



Bay Area EV Corridor

Building a regional network of EV-ready communities

California Air Resources Board

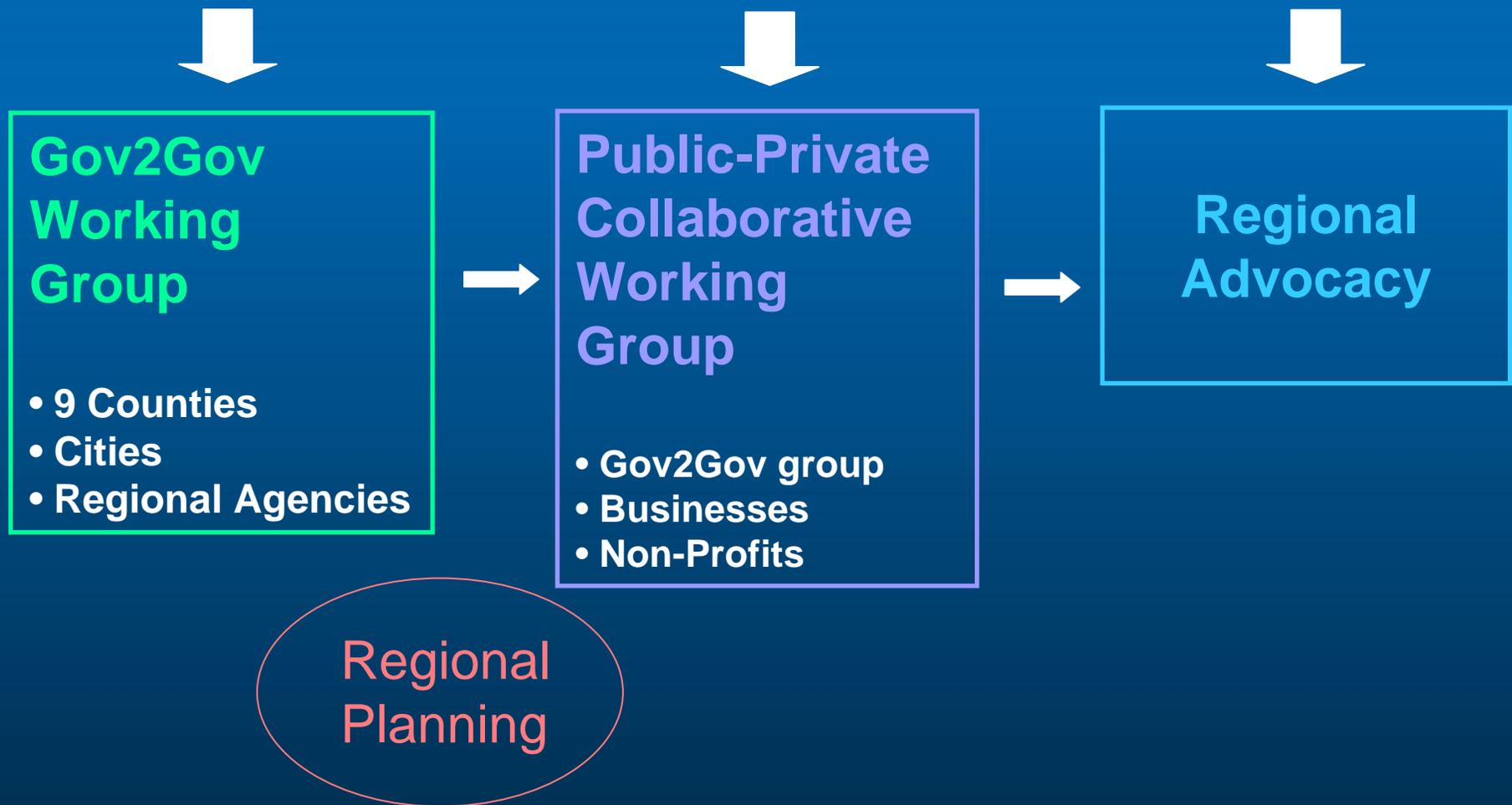
Public Meeting on Electric Vehicle Infrastructure Needs

