

**CITY OF LOS ANGELES**  
**INTER-DEPARTMENTAL MEMORANDUM**

Date: July 23, 2026

To: Honorable City Council  
c/o City Clerk, Room 395  
Attention: Honorable Heather Hutt, Chair, Transportation Committee

From: Laura Rubio-Cornejo, General Manager   
Department of Transportation

Subject: **BlueLA EV Carsharing Program Status**

**SUMMARY**

As directed by the Los Angeles City Council in [Council File \(CF\) 19-0131-S2](#), this report provides an update from the Los Angeles Department of Transportation (LADOT) on the BlueLA EV Carsharing Program.

**RECOMMENDATION**

That the Los Angeles City Council Note and File this report.

**BACKGROUND**

In November 2016, the City Council approved and authorized LADOT to accept a \$1,669,343 grant from the California Air Resources Board (CARB) to pilot an electric vehicle (EV) carshare program in selected Disadvantaged Communities (CF 15-1227). In December 2016, the City Council approved and authorized LADOT to execute a contract with BlueCalifornia, LLC to operate and maintain the pilot EV carshare program (C-128717). The parent company of BlueCalifornia, LLC, Bollore group, committed private funding towards the implementation and initial operation of the program. The program was branded as BlueLA Car Share. The operator was tasked with building a network of 40 stations incorporating 200 Electric Vehicle Supply Equipment (EVSE) charge points and maintaining a fleet of 100 EVs. In June 2017, the City Council authorized Amendment #1 recognizing BlueCalifornia, LLC's legal name change to BlueLA Carsharing, LLC (C-128717 First Contract Amendment). The program officially launched in April 2018.

Car sharing is a paid service in which members have short-term rental access to a car, allowing the vehicle to be shared within the community. Car sharing is ideal for multiple trips around the city for multiple tasks, providing the freedom to use a vehicle without the costs and burdens of owning a personal vehicle. BlueLA was a membership-based subscription service that offered access to a network of shared electric vehicles 24 hours a day, 7 days a week.

To become a member, individuals created an account online or through the BlueLA app. Members had to be 18 years of age or older, have a valid driver's license, and a valid credit or debit card to use the service. Once an account was created, members could use the app or website to reserve cars and access their vehicles. To qualify for the Community Membership discounted rate, a person must provide certain documentation, including proof that their total Annual Gross Income is at or less than the prescribed

limit or that they are eligible for Public Assistance Programs, including Medicaid, Medi-Cal, CalFresh, Food Stamps, SNAP, SSI/SSP, CalWORKS, TANF, Tribal TANF, Federal Public Housing Assistance, or LIHEAP.

After six months of operations, LADOT applied for \$3 million in additional funding from CARB to expand the program from 40 stations to 100 stations and triple the number of vehicles from 100 to 300. In March 2019, the City Council approved and authorized LADOT to accept the grant and provide local match funding (CF 19-0131).

Bollore Group transferred BlueLA Carsharing LLC to Blink Mobility in September 2020. Blink Mobility pledged to continue financial support to implement expansion and continued operation of the service. In October 2021, the City Council approved and authorized LADOT to amend the contract with BlueLA Carsharing, LLC to implement the expansion program and extend the contract period through April 2025 (CF 19-0131-S1, C-128717 Second Contract Amendment).

Despite the additional funding from CARB and funding commitment from Blink Mobility, BlueLA was unable to expand the program as envisioned, citing a challenging operating environment during and after the pandemic. BlueLA did build one additional station at Vermont Avenue and Exposition Boulevard under the terms of the second contract amendment, completed in July 2025. CARB also approved the use of expansion funds to fund the operations of the existing 40 stations.

C-128717 stipulates that the City reimburse BlueLA Carsharing LLC for the cost of constructing and upgrading the original forty stations on an amortized basis. After extended negotiations, BlueLA Carsharing LLC agreed to waive the payment and transfer the EVSE charge points to the City, while the City agreed to accept maintenance obligations and liability for the network. LADOT has requested authorization to execute a Third Amendment to Agreement C-128717, which is necessary to effectuate the transfer of assets and liabilities from BlueLA to LADOT and to ensure timely reimbursement to BlueLA Carsharing LLC for services already provided. The new contract termination date will be April 20, 2026, to ensure payment for the completion of the Vermont and Exposition station. The Blue LA Program ceased operation in April 2025 upon expiration of the contract.

