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Can 30 Electric Cars Reinvent A Suburban Business Park?

San Francisco is a hotbed of innovation around networked, shared transportation.

The city's young tech-savvy denizens, wanting to get from A to B, can use app-based services to fetch a ride (Uber), find parking (SFPark) and gain hourly access to just about everything with wheels — from cars and rides to scooters and bikes.

But traveling 25 miles east to Pleasanton, Calif. is like a trip back in time.

There, like in many parts of the U.S., it's standard procedure to drive alone in a gas-guzzler, motoring solo from home to work to mall and back.

Now a new pilot program, dubbed "Dash," changes that paradigm by bringing 21st Century networked mobility to a quintessential 1970s environment: the suburban business park.



Bradley Berman/ReadWrite

Dash Out For Lunch

The initiative uses 30 small electric cars — Scion IQ electric vehicles (EVs) on loan for three years from Toyota to City CarShare, a Bay Area non-profit. The EVs will soon be positioned throughout Hacienda, a square-mile residential and business development where nearly 18,000 people work, and 4,000 people live. When fully deployed, residents will be no more than a five-minute walk away from quick, easy and cheap zero-emissions mobility.

<http://www.businessinsider.com/reinventing-the-suburbs-with-electric-cars-2013-10>