

**UCLA**

**Lewis Center**  
for Regional Policy Studies

# INTER ACTIONS LA

**INCLUSIVE APPROACHES TO ELECTRIC CARSHARING**



**We acknowledge the Gabrielino/Tongva peoples as the traditional land caretakers of Tovaangar (the Los Angeles basin and So. Channel Islands). As a land grant institution, we pay our respects to the Honuukvetam (Ancestors), 'Ahihirom (Elders) and 'Eyoohiinkem (our relatives/relations) past, present and emerging.**



## Q&A

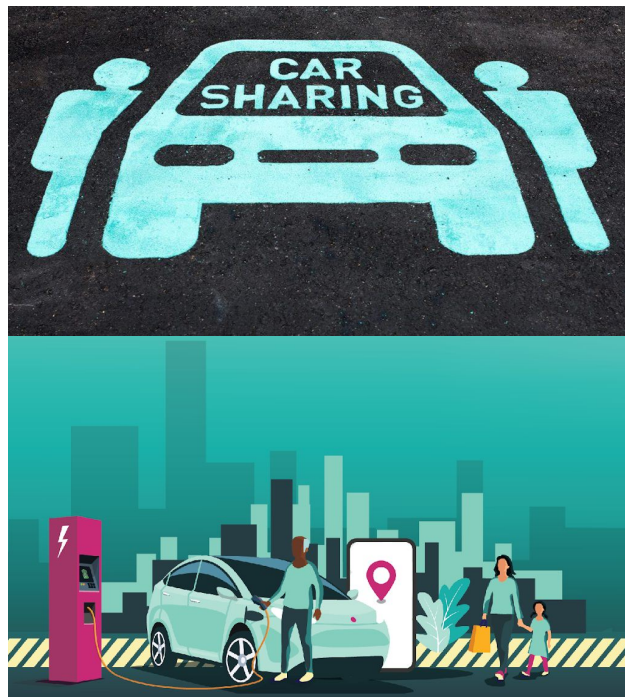
Use the **Q&A** window to submit questions and vote and comment on others' questions.

Keep an eye on the chat window. If your question is selected, you may be asked to pose it directly to the speaker.

# Agenda

- |                 |   |
|-----------------|---|
| <b>10:00 am</b> | Welcome   |
| <b>10:05 am</b> | Opening Remarks:<br>Seleta Reynolds, General Manager, Los Angeles Dept. of Transportation<br>Evelyn Blumenberg, Director, UCLA Lewis Center for Regional Policy Studies |
| <b>10:20 am</b> | Expert Panel  |
| <b>10:45 am</b> | Moderated discussion and audience Q&A   |
| <b>11:40 am</b> | Industry trends and next steps:<br>Creighton Randall, CEO, Principal Consultant, Mobility Development Group   |
| <b>11:50 am</b> | Closing remarks:<br>Madeline Brozen, Deputy Director, UCLA Lewis Center   |

# Inclusive Approaches to Electric Carsharing



- *Carsharing*: short-term car rentals where you only pay for the automobility that you use
- *Clean vehicles*: plug-in hybrid (PHEV) or battery electric vehicles (BEV)
- *Inclusive approaches*: incentive programs in disadvantaged communities that provide reduced or free service

