

BlueLA Car Club

City of Los Angeles



Description

The Los Angeles Department of Transportation (LADOT) pilot project involved the BlueLA car share program and incorporated enhanced car-sharing services by applying the Mobility Data Specification (MDS) to collect detailed origin and destination data. This data, complemented by comprehensive travel surveys, allowed for in-depth analysis of transportation behavior changes among car-share users. The surveys documented shifts in travel modes, changes in auto-ownership, parking demand, and user satisfaction levels. This information helps to understand the impact of car-share availability on city transportation dynamics and supports the broader goal of informed urban mobility planning and VMT reduction.



Vehicle Trips

Vehicle Miles Traveled (VMT/year)

82,875 mi

Number of Trips

30,692

Average Trip Length

38.53 mi



Air Quality Improvements (pounds/year)



Socio-economic Benefits

Cost Effectiveness

\$4.4M annualized direct project cost

\$52.93 per VMT saved

Cost Savings

>1M all-electric VMT annually

\$6.7M dollars in fuel costs annually

Number of Users Served

17,782 active members annually

Resource Utilization

33% active accounts

Customer Satisfaction

90% remain members

10% cancel membership

Disadvantaged Communities Impacts

We estimate that 65% of users come from disadvantaged areas. The program reduces VMT throughout the City of Los Angeles, which improves quality of life through reductions in local pollutants and decongestion of the street network.

40% of active members are under the Community membership designation which explicitly serves low-income individuals and families