

ComEd Rideshare Pilot Executive Summary

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Executive Summary

The ComEd Rideshare pilot was a pilot program that was established under Beneficial Electrification Plan 1. The Rideshare Pilot's function was to develop Electric Vehicle (EV) use and understanding in Equity Investment Eligible Communities (EIEC). ComEd planned to partner with non-profit entities and private parking lots to host 25 sites and deploy 50 EVs with Zipcar. Zipcar was responsible for the deployment of EV assets and development of an operational use/business case for further such deployments based on high asset utilization and customer satisfaction.

The pilot team established design parameters which are outlined in the *Pilot Design Overview* section and then worked on implementation. The Rideshare pilot had great difficulty in developing a customer pipeline with suitable sites in which to deploy Zipcar electric vehicle (EV) assets with for-profit and non-profit site hosts. After the Zipcar team was unable to source the 25 sites with public, non-profit and private lots, the pilot team turned to bring in municipalities and other organizations that they had established relationships with. These established relationships unfortunately did not yield any completed project sites either. Due to this, the pilot had to further pivot to working with existing car share sites that had internal combustion engine assets and work to convert those assets to EVs. In the first year of the Pilot there were 4 sites that were deployed and active and thus performing an EM&V analysis of the pilot was difficult due to lack of operational data and scale. The sites and assets that were active did provide valuable learnings but did not provide enough information to offer programmatic insights at the initial scale that the pilot intended and which are needed to inform the structure of a full Rideshare program.

Valuable Insights:

A list of key recommendations from researching Zipcar and other rideshare programs will be covered in the *Next Steps* section of the report. The recommendations aim to provide lessons learned and best practices to develop and operate successful rideshare programs with high utilization, especially in EJ communities.

- After broad outreach efforts proved ineffective, the program relied on targeted, high-touch direct outreach which:
 - resulted in high conversion rates
 - demonstrated that focusing on a small number of likely partners is more efficient than broad recruitment.
 - focused on converting existing Zipcar sites to EV sites due to timing

- While effective, the pilot faced challenges after site commitment related to construction, permitting, and installing chargers and EVs.
- In future iterations, these challenges could be mitigated by selecting sites more intentionally, start planning and permitting conversations earlier, and involving the appropriate site host personnel from the outset.