

# Carshare



ZipCar, San Diego  
Source: ZipCar, 2023

Carsharing offers short-term use of a car, typically on an hourly basis, in a geographically limited area. This shared mobility option provides a more affordable and sustainable alternative to car ownership while maintaining the same level of mobility that one would have owning a car. These programs can provide first- and last-mile connections to and from destinations on trips made using public transportation. Carsharing can also generate positive environmental benefits such as improved air quality: as the electrification of carsharing fleets continues to expand across the nation, greater reductions in GHG greenhouse gas emissions can be expected. In San Diego, ZipCar, Turo, and Getaround are companies and platforms that provide carsharing services. Carsharing can be expanded to underserved communities to advance transportation equity across throughout the City and help all residents enjoy the same mobility options and benefits.

## PROGRAM HIGHLIGHTS



### Estimated Initiation Timeframe

1-3 years



### Implementation Cost

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### Potential Funding Sources

- » General Fund
- » Federal, state, regional grants



### Leading Department

Sustainability and Mobility

### Collaborating Entities

Other City departments, partner agencies, public-private partnerships



### Relevance to Mobility Master Plan Goals

Goals 8, 9, 10

### Relevance to Climate Action Plan

Actions 3.1f, 2.3a



### Incorporating Community Engagement

The community highlighted intra-neighborhood mobility and navigating San Diego's topography and size as key mobility needs and challenges. An expanded carsharing program would provide an affordable and convenient transportation option that bridges these mobility gaps.



BlueLA Los Angeles  
Source: Blink Mobility, 2023

## PROGRAM IN ACTION

In 2015 the City of Los Angeles (LA), CA initiated the BlueLA Carsharing Pilot Project with the intention of providing clean and affordable mobility alternatives to LA residents. The program aims to specifically serve disadvantaged communities within LA, including East Hollywood and Boyle Heights, which are within the top 25% of the statewide highest need communities on CalEPA's CalEnviroScreen index. Between February 2021 and September 2022, nearly half of all BlueLA trips were made by low-income community members. The City plans to increase the number of cars and stations from 100 to 300 and 40 to 100 respectively in 2024 to better meet the mobility needs of disadvantaged communities in LA. More information can be found at: <https://ladot.lacity.org/bluela>