# OPENING REMARKS



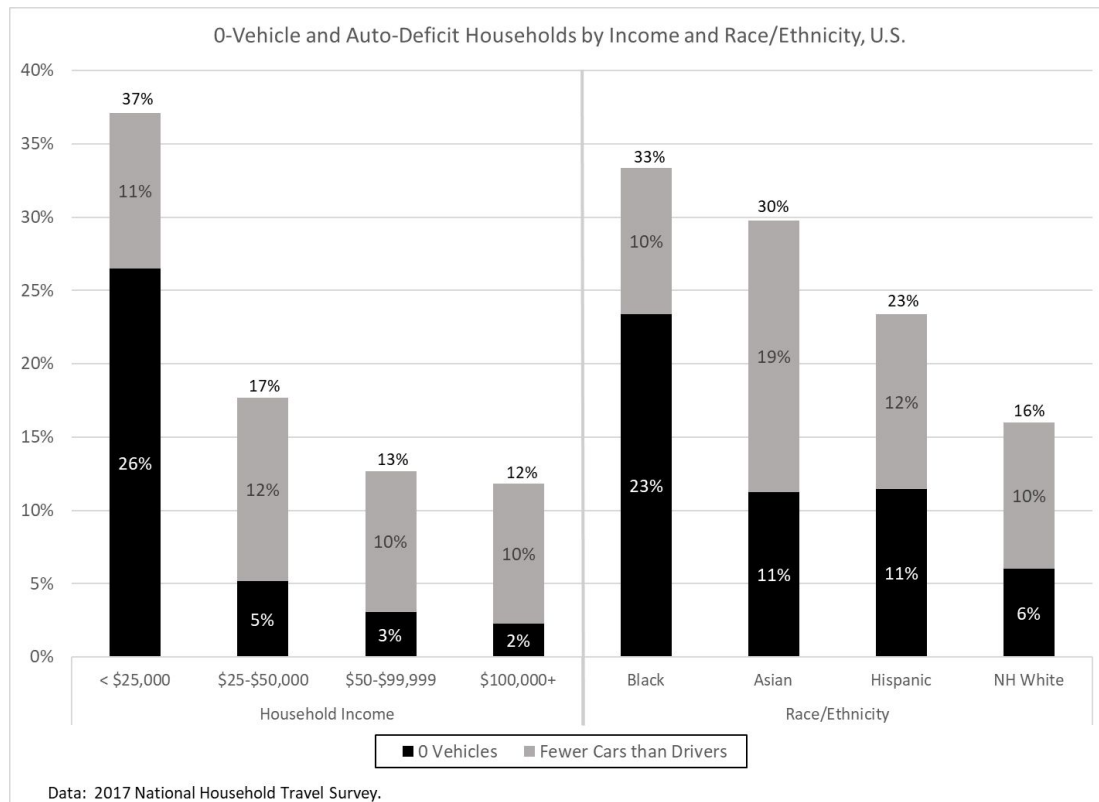
**SELETA REYNOLDS**  
Los Angeles Department of  
Transportation

# A Few Thoughts

- Income, race, and household automobile ownership and expenditures
- Potential benefits of carsharing – households and to cities/regions

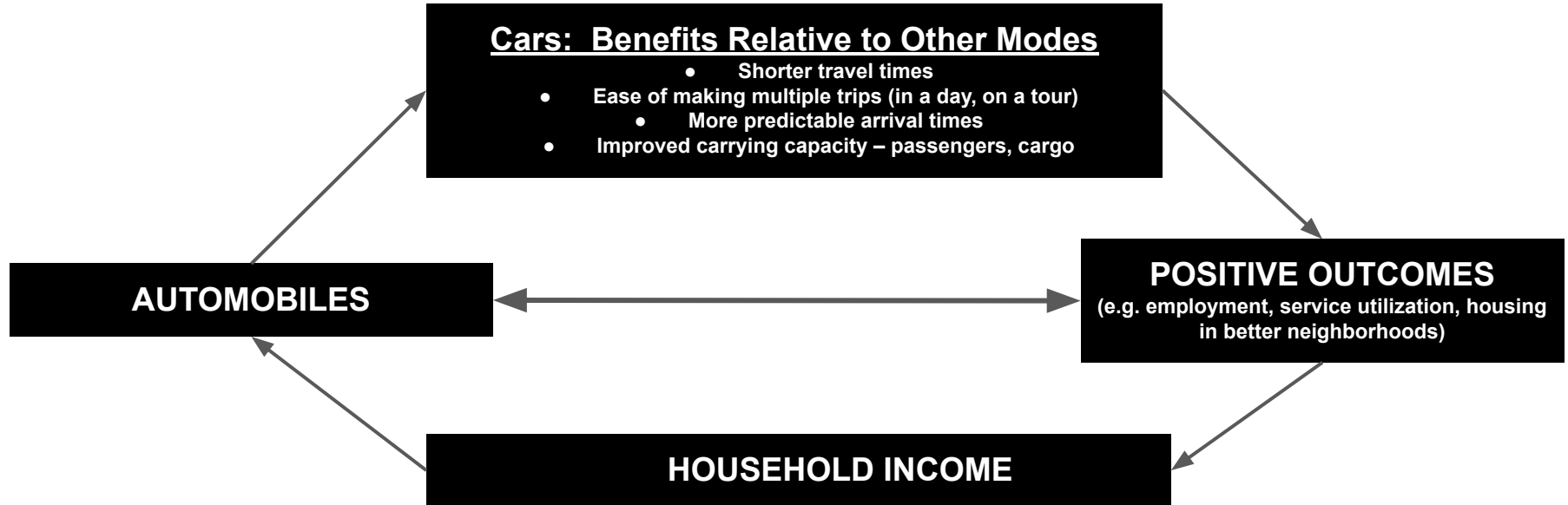
# Income and Racial Disparities in Car Ownership

