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

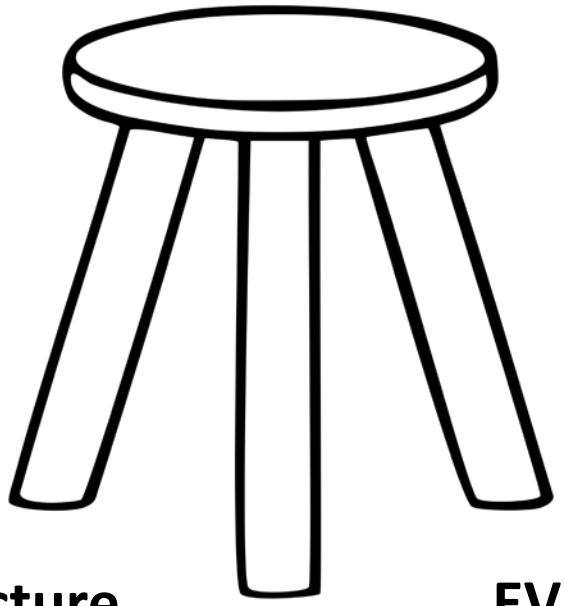
Prepared For: TAM P&P Executive Committee

Date: January 2019

Alternative Fuels Promotion Program Overview

- Program launched in 2011
- Initial Siting Plan in 2011
- Public Agency Focus
  - EV Charging Infrastructure Program
  - Clean Fleets/Fleet Conversion
- Prior to 2018, TAM funded over 60 chargers
- Marin County is a leader in Vehicle Adoption

TAM Alternative Fuels Program



EV Charging Infrastructure

EV Fleet Program

Public Outreach

Projects Delivered in 2018

Marin County Civic Center

- 47 Charging Heads
- PGE, MCE, TAM Funding
- TAM Funds $22,118

Marin Transit 2 Electric Buses

- Marin Transit's Two New BYD Battery Electric Buses
- $75,000 TAM Contribution

San Anselmo Magnolia Parking Lot

- 8 EV Charging Heads
- TAM Contribution $24,000

New Project Commitments

San Rafael School District

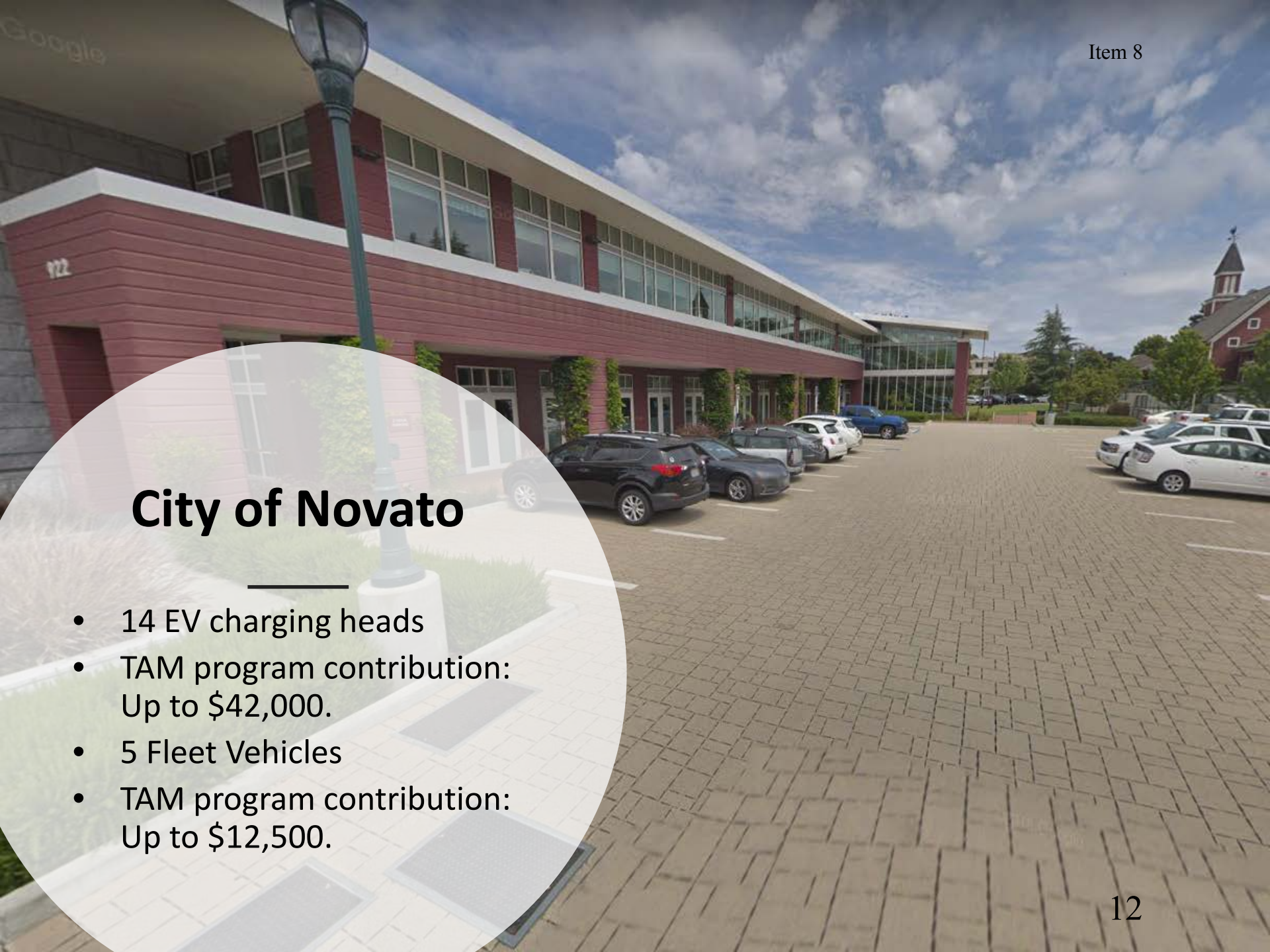
- 32 EV charging heads
- TAM program contribution: Up to $96,000