## **DISCUSSION**

Over the course of the program, 41 stations were installed, totaling 205 charge points. (See Exhibit A for a complete list of stations). BlueLA stations were located in densely populated, urban areas of the City, including the neighborhoods of Westlake, Pico-Union, Downtown, Hollywood, and Koreatown. Between 2018 and 2021, there were 2,185 BlueLA members, with 57,314 trips taken. From 2021 to the program's end on April 20, 2025, there were 3,678 members and 98,034 trips taken. Across all time periods, trips were evenly distributed among the active BlueLA stations. Exhibit B to this report maps BlueLA station locations by council district, and presents ridership at two levels: total ridership by council district, and station-level ridership within each district.

BlueLA stations are typically in locations served by multiple transit providers, including DASH bus service, Metro bus service, Metro rail service, Big Blue Bus bus service, and paratransit services such as LADOT-operated Cityride and Metro-operated Access. Metro Bike Share also operates in these neighborhoods.

The contract with BlueLA Carsharing LLC ended on April 20, 2025. The termination clauses of the Contract end all obligations by the Contractor to the City, and there are currently no obligations for the

company to provide service to City residents. LADOT has requested authorization to execute a Third Amendment to Agreement C-128717, which is necessary to effectuate the transfer of assets and liabilities from BlueLA to LADOT and to ensure timely reimbursement to BlueLA Carsharing LLC for services already provided, but for all purposes beyond this, the contract is terminated.

At the conclusion of the contract, most stations were shut down, and vehicles were removed, with two stations on Pico Blvd removed due to a street redesign. However, two stations are currently being operated by Envoy Carsharing LLC under a conditional use permit issued by LADOT, at no cost to the City. At these stations, former BlueLA members still have access to carshare options.

LADOT has issued conditional use permits to an EV charging company, It's Electric, to convert the remaining stations to EV charging for public use at no cost to the City. It's Electric is a U.S.-based company that develops curbside electric vehicle (EV) charging infrastructure specifically designed for dense urban neighborhoods. Its mission is to make EV ownership practical for the millions of city residents who park on the street and lack access to home charging. The charging pedestals utilize a minimalist, neighborhood-friendly design, with no screens or touchpads and no built-in charging cable. Instead, drivers receive a portable charging cable free of charge from It's Electric that works across the company's network. Users must create an account with It's Electric and receive a portable charging cable before they can begin using the charging network. This design is intended to reduce maintenance, vandalism, and sidewalk clutter while blending into urban streetscapes.

It's Electric currently has two stations converted and operational. The remaining stations will be converted over the next 12 months. This estimate is based on construction and permitting with multiple agencies, including the Bureau of Engineering (BOE) and the Department of Water and Power (LADWP).

LADOT is developing a carshare permit program that will allow privately owned and operated carshare companies to pay for parking spaces in the public right-of-way. LADOT plans to present the carshare permit program in mid-2027. Under the model being developed, car share operations would be fully operated by permitted private companies at no cost to the City. LADOT would approve public right-of-way spaces and ensure that companies comply with permit rules and regulations. The permit rules would use cost incentives to encourage siting in equity zones and for permitted companies to offer reduced fare memberships. The program would support and emphasize electric vehicle usage but is committed to working with operators to determine the best options for the community. As it pertains to electrification, car-sharing companies would work directly with LADWP and the BOE to electrify stations, with support from LADOT.

If the City were to fund a car-share system itself, projected start-up capital costs for a 200-car, 40-station system, the same size as the previous BlueLA system, The estimated cost would be \$20,000,000, with an estimated annual operating budget of \$4,000,000. These numbers are based on current electric-vehicle costs, electrification costs, and prior marketing and operating costs for the BlueLA system, including staff time. Because of the high operating costs, LADOT suggests pursuing a no-cost permit program.

## **FINANCIAL IMPACT**

There is no impact on the City's General Fund.

LRC:JM:jf

Attachments

Exhibit A: List of Installed BlueLA Stations and Proposed Uses

Exhibit B: The number of BlueLA users between 2018 and 2021, with a breakdown by location

