

San Joaquin Valley Plug-in Electric Vehicle Coordinating Council

March 7, 2013 MEETING SUMMARY

ATTENDEES:

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

Central Office Attendees:				
CCSE	CCSE	City of Clovis	City of Fresno	Fresno COG
Tyler Petersen	Jessica Thoma	Kendall Cook	Joseph Oldham	Lauren Dawson
Fresno County	Merced County	PG&E	SJVAPCD	SJVAPCD
Bernard Jimenez	Jeff Fugelsang	Bob Riding	Nhia Vu	Colette Kincaid
SJVAPCD	SJVAPCD	SJVAPCD	SJV Clean Energy Organization	City of Visalia
Juan Cano	Todd Deyoung	Lisa Van de Water	Courtney Kalashian	Betsy Garcia

North Office Attendees:
City of Stockton
David Stagnaro

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

Conference Call Attendees:			
Charge Point	Tulare County Association of Governments	Turlock Irrigation District	City of Lodi Electric Utility
Kumar Gogineni	Elizabeth Wright	Chris Poley	Rob Lechner

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Agenda Notes:

ITEM #1: WELCOME AND INTRODUCTIONS

Nhia Vu, San Joaquin Valley Air Pollution Control District (SJVAPCD), welcomed the group to the second San Joaquin Valley Plug-in Electric Vehicle Coordinating Council (SJVPEVCC) meeting. Ms. Vu opened up the meeting for introductions for all attendees on the phone as well as those at the Fresno, Modesto and Bakersfield District offices.

ITEM #2: ANNOUNCEMENTS AND PUBLIC COMMENTS

There were no announcements or public comments.

ITEM #3: SUMMARY OF FEBRUARY 7, 2013 MEETING

Jessica Thoma, California Center for Sustainable Energy (CCSE), announced that all meeting agendas and summaries can be found on the *Plug-in & Get Ready* website: www.energycenter.org/pluginready. During the February 7, 2013 meeting, each participant was asked to review a list of 12 identified barriers and vote for their top three. The responses 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 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

Ms. Thoma announced that the barrier list provided in the agenda packet has been reorganized to reflect the barriers in their new order of priority based on the group's votes. Ms. Thoma asked the coordinating council for feedback on the meeting summary and asked for comments or questions regarding the scoring mechanism used to prioritize the barriers. Chris Poley, Turlock Irrigation District, noted that the summary incorrectly referred to Queta Maldonado as a "he". Additionally, Mr. Poley wanted to make note that during the February meeting, both he and Ms. Moldonado highlighted the importance of the utility and time-of-use (TOU) barrier (barrier 8) and would like that noted in the summary. Jeff Fugelsang, Merced County, announced that he had emailed Tyler Petersen, CCSE, with corrections to his recorded statement regarding CEQA exemptions and to reflect this in the meeting summary. Ms. Thoma announced that for future meetings, corrections like those identified by Mr. Fugelsang and Mr. Poley are welcome during this portion of the agenda. Any mistakes recognized will be corrected and the revised meeting summary will be posted to the *Plug-in & Get Ready* website.

The information provided on the *Plug-in & Get Ready* website is specific information for the San Joaquin Valley and San Diego region. There are other regions working on similar PEV coordinating councils but that information is not available on the *Plug-in & Get Ready* website. Colette Kincaid, SJVAPCD, announced that the California Energy Commission (CEC) is currently working on creating one source where information on all the regional coordinating councils can be publically accessed. Once this source has been identified, the group will be notified.

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During the February 7, 2013 meeting, the group was asked to review the coordinating council goals. Feedback regarding goal number two was provided and CCSE and the SJVAPCD have revised the language which the group was asked to re-review.

