August Tech Talk - EV Carsharing

MDO Carshare

MI Carshare

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About MDO (Mobility Development Operations)

- Mobility Development supports the launch and growth of community-driven shared mobility programs. This work is centered on the development, deployment and operation of electric carsharing programs across the U.S.

- This work is done by providing direct operations of fleets, technical support, and by building and maintaining partnerships with community-based organizations, municipal, state and federal officials, funders, and agencies.

- Our leadership team has been working with partners in New York since 2008 California since 2015, and Michigan since 2023 and have prior experience with other major programs (BlueLA, BlueIndy, and Hourcar).

Today’s Presentation

- How it works
- Our footprint and short term (6-12 months) expansion plans in Michigan
- Our approach to partnership
- Example of a successful Transit-led partnership (Drive CDTA)
- Discussion / gauge long-term expansion interest

MDO National Footprint

100+ cars, 10 states, 19 markets

Bulk of growth in 2026-27:

- Upstate New York
- Southern California
- Michigan

Michigan Carshare - How it Works

- All app-based service, available by the hour or the day in all MI markets
- All electric, cars have dedicated hubs
- Transit-oriented approach: put cars where need is highest, keep prices low for all
- $5/hour or $60/day, 150 miles included
- $10 application fee / MVR check
- Local staff, national support team2

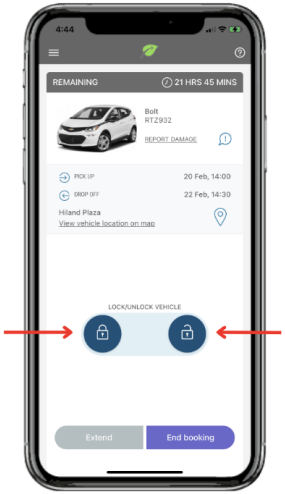
User Experience

1. **JOIN** ÚNASE
2. **RESERVE** RESERVE
3. **UNLOCK CAR** DESBLOQUEE EL AUTO
4. **DRIVE!** ¡CONDUZCA!
5. **RETURN & PLUG IN TO CHARGE** DEVUELVA Y CONÉCTE CON EL CARGADOR

- Eligibility requirements
  - ✓ Age 21+
  - ✓ Valid driver's license (2 years)
  - ✓ Debit, credit, or prepaid card
- Download the app to create account.
- Members book, access cars, and pay through the app
- MDO runs a 24/7 call center and e-mail support inbox

Reserve

Use app to unlock and lock car



Lock button

Unlock button

The best carsharing sites are...

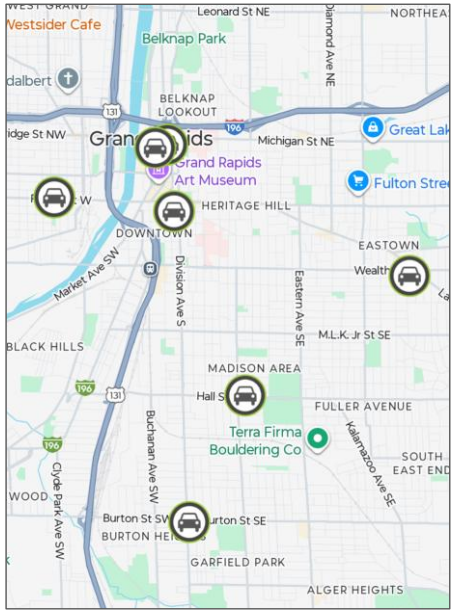
- **Transit-adjacent**
  - ✓ Accessible from fixed-route transit
  - ✓ Extend transit network edges

- **Population-dense**
  - ✓ Areas where 40-50% of households do not own cars
  - ✓ Near or co-located with housing

