

DOCKETED	
Docket Number:	22-TRAN-02
Project Title:	ZEV Signage Initiative
TN #:	244385
Document Title:	Notice of Informational Workshop to Assess Potential to Increase Visibility of EV Charging Stations in CA Through Signage
Description:	September 6, 2022 1:00 p.m. to 3:00 p.m. Remote Access Only
Filer:	Spencer Kelley
Organization:	California Energy Commission
Submitter Role:	Commission Staff
Submission Date:	8/9/2022 9:18:21 AM
Docketed Date:	8/9/2022

CALIFORNIA ENERGY COMMISSION

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Sacramento, California 95814

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CEC-70 (Revised 06/2022)

*IN THE MATTER OF:*

*Initiative to Increase Visibility of Electric
Vehicle (EV) Charging Stations in California
Through Signage*

Docket No. 22-TRAN-02

NOTICE OF REMOTE-ACCESS
WORKSHOP

RE: Use of Signage and Other
Strategies to Increase Visibility of EV
Charging Options

Notice of Informational Workshop to Assess Potential to Increase Visibility of EV Charging Stations in California Through Signage and Other Related Strategies

September 6, 2022

1:00 p.m. to 3:00 p.m.

Remote Access Only

See Attendance Instructions.

The California Energy Commission (CEC) will host an informational workshop to assess the potential for increasing the visibility of new and existing electric vehicle (EV) charging stations and hydrogen refueling stations through 1) the installation of locational signs along California freeways, highways, and other roadways indicating the presence of charging stations, and 2) the use of green paint to indicate the presence of EV charging spaces at new and existing charging stations. Staff will also solicit feedback on the concept of indicators on license plates to help promote ZEV awareness, including prefixes as part of license plate numbers or green shaded license plates to indicate zero-emission vehicles.

The workshop will be held remotely. The public can participate in the workshop consistent with the attendance instructions below. The CEC aims to begin promptly at the start time posted and the end time is an estimate based on the proposed agenda. The workshop may end sooner or later than the posted end time.

Agenda

The purpose of this workshop is to gather stakeholder input and feedback on several topics:

Signage

- Assess the level of interest among stakeholders to sponsor and manage freeway and highway signage installations, and signage installations on urban streets and boulevards;
- Determine the range of costs for signage installations;
- Identify potential project applicants if a grant funding solicitation is released; and
- Identify issues and challenges for signage installation projects that should be considered as part of a grant program.

Green-Painted Parking Spaces

- Assess the feasibility of requiring green-painted parking spaces at EV charger sites for CEC-funded charging stations;
- Identify potential issues or conflicts with local, state, or federal laws or regulations;
- Identify permitting requirements; and
- Determine the range of costs to paint EV parking spaces green at new and legacy charging stations.

License Plate Identification

- Assess the feasibility of using California Department of Motor Vehicles' (DMV) Special Interest License Plates to promote EV awareness through the introduction of green license plates or prefixes to license plate numbers.

General

- Solicit stakeholder feedback on the utility of increasing the visibility of EV charging stations through installation of informational and locational signage and requiring green-painted spaces
 - Determine if these types of measures help to persuade consumers to switch to EVs and whether these measures help current EV drivers find charging stations.

Background

California's markets for zero-emission vehicle (ZEV) sales, and the charging and refueling infrastructure needed to support them, are growing rapidly. ZEV sales surpassed the one million vehicle mark in January 2022, and there are approximately 35,000 publicly accessible Level 2 and direct current fast chargers available at over 14,000 sites. Tens of thousands of additional charging and hydrogen refueling stations will be installed due to the large influx of state and federal funding.

Motorists who have switched to ZEVs, or who are strongly interested in purchasing a ZEV must identify the location of charging and refueling stations along motorists' travel routes; potential ZEV drivers need to know that they can recharge and refuel conveniently and without worry or "range anxiety."

Signage

According to the U.S. Department of Energy's Alternative Fuel Data Center (AFDC), "Appropriate charging station signage can help EV drivers navigate to and identify charging stations ... and enable uptake of EVs by providing visibility for charging infrastructure to prospective EV drivers."¹

The best available data from Caltrans indicates that about 200 EV charger locator signs have been installed along California freeway corridors. Only 50 of these identify fast charger locations. There is a significant imbalance between the physical, visual cues available for EV charging sites and fossil fuel stations.

CEC staff believe that funding a grant solicitation opportunity to fund the planning and installation of physical locator signs for EV charging and hydrogen refueling stations along California's freeways and highways, and along major surface boulevards within large metropolitan regions, will benefit Californians and the ZEV market.

Green Paint on EV Charging Spaces

Using green paint to highlight parking spaces dedicated to EV chargers is another method to raise the visibility of EV charging opportunities. As with signage, green painted charger spaces can help inform internal combustion engine (ICE) drivers about the availability of EV charging stations along their travel routes and help EV drivers locate charging stalls.

The use of green paint to delineate EV charging spaces is relatively common in Europe. In the U.S., the State of Washington requires green paint for EV charging spaces, while the States of Minnesota and Massachusetts encourage the use of green paint at state-funded charger stations. During the workshop, staff will solicit stakeholder feedback on a potential CEC initiative to incorporate green-painted charger spaces into grant agreements.

