

November 8, 2011



Community
Environmental
Council

Plug in Santa Barbara

EV Readiness – The Community Perspective



The Community Environmental Council

- Environmental non-profit, founded in 1970
- We are a “Think and Do Tank” working on solutions
- Pioneered recycling, hazardous waste reduction, organic gardening, watershed programs
- Now focus entirely on clean energy – renewable energy, energy efficiency, sustainable transportation

Why EVs?

EV + PV = Zero Emission Driving

- Many are EPA rated around 100 mpg equivalent
- Produce zero tailpipe emissions, reduce GHGs by 75%
- Use clean, increasingly renewable electricity
- Driving on Sunshine

Challenges

- EVs are very new
- Lots of misinformation
- Charging time and infrastructure
- Range
- Cost

Santa Barbara is an early adopter market!



Santa Barbara is an early adopter market

- SCE identifies us as the #4 market out of 183 cities
- SB Nissan - #3 dealer for most reservations in SoCal
- Top hybrid market and demographics
- Late 2010, no EV readiness efforts in Santa Barbara



Forming Plug in Santa Barbara

- Getting local governments, businesses, and other stakeholders on board
- Utility is a key partner - excellent PEV readiness and support from SCE
- Workshops – aimed at government staff and early adopters

Forming Plug in Santa Barbara

- Press events at first local delivery of Leaf and Volt
- Media stories – Driving on Sunshine
- Events showcasing EV technology – Earth Day, Green Car Shows.
- Social media – Facebook page blogs, EV community building



Inclusion in Coulomb ChargePoint Program

- Coulomb selected for DOE award
- Working with partners to identify and apply for sites
- Matching funds through Santa Barbara County Air Pollution Control District
- Greasing the wheels to get applications in, educate partners, answer questions
- Site visits and choosing best locations, administering APCD match

EV Readiness Planning

- Central Coast planning – APCD partners
- DOE grant – smallest of 6 regions
- CEC grant – consultant selection and our approach
 - Product - Central Coast EV Readiness Plan – mostly adopting best practices from other areas
 - EV Infrastructure Deployment, EV Friendly Buildings, Policies and Incentives, Workplace, Fleet, SB 375, Public Awareness, Long Range Planning
 - Bring workshops and trainings to the Central Coast
 - Take our existing events to the next level

Future Activities

- Monitor charging station use and patterns
- Work with hotels, workplaces, and other private locations to add EV charging stations
- Work with partners to implement EV Readiness Plan
- DC fast charging
- Continue to attract state and federal funding to area for planning and infrastructure
- Educate residents on new EV models, technology, and benefits of solar charging

Thanks!

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Facebook Group – Plug in Santa Barbara