PEVCC members provided the following comments:

- Linda Urata, SJV Clean Cities Coalition/Kern COG, stated that, “local government” should be made plural. Betsy Garcia, City of Visalia, added that the group has the intention of targeting not only regional land-use plans but local land-use plans.
- Joseph Oldham, City of Fresno, stated that it is easier to incorporate changes into a Climate Action Plan (CAP) as opposed to a General Plan; and it would be best to identify the CAP instead of the General Plan to promote EVSE and PEV-friendly policies.

The requested changes will be made and the revised goal will be brought back to the group during the April meeting for review.

ITEM #4: REGIONAL PEV READINESS PLAN DEVELOPMENT

a. PEV Zoning and Parking Rules

Mr. Petersen, directed the group to the San Joaquin Valley readiness assessment recommendations for PEV Zoning and Parking Rules which was provided in the agenda packet. The readiness assessment identified three recommendations to help resolve the PEV Zoning and Parking Rules:

1. Implement consistent general service and regulatory signage for PEVs throughout the San Joaquin Valley
2. Update municipal zoning language for dedicated PEV parking based on PEV market growth
3. Establish regional EVSE parking accessibility guidelines

PEVCC members provided the following comments:

- Dave Stagnaro, City of Stockton, stated that consistent the signage throughout the state and the region is critical. Mr. Stagnaro added that in order to update municipal code language, a specific protocol that must be followed. Mr. Oldham stated the City of Fresno’s process to update a municipal code is similar to that of the City of Stockton. Once a change has been made to the municipal code, it must be approved by the City Council which is subject to numerous deliberations. With the lack of community knowledge of PEV’s, Mr. Oldham stated that the signage discussion is premature. Prior to presenting specific code changes, the community and elected officials need to be educated about electric vehicles (EV).
- Courtney Kalashian, SJV Clean Energy Organization, agreed with Mr. Oldham that education and outreach must happen before we attempt to proceed with implementing new codes. Ms. Kalashian added that it would be beneficial to engage smaller cities that may be willing to implement PEV-friendly codes without an exhaustive community review. She stated that the City of Woodlake, (population of 11,000) for example, has a motivated city council that may benefit from hearing about PEV policies and programs. If successful, implementation of PEV-friendly policies by a regional council

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may generate momentum for larger scale regional efforts.

- Bernard Jimenez, Fresno County, supports consistency across jurisdictions and stated that any updates to Fresno County's ordinance code would follow a similar process that of the City of Stockton and City of Fresno. Mr. Jimenez clarified for the group that any updates to the Fresno County are referred as a county ordinance code, not a municipal ordinance code. Mr. Jimenez also announced that Fresno County permitted its first charging station in late 2012 and did not require PEV signage at the site.
- Mr. Fugelsang seconded Mr. Stagnaro's comment about statewide consistency. Mr. Fugelsang added that Merced County local officials are unaware of PEV technology and may benefit from having a presentation on the subject. Mr. Fugelsang also highlighted Mr. Jimenez's point regarding municipal zoning language. In a county, there is no municipal zoning code; it is referred to as the county code which will be updated when the general plan is adopted at the end of the year. With this in mind, it will be beneficial to incorporate any PEV-related codes in the latest revision the county will be making in the next few years. Mr. Fugelsang also commented that urban zoning, agricultural, industrial and commercial uses across the county may be interested in hosting EV infrastructure, and having consistency across counties will help expand the PEV market. According to Mr. Fugelsang, the west side of Merced county on Interstate 5, would not be ideal to install large PEV charging stations within existing urban boundaries, so the PEVCC should focus on the development of infrastructure off highway interchanges.
- Mr. Oldham stated that the amount of electric vehicles operating in the San Joaquin Valley is significant but the knowledge regarding the volume of vehicles is unknown to elected officials. In order to help support the growth of PEVs in the region, support from local officials is critical and officials will need to be informed about where the industry currently stands. In order to do this, it would be beneficial to have a presentation created that can be distributed to coordinating council members to highlights regional PEV adoption numbers and the PEVCC's work. Mr. Jimenez agreed with Mr. Oldham and stated that the board and staff for Fresno County would possibly accept a short informational presentation.
- Ms. Urata asked the cities and counties their opinion on the importance of consistent PEV parking ordinances and safety signage for private organizations as they are experiencing a great of interest from larger companies to invest in corporate fleets. Mr. Jimenez responded that the concern should not be focused on private parking but instead on standardizing signage for public parking since private locations won't be accessible to the entire public. Ms. Urata's inquiry posed the question of what constitutes public parking vs. private parking. Mr. Riding asked the group what would qualify as private parking or public that if a large retailer offered parking for its employees only. Mr. Jimenez answered that any parking that is accessible to the public, regardless if it is designated for employees or not is subject to ADA requirements. Ms. Urata followed up by stating that parking at mall and shopping districts are considered private. Lisa Van de Water, San Joaquin Valley Air Pollution Control District, notified the group that she previously worked in land-use planning for a city and even though there is a distinction between private and public parking, cities normally have specific design requirements that apply at the review process for companies developing on private land. It is common that the cities have specific design and signage standards and including these guidelines is common practice. Kumar Gogineni, Charge Point, stated that ADA requirements apply to all private lots, such as multi-unit dwellings. Mr. Fugelsang stated that the same signage standards for the county are applied