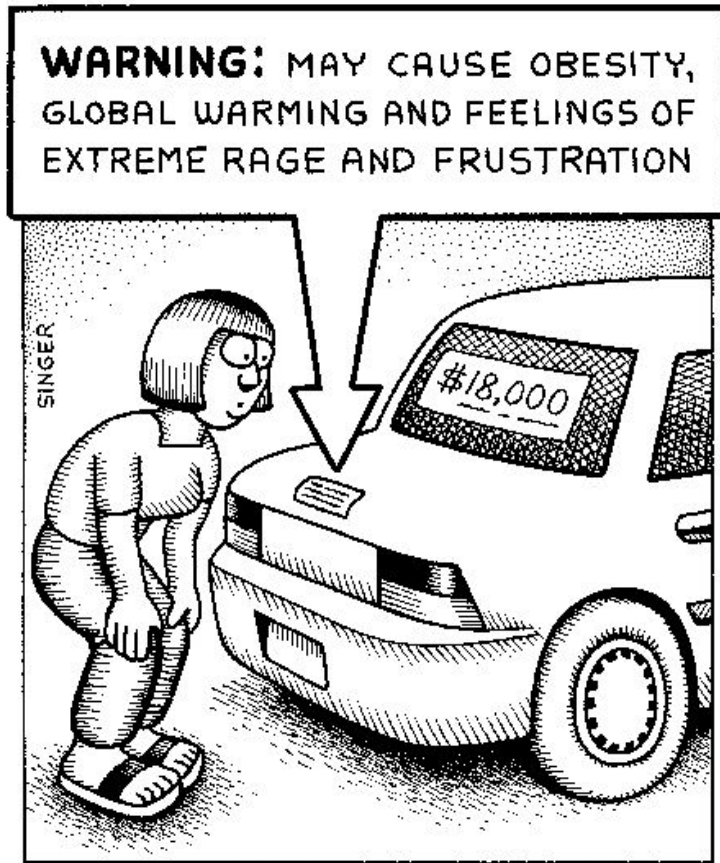
High percentages of low-income and non-white households have either no household vehicle or fewer vehicles than drivers.





# Cars are Associated with Improved Outcomes





And...high transportation expenditure burdens, crashes, racial disparities in policing, sprawl, congestion, lack of community cohesion, fractured public space, and on...



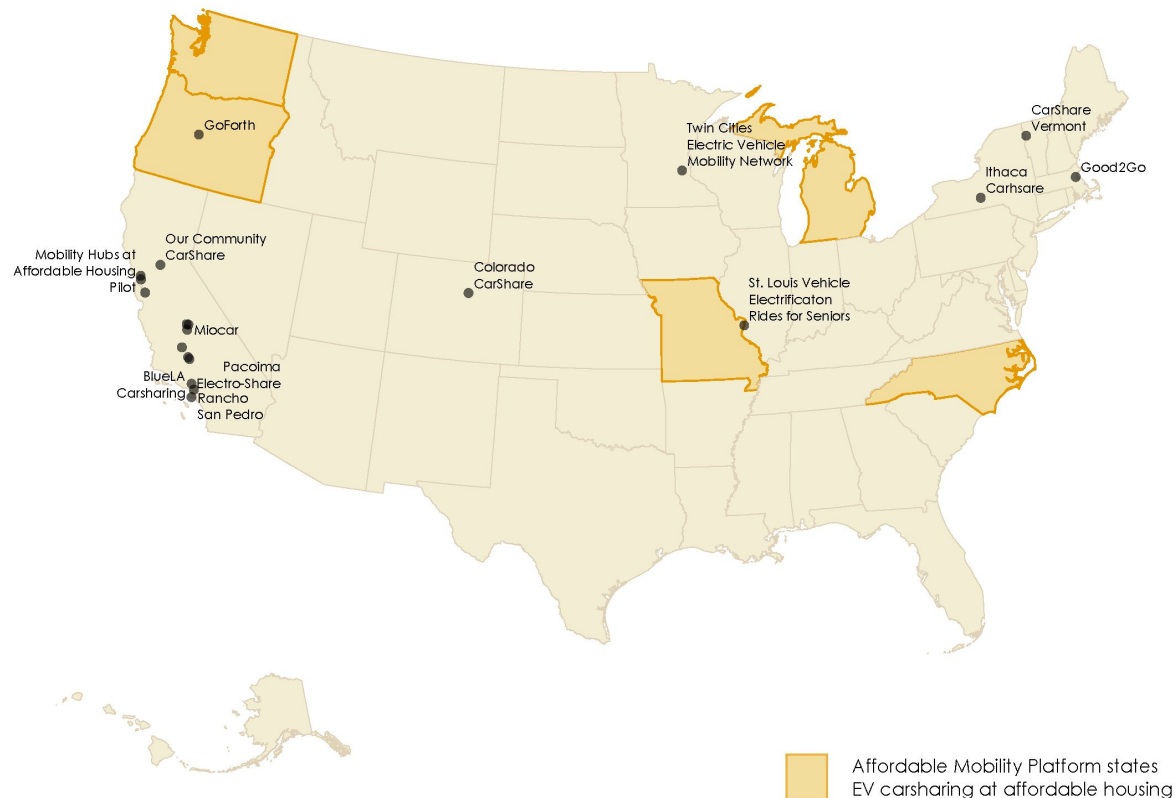
Low-income carsharing provides:

