



August 14, 2012

California Energy Commission
Docket Office, MS-4
1516 Ninth Street
Sacramento, CA 95814-5512

RE: 12-ALT-02: Investment Plan – Electric Vehicle Charging Infrastructure

Adopt a Charger (AAC) is grateful for the opportunity to provide feedback on the California Energy Commission's (CEC) staff draft report outlining the policies, programs, and goals aimed at furthering the deployment of alternative fuel vehicles. As advocates for plug in electric vehicles, we agree with the CEC perspective that ensuring adequate charging infrastructure is a critical step in encouraging the mass adoption of PEVs. Prior solicitations have addressed commercial, residential, workplace and fleet charging: but popular destination locations have not been adequately addressed.

As the CEC continues to assess the need for public chargers, we encourage you to consider popular destination locations. Rarely does a PEV driver require a charge at the local drug store, but it is necessary when traveling 30-40 miles to visit a National Park, California State Park, museum, or university. Because visitors often spend 2-4 hours at these spots, Level 2 charging would be appropriate with supplemental 120-volt outlets to accommodate overflow and provide charging opportunities for employees. Most of the California State Parks are strategically located along interstate freeways, which make them the perfect stopping point between major metropolitan areas. Take the example of Leo Carrillo State Beach located on Highway 1, 44 miles from Los Angeles, and 56 miles from Santa Barbara.

These non-profit organizations are actively working to reduce their carbon footprint, and all have sustainability programs to educate visitors and inspire them to do the same. Budget cuts are requiring lay offs, reduced hours and park closures; without CEC involvement and funds these projects will not happen. For a newer parking structure with adequate electrical, the average project cost is \$15-\$18 K. In a park setting the biggest challenge is getting the electrical to the curb. The average cost is \$25-\$35 K, but can increase significantly based on the availability of electricity.

Adopt a Charger would also like to suggest that the CEC consider alternative approaches to charging infrastructure. The majority of prior funding was applied to EVSPs that require a network subscription or pay per use models. According to a recent study “Are Taxpayer and Private Dollars Creating Effective Electric Vehicle Infrastructure?” by Tom Saxton, Vice President of Plug in America, the number of cars plugged in dropped by almost 60% when there was a fee involved. The competing EVSPs only add to this dilemma. Even if a driver does have one network’s card, what happens when you encounter one of the other company’s chargers? The concern is that these parking spots will not be used: drivers frustrated by access issues, businesses frustrated because parking is valuable real estate, and animosity created among EV critics who constantly see prime parking spots sitting empty.

The best way to introduce the public to plug in vehicles is to see these cars charging in the “wild”, and the best sales people are the owners themselves. When seeing a LEAF or a Volt driving down the road, most people don’t realize that they run on electricity. The connection is made when someone sees the cars plugged in and can engage in conversation with the owner about the experience. In the early adoption phase of plug in vehicles, we need to do everything we can to encourage the use of public charging. Education and outreach efforts are not effective if the chargers are under utilized. Connecting with actual drivers is the most effective way to engage the public in a conversation about electric vehicles, and it is further encouraged by providing free or sponsored charging.

Thank you for considering all charging models when allocating the next round of funding for infrastructure. Please let me know if you have any questions.

Always grateful,

Kitty Adams
Executive Director, Adopt a Charger
Kitty.adams@adoptacharger.org
(310)766-7160