CCA EV Program Strategies

Richard Schorske
Executive Director, EV Alliance & ZNE Alliance
CEO, E-Mobility Group  |  10.23.19
richards@znealliance.net  |  www.znealliance.net
EV Alliance

Mission
- Founded 2009 to accelerate mass adoption of EVs
- Focused on EV planning, infrastructure, fleets, & market acceleration
- Clients and partners: CCAs, local governments, EV industry leaders

CCA EV Plans
- Silicon Valley Clean Energy, Lancaster Choice Energy (ongoing)

City & Regional EV Action Plans
- San Francisco, Monterey Bay Area, Central Coast, Richmond
- Port of Long Beach, Ventura County, Kingdom of Jordan

Best Practice Guidance
- *Ready, Set, Charge California! Guide to EV-Ready Communities*
- *Linking EVs, Fast Chargers, & Storage to the California Grid*
- *Bay Area MUD Strategies for EV Charging and EV Deployment*
EV Alliance

EV Infrastructure Project Leadership
- Bay Area EV Project (400+ ports in 23 cities)
- Bay Area & Central Coast Charge Ahead Projects (70+ EV ports)

EV Market Acceleration
- Established California Network of EV Coordinating Councils
- Co-Founded Bay Area EV Strategic Council
- Bay Area *Experience Electric* Ride & Drive Campaign (6000 drives)

E-Fleet Projects
- E-Fleet Accelerator – tech assistance for fleet electrification
- California E-Bus to Grid Integration Project (Antelope Valley Transit)
## Evolution of CCA EV Programs

<table>
<thead>
<tr>
<th>INITIAL FOCUS</th>
<th>Pro</th>
<th>Con</th>
<th>Trend</th>
</tr>
</thead>
</table>
| **EVSE Residential Incentives & Vehicle Incentives** | • Easy to administer  
• Builds on existing customer relationship  
• Reduces cost barriers to EV ownership | • Limited adoption impact per $  
• Lots of other players (IOUs, APCDs, CARB) | • Continuing but w/ differentiated focus (e.g. low income, MUDs) |

<table>
<thead>
<tr>
<th>NEW FOCUS</th>
<th>Pro</th>
<th>Con</th>
<th>Trend</th>
</tr>
</thead>
</table>
| **Multi-Unit Development (MUD) Incentives for EVSE** | • Targets under-served segment with large growth potential (50% of residents in MUD)  
• Can link to building decarb, solar/storage | • More complex  
• Higher cost per port deployed  
• T.A. required  
• Longer time to impact | • More CCAs, IOU, State $ for MUD  
• Can be combined w/ shared EVs  
• Shared EVSE reduces unit cost |
| **Fleets** | • Provides more GHG reduction per $  
• High-visibility impact w/public & TNC fleets  
• VPP potential (esp. with e-School Buses) | • Scaled funding needed for upgrade costs  
• Hands-on T.A. very important  
• Not cookie cutter | • IOU make readies over-subscribed  
• Products ready in 2020+  
• “As a service” models emerging |
Overview of Leading CCA EV Programs

Sonoma Clean Power

EVSE Incentive
- SCP pays for residential EVSE, customer pays tax & installation
- Requires upgrade to EverGreen 100% renewable service

EV Incentive
- $2K standard incentive & $3500 for CARE customers
- Negotiated discounts with 7 OEMs & dealers
- Used EV incentives ($1K vs. $2K CARE)

GridSavvy Program
- Aggregates mg’t of smart thermostats, DERs, & EVSE
- Vision is to bid aggregated resources into the wholesale market – including DR, day-ahead, frequency, etc.
Overview of Leading CCA EV Programs

Peninsula Clean Energy
- MUD program with in-depth assistance for owners
- $1k EV Incentives with adder for low-income households w/ CBOs
- Rebates in range of $3000/EVSE for 2020 (public)
- Extensive Ride and Drives with REACH strategies – 12% conversion to purchase in 6 months
- Fleet program in development
- Substantial ($8M+) program of ratepayer investment with $12M CAL-eVIP contribution
- EV key to decarb – large ratepayer investment
Overview of Leading CCA EV Programs

SVCE MUD Program Design

**Goal:** *Increase Cost-Efficient EV Charging in Garden Apartments*

**Program Design**

- Provide site planning assistance for property owners – including load studies
- Focus initial technical assistance on 40 large properties w/ 10,000 units (larger garden units were least coast to serve)
- Provide substantial incentives for near 100% cost coverage

**Theory of Action**

- With intensive T.A. and 100% incentive, many owners will install EVSE
- Once charging is in place, EV adoption will increase
- As EV-ready apartments become more common, renters will demand them
- CCA participation can be a difference-maker, as IOU & state efforts lag

**Investment**

- $225K for site plans in Year 1+ for ~12 large buildings
- $4.5K to $15K per port – with lower cost per EV served w/ shared approach
How Can Cities & CCAs **Jointly** Accelerate EV Deployment?

1. **Establish CCAs As Hub for EV Action**: Organize regionally to develop competitive proposals for EV Infrastructure from CEC (CAL-eVIP), CARB, APCDs. CCAs can & should be EV planning hub.

2. **Provide incentives for EVSE deployment in MUDs** in tandem with aggressive new MUD EVSE requirements, e.g. 20% EV Ready

3. **Integrate Climate & EV Messaging & Recognition** - “Electrify Everything” campaign with *Climate Emergency Mobilizations* and Leadership Recognition can build support for Decarb & EV

4. **Set robust public fleet electrification targets** with electric School and Transit Buses as a priority target (visibility & public health)

5. **Launch E-Fleet Accelerator** program and engage leading private operators w/ robust targets (e.g. 50% electric by 2025)

6. **Sponsor large-scale & ongoing Ride & Drive events** with leading employers at major venues

**EV/Alliance**
CCAs and Cities Advancing E-Mobility Together!

1. **To solve for congestion** -- focus on micro-mobility & sharing
   - Shared E-Bikes (with bike lane improvements)
   - Shared E-Scooters and EVs
2. **To solve for emissions** -- focus on:
   - E-Buses (school & transit)
   - E-Trucks
3. **To solve for equity** -- focus on:
   - School & transit bus electrification
   - MUD charging – w/ electrification, solar, and storage
   - EV car share with MUDs (e.g., Envoy model)
   - Facilitate used EV purchases (w/ AQMDs, CARB)
   - Prioritize electrification of taxis and TNC vehicles (uber/Lyft)
     - Provide “adder” for rebates to full-time TNC drivers
Thank You!

richards@ZneAlliance.net