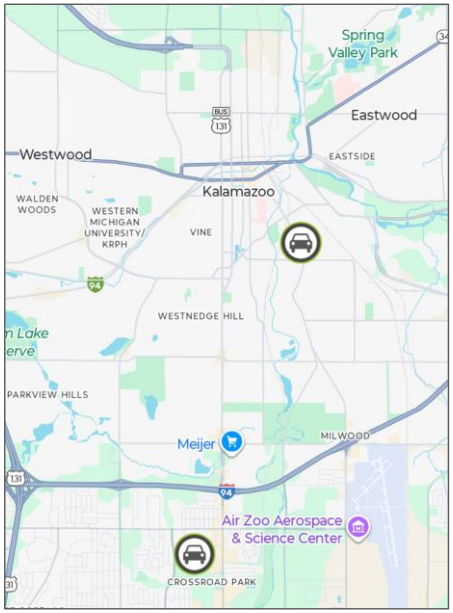
- **Community-based**
  - ✓ Hosted by known/trusted CBOs and businesses
  - ✓ Safe, accessible, secure, and well-lit

Michigan Carshare - Current Cities

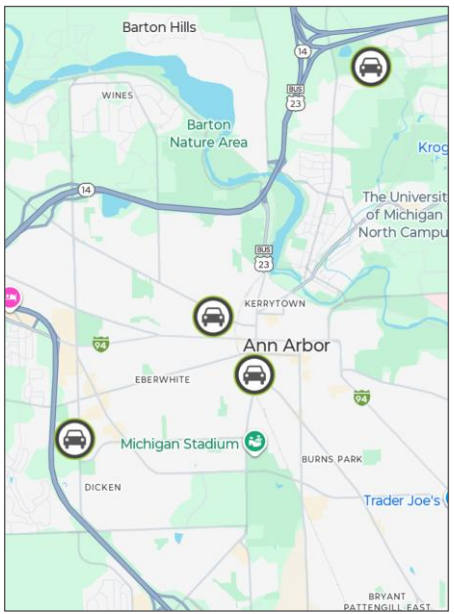
Grand Rapids - 12



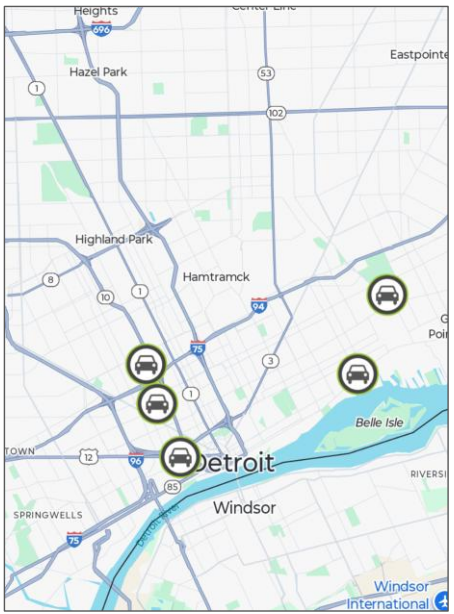
Kalamazoo - 2



Ann Arbor - 5



Detroit - 7



Existing resource for Mobility Managers in these Cities!

Michigan (MI) Carshare
one statewide program

First Statewide community-driven Carshare in U.S.

Project Background

- Forth + DOE: Michigan one of seven (7) initial states part of 50-car Affordable Mobility Program. Michigan had the largest footprint: 3 cities (Detroit, Ann Arbor, Kalamazoo), approximately $1.5M including 12 dual-port charging stations at affordable housing communities.
- City of Grand Rapids (DART GR): In parallel to AMP development, negotiated investment of $500k for a 3-year 12-car pilot (2024-27)
- **Diverse (ever-changing) range of partners, site hosts, and roles**
- Mini-grants from Consumers Energy, DTE (Utilities); Greenlining the Block; Ford, GM mostly in $10-50k range
- **MDOT: Equitable Mobility Challenge** - 1 of 6 awards of $2.5M; goal: Expand MI Carshare statewide - 65+ vehicles, 8+ cities (2026-29)

MI Carshare

Funded

- 1 Carshare Program (w/DART GR sub-brand)

