

February 24, 2014

3200300

TO: Dockets Unit, California Energy Commission (docket@energy.ca.gov)
FROM: Susan Freedman, San Diego REVI Chair and SANDAG
SUBJECT: ZEV Readiness Implementation, Docket 13-ALT-01
REVI comments on the pre-solicitation workshop



I am pleased to submit these comments on behalf of the San Diego Regional Electric Vehicle Infrastructure Working Group (REVI) regarding the California Energy Commission (Energy Commission) ZEV Readiness Implementation, Docket 13-ALT-01. In particular, these comments focus on responses to the Pre-Solicitation Workshop for Implementing Regional PEV Readiness Plans held January 30, 2014.

The REVI is very interested in funding opportunities that enable it to implement its regional readiness plan, which was adopted by the SANDAG Board on January 24, 2014. Although not part of this pre-solicitation, REVI members would also be interested in more opportunities to apply for EVSE infrastructure funding (e.g., PON-13-606), but with longer windows for the solicitation to be open. As for this pre-solicitation, the workshop agenda asked that written comments address four questions, which we have responded to below.

If you have any questions or comments, please don't hesitate to contact me at SANDAG, 401 B Street, Suite 800, San Diego, CA 92101; (619) 699-7387; or Susan.Freedman@sandag.org.

Sincerely,

Susan Freedman

Susan Freedman
Chair, San Diego REVI
Senior Regional Energy Planner, SANDAG

1. Who is likely to apply for PEV implementation funding? For FCEV implementation?

SANDAG would apply for funding to implement the San Diego Region's PEV Readiness Plan, which was accepted by SANDAG's Board of Directors on Jan. 24, 2014. The Commission had awarded SANDAG the PEV readiness planning grant under PON-10-602 and SANDAG convened the San Diego Regional Electric Vehicle Infrastructure (REVI) Working Group (our region's PEVCC).

The San Diego region does not have hydrogen fueling infrastructure yet, so it would not be seeking the FCEV implementation funds.

2. Are there additional activities that should be considered and why?

Activities our region wants to address fall within the 8 activities identified by the Commission.

3. What are the highest priority needs of local government in implementing existing ZEV plans?

Leading San Diego PEV advocates met after the pre-solicitation workshop to discuss local priorities for implementing the PEV Readiness Plan. Participants included the Air Pollution Control District (APCD), California Center for Sustainable Energy (CCSE), SDG&E, City of San Diego, San Diego Regional Clean Cities Coalition (CCC) and SANDAG. The consensus was that our highest priorities fell under Activity #5:

Promoting EV awareness through education, outreach and marketing activities targeted at consumers, business owners, workplaces, local government staff, car dealerships and fleet owners. Activities may include marketing programs, websites, social media, ride and drives, brochures and training programs.

Some activities that this region would want to provide and/or expand upon include:

- Car Dealerships: During the REVI, a subgroup of above stakeholders convened to increase awareness of PEVs among local car dealerships. A brochure was developed and distributed to 20 dealerships to be placed inside the PEVs on their lots. The brochure includes information on PEV benefits, incentives, time of use rates and regional infrastructure. The information was promoted through the New Car Dealers Association and the project stakeholders a workshop to introduce the brochure to dealers.
 - The workshops served to ensure that dealers had accurate information to help consumers understand PEVs, and informed the project partners on areas where further education was needed
 - These actions were well received and we would continue these efforts by producing updated collateral and providing outreach to additional dealerships
- Permitting: Outreach on success stories for local government staff. Create peer-to-peer case studies of local governments that were able to offset permit costs, streamline the permit through inspection processes, and/or provide services online.
 - For the REVI, permitting methods were shared across jurisdictions; some cities became leaders on EVSE permit/inspections. We'll build on these efforts, produce collateral and educational materials for municipal staff on ways this has been more successful.
 - We could host a series 'knowledge sharing' forums on specific ZEV topics (such as on-street EV charging infrastructure, EV workplace charging, government EV fleet implementation) with all the regional jurisdictions.
 - The focus of these actions is education/outreach so it's listed here instead of under Activity #1.
- Consumer education and events on PEVs, including Ride and Drives, workshops, training and FAQ sessions, and social media.
- Jointly undertake outreach to public and private fleets with our local Clean Cities Coalition. This could include educational events and Ride and Drives.

- Safety training – for 1st responders and freeway service patrols.
- Ongoing planning and development of a regional PEV eco-system via reoccurring workshops for government staff.
- DC Fast Charger upgrades: Existing (or planned) DC Fast-Chargers in the San Diego region would benefit greatly from additional funding to retrofit existing (or soon to be installed) chargers with existing CHAdeMO outlets to the new SAE Combo standard.

4. What level of funding is necessary to achieve the ZEV goals in a region?

Our local governments, public agencies and APCD do not have a funding source to address ZEVs, so any and all assistance from the state is appreciated. Some agencies (including SANDAG) have general funding to address energy and/or climate change planning and implementation. It is not specific to ZEV, but could potentially be leveraged as well as some in-kind staff time from some agencies.

For the next phase of PEV readiness activities, we would seek \$250,000-\$400,000 and request that match requirements not exceed 15% (preferably 10% or none for public agencies and/or nonprofits). The level of funding would dictate the depth and breadth to which education, training and marketing activities could be undertaken.

This region would prefer at least 3 months between the release date of any solicitation and when it is due to the Commission.