



The 27th INTERNATIONAL
ELECTRIC VEHICLE
SYMPOSIUM & EXHIBITION
BARCELONA
17th-20th November 2013



CALIFORNIA

PLUG-IN ELECTRIC VEHICLE
COLLABORATIVE

Mission

The California Plug-In Electric Vehicle Collaborative, a multi-stakeholder, public-private partnership, is working to ensure a strong and enduring transition to a robust plug-in electric vehicle market in California.

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- Close to 4,000* Level 2 (220V) charging stations and 67 DCFC
- Almost \$25M in CA state funding for PEV infrastructure (2010-2013)
- 200 NRG “Freedom Stations” and 10,000 Level 2 “make-ready’s” for multi-unit dwellings, workplaces, schools and hospitals
- 11 Tesla Supercharger locations with more coming



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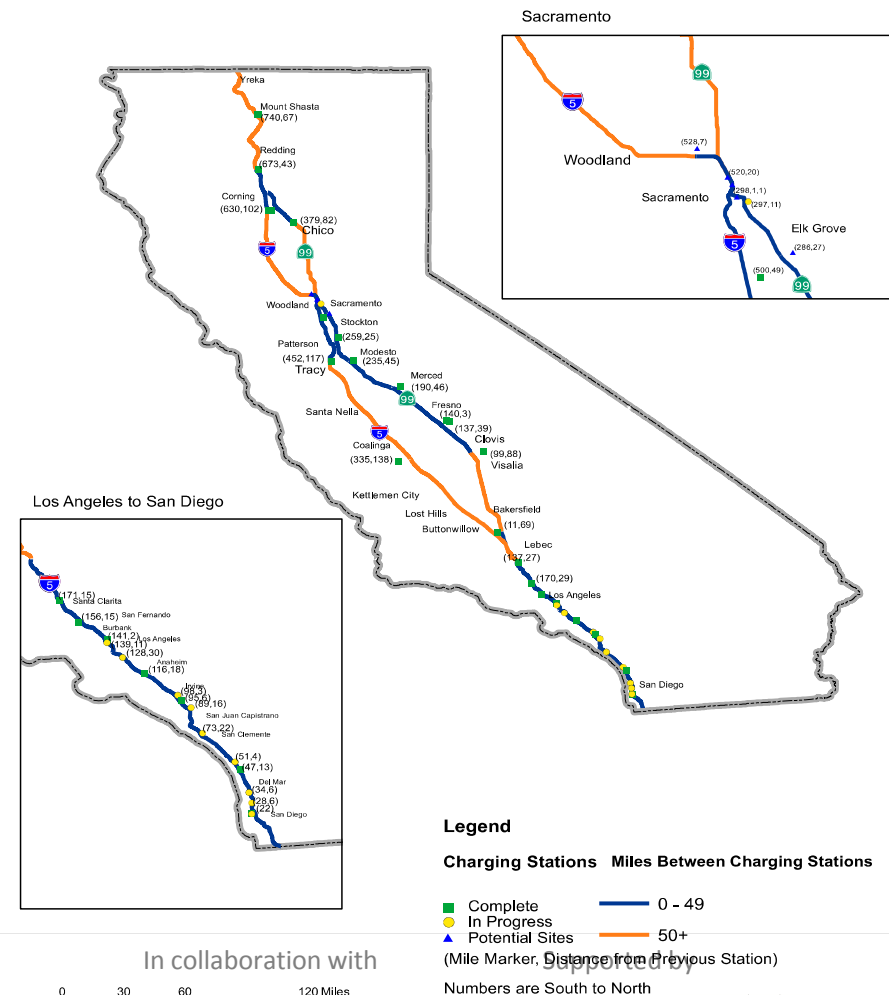


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West Coast Electric Highway

- CA is committed to this project
- To date, CA has concentrated on connecting metropolitan areas
- State has \$6M in funding available for chargers in rural areas along corridors – this could include areas north of Sacramento

