project (BlueLA Carsharing). The City's Department of Transportation (LADOT) used the grant funds to deploy 100 electric carsharing vehicles and implement a carshare pilot program with 22 carsharing stations (110 EV charge points) in DACs that fall within the top 10 percent of the CalEnviroScreen index, including Westlake, Pico-Union, several areas north of the University of Southern California, and portions of Downtown, Hollywood, and Koreatown. On January 8, 2019, CARB preliminarily selected the BlueLA phase 2 expansion project proposal and awarded LADOT a \$3 million grant to deliver an additional 200 electric vehicles, 30 carsharing stations (300 EV charge points), and a fleet of 600 e-bikes and/or e-scooters. This second funding will allow LADOT to expand service into South Los Angeles, East Los Angeles, and East Hollywood.



BlueLA Carsharing is part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment – particularly in disadvantaged communities.

Dates: 10/30/2015 – 06/30/2021

Grantee: City of Los Angeles

Partners: LADOT, LADWP, BlueLA Carsharing LLC, Mobility Development Partners, Shared-Use Mobility Center, and Salvadoran-American Leadership and Education Fund (SALEF)

Grant Amount:

CARB Contribution:	\$ 4,669,343
Grantee Match:	\$ 5,066,667
Grantee In-Kind:	\$ 2,689,715
Third-Party Capital Investment:	\$18,780,000
Project Total:	\$31,205,725



Vehicles/Equipment Funded

- 30 carsharing sites with a total of 150 charge points and 93 electric carshare vehicles are currently in service, with another 11 sites under construction and permitting at present in Westlake, Pico-Union, neighborhoods north of the University of Southern California (USC), and portions of Downtown, Hollywood, and Koreatown.
- 5 EV charge points installed at each carsharing site, with an average of 3 electric carsharing vehicles.
- An additional 10 stations with 50 charge points and 17 vehicles are scheduled to launch by Winter 2019.
- BlueLA manages and maintains the carshare operation systems, the charging equipment, and its fleet of electric vehicles.

Lessons Learned

- Public-private partnerships allow greater flexibility and resources: rebates, fee waivers, and in-kind services from the city and infrastructure/vehicle investment from BlueLA.
- A project with so much complexity and coordination benefits from early leadership by decision-makers such as mayors, councilmembers, and city managers. Dedicated and committed resources are essentials to success.
- Set aside an ample budget for outreach to the community and businesses within the project area.

Project Highlights

- BlueLA service has reduced an estimated 889.71 metric tons of GHG emissions - equivalent to 100,114 gallons of gasoline consumed
- Low-income qualified Community Members make up nearly half of all membership types.
- Over 465,000 miles driven with 25,000+ trips and 2,700+ members since the launch of the program.