

# **Southern California Plug-In Electric Vehicle Coordinating Council**

Tuesday, June 5, 2012 - 10:00 a.m. – 12:00 p.m.

## **Meeting Notes**

### **1. Welcome and Introductions**

- Jacob Lieb – SCAG
- Matt Horton – SCAG
- Jennifer Sarnecki – SCAG
- Annie Hoeksma – SCAG
- Steve Smith - San Bernardino
- John Procter – SCAG/Ventura Office
- Tomas Olivas – SCAG/Imperial Office
- Curt Gibbs – CRA LA/LA Clean Tech Incubator
- Georgia Seivright – Clean Cities Coachella Valley
- Dipankar Sarkar – SCAQMD
- Heather Merenda – City of Santa Clarita
- Rick Teebay – LA County
- Wayne King – City of LA, Clean Cities Coalition
- Nancy Pfeffer– Gateway Cities Council Governments
- Jennifer DiCiano – Western Riverside Council of Governments
- Barbara Spoonhour – Western Riverside Council of Governments
- Cris Liban – Metro
- Ross Almazan – SCE
- Brett Williams – UCLA
- Scott Briasco– LADWP
- Avid Boustani – LA Mayor’s Office
- Tom Wheat – SCE
- Patricia Kwon – SCAQMD
- J.R. DeShazo – UCLA Luskin Center
- Alex Pugh – SCE
- Wally Siembab– South Bay Cities Council of Governments
- Stan Cowan – Ventura County Air Pollution Control District
- Ayala Ben-Yehuda – UCLA Luskin Center
- Bob Graham – SCE
- Beth Neaman – SCE
- Eydie Galper – LAEDC

### **2. SoCal PEVCC Mission Statement & Charter – Jennifer Sarnecki**

- CEC would like Coordinating Council to continue beyond the end of the grant
- Mission Statement & Charter requirement
- Last 3 bullets on 2<sup>nd</sup> page are new
- Nominated and confirmed Council Chair – Rick Teebay, LA County

- Nominated and confirmed Council Vice Chair – Patricia Kwon, SCAQMD
  - Roles will be defined moving forward
- Everyone should review mission and charter one more time and let Jennifer know by June 22 if there are any issues
- No formal process identified in the Charter for non-core members

### 3. Grant Updates

- CA Energy Commission Grant – Jennifer Sarnecki, SCAG
  - Currently under internal review
  - Signed agreement is anticipated in August
  - Key responsibilities fall under SCAG
    - Working with South Bay Cities Council of Governments, Western Riverside Council of Governments, and UCLA Luskin Center
    - SCAG has contracted with the UCLA Luskin Center to complete portions of the work
    - Sub-contracts will be issued for the South Bay Cities Council of Governments and Western Riverside Council of Governments
- DOE Grant – Patricia Kwon, SCAQMD
  - DOE is impressed with SCAQMD's sharing of best practices
  - Grant has been extended to June 2013
  - Regional Plan must be completed by December 31, 2012 (original due date was September 30, 2012)
  - CA PEV Readiness Survey
    - Received over 250 responses
    - Full results will be compiled later in June
    - Current results can be found here:
      - [http://www.surveymonkey.com/sr.aspx?sm=liSrdDLXrgyjR80UILTSJBO Ly5ylb3zy2cFXwK3AmaE\\_3d](http://www.surveymonkey.com/sr.aspx?sm=liSrdDLXrgyjR80UILTSJBO Ly5ylb3zy2cFXwK3AmaE_3d)
    - Please share the following survey link:
      - <http://www.surveymonkey.com/s/FP8JV6Y>

### 4. Coordinating Workshops and Outreach

- a. There are a number of outreach activities happening in the region:
  - SCAQMD Workshops
    - Tuesday, June 19<sup>th</sup>, 9am-3pm - Workshop at SCAQMD (Diamond Bar)
  - SCE Workshops

- Non-residential workshops to inform potential customers about infrastructure and the role of SCE (one workshop held in May drew 50 – 60 attendees)
- Fleet manager workshops provide an installation guide and decision support tools for fleets
- Next meetings are TBD
- SCE provides on-line training for electricians
- Champion Cities Awards have been successful. This could be a great opportunity for PEVCC involvement.

#### Clean Cities Coalitions

- WRCOG – developing workshops on the process for installing charging infrastructure in homes
  - Coachella Valley – Planning a workshop on July 17<sup>th</sup> 8am-4pm in Palm Desert. They will send details to Jennifer. They are also working on a seminar on electric vehicle infrastructure through EVICP.
  - SCAG will be working with all Clean Cities Coalitions in the SCAG region to develop PEV Workshops
- b. The group discussed SCE’s white paper, “Summary and Implications for Southern California PEV Readiness & Infrastructure Plan”
- Wally Siembab, SBCCOG noted that we need to address the equity issues and affordability as well as the need for a high-profile person to promote EVs and create a narrative. Also, subregions have different approaches to outreach that should be incorporated and we need to measure the effectiveness of workshops.
  - Avid Boustani, LA Mayor’s Office added that EVS26 promoted a narrative and that the Electric Vehicle Drive Association is working on a larger campaign. Also, there are resolutions regarding EVs on the agenda at the U.S. Conference of Mayors meeting.
  - J.R. DeShazo, UCLA Luskin Center has data about new-car buyers, which he can send out to the group. He shared that there are two phases of outreach. OEMs are struggling with their message to market EVs as fun and sexy. Broader outreach needed from environmental groups.
  - Stan Cowan, Ventura APCD noted that 40% of BEV owners have rooftop solar
  - Alex Pugh, SCE suggested we consider what role the private sector will play and if we bring them into the council at some point? The Los Angeles Economic Development Corporation (EDC) is interested in the marketing – waiting to see what SCAG does.
  - Nancy Pfeffer, GCCOG, recommended that there be a standing item on messaging and that the regional message is coordinated with national OEM messages
  - Ross Almazan, SCE, noted that the role of EVSE needs to be understood
- c. Next Steps:

- Ross Almazan from SCE will go over his updated report at the next meeting
- The group will consider having a standing agenda on outreach and messaging
- The group will consider having a subcommittee on outreach/education and messaging

## **5. Regional PEV Readiness Plan Update – J.R. DeShazo**

- a. J.R. DeShazo, UCLA Luskin Center, presented slides on the status of the regional study.

The following summarizes the highlights of the conversation:

- UCLA has developed a draft survey instrument for the demand analysis. Next steps include scheduling focus groups.
- UCLA has collected existing market PEV forecasts and current sales data for the vehicle supply analysis. Next steps include drafting the report.
- UCLA has developed economic models for the Charging Station Economic Viability Analysis
- They are on track to have the Vehicle Supply Constraint analysis and Draft Data Report soon.

- b. The following summarizes discussion points raised during UCLA's presentation:

- What is the financial sustainability of public and multi-family charging?
- What is the value to the employer to install workplace charging?
- How do sales compare to forecasts? (it was shared that forecasts were optimistic)
- Since 70% of the sales were PHEVs with smaller batteries there are implications for public charging and workplace charging needs. Level 1 charging will be viable due to the smaller batteries.
- SCE will share Rule 18 regarding the resale of electricity
- This work may help the region understand which elements of a subscription service people value.
- The literature review will include existing driver behavior, siting methods, and multi-family and workplace charging.
- The take up of Level 2 chargers is lower than expected. Leaf owners don't use public charging regularly but they say it's important.

**Next meeting: Wednesday, August 1<sup>st</sup>, 10:00 a.m. – 12:00 p.m. at SCAG**