Currently Operating

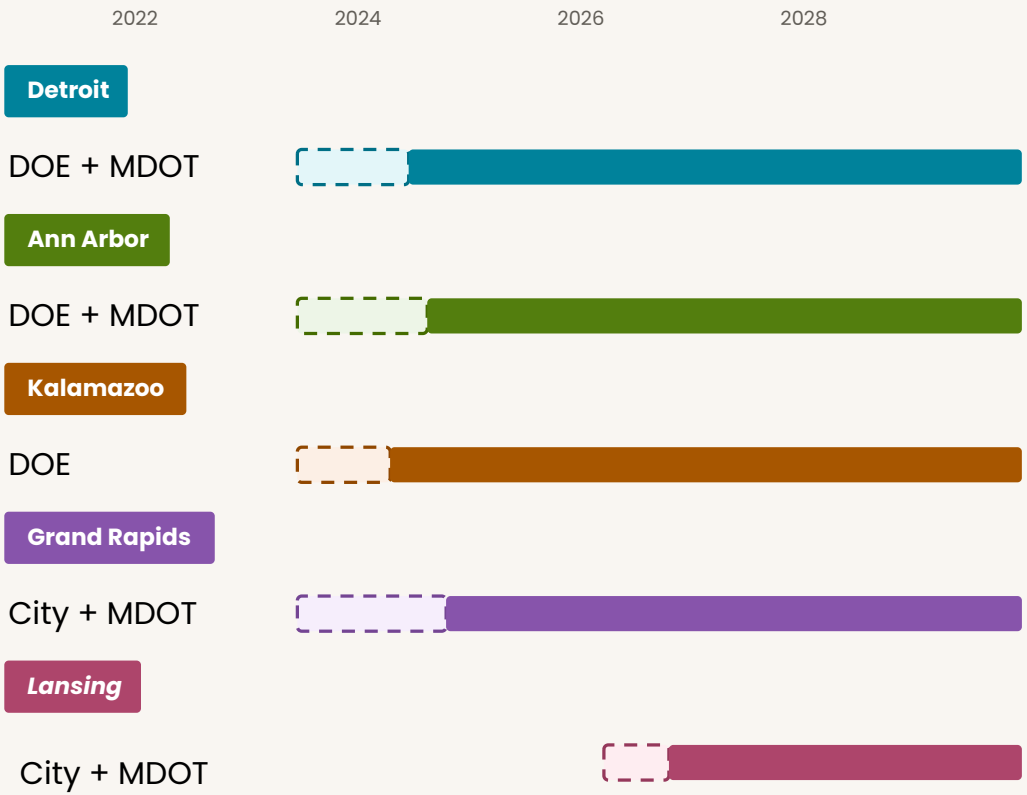
- 25 cars; two years operational
- $1.5M spent on capital (cars) and operations

Projected Public $ Deployed (2023-2029)

- $5M (est)
- 70 cars; 5+ years of operating runway

Michigan Carshare — Timeline

chart runs through 12/31/29 (end date is illustrative)