## Exhibit A: List of Installed BlueLA Stations and Proposed Uses

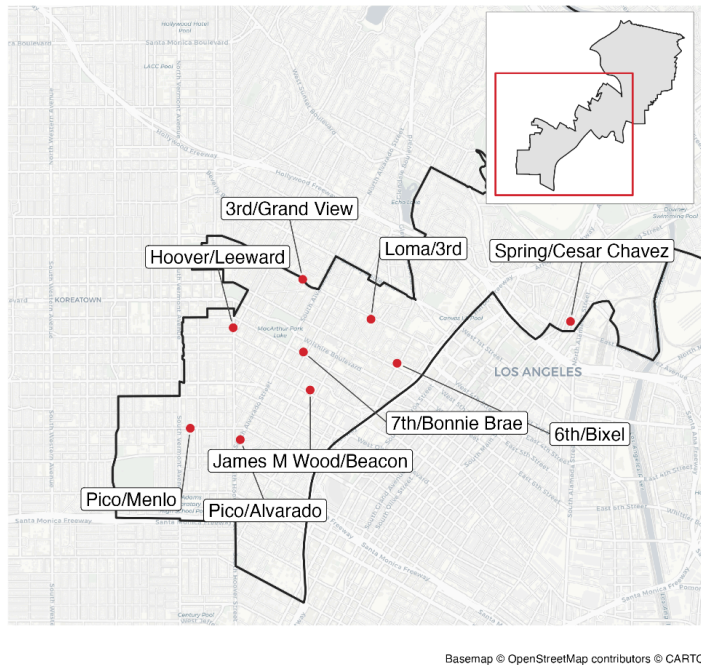
| Station Name        | Council District | Address                                           | Zip   | Current Use    | Proposed Used                                                  |
|---------------------|------------------|---------------------------------------------------|-------|----------------|----------------------------------------------------------------|
| 3rd/Grand View      | 1                | 301 South Grand View Street, Los Angeles, CA, USA | 90057 | None           | It's Electric                                                  |
| 6th/Bixel           | 1                | 571 South Bixel Street, Los Angeles, CA, USA      | 90017 | None           | It's Electric                                                  |
| 7th/Bonnie Brae     | 1                | 1901 West 7th Street, Los Angeles, CA, USA        | 90057 | None           | It's Electric                                                  |
| Hoover/Leeward      | 1                | 751 South Hoover Street, Los Angeles, CA, USA     | 90057 | None           | It's Electric                                                  |
| James M Wood/Beacon | 1                | 1629 James M Wood Boulevard, Los Angeles, CA, USA | 90015 | None           | It's Electric                                                  |
| Loma/3rd            | 1                | 306 Loma Drive, Los Angeles, CA, USA              | 90017 | None           | It's Electric                                                  |
| Pico/Alvarado       | 1                | 1332 South Alvarado Street, Los Angeles, CA, USA  | 90006 | None           | It's Electric                                                  |
| Pico/Menlo          | 1                | 2432 West Pico Boulevard, Los Angeles, CA, USA    | 90006 | None           | Pico Protected Bike Lane planned 2026. Parking will be removed |
| Spring/Cesar Chavez | 1                | 663 North Spring Street, Los Angeles, CA, USA     | 90012 | None           | It's Electric                                                  |
| Western/39th        | 8                | 1560 West 39th Street, Los Angeles, CA, USA       | 90062 | None           | It's Electric                                                  |
| Vermont/Expo        | 8                | 3755 Vermont Ave                                  | 90007 | Envoy Carshare | Envoy Carshare                                                 |
| Hoover/Jefferson    | 9                | 3300 South Hoover Street, Los Angeles, CA, USA    | 90007 | Envoy Carshare | Envoy Carshare                                                 |
| Grand/23rd          | 9                | 2308 South Grand Avenue, Los Angeles, CA, USA     | 90007 | None           | It's Electric                                                  |

