

San Joaquin Valley Plug-in Electric Vehicle Coordinating Council

February 7, 2013 MEETING SUMMARY

ATTENDEES:

Video Teleconference (VTC): Fresno (Central), Modesto (North) and Bakersfield (South)

Central Office Attendees:				
Fresno COG	Merced County	Kings County	Madera County	City of Clovis
Lauren Dawson	Jeff Fugelsang	George Cowett	Johannes Hoevertsz	Kendall Cook
City of Fresno	Southern CA Edison	SJV Clean Energy Organization	Charge Point	SJVAPCD
Joseph Oldham	Beth Neaman	Courtney Kalashian	Kumar Gogineni	Juan Cano
SJVAPCD	SJVAPCD	CCSE	CCSE	
Samir Sheikh	Nhia Vu	David Almeida	Tyler Petersen	

North Office Attendees:			
Stanislaus County Association of Governments	Modesto Irrigation District	City of Stockton	Turlock Irrigation District
Mike Costa	Queta Maldonado	David Stagnaro	Chris Poley

South Office Attendees:	
Kern County	SJV Clean Cities/Kern COG
Robert Dmohowski	Linda Urata

Conference Call Attendees:	
City of Tracy	Madera CTC
Kimberly Matlock	Dylan Stone

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Agenda Notes:

ITEM #1: WELCOME AND INTRODUCTIONS

Samir Sheikh, Director of Strategies & Incentives at the San Joaquin Valley Air Pollution Control District welcomed the group to the first San Joaquin Valley Plug-in Electric Vehicle Coordinating Council (SJVPEVCC) meeting. Mr. Sheikh made note of the efforts made in coordinating this group and stressed the important work the group will undertake this year.

Mr. Sheikh highlighted the following items:

- With 50% of emissions in the Valley emanating from on-road mobile sources, the Coordinating Council faces a daunting challenge.
- Plug-in electric vehicles (PEVs) play an important role in reducing harmful emissions so it is important that this group work together to find ways to advance the PEV market.
- In an effort to promote PEV's, the San Joaquin Valley Air Pollution Control District (SJVAPCD) has implemented one of the most generous rebate programs in the state. Coupling this incentive with education and outreach is one of the next important steps that must be taken.
- Mr. Sheikh announced that the group has been assembled to create a regionally-focused and recognized joint PEV readiness plan that will serve as a living document.
- Mr. Sheikh recognized the District staff and the California Center for Sustainable Energy (CCSE) for their work in creating the San Joaquin Valley PEV Readiness Assessment report; and the staff's efforts in coordinating this group.

Attendees at the Fresno, Modest and Bakersfield office introduced themselves as well as attendees on the phone.

ITEM #2: ANNOUNCEMENTS AND PUBLIC COMMENTS

Linda Urata, Kern Council of Governments & San Joaquin Valley Clean Cities, introduced the SJV Clean Cities Program which works on alternative fuel development.

ITEM #3: SAN JOAQUIN VALLEY PLUG-IN ELECTRIC VEHICLE COORDINATING COUNCIL (SJVPEVCC) OBJECTIVES

The SJVPEVCC objectives were provided to the group for review and feedback. The following are comments provided by the Coordinating Council members:

- Joseph Oldham, City of Fresno, stated that he believed the goals are broad enough.
- David Stagnaro, City of Stockton, questioned if there has there been any thought to creating model ordinances and/or general plan components that would facilitate the deployment of PEVs. These types of models would be valuable in the Valley considering the lack of resources available. Providing these model rules would save money and resources.
- Mr. Oldham informed the group that the City of Fresno included EV language in their general plan update. He recommends visiting www.coolcalifornia.org to view a list of robust recommendations.
- Courtney Kalashian, SJV Clean Energy Organization, argued that smaller populated and rural communities will need to be continually brought into the conversations among the Council.
- Johannes Hoevertsz, Madera County, stated PEV adoption in his community is almost non-existent and discussing the viability of public EVSE infrastructure is difficult.
- Jeff Fugelsang, Merced County, stated that there is a current CEQA exemption in larger cities

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for new construction up to 10,000 square feet and in more rural areas for up to 2,500 square feet (see section 15303 of the CEQA Guidelines and the definition of “urban area”). The concern relates to smaller unincorporated communities and cities that do not have this exemption at their disposal. If a developer were to propose a larger charging station similar in scale to a gas station (larger than 2,500 square feet in area), areas of Merced County may be forced to conduct CEQA review due to lack of an exemption. Mr. Fugelsang encouraged that we work with the Office of Planning and Research in order to find a resolution to this issue.

