

South Bay Cities Council of Governments

Livable Communities Working Group

Wednesday, June 15, 2011

Meeting Minutes

I. Welcome & Introductions

Attendees: Rebecca Cutting (Torrance); Eric Haaland (Manhattan Beach), Eva Choi (Hermosa Beach), Otis Ginoza (Lawndale), Leza Mikhail (Rancho Palos Verdes); John Signo (Carson); Liz Sinclair (LA County); Patricia Hachiya (Los Angeles County); Jacki Bacharach, Wally Siembab, David Magarian, Mohja Rhoads, Jeremy Hyde, Rosemary Lackow (SBCCOG)

II. Minutes for May 18, 2011

The minutes were distributed and then received and filed. Before starting the regular program, Jacki made a few quick announcements:

The COG has applied for a federal grant to produce a South Bay wide virtual website program, with the organization RideAmigos. What they do is set up a web-based program that will allow you to find out how to get to any destination for any type of mode, the GHG emissions related, calories burned etc. We have informally been told our application ranked too low - now looking for other grant opportunities with this program.

David Magarian is working on energy efficiency training programs for city staff and Commissioners, Council members and is looking for ideas (e.g. relationship between CEQA/energy efficiency?) that will be helpful and useful for the cities.

Last week COG reps met with hydrogen fuel cell station proponents and the idea was suggested that the COG LUV program could be expanded and used in studying deployment of a fuel cell vehicle fleet in the South Bay.

Jacki introduced Jeremy Hyde, COG staff working on city Climate Action Plans, who joined the meeting.

III. Addressing Southern California's Electric Vehicle Integration Challenges: How can Los Angeles Maximize Electric Vehicle Adoption and Manage Public EV Charging Infrastructure?

Juan Matute
Director, UCLA Luskin Center Climate Change Initiative
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Wally by way of introduction related how Juan's pamphlet "Powering the Future" was distributed last month at SCAG with great fanfare. The SCAG Executive Director then distributed it at a meeting of the Regional Council Energy and Environment committee. Also Ty Schuiling (SANDAG) pointed out at a technical meeting, that, even if all standards are adopted and in place by 2023 we will still be far (3 times) exceeding Federal standards (for nitrous oxide) and this gets even worse by 2030. The policy implication is that much more needs to happen in addition to stated policies, including conversion of fleets to electric by 2025 if we are to meet Federal standards.

The RTP is being developed at this time, and at SCAG public transit has heavily influenced policies. It has been pointed out, however that public transit is the mode for only 23% of people, so the question has been put to SCAG, and shouldn't we be addressing policies for the other 77%? Further, other agencies have grant opportunities for alternative green energy, as seen in the CEC's grant program focusing on electric charge-port infrastructure. So, it appears that policymakers at different levels are traveling in "parallel universes", or promoting policies that will not necessarily arrive at the desired goal. We need to converge our policies with respect to land use, transit, etc. Policymaking needs to recognize the implications of failing to act will be on multiple fronts: resulting in unhealthy air, greenhouse gas impacts on climate, and serious economic impacts due to increasingly high gas prices due to the peaking of relatively cheap or easily obtainable oil supply.

Mr. Juan Matute of the UCLA Luskin School of Public Affairs described his background, and role in the study commissioned by the City of Los Angeles: "Realizing the Potential of the Los Angeles Electric Vehicle Market". A copy of the powerpoint can be found on the SBCCOG website: www.southbaycities.com (go to Livable Communities Working Group - June 15, 2011 meeting). The study is basically a market study of EV deployment within the City of LA.

Main points:

- **Headline finding:** Los Angeles poised to become one of largest national EV markets: projections: 9% of total car sales in 2015; and 11.7% in 2020. While a lot of uncertainty in the next 4 years economically, 80,000 EVs expected by 2015
- **Who will buy EVs?** L.A. residents surveyed (37 questions): using conjoin analysis, found initially will be better educated, liberal, younger and later – all groups especially those living in multi-family housing. "Bass diffusion" model performed to determine who will buy (marketing analysis typically used for new products), using zip codes.
- **Where will owners live?**
 - Need to plan for night-time charging
 - Need to locate public charging along commuting corridors, where home charging difficult
- **Findings**
 - EV charging will be concentrated in daytime in downtown and along Wilshire corridor.
 - Incentives and policy options will have little effect until supply constraints removed (probably many years into future)

- Increasing home charging access will have a great impact on sales if implemented before supply constraints lifted.
- Challenges and Pitfalls:
 - Will supply keep up with demand?
 - Will residents in multi-family be able to charge at night? (65% of prospective early adopters of EVs live in multi-family housing, where difficulty high in locating charging facilities.)
 - How to educate the public? (need to enact and communicate competitive and easy to understand electricity rate plan for EV charging)
- Next steps:
 - Work on challenges to charging access
 - Luskin Center – more research on EVs for multi-family housing, EV sharing
 - Work on policies governing public/on-street charging or EVSE's (study modeled effects of various policies)