|                            |    |                                                         |       |                    |                                                                      |
|----------------------------|----|---------------------------------------------------------|-------|--------------------|----------------------------------------------------------------------|
| 1st/Oxford                 | 10 | 4473 West 1st Street,<br>Los Angeles, CA, USA           | 90004 | It's Electric      | It's Electric                                                        |
| 6th/Harvard                | 10 | 629 South Harvard<br>Boulevard, Los<br>Angeles, CA, USA | 90010 | It's Electric      | It's Electric                                                        |
| 3rd/Oxford                 | 10 | 4300 West 3rd Street,<br>Los Angeles, CA, USA           | 90020 | None               | It's Electric                                                        |
| 4th/Vermont                | 10 | 3260 West 4th Street,<br>Los Angeles, CA, USA           | 90020 | None               | It's Electric                                                        |
| 7th/Berendo                | 10 | 3189 West 7th Street,<br>Los Angeles, CA, USA           | 90005 | None               | It's Electric                                                        |
| Irolo/Olympic              | 10 | 1011 Irolo Street, Los<br>Angeles, CA, USA              | 90006 | None               | It's Electric                                                        |
| Olympic/Berendo            | 10 | 1016 South Berendo<br>Street, Los Angeles,<br>CA, USA   | 90006 | None               | It's Electric                                                        |
| Pico/Western               | 10 | 3125 West Pico<br>Boulevard, Los<br>Angeles, CA, USA    | 90019 | None               | Pico Protected Bike Lane<br>planned 2026. Parking will be<br>removed |
| San<br>Marino/Western      | 10 | 3480 San Marino<br>Street, Los Angeles,<br>CA, USA      | 90006 | None               | It's Electric                                                        |
| St<br>Andrews/Ingraha<br>m | 10 | 678 S St Andrews Pl,<br>Los Angeles, CA, USA            | 90010 | None               | It's Electric                                                        |
| Virgil/6th                 | 10 | 615 South Virgil Ave,<br>Los Angeles, CA, USA           | 90005 | It's Electric      | It's Electric                                                        |
| Willowbrook/Verm<br>ont    | 13 | 4626 Willow Brook<br>Avenue, Los Angeles,<br>CA, USA    | 90029 | Metro<br>Bikeshare | It's Electric                                                        |
| El Centro/Sunset           | 13 | 1500 North El Centro<br>Avenue, Los Angeles,<br>CA, USA | 90028 | None               | It's Electric                                                        |
| Kenmore/Sunset             | 13 | 1522 North Kenmore<br>Avenue, Los Angeles,<br>CA, USA   | 90027 | None               | It's Electric                                                        |
| Oakwood/Vermont            | 13 | 3921 Oakwood<br>Avenue, Los Angeles,<br>CA, USA         | 90004 | None               | It's Electric                                                        |
| Sunset/Lot 679             | 13 | 1711 Sunset<br>Boulevard, Los                           | 90026 | None               | It's Electric                                                        |

|                                  |    |                                                          |       |      |                                                                                                              |
|----------------------------------|----|----------------------------------------------------------|-------|------|--------------------------------------------------------------------------------------------------------------|
|                                  |    | Angeles, CA, USA                                         |       |      |                                                                                                              |
| Sunset/Benton -<br>high priority | 13 | 2702 Sunset<br>Boulevard, Los<br>Angeles, CA, USA        | 90026 | None | It's Electric                                                                                                |
| Beverly/Glendale                 | 13 | 153 Glendale<br>Boulevard, Los<br>Angeles, CA, USA       | 90026 | None | It's Electric                                                                                                |
| Beverly/Occidenta<br>l           | 13 | 2828 Beverly<br>Boulevard, Los<br>Angeles, CA, USA       | 90057 | None | It's Electric                                                                                                |
| Temple/Alvarado                  | 13 | 2121 West Temple<br>Street, Los Angeles,<br>CA, USA      | 90026 | None | It's Electric                                                                                                |
| 11th/Santee                      | 14 | 225 East 11th Street,<br>Los Angeles, CA, USA            | 90015 | None | It's Electric                                                                                                |
| 2nd/Los Angeles                  | 14 | 203 South Los<br>Angeles Street, Los<br>Angeles, CA, USA | 90012 | None | It's Electric                                                                                                |
| 8th/Hope                         | 14 | 820 South Hope<br>Street, Los Angeles,<br>CA, USA        | 90017 | None | It's Electric                                                                                                |
| 8th/Wall                         | 14 | 503 East 8th Street,<br>Los Angeles, CA, USA             | 90014 | None | It's Electric                                                                                                |
| Breed/Cesar<br>Chavez            | 14 | 308 North Breed<br>Street, Los Angeles,<br>CA, USA       | 90033 | None | It's Electric                                                                                                |
| Pennsylvania/Bail<br>ey          | 14 | 1707 Pennsylvania<br>Avenue, Los Angeles,<br>CA, USA     | 90033 | None | It's Electric                                                                                                |
| Pico/Hope                        | 14 | 1306 South Hope<br>Street, Los Angeles,<br>CA, USA       | 90015 | None | It's Electric                                                                                                |
| 7th/Broadway                     | 14 | 1306 South Hope<br>Street, Los Angeles,<br>CA, USA       | 90015 | n/a  | Parking spaces and charge<br>points removed in 2025 as<br>part of the 7th Street<br>Streetscape Improvements |

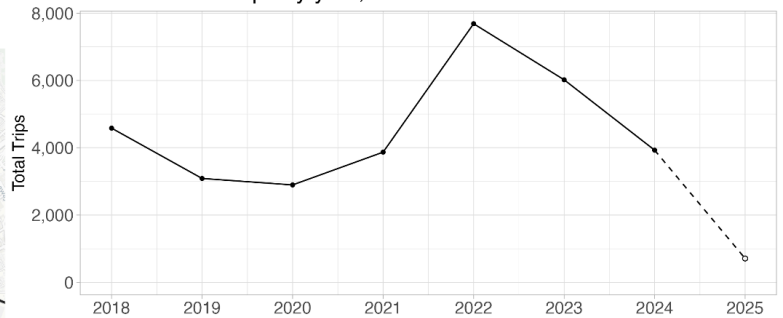
## Exhibit B: The number of BlueLA users between 2018 and 2021, with a breakdown by location

