

MOVE LA

A PROJECT OF COMMUNITY PARTNERS

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December 12, 2016

Councilmember Mike Bonin, Chair

Transportation Committee

Los Angeles City Council

RE: SUPPORT FOR LA CITY LOW-INCOME ELECTRIC VEHICLE CARSHARE PILOT

Dear Councilmember and Chair Bonin:

With the passage of Measure M voters said YES to expanding transportation options in LA County, acknowledging that our transportation system needs to be modernized if we are to unchain the economy from traffic congestion, increase access to opportunity, and improve quality of life. Carsharing is just one more important transportation option that Angelenos need to remain connected to the life of the city, an option that will also make it easier to access our new, improved transit system by providing first-last-mile connections, and that will make not owning a car a real option.

We especially appreciate that Blue California, the carshare operator, will offer one-way carsharing later in the contract, which will allow people to drive a car to a rail station and leave it there — where it becomes available for someone else's use — rather than having to rent it all day, which is much more expensive. Car2Go earlier tried to offer this option in LA County but was not able to make it work.

Carsharing has expanded more rapidly in other cities—including San Francisco, Washington DC, Chicago and Austin, for example—than in LA, for reasons that aren't completely understood. And low-income carshare remains something of an experiment that hasn't been widely tested in the U.S. That makes this project, since it is subsidized with a \$1.67 million grant from the state, even more important. So, too, does the fact that the project advisor, the Shared Use Mobility Center, enjoyed great success operating low-income carshare programs in both Chicago and in Buffalo, New York, and has also worked with the Greenlining Institute, which was among the first to highlight the fact that electric vehicles will need help in order to penetrate the market in low-income communities.

In a Greenlining report released in 2011, the author wrote that "Electric vehicles will do little to clean the air if the only people buying them are in Malibu and Marin. We all want cleaner air and less use of fossil fuels, and electric vehicles and strong mileage standards can play a big part, but communities of color—60 percent of California's population—may miss out on the benefits of electric cars."

The project will deploy 100 cars and 200 EV charging stations in downtown L.A., Pico Union, Westlake and parts of Koreatown—which are all in the top 10% of the highest need communities on the CalEnviroScreen index. Major portions of these communities are in the L.A. Promise Zone, which offers the possibility of leveraging further resources that support sustainability and livability. *(Continued on next page)*

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Key to the project's success will be the grassroots outreach, marketing and education efforts that will help residents of these communities understand how the program can work for them and result in the successful recruitment of 7,000+ low-income carshare members. The Steering Committee, of which Move LA is a member, and the Outreach Coordinator that the committee hires will be important players in this outreach effort and the resulting success of this pilot project. Steering Committee members include the Koreatown Immigrant Workers Alliance, T.R.U.S.T. South LA, and the Salvadoran American Leadership and Education Fund—community-based organizations that have deep roots in these neighborhoods.

AAA estimates that the average cost of car ownership in the U.S. is more than \$9,000, and other statistics suggest that families earning the lowest incomes spend more than 12 percent of their pre-tax income on gas—the savings in lower fuel costs alone could have a dramatic impact on income! Pricing for both membership and car use will be significantly reduced in this pilot: membership will cost \$2-\$4/month and car usage rates will be \$3-\$4 for 20 minutes.

We believe that subsidizing EV use in low-income neighborhoods will not only increase access to economic opportunity for the people who live there but will also promote behavioral change, eco-friendly mobility options, improved air quality and reduced GHG emissions. We are excited that the program could be expanded into East L.A. and South L.A. and eventually Valley and Harbor communities!

We strongly recommend approval of the low-income carshare project.

Sincerely,



Gloria Ohland

*Policy and Communications Director
Move LA*

Cc: *Councilmember Paul Koretz, Councilmember Jose Huizar, Councilmember Nury Martinez, Councilmember David Ryu, and Legislative Assistant Adam Lid.*