College of Marin

- 36 EV Charging heads
- PGE funding contribution
- TAM program contribution: Up to $108,000.

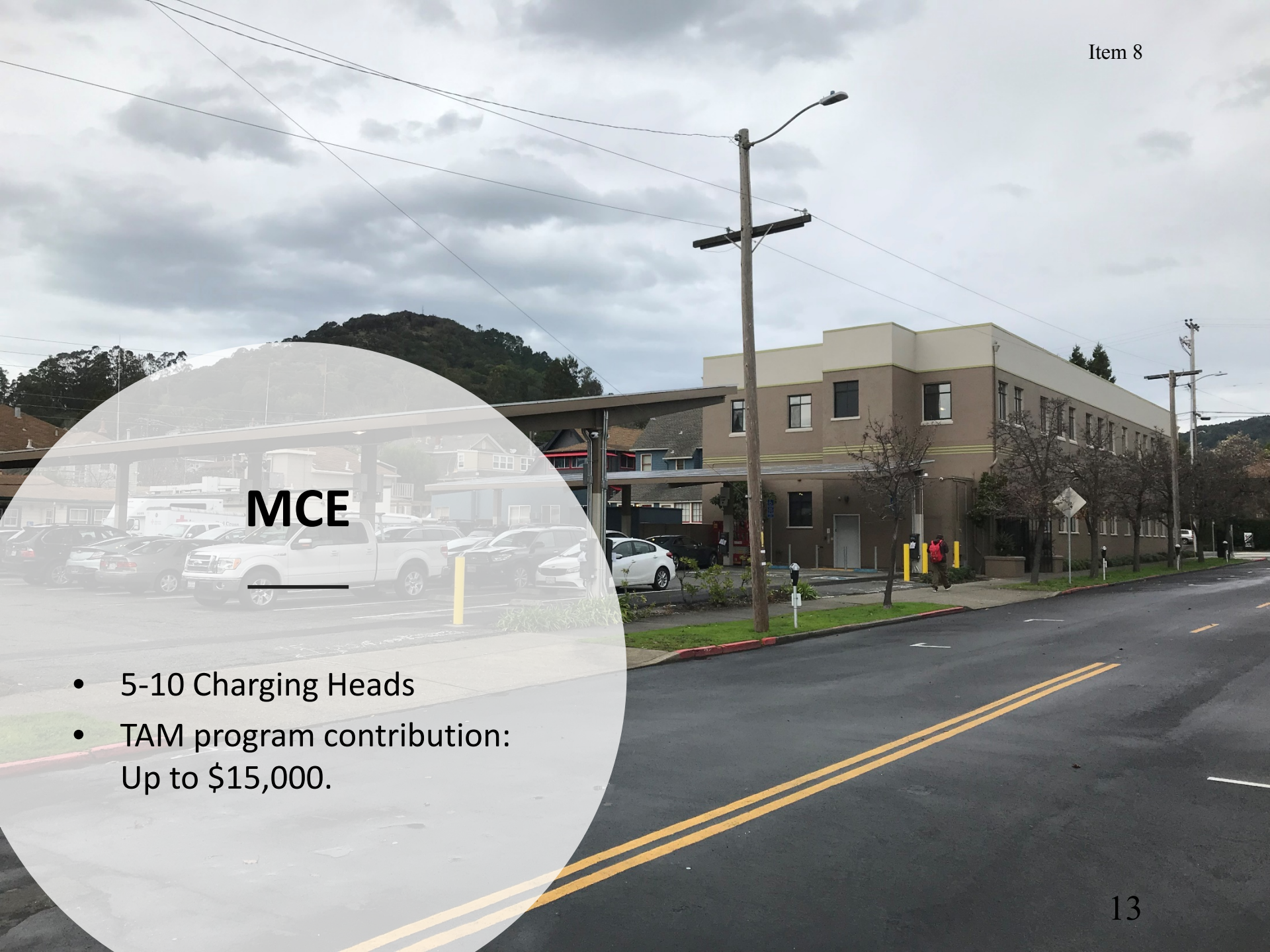
Marin County Office of Education

4 EV fleet Vehicles
TAM program contribution:
Up to $10,000.



City of Novato

- 14 EV charging heads
- TAM program contribution: Up to $42,000.
- 5 Fleet Vehicles
- TAM program contribution: Up to $12,500.



MCE

- 5-10 Charging Heads
- TAM program contribution: Up to $15,000.

Working with the Community

GGEVA Ride and Drive

- National Drive Electric Week
- Annual Event
- TAM program contribution: $10,000