ZEV Charging Stations Along the West Coast Electric Highway in California



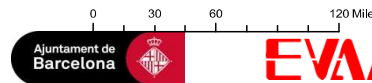
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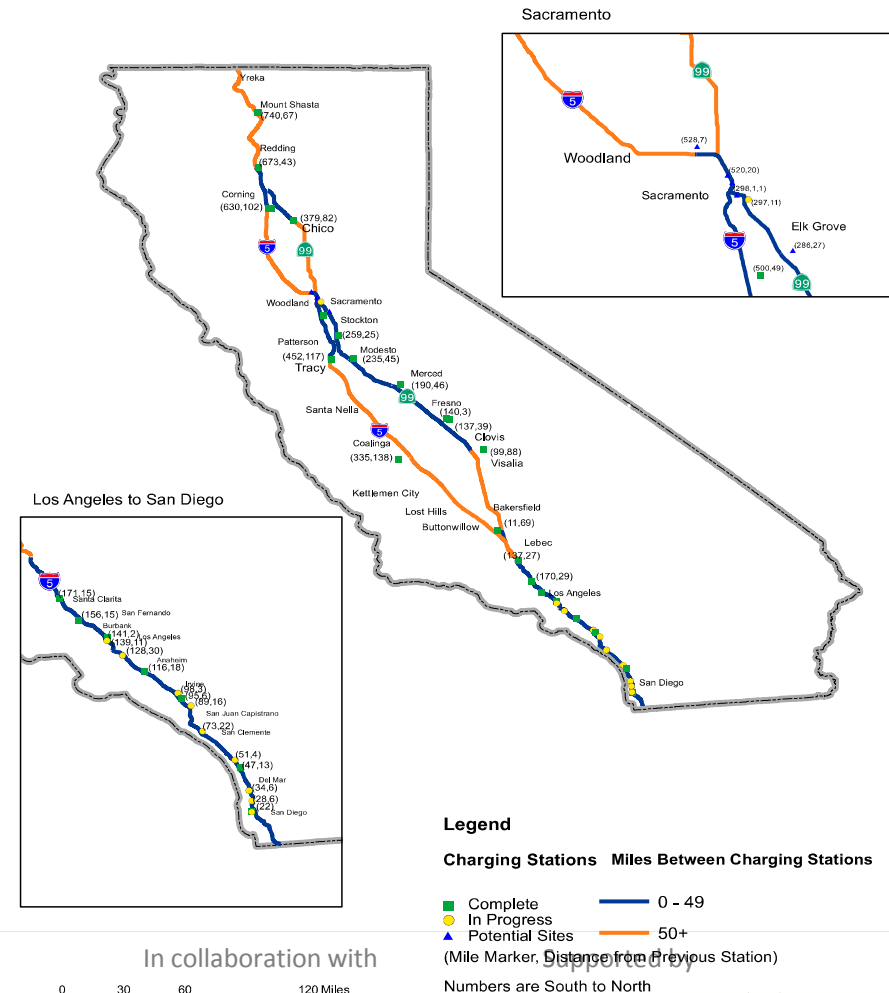


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West Coast Electric Highway

- Tesla super chargers currently connect Sacramento to Oregon
- NRG “Freedom Stations” will connect Mexico to Santa Barbara by Q1 2014

ZEV Charging Stations Along the West Coast Electric Highway in California



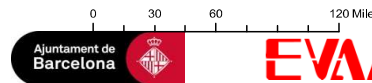
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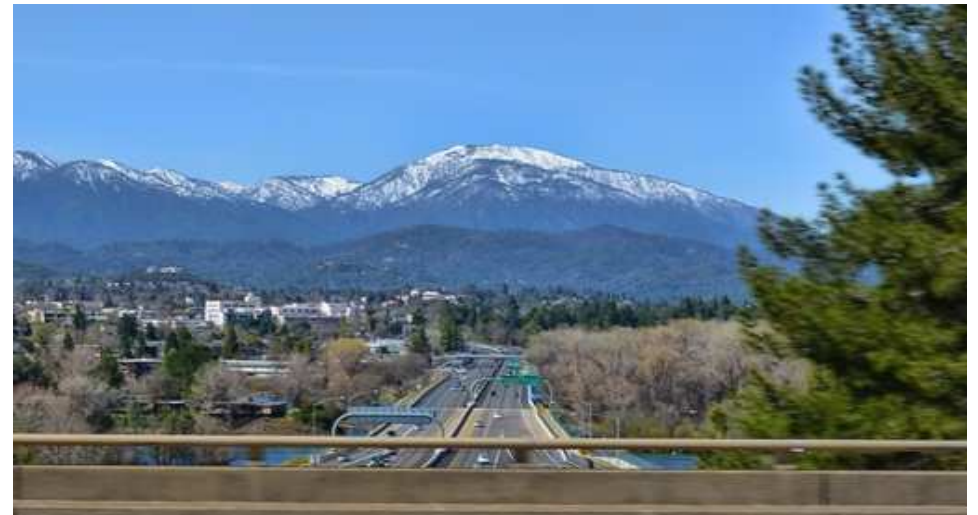
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West Coast Electric Highway – California Challenges

- Low population areas with few PEVs
- Steep topography between towns
- Power capacity can be limited in rural communities
- Lack of internet access to support electronic payments



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Workplace Charging

- *Best Practices for WPC (CALSTART)*
- *Amping Up California Workplaces: 20 case studies on PEV charging at work*
- Decision Guides
 - Why Employers Should Install WPC for PEV
 - Employers' Guide to Installing WPC for PEVs
 - How Can I Get PEV Charging at my Workplace?