Questions / answers:

- Q. Please explain the high density in central and south central LA (of expected purchasers) where income is lower on average.
- A. This area includes the dense Wilshire commercial corridor, and it was found that many corporate fleets are transitioned already, and is projected that this will continue, offsetting the low income factor.
- Q. Can you map residential vs. commercial (expected purchasers)?
- A. No, not possible in this study.
- Q. Plug-ins will not be competitive with hybrids?
- A. Right, think that in the market after 2014, there will be more different kinds of EVs marketed, with differing battery ranges. But hybrids (gas/electric) will still be cheaper and consumers are very sensitive to price. The forecasting is based on experience that the number of EVs that will be purchased is in proportion to the number of vehicles being driven; as people see more such cars on the road, more EVs get purchased.
- Q. Does study take into account projected gas prices, the economy?
- A. Study model based on \$3.50/gal with some inflation in prices. They found that while due to the poor economy, since 2009 the number of green vehicles sold has decreased, however the total number of green vehicles, as a percentage of all cars purchased has increased. Doesn't think this study fully studies future rise to \$5.00/gal and the effect.
- Q. What's the impact of rising gas prices?
- A. Based on consumer surveys, people still rely on sticker price – the public needs to be educated for consumers to realize longer term savings, and this is a big part of a fleet roll-out plan.

- Q. Any data on fleet turnover/purchase rates? Are people keeping cars longer, and what effect on EV purchasing?
- A. They modeled new purchasers, and they recognize there's a segment that doesn't buy new vehicles. There's a big dip in 2009 – vehicle purchasing in general is slowing down – that has a big effect. Also, vehicles becoming more dependable – lasting longer.
- Q. Does the rate of technological advance also have an effect?
- A. Yes, those who may be anticipating purchasing (except the “innovators” types) will wait till technology advances and price goes down.
- Q. Does study take into account leasing rates, vs. purchasing?
- A. Study only captured registration, if leased, the assumption is the vehicle is located at the address of the holder of the title.
- Q. What's an example of a policy that would encourage EV ownership and access to charging?
- A. If at state-level the equivalent of “EV Owners Bill of Rights” were to be adopted - establishing rules, protocol to govern HOAs in how charging stations are operated (access by homeowners), and costs for operating are assigned – this will have a positive effect. That way HOAs couldn't just determine who has access.
- Q. What do you need for a charge port?
- A. Need electricity coming into building; some space in electrical room for new meter, need conduit, and actual charging unit (except for low level EVS where just need a plug.) They have a study coming out in a few weeks, they found costs range from \$3,500 to \$20,000 (retrofit conduit from basement parking to high rise residential unit in Marina Del Rey for a Tesla – HOA rules and decisions had great impact on price). If that cost had been shared – it would have been much less of an impact – but people need to be able to share, although looking at double-headed charging plugs. (an “EVSE Unit” = a condo unit with Electric Vehicle Servicing Equipment)
- Q. So, a lot of education is needed for HOAs?
- A. Yes. They are aiming to develop a guide next year for HOAs and landlords for managing EVSE.
- Q. How about situations like “The Hollywood problem” - neighborhoods with a lot of younger people (with lots of cars) in older buildings (with very few on-site parking spaces).
- A. City LA looking into putting public charging in public space – and developing parking rate incentives for owners of EVs. City could make \$\$ on such a program.
- Q. How about the existing library charging stations for the first EVS plug-ins?

- A. In transitioning the infrastructure - some of these stations can be retrofitted, but we need to plan for proper notification to owners of “legacy vehicles” (original EVs still many around) who currently enjoy free and abundant access to those stations.
- Q. What about using public libraries for stations? (useful in Lawndale – lack of garages puts cars on street.)
- A. Current study looking at all LA;s public parking lots, and overlaid areas with older housing, little on-site parking – there’s an opportunity there, as well as religious institutions, schools, public buildings. Willingness of public to pay will be decently high to avoid costly private installations. There’s a study on their website that looks only at management of public places that have EVSE.
- Q. What happens when people forget to unplug their car at a station in a multiunit setting?
- A. Now, management is reliant on close-knit communities who can communicate to each other in a social setting. But this won’t work for thousands of vehicles in use, which is the goal. Juan explained they want to see grants that look into specifically improving access to charging for multi-family units. This is one of the most influential policy areas (access for homes to charging) that will grow the market, as well as expedited permitting (for electrical upgrades).
- Q. Have you seen/looked into work done, pamphlets available (sub group of Clean Cities) informing regarding electrical work, permit process for installing charging stations?
- A. No, but looking into expedited permit processing to be implemented in LA. There are many challenges when working on old buildings (codes very harsh on old electrical systems that are required to be upgraded).This turns a lot of owners away.
- Q. What happens if your EV just dies on the street?
- A. David M explained that electric batteries can use some residual electricity that, if left to rest for a while will be able to start up again enabling you to get to a place to recharge.