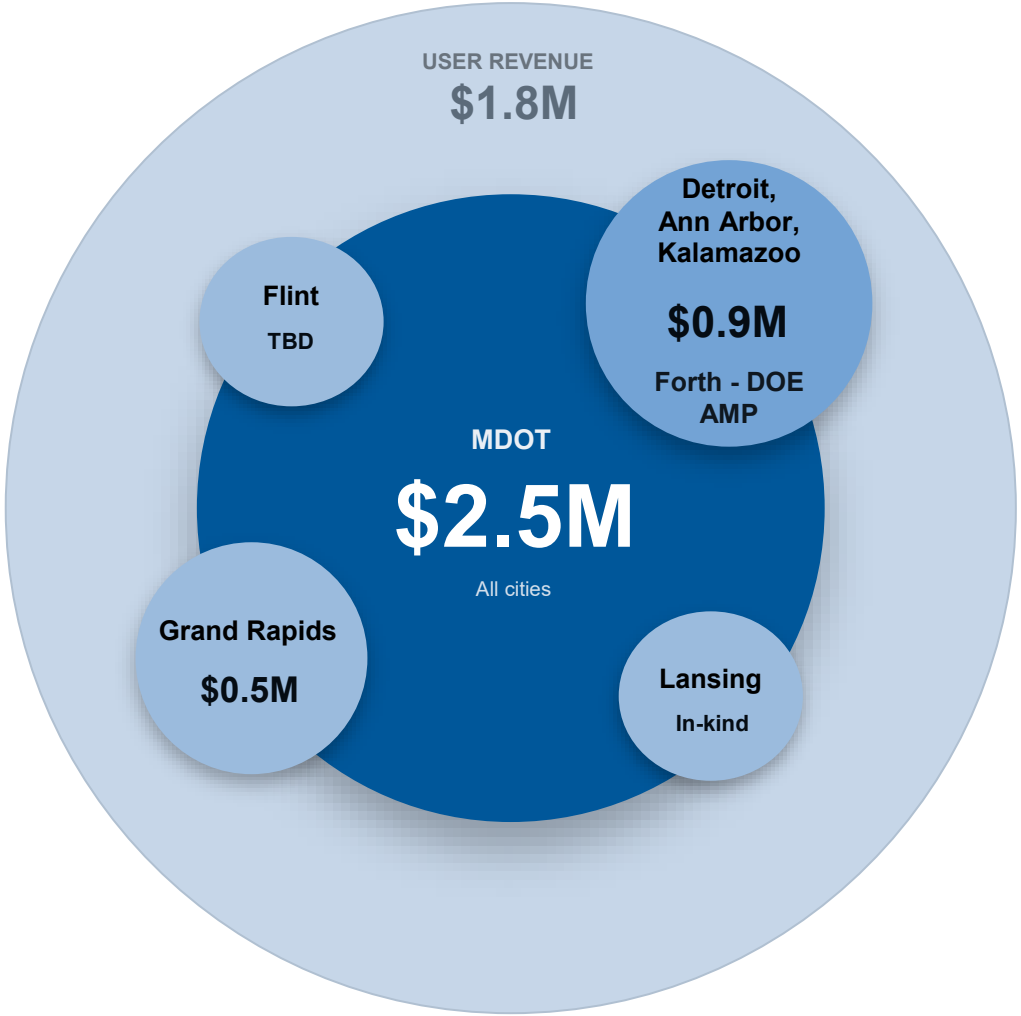


Michigan Carshare 2026–2029 Visualizing the Model

MDOT Funding leverages muni + transit + CBO participation:

- Additional Capital (cars)
- EVSE (existing / future)
- Electricity
- Outreach
- Marketing / Promotion

Flexibility has yielded creative approaches to grow programs



Michigan Carshare - Last 12 months

Top 10 sites across DT, GR, AA, KZ

Active Users	Hours Used	Hours/Day	Trips Completed	Miles Driven
451	43381.0	118.9	4566	218,469

Station Name	Vehicle(s)	Active Users	Hours Used	Miles Driven	Miles/Trip	Hourly	Daily	Trips Completed	Utilization (hrs/day)
Government Center Garage	DF94516 › DF60029 › DG17341	134	5200	35,968	51.0	550	155	705	14.2
Fulton St West Lot	DG17340 › DF79158	118	4057	26,836	57.6	342	124	466	11.1
Madison Square Lot	DF60030	82	3544	24,624	59.6	285	128	413	9.7
Rivercrest	EWK2277	47	3129	8,829	26.0	245	95	340	8.6
Division & Burton Lot	DG17341 › EWW1195 › DF60029	75	3103	18,040	55.3	220	106	326	8.5
Weston Commerce Garage	DF71297	95	2661	9,419	28.9	246	80	326	7.3
St Peters Episcopal Church	DG17332	44	2704	13,477	49	187	87	274	7.4
Hickory Way Apartments	DG00861	28	3173	11,447	45	128	125	253	8.7
Eastown Ethel Lot	DG17331 › DF79159	63	3150	17,051	67	134	119	253	8.6
Baker Commons	DG26311 › DF71295 › DG17333	49	2482	10,492	42	167	85	252	6.8

What is different about MI Carshare?