### BlueLA Stations in Council District 1



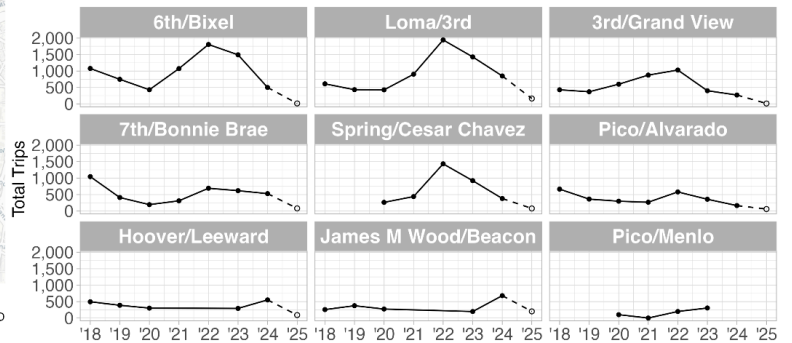
### BlueLA Ridership in Council District 1 Peaked in 2022

Total carshare trips by year, 2018–2025\*

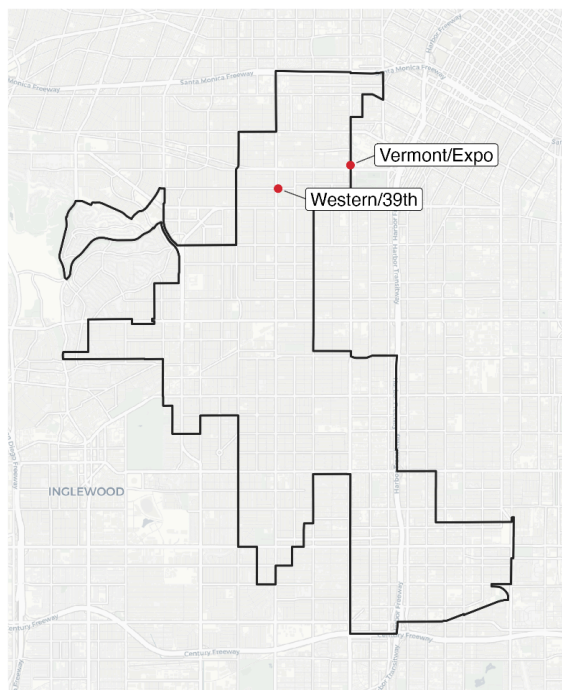


### BlueLA Trips by Station in Council District 1

Total trips per year, 2018–2025\*

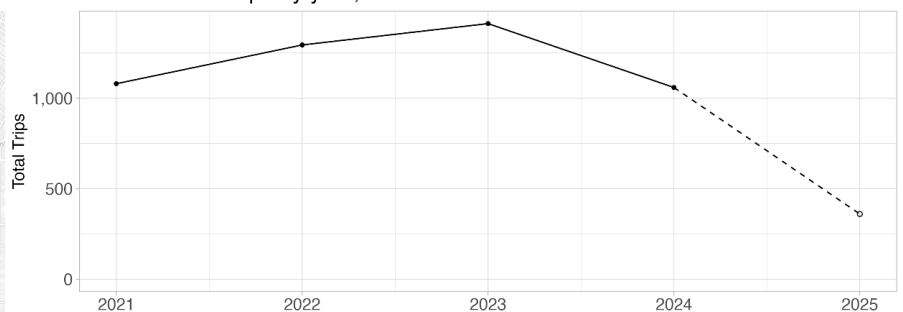


### BlueLA Stations in Council District 8



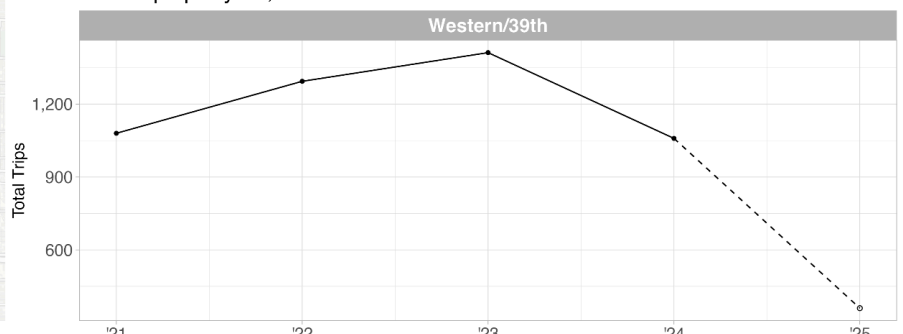
### BlueLA Ridership in Council District 8 Peaked in 2023