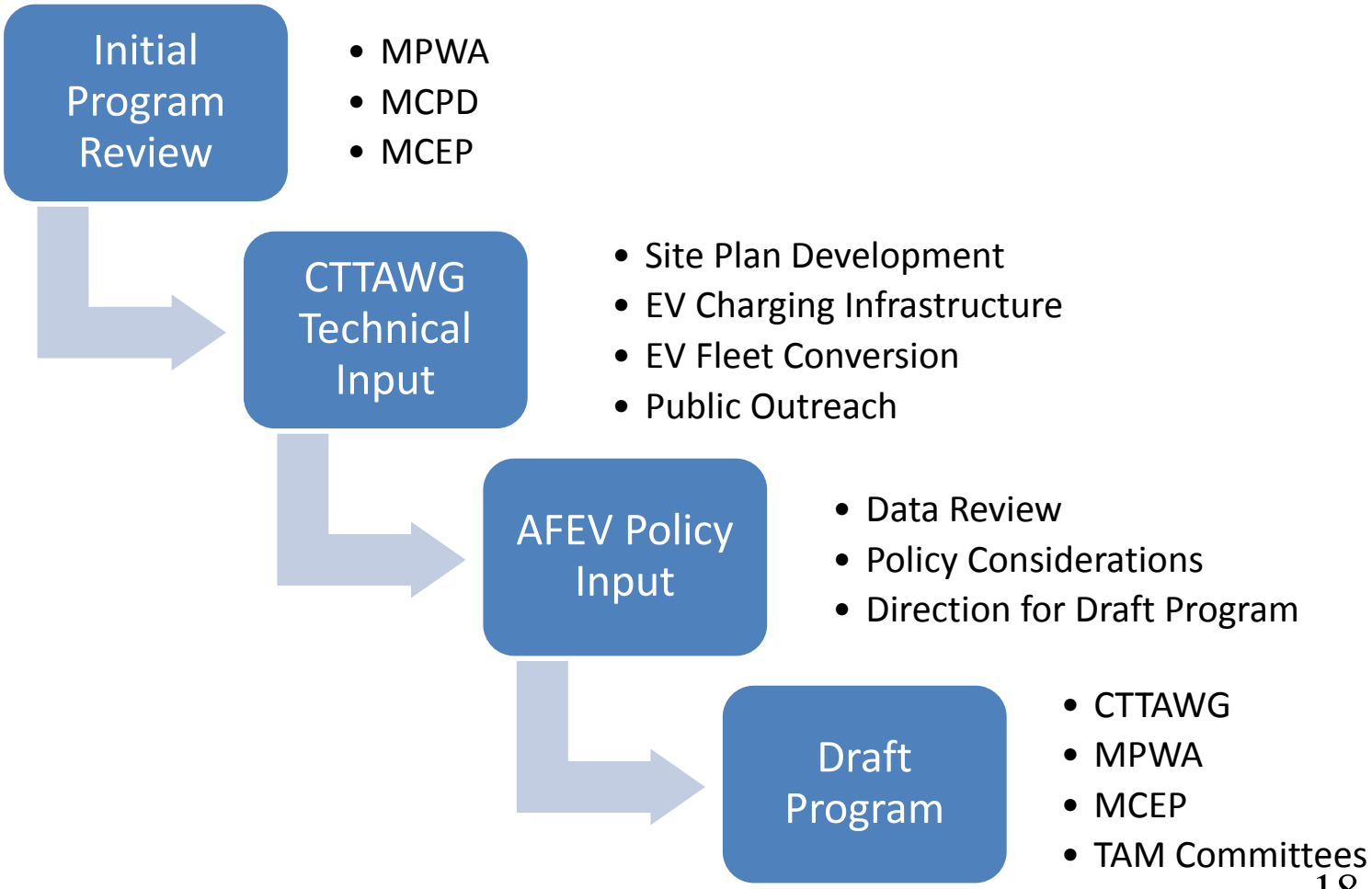
Cool the Earth

- Cool the Earth's "Drive Clean Marin" Social Media Campaign
- Print Materials
- TAM program contribution: $2,100 for print material and $12,500 for online media.

May Madness

- TAM's Inaugural Ride and Drive Event
- 96% reported interested in buying an EV within 2 years

Program Update Process

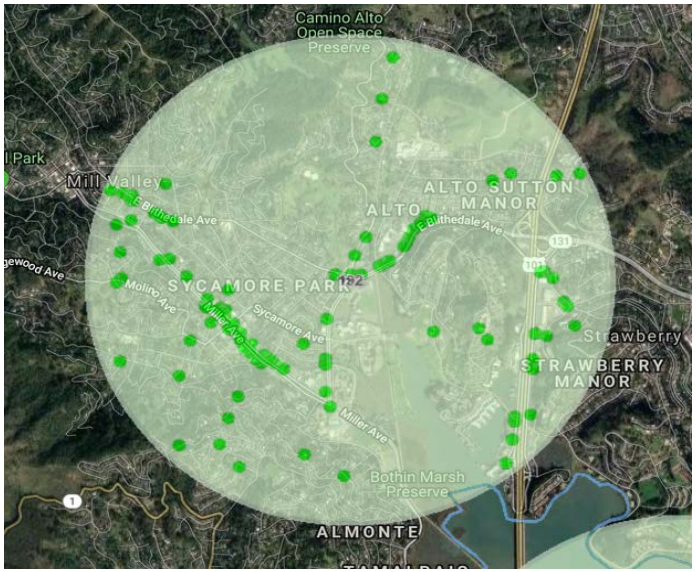


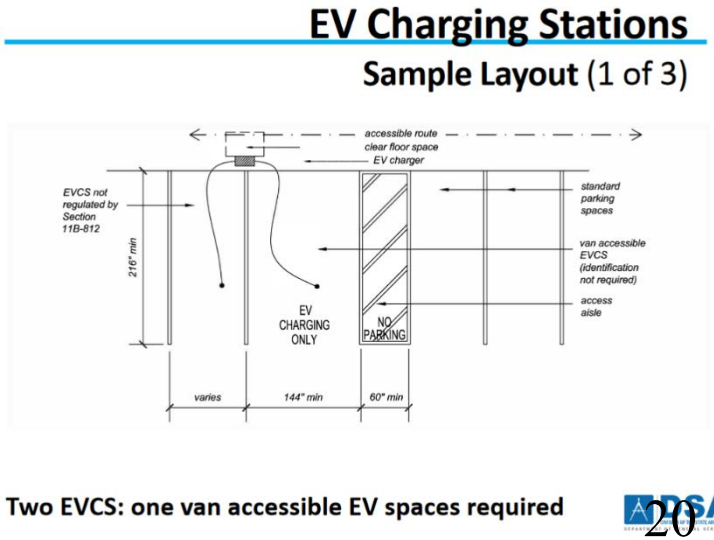
Clean Transportation Technology Advisory Working Group Membership

Carleen Cullen	Cool the Earth
Cory Bytof	City of San Rafael
Dale W. Miller	Golden Gate Electric Vehicle Association (GGEVA)
Brett Wiley	MCE
Dana Armanino	Marin County
Derek McGill	TAM
Gretchen Schubeck	City of Novato
Larry Laino	Marin County
Nick Nguyen	TAM
Scott McDonald	TAM
Sean Condry	Town of San Anselmo
William Carney	Sustainable San Rafael
Talia Smith	City of San Rafael