- Direct single contract administered by Michigan DOT (partnership with MI Economic Development Corporation).
- **All $2.5 Million goes straight into growth to 70+ cars.**
- Bi-Weekly project management calls directly with MDOT staff. 15-day payment turnaround after invoices approved.
- MDO has flexibility to partner with CBOs, Cities, and Transit Agencies to make the funds stretch as far as possible. We expect a match of at least 1:1 for State funds.
- **Funding for infrastructure and outreach comes mostly from other sources, including local partners (i.e. utilities).**
- **Consolidated brand and App Platform**
  Dart EV in GR sub-brand is “powered by MI Carshare”
- Flexible Site Selection Strategy -drives Site Host program investment

Catch-a-Ride Mobility Wallet Integration

Variety of Mobility Providers

Powered by SkedGo's Mobility as a Service (MaaS) technology, the Catch a Ride Network brings together public, private, and volunteer transportation in one seamless system — making coordination efficient, transparent, and easy to manage.

- Public Transit
- Taxi
- Rideshare
- Wheelchair Accessible
- Door to Door Support
- Volunteer Drivers
- Microtransit
- Delivery

New York State (Primarily Upstate NY)

Funding and Policy Background

- **NYSERDA** *(NY State Research and Development Authority)* and NYSDOT first began funding mobility programs jointly in 2007; pilot programs in three cities: Ithaca, Buffalo, Syracuse (2008-2011)
    - Buffalo Carshare - 1st equity-oriented shared mobility program in U.S.
    - EVs in Buffalo Carshare (4 Ford Focus Electrics - 2013-15)
- NYSERDA and NYSDOT *(Dept of Transportation)* expanded to bikesharing in 2011 with the first smartphone-enabled dockless bikeshare in the US (Social Bicycles)
- These pilot programs were strictly R&D ("Demonstrations") funded < $250,000/ea NYSDOT's role concluded ca. 2013 and NYSERDA continued (NYS Research and Development Authority) with small awards until the Clean Transportation Prize program was deployed in 2022 ($7-10M awards)
- NYSDOT solicited **CMAQ** (***Congestion Mitigation and Air Quality***) federal competitive grants in 2018, 2021 and 2023, which provided an opportunity for follow-on funding to grow these programs (~ $4M total so far)

Funded

- 6 Carshare Programs
- 5 Bikeshare Programs

Currently Operating

- 5 carshares (~ 40 cars)
- 4 bikeshares (~ 1400 bikes)

Total $ Deployed (2008-2025)

- $20-25M (est)

DRIVE CDTA – Launched Jan. 2023 in NY Capital Region

Launch and marketing led by CDTA (press, events, etc)
Branded vehicles have been a huge factor in program's success

Recently increased from $5/hour to $6/hour

Currently available by the hour ONLY (no day rates)