Total carshare trips by year, 2018–2025\*

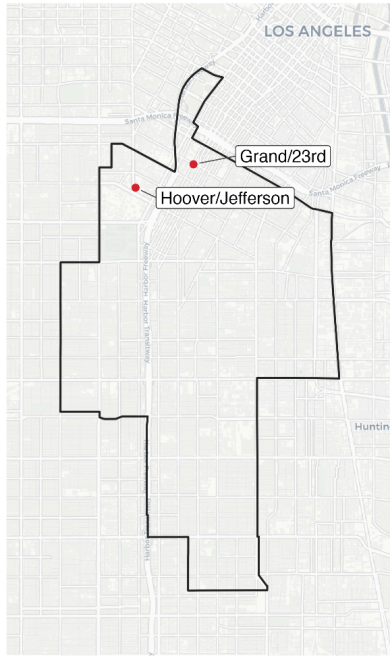


### BlueLA Trips by Station in Council District 8

Total trips per year, 2018–2025\*



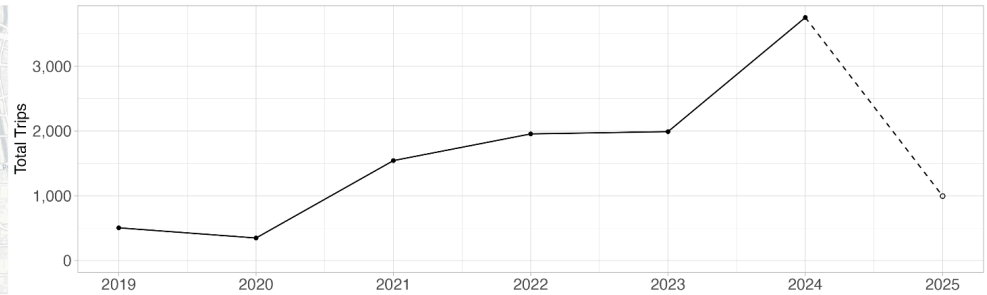
## BlueLA Stations in Council District 9



Basemap © OpenStreetMap contributors © CARTO

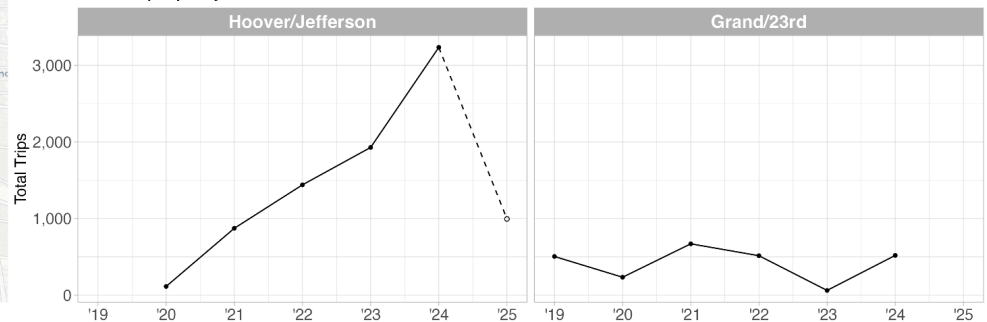
## BlueLA Ridership in Council District 9 Peaked in 2024

Total carshare trips by year, 2018–2025\*



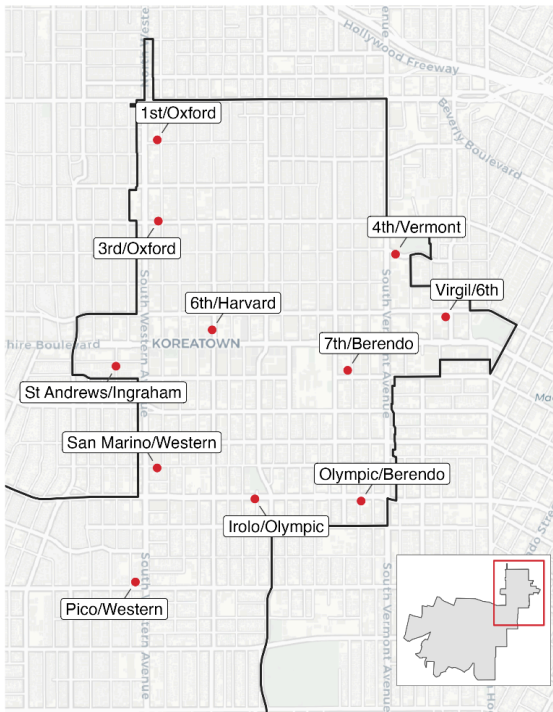
## BlueLA Trips by Station in Council District 9