Sacramento, CA

September 23, 2009

Bay Area EV Corridor

“Building a Regional Network of EV-Ready Communities”



Gov2Gov Working Group

First Action Area... Driven by ARRA Bid

Public Charging Stations

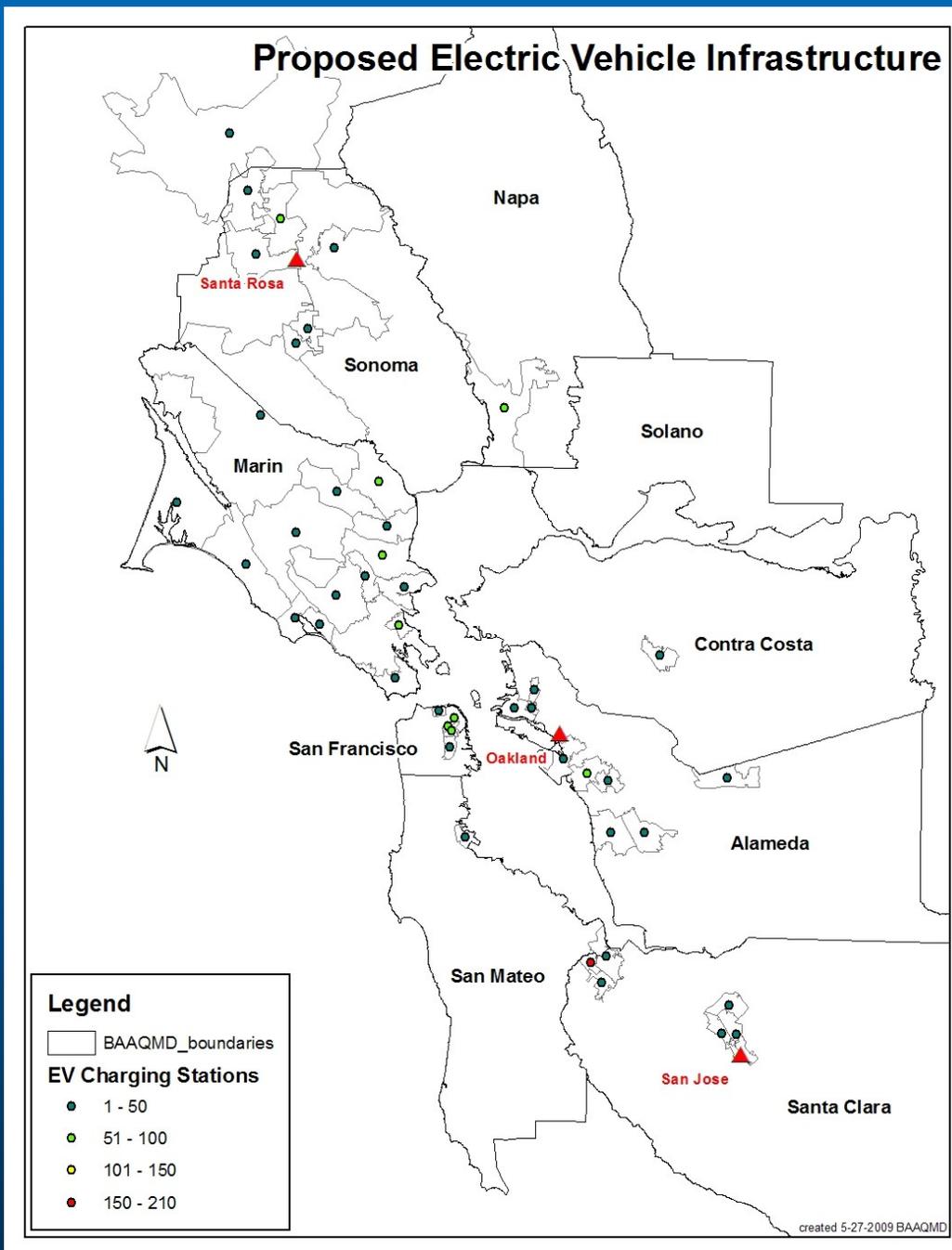
- Update Old
- Expand with New
- Policies
 - Billing
 - Universal access
 - Etc.