- Auto access without ownership
- Allows drivers to pay for only the automobility that they use
- Clean(er) travel

## Potential Benefits to Cities/Regions

Benefits	Rationale
More robust local economy	<ul style="list-style-type: none"><li>Workers can get to jobs</li><li>Employers can attract workers</li><li>Low-income households have more resources to spend on other goods and services</li></ul>
Uncertain effects on overall vehicle miles of travel (VMT)	<ul style="list-style-type: none"><li>Net effect of increased driving among low-income 0-vehicle households and potentially fewer miles by other households</li></ul>
Increased travel in clean fuel vehicles	<ul style="list-style-type: none"><li>Retirement of older gross polluting vehicles</li><li>Increased comfort with electric vehicles</li></ul>
Increased travel by other modes	<ul style="list-style-type: none"><li>Lower car ownership may translate into increased use of transit, walk, bike (for some trips)</li></ul>
<b>Investments in electric charging infrastructure in low-income neighborhoods</b>	<ul style="list-style-type: none"><li><b>Race and EV charging deserts</b></li></ul>

# Low-Income Electric Carshare Programs



# Low-Income Electric Carshare Programs — California





# PANEL DISCUSSION



**FEDOLIA "SPARKY" HARRIS**  
City of Sacramento



**CAROLINE RODIER**  
UC Davis Institute of  
Transportation Studies



**ABIGAIL SOLIS**  
Self-Help Enterprises



**KARLA VELASCO**  
Housing Authority of the City  
of Los Angeles

**UCLA**

**Lewis Center**  
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# INDUSTRY TRENDS AND NEXT STEPS



**CREIGHTON RANDALL**  
CEO and Principal Consultant,  
Mobility Development Group



**MADELINE BROZEN**  
Deputy Director  
UCLA Lewis Center



Mobility Development supports the launch and growth of community-controlled electric vehicle (EV) mobility networks. We develop, deploy, and operate these systems across the U.S.

Mobility Networks we support include:

- EV carsharing
- e-bikesharing and e-bike libraries
- volunteer transportation and ridehailing/ridesharing

These networks are often structured through public or local non-profit ownership. These ownership structures allow for a focus on prioritizing service to marginalized communities.

# What is BlueLA?

Three ingredients:

- European partnership model
- American social justice
- Cleantech investment

What we saw in Phase I

What we expect in Phase II

Scale and scope of investments + outcomes

# Where to, from here?

CARB Investments

Becoming a Social Service,  
Becoming Public Transit

Is this replicable?