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for both public and private property. Mr. Petersen notified the group that he would provide the group further information on the different requirements for public and private property.

- Ms. Garcia, stated that they would appreciate having standards developed so they can be prepared when a private company installing infrastructure requests feedback on signage. She further stated that it would be helpful to have this information ready to be provided upon request. While education and outreach is important, getting started laying the foundation for the signage and codes would be beneficial.
- Based on the feedback provided, Mr. Petersen suggested that a slideshow be created and distributed to the group for each member to utilize. This information will also include statistics on where PEV's are located throughout the San Joaquin Valley as this information is important to pass along to elected officials. Ms. Kincaid added that in an attempt to get the most accurate information, the CEC is working on gathering information about EV drivers from the DMV. Once this information is available, the final numbers will be distributed to the coordinating council.
- Mr. Riding announced that PG&E is assisting local governments in generating their Climate Action Plans by providing data identifying where PG&E customers on the E9 rate (EV rate) are located. This information can be converted into an illustration in order to see where vehicles are located. Additionally, this information can be compared to the data from the air district to determine how many customers applied for a rebate but are not on the E9 rate. Mr. Riding offered to collect this data and provide it to the group as a google map type illustration. Mr. Oldham agreed that this information would be helpful and highlighted that depending on the results, an educational campaign may be needed to make sure PEV owners are aware of the available cost saving utility rates.
- Mr. Fugelsang responded that there is too much emphasis on current EV owners and not enough concentration on future EV owners. He added that there aren't many EV drivers in Merced County because there is no infrastructure network in the region to support drivers. Mr. Fugelsang encouraged the group to not just look at where the vehicles are currently located but identify where future infrastructure will be needed. Mr. Riding agreed and added that when viewing current infrastructure, the group should also make the distinction between home charging versus public charging.
- Mr. Poley, Turlock Irrigation District, stated that the District does not offer a PEV rate for its customers. Mr. Poley echoed what Mr. Fugelsang stated because similar to Merced County, in their service territory, there aren't many current customers driving EVs. For this reason, it is important to plan and identify where the infrastructure will need be sited. There are two main corridors through Interstate and California State Road 99 that could serve as beneficial charging locations for drivers. Mr. Poley added that in order for the district to spend the money to create a PEV rate, more EV drivers are needed.

b. Lack of Public Knowledge of PEV and EVSE

Mr. Petersen directed the group to the San Joaquin Valley readiness assessment recommendations for Lack of Public Knowledge of PEV and EVSE which was provided in the agenda packet. The readiness assessment provided the following recommendations:

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1. Develop PEV resources page on regional municipalities and municipally owned utility websites
2. Support, coordinate and expand existing PEV consumer education in the San Joaquin Valley
3. Promote PEV and EVSE incentives to local governments
4. Develop and implement PEV dealer education to San Joaquin Valley car dealerships
5. Create and distribute regionally focused EVSE installation consumer education materials

PEVCC members provided the following comments:

- Mr. Poley opened the conversation by stating that the focus needs to be adjusted to be less on current EV owners and more on the everyman who doesn't know anything about EVs but would be interested in learning about the technologies.
- Mr. Oldham announced to the group that the City of Fresno is doing a pilot effort called the Tune-Up Program. This program offers free energy efficiency audits to homeowners and small to medium sized businesses. A strong correlation has been discovered between renewables, energy efficiency and EV's. The program is now being designed that when an energy efficiency audit is completed, the customer will also receive an assessment of what an EV would do to their energy consumption with solar and without solar. Additionally, educational material such as the PG&E available EV rates will be provided to the customer. The goal is to develop a protocol that the PEVCC could replicate across the region. The Tune-Up Program is a two year project funded by PG&E for PG&E customers in Madera, Fresno, Kings, Tulare, and Kern County.
- Rob Lechner, City of Lodi Electric Utility, announced that on March 20, they will be proposing a PEV rate to the Lodi City Council. The purpose of designing this rate is to encourage EV owners to shift their charging to off-peak hours in order to reduce stress on the grid. Concurrently, the City of Lodi Electric Utility is also working with Clipper Creek (an EVSE vendor) to install seven public chargers. Lodi Electric is making the effort to have the PEV rate approved and infrastructure installed prior to beginning their marketing and outreach. The infrastructure is expected to be in place in the next two to four weeks. Currently there are only two EVs in the Lodi region so they felt it was important to complete the technical piece before they begin to communicate with the public. Mr. Petersen encouraged Mr. Lechner to make this information available to the group.

The participating members were asked to give their recommendations on possible education and outreach avenues. Based on the amount of specific information given during the meeting, Mr. Petersen informed the group that CCSE will compile this information for the group, which is summarized in the graph below:

Identified By:	Name:	Additional Notes:
SJV Clean Energy Org.	View Partnership (PG&E, SCE, Kings & Tulare)	
SJV Clean Energy Org.	CA Partnerships for San Joaquin Valley (private/public entity)	
Kern COG	Monthly Workshops Prior to Board Meeting Televised on KGOV	
Kern COG	Monthly Committee Meetings (e.g. transportation technical advisory)	

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SJVAPCD	Board Meetings	
Kern COG/SJV Clean Cities Coalition	Kern Energy Watch Program	
Fresno COG	3 Monthly Meetings	Meetings include mayors, city managers and staff engineers
SJV Clean Energy Org.	Rural Development Center	
City of Visalia	SCE Education Coordinator	
SJV Clean Cities Coalition	Car Dealerships	It is the responsibility of the SJV Clean Cities but they currently don't have the resources. Need to coordinate with OEM regional representatives.
Tulare	Air Quality Grant Funds	

PEVCC members provided the following outreach and education recommendations:

- Elizabeth Wright, Tulare COG, stated that her organization was progressive in installing infrastructure for compressed natural gas (CNG) vehicles using SJVAPCD grant funds. Ms. Wright explained that this process was successful for CNG so they are hoping the same will happen for EVs.
- Mr. Oldham informed the group that he had seen motor week recently which focused on the firsthand experiences of EV owners. Mr. Oldham found this type of information extremely valuable and suggests reaching out to car clubs. Ms. Urata responded that the SJV Clean Cities Coalition partners with motor week and could provide the presentations to the group to be used as educational material. Additionally, there is a YouTube video that Clean Cities has developed which includes valuable PEV-related information. Ms. Urata agreed to share this all these resources with the group.

