

West Coast Electric Fleets Webinar: Expanding EV Access through Car Sharing Programs

Participant Questions and Panelist Responses

1. We run an internal car share for our employees, with EVs. and have had a few instances where someone didn't realize it was an EV and were stranded, making them much less likely to try again. what time of in-vehicle prompts or other types of education has proved successful in reminding users about range or otherwise made them comfortable using them?
 - *Zach Henkin, Forth Mobility* - Education and communication! Not only should employees know what they're driving, we hope that they'll enthusiastically choose the vehicle that best suits their trip (maybe even a bike). For our car share EVs we also like to include a small laminated FAQ which includes reference to Plugshare and provides some information on range and charging.
2. As an EVSE distributor, how do we ensure we are reachable to car sharing networks, municipalities, commercial buildings and businesses for installation services and EVSE sales to enable programs linked to this program?
 - *Susana Reyes, City of Los Angeles* - In the City of Los Angeles, you can contact the Department of Water and Power which oversees an EV charger rebate program for residential and commercial buildings. The contact person is Marvin.Moon@ladwp.com.
 - *Zach Henkin, Forth Mobility* - I would make an effort to partner with cities, utilities, and other regional influencers who may be in the car sharing providers directly to ensure your product is considered when a procurement decision is made.
3. Can you break down the role of BlueSolutions and detail how charging stations are being sited? Do you have a timeline for deployment?
 - *Susana Reyes, City of Los Angeles* - BlueSolutions or BlueLA (brand name) is the EV Operator and will fully oversee the carshare program. In a few weeks, it will have hired a Project Manager, a Marketing Manager, and 4-5 Street Team Ambassadors responsible for customer-service. Its third-party installer is responsible for the EVSE and its maintenance. A separate IT/software subsidiary group oversees the communications system for the kiosk and the vehicles. BlueLA works with the Steering Committee on outreach, marketing, and recruitment of members and design of program incentives to increase and sustain participation. BlueLA is under contract with the City of L.A. for the carshare operation. The demonstration station will be deployed on June 9, 2017 and the next 20 stations (100 EVSEs and 50 EVs) will be launched in September 2017. The balance of 20 stations will be completed end of 2017 or early 2018.

4. We've talked about barriers to participation. Assuming extensive outreach and education to overcome these barriers, what should be the next exciting step in EV car sharing?

- *Susana Reyes, City of Los Angeles* - In Paris, France, there are 4,000 EVs in the carshare program and the service fits seamlessly into the lives of Parisians who consider carshare as a staple component of their mobility options. The hope is to make EV carshare an integrated part of people's mobility and not as a stand-alone option. EV carshare is a first/last mile solution and should complement public transportation. EV carsharing can include a variety of vehicle types and sizes. Advances in technology will also give way to faster and even portable charging networks. In the future, communities can run or operate their own EV carshare as a business enterprise.
- *Zach Henkin, Forth Mobility* - The shift to considering mobility as a service is going to continue to grow. Current trends show that new vehicles are now equipped with car sharing technology from the factory so that those owners can easily enroll their own vehicle in P2P programs. Likewise, urban centers will likely see more competition with A to B and A to A car sharing providers as more people are able to rationalize not owning a car. Another exciting extension to this work are apps such as Moovel that allow you to pay for car share, TNC, and other mobility services on one unified platform.