# Ingredients > Baking > Early Results

CARB

RFP, Negotiation

LADOT

“Tiger Team”

LADWP

Community Forums

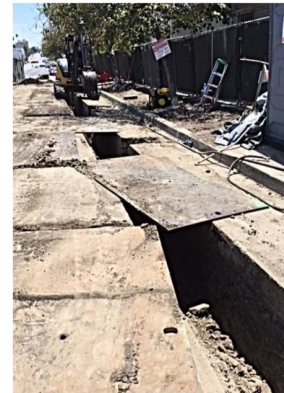
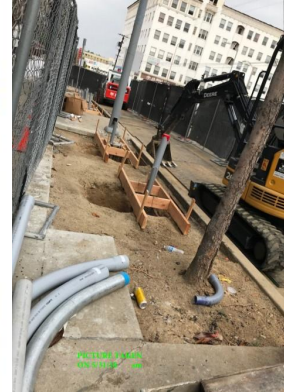
Mayor's Office

Construction (2.5yrs)

Bollore

Steering Committee

- KIWA, TRUST, SALEF



# Tiger Team: Phase I (2017-2020) - Led by LADOT (Anita Tang)





# Steering Committee



Thai Town, CD 13



Koreatown, CD 10



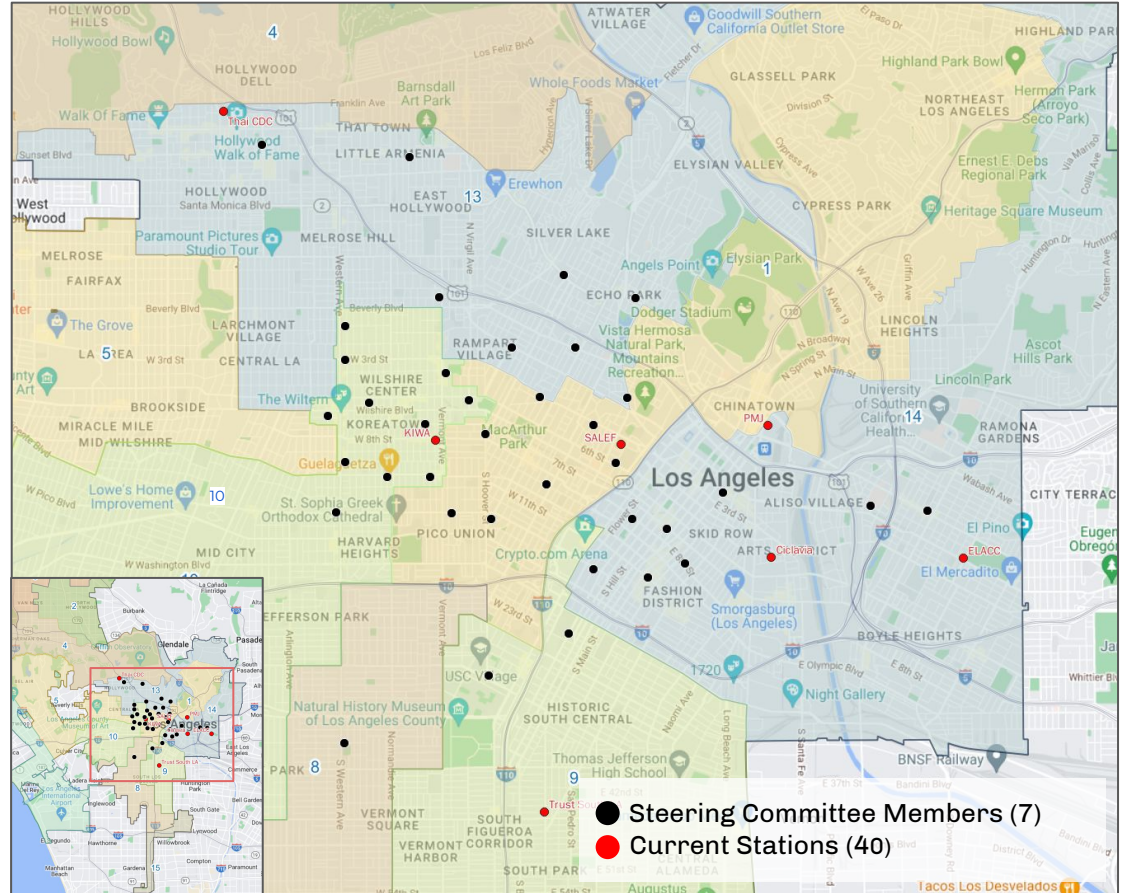
Central LA, CD 1



Boyle Heights, CD 14



South LA, CD 9



# Membership basics



Standard Membership

**\$5 / month membership fee \$0.20 / minute**

\*Minimum charge: 15 minutes (\$3.00)



