



míocar

Tulare/Kern Community Focus Groups

- Ecosystems of Shared Mobility Project funded by California Air Resources Board
- What is carsharing?
 - Carsharing 101 and introducing EV's
- Eligibility requirements
- Name of program
- Pricing
- Locations



Míocar Info

- California based non-profit
- Hiring local staff where we operate
- Míocar handles all of our customer service in-house
- Bilingual team is on call 24/7
- Focused on providing access to affordable transportation in disadvantaged communities



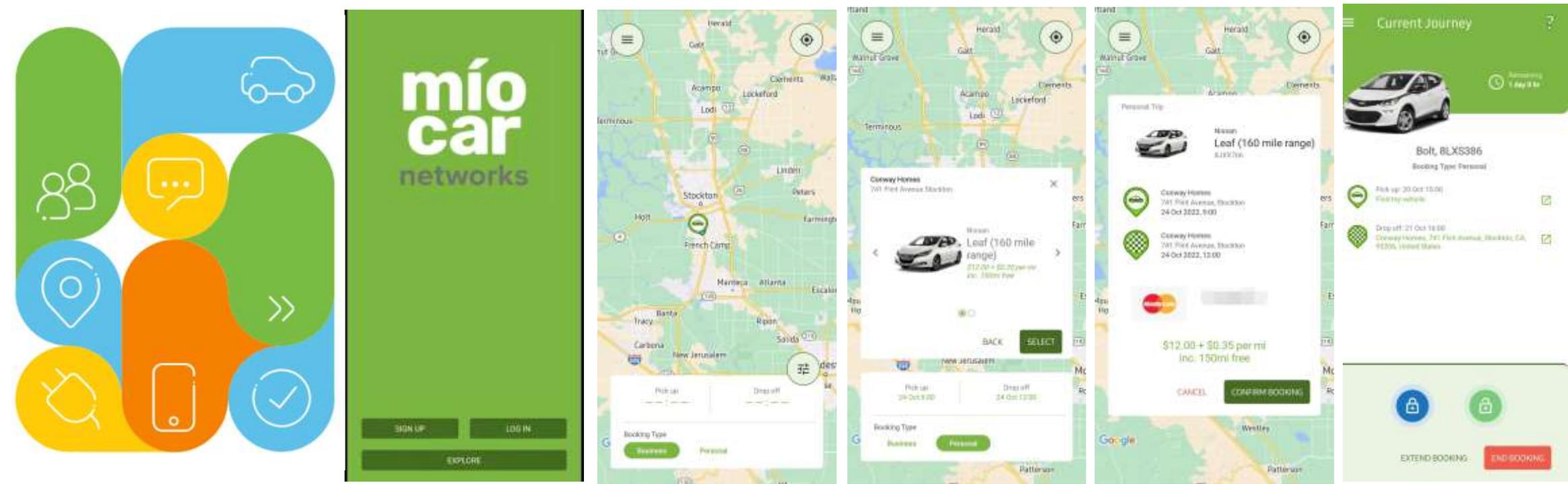
The Míocar Team



- Alberto- Operations Manager
- Fernando- Fleet & Member Services Manager
- Gloria- Chief Operating Officer
- Jennifer- Contracts & Program Manager
- Rachel- Director of Strategic Expansion & Special Projects

Míocar Is Affordable & Easy to Use

\$4/hour, \$35/day, \$.35/mile after 150 miles



Available Vehicles



Chevy Bolt
240 mile range



Nissan Leaf
220 mile range &
160 mile range

Registration Process

- Eligibility requirements
 - a. Must be 21 or over
 - b. Have a valid U.S driver's license
 - i. AB60 or equivalent accepted
 - c. Valid debit, credit or prepaid card
- Download the Miocar Networks app or create account online at miocar.org



Registration Process Continued

- Create an account. You will need:
 - a. Your driver's license
 - b. Payment method
 - c. Email and cell phone



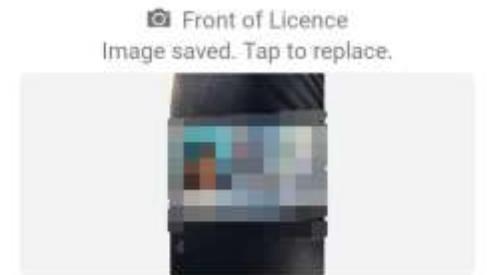
miocar

Sign in to your account

Email Address*
ghuerta@stanford.mls.edu

Password*

[Forgot Password](#) [Sign Up](#) [Sign In](#)



