



Measure B – Vehicle Registration Fee – Element 3.3: Alternative Fuels Infrastructure & Promotion Update



Prepared For:

TAM COC

Date:

November 7, 2016



The Fiscal Year 2015-16 Alternative Fuels Program included 6 activities and a budget of \$240,000:

- \$40,000 - TAM's Public Agency EV Fleet Rebate Program
- \$50,000 - EV Charging Infrastructure Rebate Program
- \$75,000 - Marin Clean Energy/Marin Transit/TAM Electric Bus Pilot
- \$35,000 – SMART Station EV Charging Infrastructure
- \$20,000 - EV Outreach and Education
- \$20,000 - EV Consultant Support at TAM

Proposed Fiscal Year 2016-17 Alternative Fuels Program includes 6 activities and a budget of \$240,000

- \$25,000 - Public Agency EV Fleet Incentive – Increase outreach to Fleet managers
- \$60,000 - EV Public Charging Infrastructure – Focus on public schools
- \$35,000 - SMART Station EV Charging Infrastructure
- \$75,000 - Electric Bus Pilot Program
- \$25,000 - EV Outreach and Education – Ride & Drive events
- \$20,000 - EV Consultant Support; Identify future trends and funding opportunities

Say Yes to Driving Electric!

Ask us about Public Charging Installations, Fleet Vehicles, and TAM's 2010 Measure 'B' Electric Vehicle Program.

TAM
Transportation Authority of Marin

www.tam.ca.gov

Update of FY 15-16 TAM's Alternative Fuel Promotion Program



EV Fleet Rebate Program For Public Agencies - Heavy promotion, no uptake



EV Charging Station Rebate grants for schools and public agency workplace – Great update with 50% awarded

Update of FY 15-16 TAM's Alternative Fuel Promotion Program

**Marin Clean Energy
Marin Transit
TAM Electric Bus Pilot Program
2 Buses Pending**



TAM's Outreach and Education

How Can I Get Plug-in Electric Vehicle Charging at My Workplace?



Workplace charging offers added travel flexibility to employees who drive plug-in electric vehicles. It boosts their all-electric driving range, enabling those with long commutes or without access to home charging to drive these vehicles. It also increases the number of zero-emission miles driven. This guide helps employees navigate the process of asking for workplace charging at their company.

Convincing your Employer to Install Charging at Work

Think about the best way to approach your employer. What might be your company's motivations for installing workplace charging (WPC)? Some examples might be:

- To green its image.
- To attract and retain highly skilled employees.
- To meet greenhouse gas reduction goals.
- The company's peers or competitors have installed charging.
- The CEO or other senior managers drive a plug-in electric vehicle (PEV).
- To join a growing group of leading companies that have installed WPC, as shown in Figure 1.
- To help fleets convert to PEVs.
- To help attract visitors, such as in retail workplace settings.

Amping Up California Workplaces: 20 Case Studies on Plug-In Electric Vehicle Charging at Work is a report designed to help organizations deploy workplace charging. See Additional Resources.



A Few of the Many Companies with Workplace Charging



Transportation Authority of Marin Electric Vehicles Save Money and the Air!



Get up to \$10,000 back when purchasing an EV or Plug In Hybrid!



You'll be wearing the 'EV grin' too after taking advantage of the many incentives for purchasing or leasing a new electric vehicle (EV) or plug-in hybrid (PHEV)! Put money back in the bank just for helping California and the rest of the country get on the road to cleaner air.

Think EVs are expensive? Think again. Both the state and federal governments reward EV owners with cash rebates and tax credits that substantially lower the effective cost of purchasing or leasing your personal car — by up to \$10,000!

Receive \$2,500 cash back right away! California rebates for new 100% electric and plug-in hybrid car purchases and leases range up to \$2,500 depending upon the model you choose. Apply by sending a copy of your purchase or lease contract and your California vehicle registration form to the **Center for Sustainable Energy**. Rebate checks are mailed within a few months. Funds available on a first-come, first-serve basis.

Reduce your Federal tax payment by up to \$7,500 this year! Federal tax credits for new purchases and leases range from \$2,500 to \$7,500 depending on the vehicle chosen. File IRS Form 8936 - Qualified Plug-in Electric Drive Motor Vehicle Credit with your personal or business tax form for the year of purchase.

Finance your EV charging station when you pay your property taxes. Low cost loans for installing charging stations are available through a variety of lenders participating in the California FIRST Property Assessed Clean Energy program (PACE).



Property owners can finance up to 100% of their projects and pay the loan back over time as a voluntary property tax assessment on their existing property tax bills.

Residents of Larkspur, Novato, San Rafael, and unincorporated

Marin are eligible for this loan program now. Other Marin towns will join the program soon.

Charging equipment must be installed by a licensed contractor and be a Level 2 unit compatible with a SAE J1772 charging plug listed by Underwriters Laboratory (UL).

Driving Electric \$\$\$ Incentive Programs

Marin is doing its part to cut air pollution. According to the **Center for Sustainable Energy**, which manages California's **Clean Vehicle Rebate Project**, almost 2,000 Marin residents have benefited from EV purchase and lease incentive programs already. The majority of rebates issued to Marin drivers are for 100% electric vehicles. To date, EV cash rebates issued in Marin total more than \$2.5 million.

California Clean Vehicle Rebate Project (CVRP)



Provides funds for certain EV and plug-in hybrid vehicle purchases and lease rebates up to \$2,500 per vehicle. <https://energycenter.org/clean-vehicle-rebate-project>

Center for Sustainable Energy



Accepts and processes applications for CVRP purchase and lease rebates and issues rebate checks. Information is available at (866) 904-2532. Apply online at <https://energycenter.org/clean-vehicle-rebate-project>.

California FIRST



Provides information and funds for residential and commercial energy-saving projects, including EV charging stations, that are eligible for financing through the **Property Assessed Clean Energy** program (PACE). Find information about the program, lists of eligible projects, and authorized contractors at www.CaliforniaFirst.com, and by calling (848) 589-7983.

Internal Revenue Service

IRS Form 8936 is used to apply for the electric vehicle tax credit. Download a copy of this form at <http://www.irs.gov/pub/irs-pdf/8936.pdf>



Marin Public Agency EV Fleet Incentive Program

Administered by the **Transportation Authority of Marin**, County, municipal, and public agencies can qualify to receive grant funding for fleet EV purchases. School districts and some nonprofits organizations may also be eligible. Learn more at www.tam.ca.gov/Modules/ShowDocument.aspx?documentid=7602.



This information is provided as a public service by



Fund by voter-approved 2010 Measure 'U' - Vehicle Registration Fee.





- Since 2010, Marin County rebates account for a steady 1.6% of the State's total rebates; 2,571 rebates to date.
- About 720 EV rebates in the last year which is similar to the prior year.
- On a per capita basis, Marin County has about 0.009 EV rebates per capita (or about 9 EVs for every 1,000 residents). Santa Clara County has about 0.012 EV rebates per capita; San Francisco County has about 0.004 and Sonoma County has about 0.005. On a per capita basis, *Marin County ranks a close 2nd among these peers.*
- Alternative Fuel Promotion Program: Emission reduction from the transportation sector requires a portfolio approach, such as greater EV adoption, bio fuels (e.g. renewable diesel), CNG, LNG, hybrid technologies to achieve California's long term 2050 GHG reduction goals