Community Membership

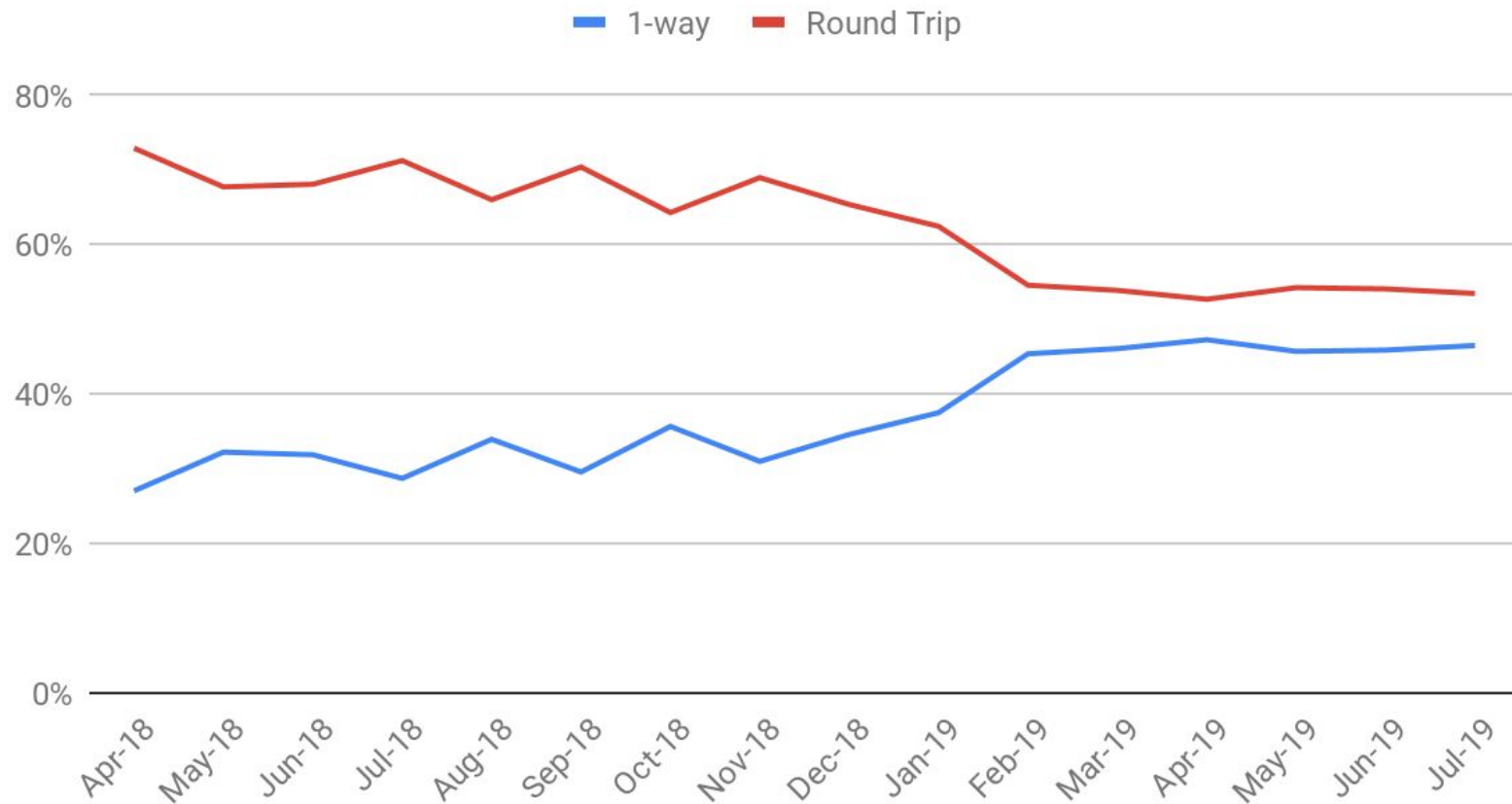
**\$1 / month membership fee \$0.15 / minute**

\*Minimum charge: 15 minutes (\$2.25)

- 3 and 5-hour packages starting at \$15 for Community members
- Return to any station
- Not reserved in advance like traditional carsharing