It was noted that the City of LA is very interested in car-sharing and it was also pointed out that anything that happens in LA District 15 which is in the south bay will involve the COG.

Before moving on, David Magarian showed two videos relating to EVs, the first was made by Edison and focuses on what SCE is doing to be ready for plug-ins. Main points: they want a smooth transition to electric vehicles, will monitor the impact on the electric grid, want to streamline the process of electric upgrade and are educating the customer reps in this area. They are also studying the rates that should apply to charge ports. Go to www.sce.com/pev and you can complete a survey and find more information. Wally

noted there are some other Edison videos, including one that covers the permitting process.

The second video was regarding the COG's LUV program and can be viewed on YouTube. It shows, with exuberant background music, the positive experience of the participants as they drive around in their LUV's.

A brief discussion followed. Jacki noted often the drivers describe "tortoise and hare" situations where their electric vehicles while going more slow, typically arrive at a stop light around the same time as a faster gas vehicle. She also noted that the program has a driver wait list of 200 persons. David noted you can get an LUV for about \$8,000. It was noted that it costs 6 cents per mile to charge an EV, which is the same that Edison charges on their special electric vehicle rate. Some of the vehicles come with chargers that don't turn off when the vehicle is turned off, and this includes those kinds of EVs.

IV. CEC's RFP for CPI (Charge Port Infrastructure) Planning: Which cities want to participate?

Jacki Bacharach and Wally Siembab

Wally announced it was time to "talk turkey" about grants. There are a couple of opportunities to raise some money. CEC has a grant opportunity – South Bay is negotiating with SCAG as to whether to go in with SCAG or by ourselves - in any case South Bay would be a case study. There two tasks: 1) produce a plan for PEV friendly buildings, and 2) address permit processing. Wally made inquiries of the group regarding whether anyone knows if their city knows the inventory of parcels that have multi-family parcels, if not, can we get the names of owners of such properties? He wants to strengthen his grant application by providing specific data. Discussion ensued as to the definition of "multi-family" and difficulties when you have condos with cross-over jurisdictions of parking areas. Jacki suggested public education should be a part of the plan. Wally noted that he wants to get as much specificity as possible in the application so they will win the grant and would need to work with cities to understand the problems. Also need to address permit processing. Jacki noted again public education should be a part of the plan. Wally asked: do any of the SB cities have any policies encouraging electric vehicles and whether cities have any EV charging stations? Do any cities have EV permit streamlining for EVSE? How many of the municipal fleets are EV's? Who are the fleet managers? Need a lot of info by end of July. It was decided Wally send out an email with his specific questions, and the group will respond. Liz of LA County said she would forward Wally's questions to the County's Climate Action Planning Initiative section to see if there are any physical inventories available.

V. Development Scenarios and Upcoming Grant Opportunities: Which cities want to participate?

Jacki Bacharach and Wally Siembab

Wally reported that he had met again with Michael Dieden again. We are looking for cities to participate in a strategic Growth Council grant project. Michael (who built the

Mission project along the Gold Line in Pasadena) is willing to work with South Bay, to identify parcels to see if there's some way to design a prototype of the South Bay Sustainable Strategy. Jacki noted as an example of a possible location, there is a leveled lot on Hawthorne (at 182nd ? – across from Cocos in Torrance or Redondo). Does anyone know the plan there? Could this site be available to use in this project? It was noted that you have to be careful to suggest parcels. Otis noted Lawndale has a nice agency owned parcel, but the council does not support mixed use there – they want a restaurant. This Strategic Growth Council grant has a later deadline compared to CEC – by early August Wally needs to have something together. Rebecca (Torrance) said she would look into this for her city.

VI. Google Map Tools (if time allows)

Mohja Rhoads, SBCCOG

Due to time constraints, this item will be carried over to the next meeting.

VII. Other Business

Wally noted that Jeremy Hyde will be developing best practices for the South Bay City climate action plans in August/September and wants to discuss this in a LCWG meeting. Also the GHG inventories will need to be updated. Juan Matute also noted that UCLA has a database on Southern California Climate Action Plans and is monitoring plans.

Jacki noted that the next General Assembly will be February 24, 2012, and the COG Steering Committee is researching topics. Currently there is interest in emergency preparedness/response including climate change and disaster planning. She asked people to think about an upbeat theme or title for this subject.

Meeting adjourned 4:30 pm