



**Watsonville**  
CALIFORNIA

## **CITY COUNCIL AGENDA REPORT**

**MEETING DATE:** Tuesday, June 24, 2025  
**TO:** CITY COUNCIL  
**WRITTEN BY:** ENVIRONMENTAL PROJECT MANAGER VU-DUC  
**RECOMMENDED BY:** PUBLIC WORKS & UTILITIES DIRECTOR LINDBERG  
**APPROVED BY:** TAMARA VIDES, CITY MANAGER  
  
**SUBJECT:** APPROVAL TO ENTER INTO AGREEMENT WITH MIOCAR FOR 2-YEAR  
ELECTRIC CARSHARE PILOT

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### **RECOMMENDATION:**

Adopt a resolution approving a License and Maintenance Agreement with San Joaquin Valley Community Shared Mobility, Inc. for the Provision of an Electric Vehicle Car Sharing Service.

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### **BACKGROUND:**

At the March 25 meeting this year, the Council passed Resolution No. 81-25 authorizing the City to enter into a grant agreement with Ecology Action to collaborate with a large team of social equity, health, and sustainability-focused organizations on the ¡Adelante Watsonville! Project. The project is funded by a \$7.2 million California Air Resources Board (CARB) Clean Mobility In Schools (CMIS) & Sustainable Transportation Equity Program (STEP) grant to increase Watsonville's access to active and zero-emission transport by:

- Introducing an electric vehicle (EV) carshare program
- Expanding e-bikeshare services
- Installing new bicycle and pedestrian infrastructure, and
- Engaging community participation through robust bilingual and bicultural programming.

The first of these tasks is led by the EV carshare program, Miocar, a California-based non-profit organization specializing in rural and agricultural communities with existing programs in Tulare/Kern County, Richmond, and San Joaquin County. The ¡Adelante Watsonville! project funds the introduction of Miocar's electric vehicles to Watsonville for a pilot program through May 2027.

## DISCUSSION:

Carshare services enable people to rent a car for short periods, often by the hour, instead of owning one. They provide access to a fleet of vehicles at designated locations, usually through an app to offer flexibility and convenience for occasional driving needs. Carshare programs also deliver environmental benefits by providing vehicle access without ownership, which can reduce the number of private cars and complement active and public transportation modes.

Miocar is different from other carshare programs in its use of 100% zero-emission battery electric vehicles, not-for-profit operating model, and pricing (from \$4/hr and \$35/day), and wraparound bilingual orientation services designed to break down barriers to EVs, especially in Spanish-speaking communities.

Like other carshare programs, physical parking is required to domicile Miocar's fleet. The EV carshare portion of the ¡Adelante Watsonville! project identifies existing EV charger parking to implement a first phase of deployment beginning with City-owned EV chargers, though future phases are planned to expand into partnerships with commercial chargers. Phase one proposes permitted parking allocations for five (5) City parking spaces at three (3) chargers across three (3) sites:

- Airport (100 Aviation Wy): 2 parking spaces, 1 charging port
- City Hall (250 Main St): 2 parking spaces, 1 charging port
- Romo Park (335 Main St): 1 parking space, 1 charging port

Aerial images of these proposed parking allocations can be found in Schedule A of the attached agreement. Allocations include an additional, non-EV charger parking space at the Airport and City Hall parking lots to support Miocar's operating model, which provides a back-up EV to minimize service interruptions. The operation will be supported by dedicated Miocar fleet staff based in Watsonville to ensure user bookings produce fully-charged EVs.

If approved, Miocar will deploy electric vehicles to the sites above and carry out a robust community engagement campaign in collaboration with ¡Adelante Watsonville! partner agencies. This campaign includes a 2-month period of free trials for community participants.

## CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) DETERMINATION:

This action is exempt from the requirements of the California Environmental Quality Act (CEQA) in accordance with CEQA Guidelines Section 15378(b)(5), in that adopting a Resolution approving a sole source agreement for the provision and operation of an electric vehicle car sharing program does not meet CEQA's definition of a "project," because the action does not have the potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment, and because the action constitutes organizational or administrative activities of governments that will not result in direct or indirect physical changes in the environment and if a "project," is exempt under the "common sense" exception (14 Cal. Code Regs. § 15061(b)(3)) because it

can be seen with certainty that there is no possibility that this action may have a significant effect on the environment.

## **STRATEGIC PLAN:**

This item supports the following Strategic Plan priorities:

### **Infrastructure & Environment**

An electric carshare program supports environmental stewardship (2.3) to continue the City's longstanding and proactive efforts to serve as a regional leader. The item directly implements the Climate Action and Adaptation Plan (CAAP) Measure T7 EV Expansion by providing community access to EVs without requiring vehicle ownership and increasing use of public EV chargers.

### **Community Engagement & Well-being**

As one of the tasks included in the collaborative partnership of organizations named in the ¡Adelante Watsonville! project, this item also directly supports the City's priority to work with community-based organizations to provide resources for residents.

## **FINANCIAL IMPACT:**

Funding for the EV carshare will be provided by the CARB STEP grant awarded for the ¡Adelante Watsonville! project via Ecology Action. As a partnering agency on the grant application, Miocar is also proposed as a sole source selection due to their specific naming for funding as part of the CARB STEP grant. This funding benefits the City through allocation towards Miocar's costs of:

- Annual parking permits for each space occupied by a Miocar vehicle (\$2,640 total annually)
- Cost to fuel through City chargers at a proposed rate of \$0.35/kWh.

The special fuel rate of \$0.35/kWh is proposed consistent with fuel rates for the Miocar program in other participating jurisdictions and in lieu of the current public fee of \$0.22/kWh + \$0.50/hr for the first 4 hours and \$0.22/kWh + \$5.00/hr thereafter. The public time-related fees were created to encourage greater access to chargers for public users but would not apply to Miocar vehicles already paying for time through the annual parking permit. This special rate is proposed so as not to overcharge the non-profit carshare vehicle fueling while recovering cost for the electricity consumed.

In addition to the up-front financing from the grant for the program's deployment, an electric carshare program will increase use of existing EV chargers. Increased use results in greater City revenue in the form of increased Low Carbon Fuel Standard (LCFS) credits, which currently generates roughly \$1,400 annually.

## **ALTERNATIVE ACTION:**

The Council could choose not to approve the agreement.

**ATTACHMENTS AND/OR REFERENCES (IF ANY):**

None.