Equity First!

Equality
Everyone has the same

Equity
Everyone has what they need

Graphic: Saskatoon Health Region
“Our Community Car Share Sacramento”
Provides EVs to Affordable Housing Community
Electric Vehicle Readiness and Infrastructure Plan

Prepared for Sacramento County and the Cities Within by the Sacramento Area PEV Collaborative

ABSTRACT

This report was completed June 2017 and is the culmination of the Sacramento County Electric Vehicle Working Group (renamed Sacramento Area Plug-in Electric Vehicle Collaborative SacPEV), which has been working together since 2015 to increase the deployment of electric vehicles and related infrastructure. The report outlines the current and forecasted demand for charging infrastructure and prioritizes their locations across Sacramento.
Accelerating Opportunity and Equity through Electrification

2018 SEEC Forum
Jennifer Venema, Sustainability Manager
Setting

- Capital city of 6th largest economy
- Top 10 most diverse cities in US
- Confluence of major interstate routes
2017 EV STRATEGY
75,000 ZEVs in Sacramento by 2025

35% of households with ZEVs
40% of annual sales to be ZEVs
Policies & Processes

Parking Permits

**DEDICATED CAR SHARE SPACE**

- 24-7 EXCLUSIVE SPACE
- LIMITED TO A CAR SHARE FLEET

**DEDICATED PUBLIC-USE EV CHARGING SPACE**

- DEDICATED CHARGING SPACE FOR ANY EV DRIVER

**FREE-FLOATING PARKING**

- FREE-FLOATING PERMIT FOR CAR SHARE FLEET TO PARK IN ANY LEGAL SPACE
Why Sacramento leaders believe curbside vehicle chargers will be a game-changer
Partnership

Franklin Boulevard

Left image source: The Franklin Plan, the Franklin Neighborhood Development Corporation and Franklin Boulevard Business Association

Electrify America
Issues with Equity and Access

- Affordability
- Awareness
- Business models
- Clean mobility vs. EVs
Presented by: Steffani Charkiewicz and Jaime Lemus
Program Overview

• Phase 1
  – $1.3 million in GGRF funds
  – 4 location (2 Electric Vehicles per location)
    • 3 Subsidized housing complexes in DAC
    • Sacramento Valley Station
  – 9 Chargers
    • 8 dedicated level 2 chargers
    • 1 DC Fast Charger

• Phase 2
  – $1.0 million in GGRF funds
  – 3 locations (2 Electric Vehicles per location)
    • 3 Subsidized housing complexes in DAC
  – RideHail – New component
Program Details

• Membership is Free

• Vehicle Use
  – Reservation limit 3 hour max 3 times per week
  – Restricted 12am to 4am nightly for charging

• Membership violations
  – Abuse of vehicles or program parameters
    • Warning
    • Suspension
    • Revoke

• Ambassadors
  – Members volunteer to
    • Drive other residents
    • Monitor the vehicles
    • Help recruit and sign up members
Member Sign Up

- **Requirements**
  - 21 years or older
  - Valid drivers license
  - Email address
  - Resident of CarShare Community
- [www.ourcarshare.org](http://www.ourcarshare.org)
  - Participant Survey
    - Basic demographic info
  - Participant Agreement
    - Terms and conditions of CarShare
  - Zipcar registration
    - Register for a Zipcar CarShare membership
Program Launch

- Meeting with
  - On site staff
  - Leadership groups
  - All resident workshop
- Member sign up events
- Launch Events
- Kiosks
- Ongoing recruitment
  - Weekly sign ups
  - Fliers, email, automated phone calls
Current Status

• Phase 1
  – 4 sites launch (May 2017 – January 2018)
  – 6,000+ trips taken
  – 92,000+ miles driven
  – 150+ Members

• Phase 2
  – 3 CarShare Sites selected
  – Launch by December 2018
  – Developing RideHail
Lessons Learned

• Contracting timelines
• Construction timelines
  – Weather Delays
• Managing members and vehicle use
• Outreach and Education
  – How material is provided
    • Fliers, Emails, Workshops
  – Benefits
    • Free Transportation
  – Understanding Barriers
  – Amount of material provided
  – Frequency
    • Weekly site sign up