

Blue Indy

A Shared Electric Car Service for Indianapolis



Introduction

Blue Indy is an innovative car sharing program that allows individuals to “borrow” an electric vehicle for use within the Indianapolis metro area.

The cars are available at approximately 40 stations in Indianapolis (with more stations coming online frequently.) These stations not only support the Blue Indy cars but are also available for customers who wish to charge their own personal electric vehicles.

Customers of Blue Indy pay for their car share on a per-minute basis and can pick up and return the cars at any of the system’s stations. Customers pay only the rental fee and tax for each trip - there are no charges related to mileage, insurance, or fuel. Anyone who is 21 years or older and holds a valid driver’s license can participate in the Blue Indy program.

The key component to the Blue Indy system is real-time information related to the availability of cars, parking, and charging spaces. It is expected that the majority of interaction with the system will be performed via a mobile application.

The Sharing Process

(Blue Indy requires a membership. For information about initial registration, see “Registration” below.)

Making a Reservation

The majority of Blue Indy members will conduct short-term rentals of the electric vehicles on an on-demand basis. A member will initiate a rental by first identifying a nearby station and determining the availability of a vehicle. If a vehicle is available, the member can reserve the vehicle for 30 minutes. This allows the member time to get to the station and unlock the vehicle; the member is not charged until the trip actually starts. The reservation will identify a specific vehicle for the member.

While making the reservation the member has the option of choosing a round-trip or one-way rental. Round trips assume that the vehicle will be returned to the originating station. A one-way rental indicates that the user will park the vehicle at a different station. One-way rentals optionally allow the user to indicate the intended destination. Regardless of the type of rental, if a destination station is identified a parking space is reserved at the destination for a default time of 90 minutes.

When a member arrives at the originating station, he or she will approach the reserved vehicle’s charging port and, using their compatible mobile device, will initiate the rental via an NFC connection to the port. (This is similar to using Apple Pay or Android Pay at a checkout.) The charging port and car unlock, and the member can then remove the charging cable and enter the car. This is when the rental period officially starts and the user begins incurring charges.

The member is now able to proceed with their trip. The onboard GPS knows the user’s intended destination (if it has been established) and automatically offers users the option of receiving navigation instructions.

Returning a Vehicle

Returning a vehicle requires a reservation. If the member did not establish a destination at the outset of their rental (either indicating a round-trip or a one-way trip's destination), he or she must first make a parking reservation at one of the Blue Indy stations prior to delivery of the vehicle. The parking reservation will indicate a specific space at the destination station where the member must park.

Upon arrival at the destination, the member will exit the car and again connect his or her device to the charging portal. This will unlock the portal and allow the member access to the charging cable to attach to the vehicle. Once the vehicle is charging the rental is considered complete and the member's payment method is charged accordingly. The member is notified instantly of the total cost of the rental (as calculated by the rates identified in "Rental Pricing" below.)

Other Reservation Notes

Other than the initial 30 minute reservation, Blue Indy vehicles CANNOT be reserved ahead of time. Members who schedule a reservation and do not cancel or initiate the rental before the 30 minute time period expires will be charged a \$5 fee.

If a trip extends longer than the default 90 minutes, members can extend an existing parking reservation. If a parking space becomes unavailable, members will be directed to the nearest station with parking availability.

Making a Reservation for Charging a Personal Vehicle

Using the app, members with a personal electric vehicle can make a reservation at a Blue Indy station that has available parking spaces. The parking space is available for 30 minutes after the reservation is made. An unused charging reservation is also subject to the \$5 fee if not initiated within 30 minutes of the reservation's creation. The default duration of a charging rental is 2 hours. When the member arrives at the designated parking space at their selected station, she or he will initiate the reservation by unlocking the charging portal with their phone. This initiates the rental process.

When the member is ready to depart, he or she again unlocks the charging portal with their phone. This allows them to return the charging cable and terminates the billing for this rental. The member is notified of the costs incurred.

Registration

Individuals who wish to participate in the Blue Indy program must first register and provide some personal information. It should be possible to do this via a mobile device, but it is expected that most people will register via the website.

A membership requires the following:

- The user must be 21 years of age
- User's name and address
- User's email address and password (used to log into the website as well as the app)
- A photo of the user's valid driver's license (front and back)
- A credit card that will be stored and billed as rentals are executed

(All users must provide this information even if they only wish to charge their personal vehicle.)

Memberships and Subscriptions

Once registered, a member has a variety of subscription options.

- Daily Membership: \$0
- Weekly Membership: \$9.99/week
- Monthly Membership: \$19.99/month
- Annual Membership: \$119.99/year
- Charging Membership: \$20/year

Rental Pricing

Following are the methods used to calculate rental charges.

Daily	Weekly	Monthly	Annual
\$8.00 for 20 min. \$.40 each add'l min.	\$7.00 for 20 min. \$.35 each add'l min.	\$6.00 for 20 min. \$.30 each add'l min.	\$4.00 for 20 min. \$.20 each add'l min.

Charging a personal vehicle: **\$2/hour** (calculated by the minute with no minimum charge)

All rentals (including personal charging) are also subject to a 7% sales tax.

Other Requirements

The application must be available on compatible (NFC-bearing) devices running iOS or Android mobile operating systems.

Members must log into the application when it is first installed. Once logged in, they should not have to input their credentials again. However, for additional security, the app should be compatible with any biometric identification capabilities of the device (TouchID, for example.)

Members should be able to see a list of past rentals, including the start and end date/time, origination, destination, total charge, and a map of the route that was driven.