

Our Community CarShare Sacramento Pilot Project ourcarshare.org

The Sacramento Metropolitan Air Quality Management District is entering Phase 3 of a \$4.4 million project to increase access to zero- and near-zero emission transportation for low-income residents living in affordable housing communities within Sacramento's disadvantaged neighborhoods. The project provides subsidized transportation to participating residents through clean technology car sharing, electric bike sharing, and pre-paid vouchers for ride hail services and public transportation. Project benefits include increased clean mobility access for residents, improved air quality through greenhouse gas and toxic emission reductions, and contributing to regional and statewide goals for transportation electrification. The project shows early success and good potential for replication in other disadvantaged communities statewide.



Our Community CarShare Sacramento Pilot Project 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: May 2017 – Ongoing
Grantee: Sacramento Metropolitan Air Quality Management District
Partners: Zipcar, Breathe California, Mutual Housing California, Sacramento Housing and Redevelopment Agency, City of Sacramento, Sacramento Municipal Utility District

Grant Amount:
CARB Contribution: \$4,363,847
Matching Funds: \$1,466,760
Project Total: \$5,830,607



Vehicles/Equipment Funded

- 7 community housing sites currently have service, with 4 to 6 new sites launching by the end of 2019
- 2 electric vehicles and 2 chargers per site, includes: 7 Kia Souls, 6 Chevy Bolts, and 1 Chrysler Pacifica Plug-in hybrid
- Zipcar manages the vehicle reservation system and maintains the car share vehicle pool
- Residents reserve vehicles for free for local trips up to 3 hours at a time
- Pilot testing a \$125.00/month voucher subsidy for non-driving residents to use ride hail services and public transit
- Evaluating financing options for long-term sustainability of transportation services and replication on a larger, regional scale

Lessons Learned

- Enlist resident volunteers to aid in communication/translation and develop multi-lingual outreach materials
- On-site project staff support is crucial to residents' participation in the project and for quick response to issues
- Developing contracts and sub-agreements is a lengthy and labor-intensive process – start early
- Use an easy, accessible, and convenient vehicle reservation system with alternatives to smart phone/computer-based systems

Project Highlights

- Over 460 approved members and 20,000 vehicle reservations
- Over 290,000 electric miles driven (average trip length is 15 miles)
- Vehicle utilization rate is 30% to 35% (above the average public utilization rate for Zipcars)