

OUR

Community
CarShare
Sacramento
ourcarshare.org

Presented by: Jaime R. Lemus; Sac Metro Air District

City of
SACRAMENTO



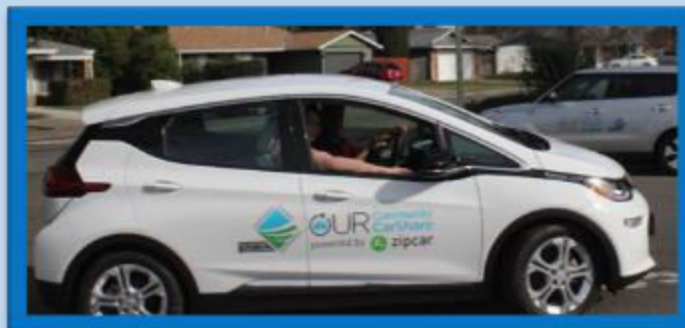
SACRAMENTO METROPOLITAN



Program Overview

Phase	Funding (GGRF funds)	Sites (2 Electric Vehicles per site)	Chargers
1	\$1.3 million	4 Subsidized Housing locations	8 dedicated level 2 chargers 1 DC Fast Charger
2	\$1.0 million	3 Subsidized Housing locations	6 dedicated level 2 chargers
3	\$2.0 million	Planning phase	EVSE H2

*RideHail – New component introduced in Phase 2 and further developing in Phase 3



Lessons Learned

- Program Launch Challenges
 - Contracting timelines
 - Construction timelines
 - Weather Delays
 - Permit Delays
 - Power Demands
- Outreach and Education – LOTS!!!
 - How material is provided
 - Fliers, Emails, Workshops
 - Benefits
 - Free clean reliable transportation
 - Understanding Barriers
 - Language, technology, time, distrust
 - App savvy
 - Common Communication Methods include Facebook (El Face) and Texting
 - Material overload and too technical
 - Frequency
 - Weekly site visits
 - Community Organizations