New York Project Example - Drive CDTA

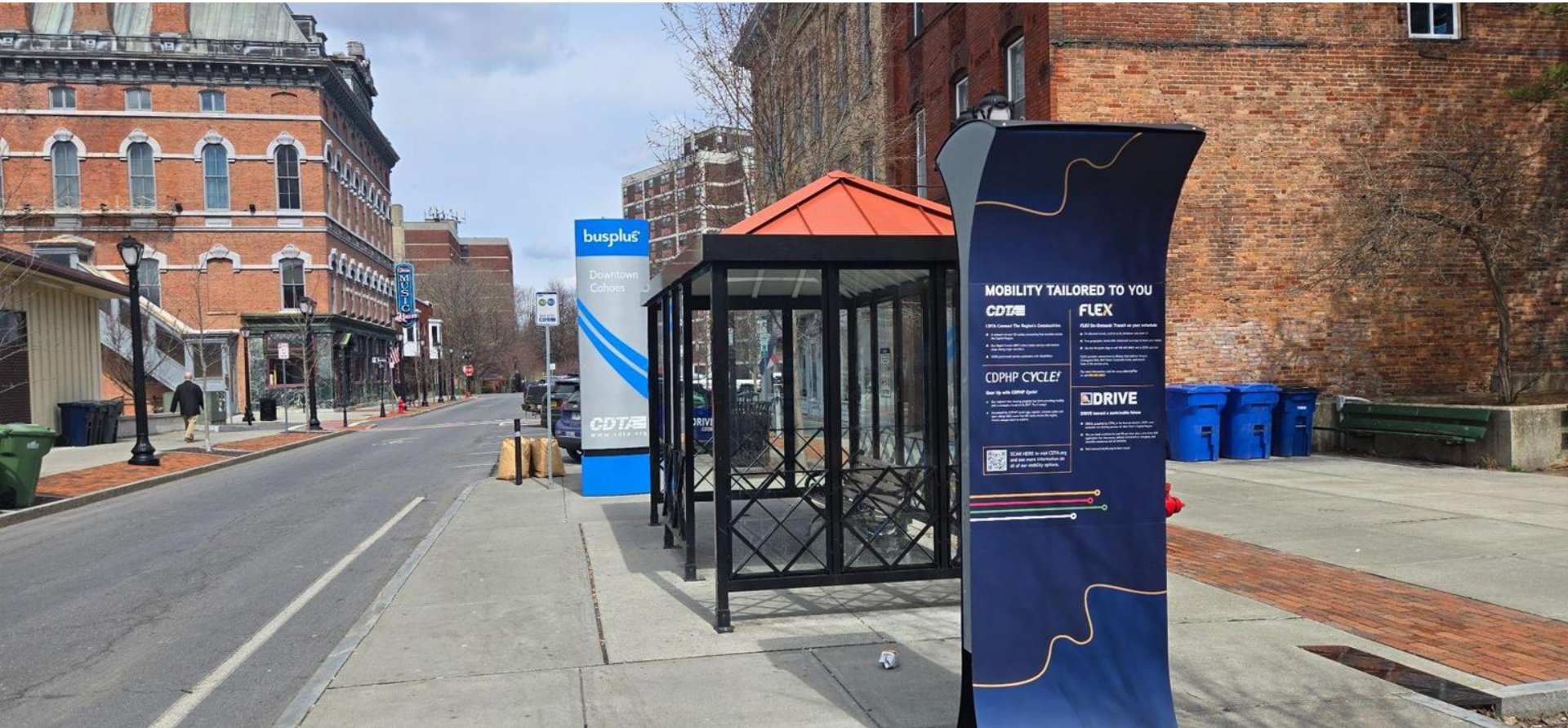
Lead: Capital District Transportation Authority (CDTA)

- 12-car program, launched in 2022
- Relaunch of Capital Carshare (2013-2020)
- Hourly only ($5/hour until July 2026, now $6/hr)
- Directly supported with flexible transit funds
- Serves large part of CDTA service area (4 cities)
- NYSERDA grants support expansion
    - $270k over 2022-25
    - Additional funding forthcoming thru 2028

Local public investment: $325k annually

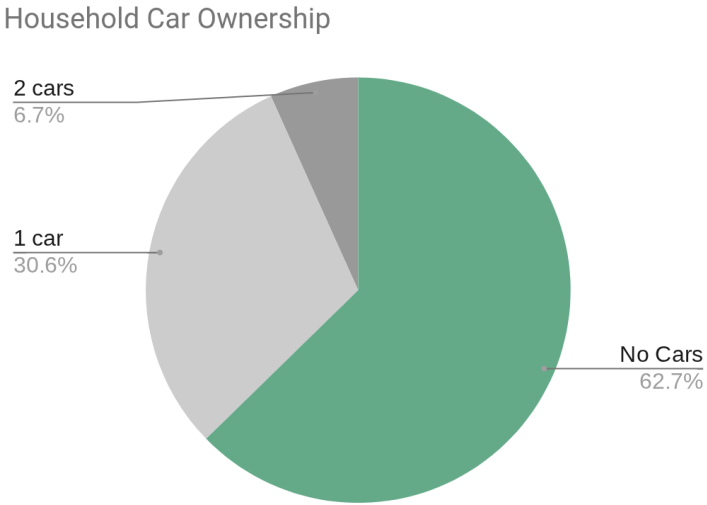
Drive CDTA - Mobility Hubs - Schenectady