Total trips per year, 2018–2025\*



\*2025 partial year, through April. Source: BlueLA trip data

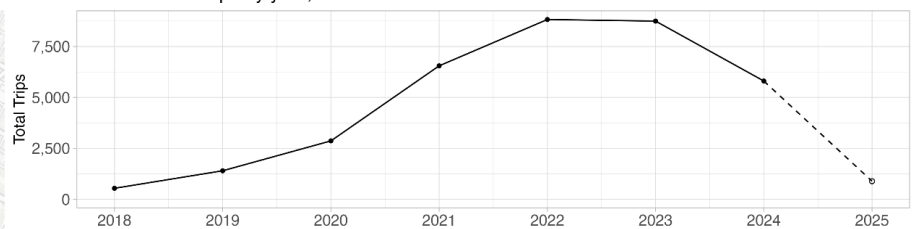
## BlueLA Stations in Council District 10



Basemap © OpenStreetMap contributors © CARTO

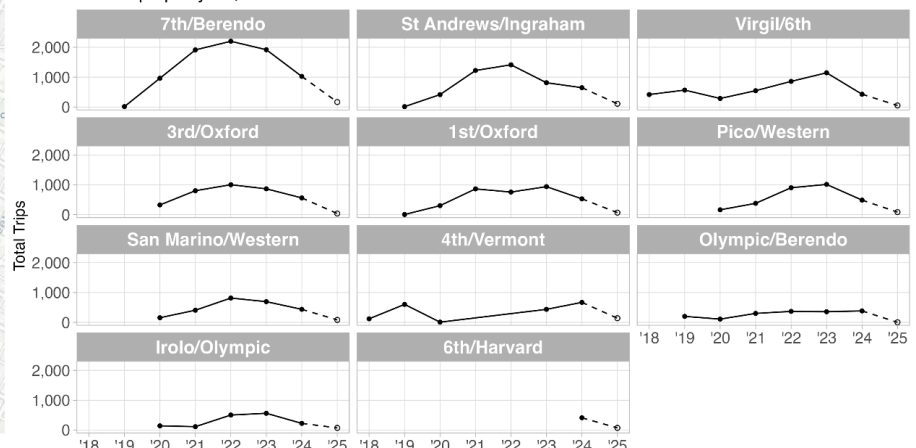
## BlueLA Ridership in Council District 10 Peaked in 2022

Total carshare trips by year, 2018–2025\*



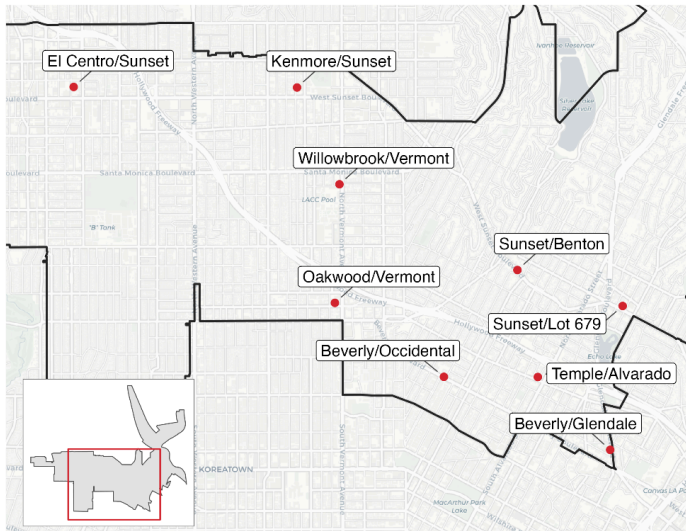
## BlueLA Trips by Station in Council District 10

Total trips per year, 2018–2025\*



\*2025 partial year, through April. Source: BlueLA trip data

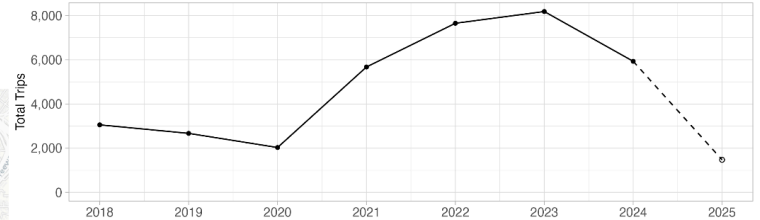
## BlueLA Stations in Council District 13