Gov2Gov Working Group

Regional Clean
Cities ARRA Grant
Proposal (BAAQMD)

- 109 locations
- 1,180 EVSEs

Grant not
awarded....But
starting framework
for planning Bay
Area EV Corridor



Gov2Gov Working Group

EV Corridor = More Than Public Charging Stations

Public
Charging
Stations

Expedite Charger
Permitting &
Installation

- Hassle Free
- Regional Consistency

Multi-Family
Buildings

Fleet
Coordination

New Building
Requirements

Solar Charging
Clusters

Workforce
Development

Workforce Development: Bay Area EV Training Consortium

MISSION: Develop workforce to enable Bay Area to be the “EV Capital of the U.S.”

PARTNERS: Bay Area EV Corridor employers; Workforce Boards & Comm. Colleges of S.F., Marin, & Sonoma Counties; SF EV Assoc., IBEW

CHALLENGE: How to begin ASAP to address EV charger installation “systems redesign”?

GOAL & APPROACH: With CEWTP \$, convene *EV Charger Supply Chain Workshops* to drive charger installation from ~ 2-3 weeks to ~ 2-3 days or less. (Proposal submitted 9/16/09)

EV Training Consortium – EV Charger Supply Chain Integration

- 1. Auto OEMs & dealers**
- 2. Charge station OEMs**
- 3. DPW, planning, & bldg. reps (City & County)**
- 4. Electrical contractors (incl. IBEW)**
- 5. Fleet operators (public & private)**
- 6. Utility reps**
- 7. EV Associations**
- 8. Transportation agencies**
- 9. Parking lot owners**
- 10. EV Corridor Project liaisons**

EV Charger Workshops

- **PROCESS:** Workshops @ 6 sites, 4 sessions ea., start 1/10
- **CONTENT:**
 - Locating EVSEs
 - Charge technology options, incl. Level 3
 - Bidding & contract agreements
 - EV utility metering protocols
 - Charge station permitting
 - Permit process redesign
 - Residential installations (focus on multi-family)
 - Parking lots and street installations
 - Billing and time of use issues
 - Network management and financing
 - NEV charging & right of way

Addressing EV Charge Issues Vital to Regional Environmental & Economic Goals

- **GOV-2-GOV GOAL:** Pre-solve range anxiety and “ubiquity of charge” prior to large-scale EV deployments (early 2011)
- **LEADERSHIP EDUCATION:** Key leaders must understand primacy of EV transition to AB 32 AND economic recovery
- **ECONOMIC CASE:** Value of fuel switch is \$4B/year to region w/ 50% EV mkt. share (@ \$1/GGE & \$3.50 gas)
- **ENVIRONMENTAL CASE:** 50%+ of Bay GHGs are transport-related. 30% EV penetration = 10%+ CO₂e cut across all sectors
- **ROLE OF REGIONAL POLICY:** Smart EV infrastructure planning & incentives (parking, HOT lane access) can accelerate EV transition
- **CROSS-JURISDICTIONAL COLLABORATIVE MUST DRIVE TRANSITION:** Robust public sector effort needed to drive charger installation process re-engineering and deploy incentives regionwide

