



EV Car-sharing and Bike-sharing Services

Pursue EV car-sharing and bike-sharing services as equitable mobility solutions

WHAT IS IT?

Car-sharing describes a service where users, usually through a smartphone app, can rent and use cars that are not owned by the user. Car-sharing upends the traditional car rental model because users can rent by the minute and vehicles can typically be returned within zones, rather than to a specific location. There are existing electric vehicle carsharing companies operating throughout the United States, including BlueLA, BlueIndy, and WaiveCar.

Bike-sharing operates similarly; users can unlock bikes with smartphone apps or digital pay stations and return them to a designated area or to docking stations.

Though these programs are meant to expand access to mobility, there can be gaps in access. From a survey in May 2016, only 15% of Americans had used a form of shared mobility and 30% had not known about these programs. There are geographic and socioeconomic disparities in access; carsharing and bikesharing stations are typically located in densely populated and higher-income areas. Additionally, most shared mobility solutions require a credit or debit card to use, meaning that 15% of Americans cannot use these services because they are unbanked. Finally, community-based organizations have noted that there is a lack of culturally inclusive marketing, creating gaps for low-income, minority, and non-English speaking residents.

WHY IS IT IMPORTANT?

- Carsharing platforms have the potential to reduce vehicle miles traveled and vehicle ownership. In a 2011 study, the mean vehicles per household prior to joining carshare was 0.47, reducing to 0.24 after membership.
- Transitioning carsharing fleets to electric vehicles can increase the share of vehicle miles traveled in urban areas that are taken in electric vehicles thereby reducing overall carbon emissions.
- In 2017, Americans took over 35 million trips on bikeshare. These bicycle trips are a form of active transportation and replacing trips taken by single-occupancy vehicles.

BENEFITS



Carsharing and bikesharing can provide affordable mobility options for low-income communities.



New mobility programs can provide local economic development opportunities, creating skilled jobs in bikeshare operations, vehicle maintenance, and electric vehicle charging station installment or maintenance.



Reduced GHG emissions

HOW CAN COMMUNITIES IMPLEMENT THIS POLICY?

Cities can develop partnerships with private companies and community-based organizations to create inclusive mobility solutions for all residents.

- **Explore methods to increase equity in carsharing and bikesharing access.** Community engagement with low-income communities is essential to design equitable programs. Cities should partner with community-based organizations to conduct outreach and surveys to increase awareness about local shared mobility resources and

gather geographic data about optimal locations. Furthermore, in-person outreach, conducted by the city or other partners, can provide offline options for memberships and payment.

- **Utilize carsharing and bikesharing programs for local economic development.** By working closely with private partners and workforce development organizations, cities can encourage job creation associated with bikeshare and carshare, including bicycle and vehicle maintenance, bikeshare dock maintenance, electric charging station maintenance, business operations and administration positions.
- **Coordinate shared mobility programs with renewable energy goals and active transportation programs.** By establishing an electric vehicle carsharing program, cities can simultaneously expand charging infrastructure and renewable energy generation. Additionally, cities can develop cross-marketing between bikeshare and active transportation marketing and outreach campaigns. In coordinating these efforts, cities can generate more participation in shared mobility resources and achieve goals of greenhouse gas emissions reduction.