- Ms. Urata stated that the Kern Council of Governments is in the process of updating the Regional Transportation Plan (RTP). Referring to the second goal, Ms. Urata stated that RTPs vary from community to community and the second SJV PEVCC goal should be re-worded to reflect the regional variance.
- Kimberly Matlock, City of Tracy, stressed the importance of receiving community “buy-in”
 - If the community is not supportive then it will not resonate.

The members all agreed that the next steps should be to reword the second goal and send out to the larger group.

ITEM #4: IDENTIFIED PEV BARRIERS IN SAN JOAQUIN VALLEY

Prior to the meeting, all attendees received a list that identified 12 barriers. During this section of the meeting, each participant was given a few minutes to review the list of barriers and then was asked to report back to the group with their top 3 barriers.

The responses that were received were added up and a scoring metric was created. A #1 vote received three points, a #2 vote received two points and a #3 vote received one point. The three highest scoring barriers, as identified by each SJV PEVCC member and their associated scores are identified in the table below.

Ranking	Barrier	# of Total Votes Received	Total Score
1.	Lack of Public Knowledge of PEV and EVSE	11	27
2.	Zoning and Parking Rules	10	21
3.	Training and Education for Municipal Staff and Electrical Contractors	5	9

Based on this information provided by the group, the most pressing barriers are: the **Lack of Public Knowledge of PEV and EVSE** and **Zoning and Parking Rules**. This feedback has identified the barrier priorities for the Council, and will determine the focus of our upcoming meetings.

During the barrier conversation, Chris Poley, Turlock Irrigation District, mentioned the difficulty in creating a cost of service based TOU rate that would discourage charging when electricity supplies are in high demand. Furthermore, a number of members identified additional PEV readiness barriers. The additional barriers are listed below:

1. Ms. Urata stated that there is a need to develop and share policy, liability, and management documents. This means creating guidelines for management regarding public and workplace operations and maintenance relating to EVSE. . Laura Dawson, Fresno COG, reiterated the comments provided by Ms. Urata.

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2. Queta Maldonado, Modesto Irrigation District, argued that an important barrier is the lack of dealership knowledge. She recommended that dealership outreach be a main focus for this group.
3. Mike Costa, Stanislaus COG, stated that it is important to incorporate PEV friendly policies in RTPs.
4. Mr. Oldham highlighted the importance of incentives. With the lack of PEV infrastructure, it is important to incentivize people in order to get the industry off the ground. Kumar Gogineni, Charge Point, agreed with Mr. Oldham that incentives should be a focus and stressed that agencies should p focus on reducing cost of EVSE for consumers.
5. Kendell Cook, City of Clovis, supported Ms. Urata’s recommendation highlighting the importance of identifying information such as the responsibility of maintenance and operation of public EVSEs. Ms. Cook also noted the importance of interoperability of infrastructure.

ITEM #5: SAN JOAQUIN VALLEY PLUG-IN ELECTRIC READINESS ASSESSMENT

David Almeida, CCSE, introduced to the group the San Joaquin Valley PEV Readiness Assessment that has been published. The assessment is a PEV planning resource for San Joaquin Valley cities. The assessment includes a “PEV 101” which provides basic information on vehicles and charging stations, information on incentives available in the Valley, and vehicle deployment and regional driver demographic data. Mr. Almeida highlighted that the assessment focuses on five core areas:

1. Zoning & Parking
2. Permitting and Inspection
3. Building Codes
4. Training and Education
5. Outreach to Local Businesses and Residents

Each issue area includes an evaluation of readiness based on surveys of jurisdictions during 2012, and then targeted recommendations based on local and external best practices. Some of the proposed recommendations are to update zoning and parking policies, update building codes and streamline permitting and inspections for EVSE. Additionally, it was recommended to provide training and education programs as well as PEV outreach to local residents and businesses.

During the assessment, a one-stop shop website was created for homeowners, businesses, installers and cities/governments. The plug-in and get ready website can be found at: www.energycenter.org/pluginready. The complete assessment along with information relating to the SJVPEVCC can all be found at this site.

ITEM #6: PROPOSED MEETING TIMELINE AND STRUCTURE

All members agreed to meet monthly. The members also stated that in-person meetings are most beneficial. The SJV PEVCC will meet on the first Thursday of every month from 10:00am-12:00pm. VTC will be provided at the Fresno, Modesto and Bakersfield office. The next meeting topic will be dependent on the results of the prioritized barriers.