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Charger Installations at Multi-unit Dwellings

- *PEV Charging Infrastructure Guidelines for Multi-unit Dwellings*
- Decision Guides:
 - PEV Charging Guide for Property Owners, Managers and Homeowner Associations of Multi-unit Dwellings
 - PEV Charging Guide for Residents of Multi-unit Dwellings



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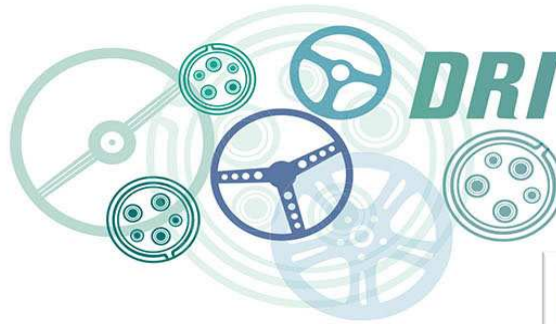
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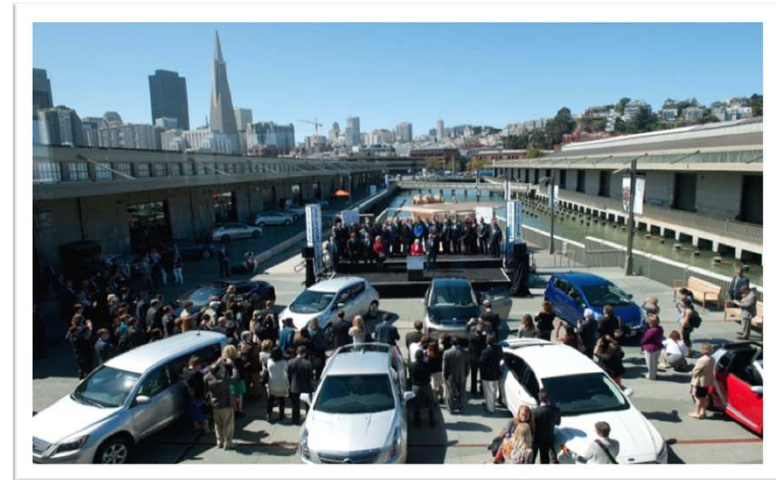
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DRIVE THE DREAM

- September 16, 2013 in San Francisco
- 50 corporate executives met with the Governor including:
 - Google, Coca-Cola, Walgreens
- Corporate commitments:
 - Chargers: 2033
 - Vehicles: 1509
- At the event:
 - PEVs: 17
 - Motorcycles: 3
 - Delivery trucks: 1
 - Charging units: 2
 - Attendees: Over 150



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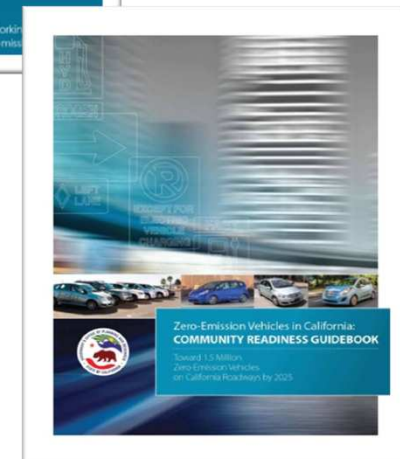
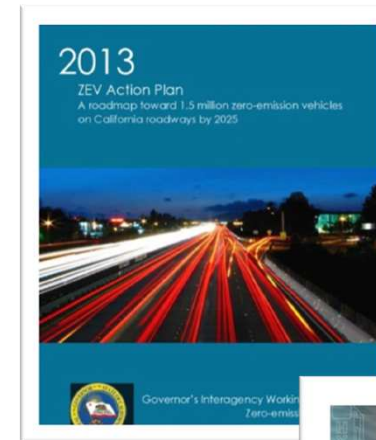