SAVE

Registration Process Continued



- Once your application is complete:
 - a. Approve 1 time membership processing fee regardless of program acceptance or rejection
 - b. Wait 3-5 business days for your Motor Vehicle Record (MVR) to get processed.
- Complete Orientation
 - a. Phone, Video, In-Person
- Membership Activated

Member Guidelines



- Remember to charge the vehicle when you are ending a reservation
- Make sure to wipe and clean vehicle before and after each trip.
 - Each vehicle has CDC recommended cleaning supplies
- Bring your own car seat
- Inspect the vehicle before your trip and make sure to document any damage or other issues that would require vehicle maintenance
- Pick-up and drop-off vehicle at the same location
- Only approved Miocar member can drive vehicle
- If member is in an accident and held at fault the member is responsible for up to \$500 deductible

Partners

Mobility Development 



UC DAVIS
UNIVERSITY OF CALIFORNIA



HACSJ
HOUSING AUTHORITY
COUNTY OF SAN JOAQUIN



Local Support & Events

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Míocar Tulare/Kern

July 2019 Launch

- **Funding:** CARB Ecosystems of Shared Mobility
 - 27 vehicles
 - 24 Electric Vehicles
 - 3 Plug-In Hybrid Electric Vehicles
- **Site Hosts**
 - Self Help Enterprises
 - Wasco Housing Authority
- **Sites**
 - Arvin Caliente Creek Apartments
 - Dinuba Sierra Village Apartments
 - Lamont Rancho Lindo Apartments
 - Oroshi Sand Creek Apartments
 - Visalia Highland Garden Apartments
 - Wasco
 - Rosaleda Village Apartments
 - Sunrise Villas Apartments
 - Villa Hermosa Apartments

July 2019-March 2022 Data

- Over 300 members and over 900 applications for membership
- 180,990 electric vehicle miles driven through March 16th, 2022
- Over 2,400 members reservations



Miocar Survey Findings 7/19-3/22

- Residents used the service for daily errands and to get to work or job related trip.
- Often, residents are making longer multiple-hour reservations and doing several trip purposes during that time (trip-chaining)
- Miocar helped residents make trips they would not have been able to make otherwise.
- Miocar electric vehicle service has substituted for ICE (internal combustion engine) vehicle trips.

Míocar Richmond

September 28, 2022 Launch

- **Funding:** California Energy Commission Charge Up Contra Costa
 - Launched with 5 Chevy Bolts
 - Capacity for 10 vehicles
- **Site Hosts**
 - City of Richmond
- **Sites**
 - Richmond Civic Center
 - Richmond Hilltop Fire Station #68

Summer 2023 Launch

- **Funding:** CARB Clean Mobility Options
 - 12 vehicles
- **Site Hosts**
 - City of Richmond
 - Currently seeking additional site hosts
 - Private property
 - Affordable housing providers
- **Sites**
 - City of Richmond Corporate Yard



Miocar Stockton

April 1, 2023 Launch

- **Funding:** CARB Sustainable Transportation Equity Project
 - Launched with 11 vehicles
 - 30 vehicles total
- **Site Hosts**
 - Housing Authority of the County of San Joaquin
 - Potential partnerships with City of Stockton & private site hosts
- **Sites**
 - Conway Homes (South Stockton)
 - Grand Canal
 - Victory Gardens



Summer 2023 Launch

- **Funding:** CARB Clean Mobility Options
 - 12 vehicles
- **Site Hosts**
 - City of Stockton
 - Private site hosts
 - Affordable housing providers
- **Sites**
 - In progress

Lessons Learned

- Diversify Fleet
 - a. Recalls
 - b. Supply chain shortages
- COVID-19
- Give yourself enough time
- Site feasibility expectations vs reality
 - a. Outdated electrical infrastructure, no electrical infrastructure, site host agreements, operational service barriers
- Outreach & education to local community organizations and members is key to the participation of new programs like this
- There is need for carsharing programs in marginalized communities

miocar

I mostly use the service to go grocery shopping, doctors appointments or to go to Fresno. I use it almost every week. I am very likely to recommend Miocar to anyone needing to rent low cost for a trip around town or even out of town.

Tonisha

I would not have been able to make my trips without Miocar, I currently do not have a car, I share a car with my spouse and when he attends work I am left without a car. I am very likely to recommend miocar to friends & family because it is affordable and very reliable.

Danielle

www.miocar.org or contact gloria@miocar.org