Greening California’s State Fleet

KEY COMPONENTS TO SUCCESS IN MEETING GOVERNOR BROWN’S ZEV ADOPTION AND PETROLEUM REDUCTION GOALS

Evan Speer, Chief
California Department of General Services
Office of Fleet and Asset Management
Office of Fleet and Asset Management

- OFAM manages State Fleet (50,000 assets)
- Reviews and approves vehicle purchases – 3,000 purchase requests annually
- Provides leased vehicles (4,300 assets)
- Manages state parking garages
- Oversees travel programs
- Oversees surplus property and warehouse services
State’s ZEV Goal Timeline

- **2012**: EO B-16-12
  - ZEV Goals Established (for State and Fleet)

- **2016**: 2016 ZEV Action Plan
  - LD ZEV Goals Increased (Fleet)

- **2017**: SB 498
  - LD ZEV Goals Codified (Fleet)
  - AB 739
  - Heavy Duty ZEV Goal Established (Fleet)

- **2018**: EO B-48-18
  - State ZEV Goals Increased
  - 2018 ZEV Action Plan Update
  - Medium and Heavy Duty ZEV Goals Established
Collaboration: areas of focus

Culture
- Getting our users comfortable with and supportive of these vehicles

Economics
- Fully understanding, and trying to ease, the financial impact

Process
- “Nudging” departments through policies and procedures to ensure we meet our goals and operate efficiently
Data analysis: to educate users and inform policy
Fleet Dilemma

• Must balance between “green” goals and departmental needs
  • Ex. “Green” vehicles vs. Public Safety vehicles with “special performance requirements”

• Not all departments will be able to meet the ZEV requirements
Data analysis: product decisions

Data analysis shows need for Pickup & SUV options

- Prioritized state procurement for ZEV SUV options (Outlander)
- Light duty pickup truck and half-ton truck (PENDING AVAILABILITY)
Present Data: take away arguments and reward good actors
Nudge Policies: incremental progress

2012 – Governor’s Executive Order requires all state fleet vehicle purchases (except public safety) to meet annual ZEV purchasing thresholds
• 10% by 2015 and 25% by 2020

2013 – DGS requires state departments to submit ZEV purchasing goal plans
• ZEV Credit System with CA Air Resources Board to quantify ZEV targets

2016 – Governor’s ZEV Action Plan
• Requires 5% increase (annually) of ZEV purchases with 50% goal for 2025
• Focus on fleet and workplace charging infrastructure
Nudge Policies: incremental progress

2017 – ZEV / Hybrid First Policy
• DGS makes ZEVs the *default* vehicle for all light duty fleet purchases (PHEVs and hybrids if ZEV can’t meet programmatic need) - First in Nation
• Restricts public safety exemption – must require “Code 3” equipment to qualify
• Must show charging infrastructure readiness

2017 – Revised Lifecycle Replacement Thresholds
• Replace vehicles after 6 years, not 10 years

2017 – Eliminate ICE Sedans as purchasing option
Education: through familiarization

Rental Rates
• ZEV and hybrid options for daily and monthly rental cost more than internal combustion engine (ICE) vehicles.
• Increase rental cost for ICE vehicles and subsidize ZEV / hybrid vehicles (2015)

State Parking
• Prioritize EV vehicles in state parking lots for those on wait list
• Discount parking for ZEV and PHEV
• Offer free level 1 EV charging in state garages

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<tbody>
<tr>
<td>ICE (gas)</td>
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<td>$31</td>
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<tr>
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<tr>
<td>ZEV</td>
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Education: through familiarization

Make state staff familiar with ZEVs

- **Multiple outreach** – showroom events for fleet managers
- **Annual AltCar event** on Capitol Steps

Stakeholder Outreach

- **Statewide policy workgroups** - forums to reinforce “green” direction
- **Drive Green California brochures** – share with state / locals
Results:
Rapid ZEV / Hybrid Adoption

BREAKDOWN OF ZEVs AND HYBRIDS (CUMULATIVE)
Results:
Petroleum Reduction
Lessons Learned

- Data informs “nudge” – both policy formation and execution
- Take away excuses – Give them what they need
- Be relentlessly incremental – eventually results in paradigm shift
- Cover all angles – data, goals, rates, policies, review, monitoring
- Create incentives and disincentives – both carrots and sticks
- Must track performance – this is harder than it seems...
Questions?

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