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- ZEV Regulation
 - About 14% of all cars sold must be ZEVs by 2025
- Governor's ZEV Action Plan
 - Calls for 1.5M ZEVs by 2025
 - Infrastructure to support 1M ZEVs by 2020
 - State **fleet** adoption of ZEVs 10% by 2015, 25% by 2020
- ZEV Guidebook
 - Information for PEVs and Fuel Cell Vehicles
- Statewide Infrastructure Plan
 - Planned release - End of 2013



www.opr.ca.gov/s_zero-emissionvehicles.php

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PEV Incentives

- California Clean Vehicle Rebate Project

- \$2,500 BEVs, \$1,500 PHEVs
- Almost \$64M allocated 2010-2013



- Federal tax credits

- Up to \$7,500 for BEVs and PHEVs – amount depends on battery size

- Federal infrastructure tax credits

- Residents: Up to \$1,000 for equipment
- Fleets: Up to 30% of the cost of installation, not to exceed \$30,000

- Carpool / HOV stickers

- Local incentives

- Free Parking



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- **AB 8** - Extends funding aimed at reducing auto emissions in California until 2024 (light, medium and heavy duty vehicles)
 - *\$100 million allocated annually since 2009*
- **SB 359** – Provides almost \$50 million to continue funding vehicle incentive programs
- **SB 286 and AB 266** – Extends HOV lane access until 2019
- **AB 1092** - Requires standards for electric vehicle charging infrastructure in multi-family housing and non-residential developments
- **SB 454** – Creates Electric Vehicle Charging Stations Open Access Act

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PEV Resource Center



- Helps car buyers find the right PEV
- Includes certified vehicles
- Charging
- Costs – cars and fueling
- Incentives search



www.driveclean.ca.gov/pev

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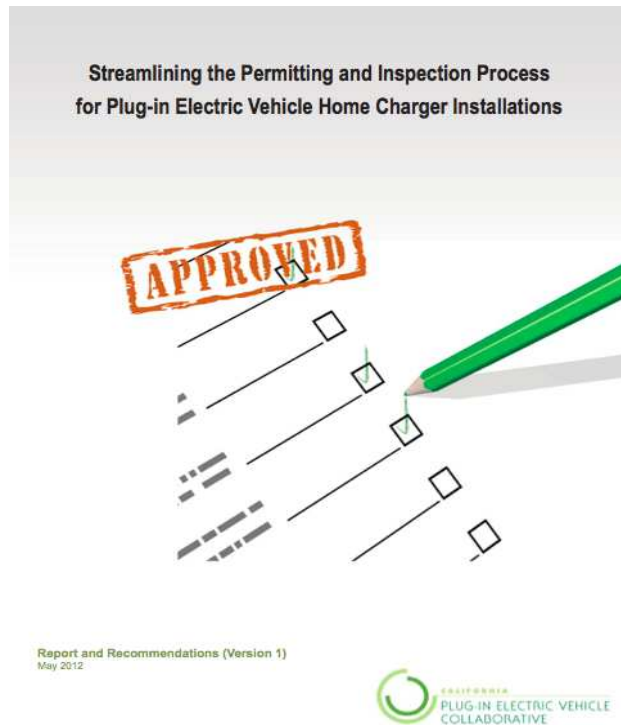


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HOW DO COMMUNITIES BECOME PEV READY?



California is leading the nation in Plug-in Electric Vehicle (PEV) sales today, with dozens of new plug-in models coming to market. PEVs benefit local communities by bringing jobs, healthy air, a reduced carbon footprint, quieter streets, incentive funding and opportunities for leadership.

KEY MESSAGES

- PEV Ready Communities Take Action**
 - Streamline construction permitting and inspection processes for PEV charging installation; train permitting staff and building officials.
 - Offer first responder training to police and fire personnel.
 - Update building codes, zoning and parking rules to be PEV ready.
 - Address PEV charging needs in apartments and condos.
 - Create a plan to deploy public charging and participate in regional infrastructure planning.
 - Encourage local employers to offer customer and workplace charging.
 - Utilize the resources of the local electric utility to promote PEV education and training.
 - Communicate what's being done to be PEV ready, why it's good for the community, and quality of life benefits.
- Leadership "Walks the Talk"**
 - Identify a PEV champion in your organization or community to guide the process of becoming PEV Ready.
 - Purchase and drive a PEV and install workplace and public charging.
 - Establish incentives for home and commercial charging, as well as preferential PEV parking. Encourage green businesses.

"It Takes a Village" to Become PEV Ready: Stakeholders and Roles



Source: California PEV Collaborative (2008-1)

Communication Guide 5
12/01/2012

www.PEVcollaborative.org

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