# 1-way and Round Trip

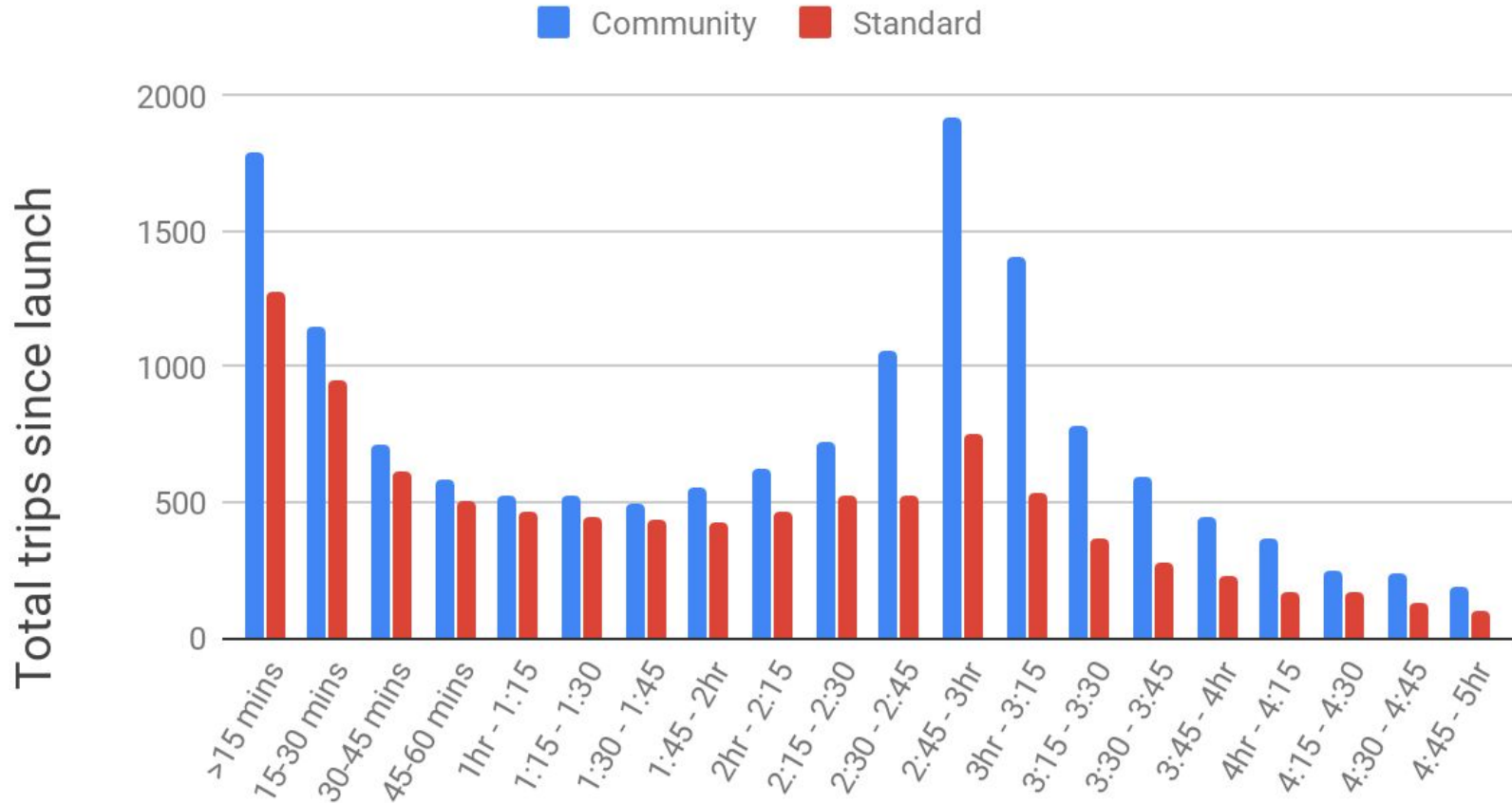
(Pre-Covid)