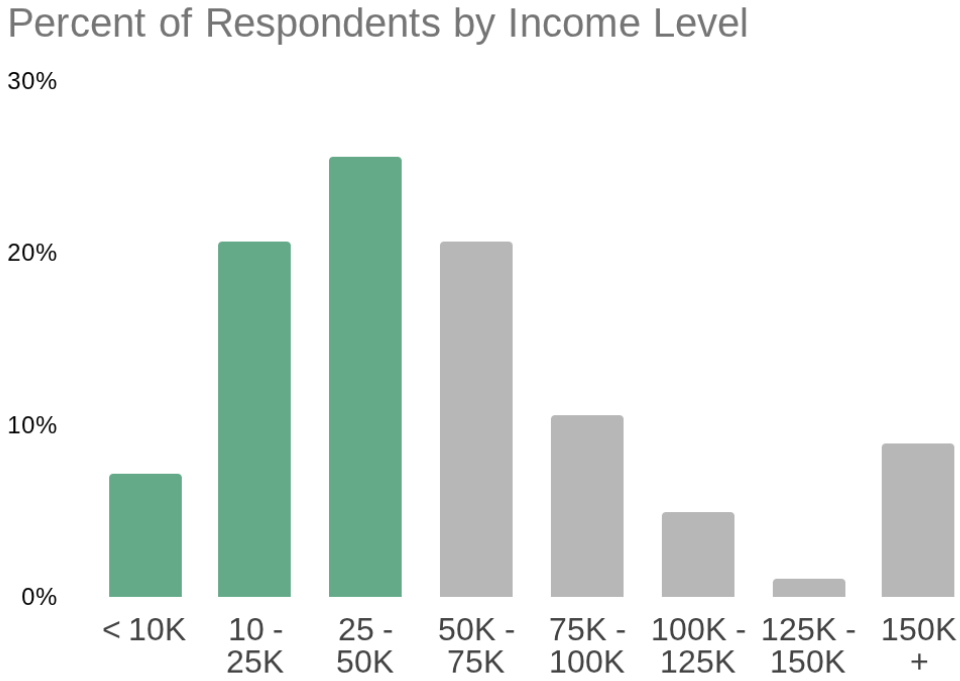
Drive CDTA - Mobility Hubs - Cohoes



Drive CDTA - Mobility Hubs - Troy

2026 Annual Member Survey
193 responses





What other modes of transportation do you use at least once a month? (Check all that apply)

			2025
Public Transit (Bus/Train)	60	92%	75%
Walk	55	85%	73%
Drive a personal vehicle	17	26%	33%
Carpool or Rideshare (Uber, Lyft, etc.)	23	35%	42%
Bicycle	13	20%	23%
Borrow a vehicle from a friend or family	13	20%	19%
E-bike or E-scooter	6	9%	10%
Intercity train or bus	4	6%	6%

When you use carshare, why do you choose it over other transportation modes? (Select up to 3)

It is is more affordable	44	68%	62%
It is more convenient	42	65%	66%
It is a faster	24	37%	32%
It is more reliable	10	15%	11%
No other options are available to me	17	26%	19%
It is safer to use	3	5%	4%

How affordable is the program for you?

Very unaffordable	7	11%	11%
Somewhat unaffordable	3	5%	2%
Somewhat affordable	19	29%	19%
Very affordable	37	56%	68%

2026 Annual Survey (Preliminary Results)
193 responses

Why do you most often use carshare? (Up to 3)

How has Carshare impacted your ability to access:

	No impact	Increased
Affordable housing	122	12
Grocery shopping	36	102
Healthcare	72	64
Child care	116	17
Social Activities	40	98
School	123	11
Work	101	35
Public Transit	85	41

Member experiences…

As an immigrant without a car, DRIVE has been a complete game changer in my mobility around the city. Previously, I could only reach places that were accessible by public transport, which severely limited my access to healthcare and groceries. However, with DRIVE I have access to so many more locations which has enabled me to reach better healthcare services, as well as better grocery stores which has even helped me improve my diet and eat healthier. I cannot emphasize enough how big of a positive impact this service has had on my life.

- Drive CDTA Member

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