License Plate Identification

The California DMV administers its Special Interest License Plate Program to help draw attention to a variety of interests and causes. Examples include specialty plates for kids, whales, Lake Tahoe, and California fire fighters. DMV offers 15 special interest license plates. Costs average \$50 per specialty plate and proceeds are donated to the sponsoring organizations.

<https://www.dmv.ca.gov/portal/vehicle-registration/license-plates-decals-and-placards/california-license-plates/special-interest-license-plates/>

Staff will explore the feasibility and utility of using DMV's Specialty Plate Program to promote EV awareness through development of a green EV specialty license plate or prefixes to license plate numbers.

The workshop will include additional background information and panel discussions from stakeholders and signage experts. More detailed information will be made available prior to the workshop.

¹ U.S. Department of Energy, Alternative Fuels Data Center, "[Signage for Electric Vehicle Charging Stations.](https://afdc.energy.gov/fuels/electricity_charging_station_signage.html)" 2022, https://afdc.energy.gov/fuels/electricity_charging_station_signage.html.

Remote Attendance Instructions

The workshop may be accessed by clicking the Zoom link below or visiting [Zoom](#) at <https://join.zoom.us> and entering the ID and password for the workshop listed below. If you experience difficulties joining, contact Zoom at (888) 799-9666 ext. 2, or the CEC Public Advisor at publicadvisor@energy.ca.gov, or by phone at (916) 957-7910.

Link to Workshop:

<https://energy.zoom.us/j/93701144298?pwd=SnFjWHdTS1VBcmNjM3o5eEJ6dWlGdz09>

Workshop ID: 937 0114 4298

Workshop Password: 946582

Use the "raise hand" feature to indicate you want to speak and the event facilitator will indicate when your line is open and ready for you to make comment.

To Participate by Telephone, dial (213) 338-8477 (toll) or (877) 853-5257 (toll free). When prompted, enter ID number: 937 0114 4298. To comment, dial *9 to "raise your hand" and *6 to mute/unmute your phone line.

Zoom's closed captioning service will be enabled for the meeting. At the bottom of the screen, click the Live Transcript CC icon and choose "Show Subtitle" or "View Full Transcript" from the pop-up menu. To stop closed captioning, close the "Live Transcript" or select "Hide Subtitle" from the pop-up menu. If joining by phone, closed captioning is automatic and cannot be turned off. While closed captioning is available in real-time, it can include errors. A more accurate transcript of the workshop will be docketed and posted as soon as possible after the meeting concludes.

Public Comment

The CEC encourages the use of its electronic commenting system. Visit the e-commenting page for this docket [22-TRAN-02](#) at

<https://efiling.energy.ca.gov/EComment/EComment.aspx?docketnumber=22-TRAN-02>. Enter your contact information and a subject title that describes your comment. Comments may be included in the "Comment Text" box or attached as a downloadable, searchable document in Microsoft® Word or Adobe® Acrobat®. The maximum file size allowed is 10 MB.

Oral comments will be accepted at the end of the workshop. Comments may be limited to three minutes or less per speaker and one person per organization. To comment via Zoom, use the "raise hand" feature so the administrator can announce your name and unmute you. If you are participating by telephone, press *9 to "raise your hand" and *6 to mute/unmute.

Written comments may be submitted to the Docket Unit by 5:00 p.m. on September 26, 2022. Written and oral comments, attachments, and associated contact information (including address, phone number, and email address) will become part of the public record of this proceeding with access available via any internet search engine. Written comments may be submitted by email. Include docket number 22-TRAN-02 and Initiative to Increase the Visibility of EV Charging Stations in the subject line and email to docket@energy.ca.gov.

A paper copy may be mailed to:

California Energy Commission
Docket Unit, MS-4
Docket No. 22-TRAN-02
715 P Street
Sacramento, California 95814

Public Advisor. The CEC's Public Advisor assists the public with participation in CEC proceedings. To request assistance, interpreting services, or reasonable modifications and accommodations, call (916) 957-7910 or email publicadvisor@energy.ca.gov as soon as possible but at least five days in advance of the workshop. The CEC will work diligently to meet all requests based on availability.

Media Inquiries. Email mediaoffice@energy.ca.gov or call (916) 654-4989.

Technical Subject and General Inquiries. Email Jim McKinney at jim.mckinney@energy.ca.gov

Availability of Documents. Documents and presentations for this meeting will be available on the [22-TRAN-02 docket log](#), at <https://efiling.energy.ca.gov//Lists/DocketLog.aspx?docketnumber=22-TRAN-02&userId=12656>. When new information is posted, an email will be sent to those subscribed to the Clean Transportation Program; Transportation; Opportunity; Disadvantaged Communities Advisory Group subscription topic(s). To receive these notices or notices of other email subscription topics, visit [Subscriptions](#), at <https://www.energy.ca.gov/subscriptions>.

Dated August 9, 2022, at Sacramento, California

Hannon Rasool

Hannon Rasool
Director, Fuels and Transportation Division

Subscriptions: Clean Transportation Program, Transportation, Opportunity, Disadvantaged Communities Advisory Group