Basemap © OpenStreetMap contributors © CARTO

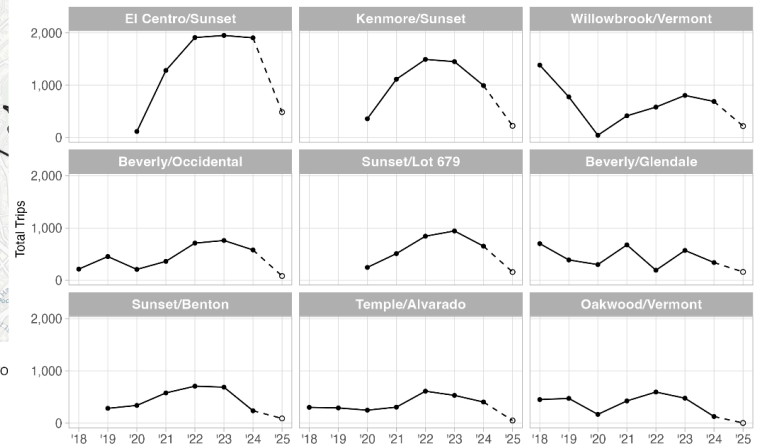
## BlueLA Ridership in Council District 13 Peaked in 2023

Total carshare trips by year, 2018–2025\*



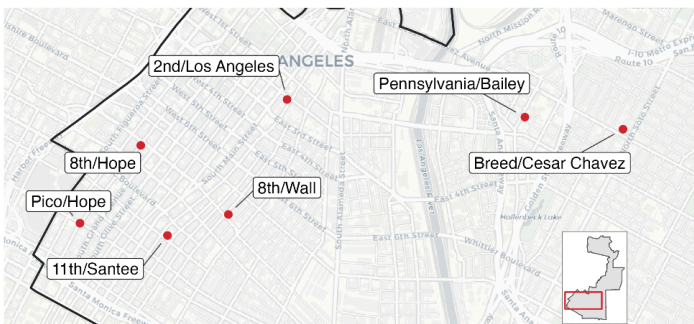
## BlueLA Trips by Station in Council District 13

Total trips per year, 2018–2025\*



\*2025 partial year, through April. Source: BlueLA trip data

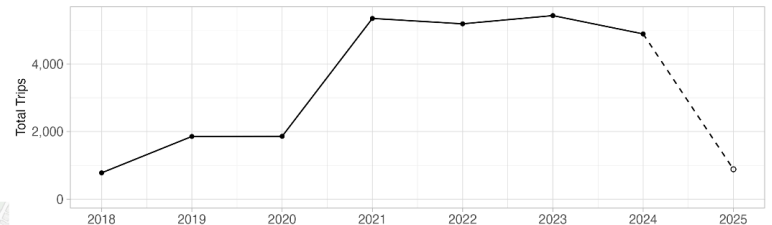
## BlueLA Stations in Council District 14



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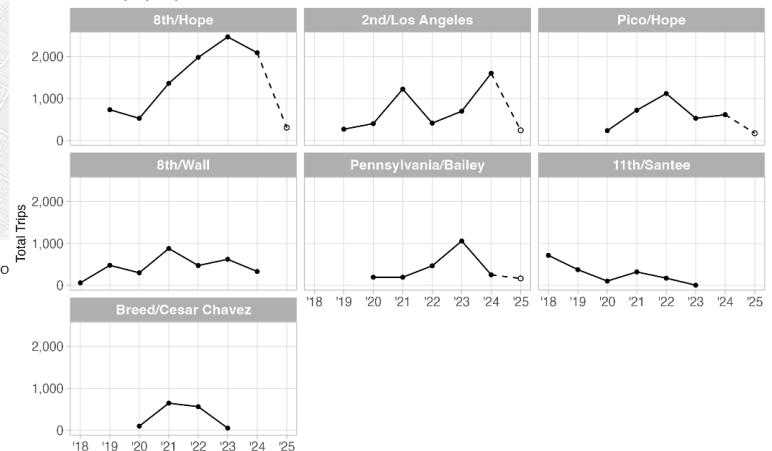
## BlueLA Ridership in Council District 14 Peaked in 2023

Total carshare trips by year, 2018–2025\*



## BlueLA Trips by Station in Council District 14

Total trips per year, 2018–2025\*



\*2025 partial year, through April. Source: BlueLA trip data