The topic of infrastructure siting and available funding was introduced. While there is not a single entity that selects the infrastructure siting, there are a few considerations that continually come into play (e.g. population, employment density, retail location, etc.). Mr. Petersen informed the group about the NRG/eVgo EV infrastructure settlement with the California Public Utilities Commission. eVgo, a NRG subsidiary, is scheduled to install approximately 2,000 make ready stations (prewiring for Level 2 charging) and 10-15 DC fast charging stations in the San Joaquin Valley. eVgo will be asked to present to the group once regional sales staff are hired. Mr. Petersen agreed to email the group with the link to the eVgo webpage where entities can sign up to receive a make ready site.

Ms. Vu also announced that the SJVAPCD will also be providing rebates for commercial and residential charging stations through the District's public grant program.

c. Training and Education for Municipal Staff and Electrical Contractors

Mr. Petersen directed the group to the San Joaquin Valley readiness assessment recommendations for EVSE Training & Education for Municipal Staff and Electrical Contractors which was provided in the agenda packet. The readiness assessment provided the following recommendations:

1. Implement at least two PEV readiness trainings for regional municipal staff

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2. Leverage regional alternative fuel training funding to implement PEV infrastructure training for EVSE installers
3. Coordinate and expand DOE-funded safety training for emergency first responders in the San Joaquin Valley

Similar to the education and outreach conversation, many valuable recommendations were provided on ways to conduct training and education. The graph below summarizes this information:

Identified By:	Name:	Notes:
SJV Clean Energy Org.	Alternative Fueling Center/Alternative Fuel Automotive Training Program	Current program
Kern COG/SJV Clean Cities Coalition	CA Association of Building Officials	Current program
City of Fresno	BEC Training	Current program
PG&E	Mobile Technical Trainings	Potential program
City of Visalia	SCE Educational Coordinator	Potential program
City of Fresno	BEC Training	Potential program
SJV Clean Energy Org.	Rural Development Center	Potential program
SJVAPCD	Alternative Fuel Mechanical Training Program (Remove Program)	Current program
SJV Clean Cities Coalition	Car Dealerships	Potential program

PEVCC members provided the following comments:

- Mr. Fugelsang pointed out that training and education for municipal staff should occur after elected officials are presented with information on PEV technologies and the PEVCC. Until the elected officials are on board and understand the reasoning behind why this work is important, it will be difficult to move forward without their support.
- Ms. Garcia recommended that any training sessions be structured during a four hour period, with the first two hours dedicated to an overview of PEV-related policies and the second half focused on specific technical training. If this information is marketed properly, then attendees will have the option of attending either training. Mr. Stagnaro agreed with Ms. Garcia and added that to save costs, staff could record one training session and make available on a dedicated website for others to access at their leisure. Mr. Polly seconded Mr. Stagnaro's comment.
- Ms. Urata stated that any trainings and outreach should be targeted to a specific audience.

ITEM #5: BARRIER TOPICS FOR APRIL 4, 2013 MEETING

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Mr. Petersen announced that the following barriers are on the agenda to be discussed at the April 4th meeting:

- Streamlining Permitting & Inspection of EVSE
- On Peak Charging – Time-of-Use Rates and Grid Impacts

Mr. Petersen asked the group if they would still like to move forward addressing the barriers in their order of priority. Ms. Kalashian suggested using the first 30 minutes of the next meeting cover what was discussed at today's meeting and proceed with the barriers identified next on the priority list. Mr. Fugelsang seconded this motion.

Ms. Kincaid reminded the group to please respond to the follow up email that will be sent out requesting that each member review the specific information documented today and provide any edits or additions. CCSE and SJVAPCD will then compile the responses into a single list of recommendations.

Mr. Petersen announced that the next meeting will be a similar structure to today's meeting. Recommendations will be provided from previous work that has been completed in order to streamline permitting and inspections for EVSE. New material, however, will be needed in order to discuss time-of-use rates and grid impacts so utility representatives will be contacted and encouraged to present during this portion of the meeting.