# Length of Trip - Community vs Standard members

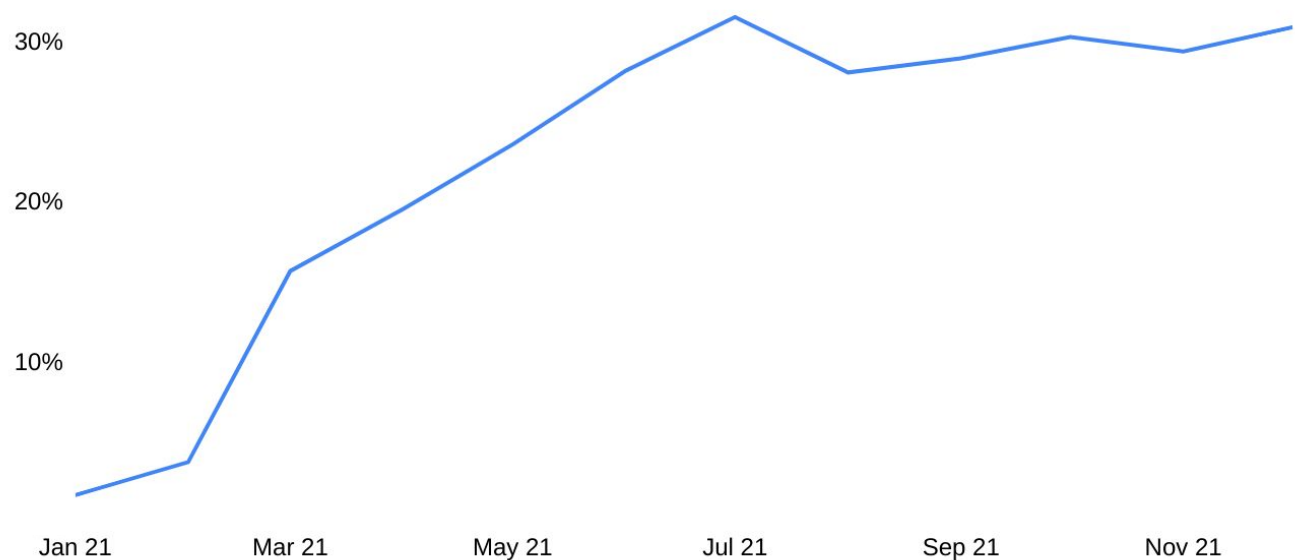
(Pre-Covid)



# Phase II: Early Results - Transition to Blink Mobility (Jan 2021)

- Record utilization within six months of Chevy Bolts being introduced by Blink
- GM/Bolt Recall (Aug. '21) results in major delay in fleet expansion
- Scarcity of vehicles, given high demand, is felt most by low-income users

Utilization - % of 24-hr day cars are in reservation



# Phase II: Early Results - Transition to Blink Mobility

- 49% of 23,000 trips in 2021 were Community trips (taken by income-qualified members)
- Low-income members were significantly more likely to use the service heavily
  - 17.0 trips/member in 2021, versus
  - 11.7 trips/member for Standard members
- Conversely low-income members were less likely to use the service after joining



# Scale of Investments

	Phase I - 40 stations/100 cars	Phase II 100 stations/300 cars
Operator	\$10 M (Bollere)	\$24 M (Blink)
CARB	\$1.7 M	\$3.0 M
City of LA/LADWP	\$1.6 M	\$2.4 M

CARB funding expected 2023-2027 for Clean Mobility programs: **\$ 419 Million**

Clean Mobility Options / Sustainable Transportation Equity Project (STEP) / Clean Mobility in Schools

# Can this be replicated?

**E-bike Libraries** - Funded by  
LADWP and CARB STEP

- Pacoima Beautiful  
San Fernando Valley  
(100 bikes) - June 2022
- LADOT / LACI - South LA  
(250 bikes) - Jan 2023
- [RFP](#) (Technology) - Due 5/20
- [RFI](#) (Operations) - Due 5/27



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# THANK YOU SPEAKERS



**EVELYN BLUMENBERG**

Lewis Center for Regional  
Policy Studies



**FEDOLIA "SPARKY" HARRIS**

City of Sacramento



**CREIGHTON RANDALL**

Mobility Development Group



**SELETA REYNOLDS**

Los Angeles Department of  
Transportation



# THANK YOU SPEAKERS



**CAROLINE RODIER**  
UC Davis Institute of  
Transportation Studies



**ABIGAIL SOLIS**  
Self-Help Enterprises



**KARLA VELASCO**  
Housing Authority of the City of  
Los Angeles



# THANK YOU TO OUR SPONSORS



California  
Resilient and Innovative  
Mobility Initiative



Luskin Center  
for Innovation

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**InterActions LA** is an annual conference dedicated to advancing regional growth and equity in Greater Los Angeles. Bringing together a diverse community from multiple sectors, this event provides an opportunity to discuss and engage in the most pressing regional issues today. **InterActions LA** seeks to ignite conversation, exchange ideas, and provide knowledge on topics at the intersection of how people live, move, and work in the Los Angeles region.