Gov2Gov Ad-Hoc Planning Committee



City and County of San Francisco – Bob Hayden
& Tom Fung



County of Alameda – Doug Bond & Sarah Rea



City of San Jose – Ben Yurman-Glazer &
Laura Stuchinsky

MCEP | Marin Climate
& Energy Partnership

County of Marin – Richard Schorske



County of Sonoma – Dave Head

Setting the Stage for Regional EV Strategy



April, 2009: San Francisco City Hall – Gov-2-Gov Meeting

- Coordinated regional application for DOE Clean Cities stimulus funding

July, 2009: Oakland City Hall – Gov-2-Gov Meeting

- Broke out into vehicle and infrastructure sub-groups
- Common thread: desire to become educated on EV technology and deployment processes



Sept., 2009: San Jose City Hall – Public-Private Collaboration

- Bay Area EV Stakeholder Networking Forum: Over 170 participants from governments, regional agencies, businesses, and non-profit organizations in the region
- Speakers from CPUC (Commissioner Chong), Silicon Valley Leadership Group and Bay Area Council, 5 largest manufacturers of both EV's and charging stations
- EV Charging 101 workshop hosted by SF Clean Cities



Planned Growth of Bay Area EV Corridor

Participants report that the forum was a success...

... What's Next?

- Creation of **online community** to post event video and presentations & to spark discussion

- **Strategic planning** for coordinated efforts (gov2gov, public-private – e.g., funding, purchasing, reduce install time)

- **Educational workshops** on EV topic areas (e.g., on infrastructure install for internal project managers)

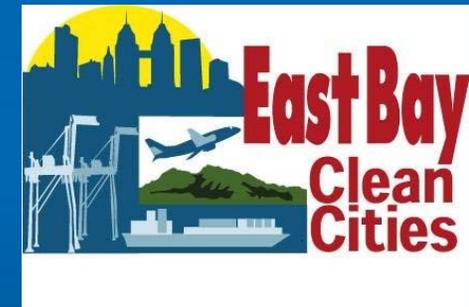
- Integration of region's **largest employers** into Corridor - to install stations for employees and public

The screenshot shows a Microsoft Internet Explorer browser window. The address bar displays the URL: <http://www.examiner.com/x-14333-Green-Transportation-Examiner-y2009m9d17-Planning-for-the-comin>. The page title is "Planning for the coming wave of electric vehicles". The browser's address bar also shows "Bay Area EV Corridor". The page content includes the Examiner.com logo, a search bar, and a navigation menu. The main article is titled "Planning for the coming wave of electric vehicles" by David Herron, dated September 17, 8:36 PM. The article text begins with "Are you ready for the electric vehicles which will soon be commonplace? Maybe you're only vaguely aware they are coming, but government leaders in the San Francisco Bay Area are very aware of this and are working with a broad range of public-private partnerships to...". A map of the Bay Area is visible, highlighting Sonoma, Napa, and Solano counties. An advertisement for "SOPRANOS PASTA" is also present on the right side of the page.

Support System for EV Education



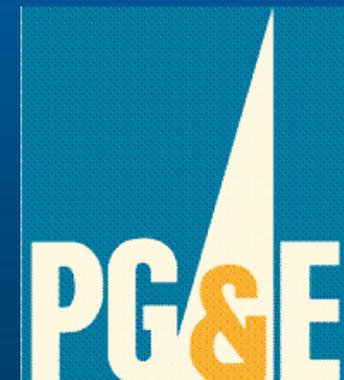
EV Charging 101
Workshop Host



Past Guest



Forum Guest /
Networking Lunch
Sponsor



Past Guest

Network for Public-Private Collaboration



**Public-Private EV
Working Group**



**Public-private
Partnership to
address major
public policy issues**



**Business-sponsored
public-policy advocacy**



**Business partnership
for greenhouse gas
emissions reductions**

Bob Hayden

SF Environment

Bob.Hayden@sfgov.org

415-355-3740

Richard Schorske

Marin Climate & Energy Partnership

richards@dsnetwork.org

415 883-2581

Sarah Rea

County of Alameda

Sarah.Rea@acgov.org

510-208-9752