

# CCA EV Program Strategies

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# EV Alliance

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## 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

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## 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

INITIAL FOCUS	Pro	Con	Trend
<b>EVSE Residential Incentives &amp; Vehicle Incentives</b>	<ul style="list-style-type: none"> <li>• Easy to administer</li> <li>• Builds on existing customer relationship</li> <li>• Reduces cost barriers to EV ownership</li> </ul>	<ul style="list-style-type: none"> <li>• Limited adoption impact per \$</li> <li>• Lots of other players (IOUs, APCDs, CARB)</li> </ul>	<ul style="list-style-type: none"> <li>• Continuing but w/ differentiated focus (e.g. low income, MUDs)</li> </ul>
NEW FOCUS			
<b>Multi-Unit Development (MUD) Incentives for EVSE</b>	<ul style="list-style-type: none"> <li>• Targets under-served segment with large growth potential (50% of residents in MUD)</li> <li>• Can link to building decarb, solar/storage</li> </ul>	<ul style="list-style-type: none"> <li>• More complex</li> <li>• Higher cost per port deployed</li> <li>• T.A. required</li> <li>• Longer time to impact</li> </ul>	<ul style="list-style-type: none"> <li>• More CCAs, IOU, State \$ for MUD</li> <li>• Can be combined w/ shared EVs</li> <li>• Shared EVSE reduces unit cost</li> </ul>
<b>Fleets</b>	<ul style="list-style-type: none"> <li>• Provides more GHG reduction per \$</li> <li>• High-visibility impact w/public &amp; TNC fleets</li> <li>• VPP potential (esp. with e-School Buses)</li> </ul>	<ul style="list-style-type: none"> <li>• Scaled funding needed for upgrade costs</li> <li>• Hands-on T.A. very important</li> <li>• Not cookie cutter</li> </ul>	<ul style="list-style-type: none"> <li>• IOU make readies over-subscribed</li> <li>• Products ready in 2020+</li> <li>• “As a service” models emerging</li> </ul>

# 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



# 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!

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