Updated 2018 Site Plan

Existing Level 2 Charging Heads	154
"In Progress" Level 2 Charging Heads	141
Total Level 2 Charging Heads (In Progress + Existing)	*305*
% Increase	***92%***





EV Charging Infrastructure

- Maintain Public Agency Focus and High Grant Levels
- Collaborate with MCE/PGE/BAAQMD to promote fund leveraging
- Priority is Level 2 Charging Installations
- *Program Details:*
  - Increase Funding Levels for smaller sites – up from 75% to 88.5%
  - Increase Technical Assistance
  - Target Opportunity Areas like Southern Marin Corridors
  - Promote MCE/BAAQMD Grants for Private Property Owners
  - Identify Level 3 Charging Opportunities to support Fleet Conversion

EV Fleet Program

- Maintain Public Agency Focus and High Grant Levels
- Expansion of Program Eligibility Categories
- Collaborate with PGE/BAAQMD to leverage funding
- Priority remains on Light Duty Vehicles and Fleet Conversion
- *Program Details:*
  - Include Vehicle Leasing
  - Include Used Vehicles
  - Explore Medium and Heavy Duty Conversion
  - Include Other Zero Emission Vehicles
  - Expand Technical Assistance

Public Outreach Program

- Targeted efforts to specific audiences
- Coordination and Collaboration on consumer focused public outreach with CTTAWG/MCE/Drawdown
- Increase Technical Assistance for grantees
- TAM Toolkit Development
  - EV charging Infrastructure
  - EV Fleet conversion
- Expansion of Ride and Drives with follow up & targeted promotion

Alt Fuels Project Tracking and Monitoring

- Project Delivery Pipeline Tracking
- Monitor program elements to inform future policy decisions

TAM

EV&AF PROGRAM (ACTIVE)

SPONSOR	PROJECT DESCRIPTION	BUY OR LEASE	QUANTITY	STATUS	TAM MAX COMMITMEN	NOTES	PROJECT VITALS
Marin Transit	Zero Emission Bus	BUY	2	Completed	$75,000.00	Buses in service	
San Rafael School District	EVSE (Charger Heads)	BUY	42	Completed	$126,000.00	SRCS Board Approved (12/17/18) & TFCA $60K grant	
Marin County	EVSE (Charger Heads)	BUY	47	Completed	$22,118.00	Operational	
Marin County	EVSE (Charger Heads)	BUY	24	In Progress	$72,000.00	TAM Funds Reserved	
Marin County	Zero Emission Vehicles	BUY	4	Completed	$10,000.00	Operational	
City of Larkspur	EVSE (Charger Heads)	BUY	6	Completed	$10,230.00	Operational	
City of Mill Valley	EVSE (Charger Heads)	BUY	2	Completed	$3,414.00	Operational	
Town of San Anselmo	EVSE (Charger Heads)	BUY	8	Completed	$23,981.00	Operational	
Town of San Anselmo	Zero Emission Vehicles	LEASE	3	In Progress	$7,500.00	Agency Staff Researching Options	
Marin County Office of Education	Zero Emission Vehicles	BUY	4	In Progress	$10,000.00	Agency Staff Researching Options	
College of Marin	EVSE (Charger Heads)	BUY	36	In Progress	$108,000.00	Active Project	
City of Novato	EVSE (Charger Heads)	BUY	14	Planning	$42,000.00	Waiting for Scope	
City of Novato	Zero Emission Vehicles	LEASE	5	Planning	TBD	Waiting for Scope	
City of San Rafael	EVSE (Charger Heads)	BUY	TBD	Planning	TBD	Waiting for Scope	
City of San Rafael	Zero Emission Vehicles	LEASE	TBD	Planning	TBD	Waiting for Scope	
Town of Ross	EVSE (Charger Heads)	BUY	2	Planning	$6,000.00	TAM Funds Reserved	
Town of Ross	Zero Emission Vehicles	LEASE	1	Planning	$2,500.00	TAM Funds Reserved	
Marin Clean Energy	EVSE (Charger Heads)	BUY	10	In Progress	$30,000.00	TAM funds reserved / Under construction	
Tamalpais Community Services	EVSE (Charger Heads)	BUY	2	In Progress	$6,000.00	TAM Funds Reserved	
Golden Gate	EVSE (Charger Heads)	BUY	2	Planning	TBD	Staff Researching Options	
Town of Corte Madera	Zero Emission Vehicles	LEASE	1	Planning	TBD	Staff Researching Options	
Town of Fairfax	EVSE (Charger Heads)	BUY	2	Planning	TBD	Staff Researching Options	