



DATE: March 11, 2019

TO: Transportation Authority of Marin Programming & Projects Executive Committee

FROM: Dianne Steinhauser, Executive Director
Nicholas Nguyen, Principal Project Delivery Manager
Derek McGill, Planning Manager

SUBJECT: Measure B, Vehicle Registration Fee – Element 3.3 Alternative Fuel Program FY 2018/2019 Public Outreach and Education Program Allocation For Coordinated EV Marketing (Action), Agenda Item No. 9

RECOMMENDATION

Move to refer to the full Board the authorization of \$10,000 as a contribution towards a Marin County-specific electric vehicle (EV) marketing and implementation plan to be managed by MCE, as part of TAM’s Fiscal Year 2018/2019 Measure B – Alternative Fuel Program Public Outreach and Education component.

BACKGROUND

At the January 24, 2019 Board meeting, the Board adopted the Fiscal Years 2018-19/2019-20 Measure B – Alternative Fuel Program, consisting of three components: Public Agency EV Fleet Rebate, EV Charging Infrastructure Rebate, and EV Outreach and Education Program.

All three components have well defined activities which are on-going. These components have been carried over from prior years and heavily refined with guidance from stakeholders such as the Marin Public Works Association, (MPWA), the Marin County Planning Directors, and the Marin Climate and Energy Partnership (MCEP), and TAM’s Clean Transportation Technology Advisory Working Group (CTTAWG). Final policy guidance came from the Alternative Fuel Electric Vehicle (AFEV) Board ad-hoc subcommittee.

DISCUSSION

Moving forward, the Public Outreach and Education component (see Attachment A) envisioned greater coordination with other community partners as the EV landscape continues to expand. These partners include Marin County (Draw Down), MCE, Bay Area Air Quality Management District, PG&E and others. While staff moves forward with defined and successful EV education activities, such as public test drive events, development of EV toolkits and one-on-one direct consultation with potential grant applicants, a unique opportunity for increased public EV awareness has arose that staff would like to bring to the Board’s attention.

While TAM advocates for carpooling and alternative modes of transportation to reduce congestion and emissions, it believes electric vehicles offers a clean choice when the other options are not available.

Through a recent discussion with MCE, staff proposes to contribute \$10,000 to supplement an MCE consumer EV marketing effort that would focus on the consumer market. TAM conducts various consumer test drive events and funds many publicly accessible EV charging station, but our grants are dedicated to public agencies here in Marin.

Green-house (GHG) gas reduction has been a key by-product of TAM's many congestion reduction programs and EV adoption is in line with our goals. However, staff further recommends that any consumer EV marketing plan that TAM participates in would coordinate with and promote our Marin Commutes, transportation demand management (TDM) program. The details and scope will be defined in future discussion with MCE.

Working together with our partners and coordinating our various programs can result in more GHG reductions.

FISCAL IMPACTS

The TAM Board approved the current Fiscal Year 2018-19 Measure B – Element 3.3 budget program at its April 2018 meeting. Funds are available currently to make a \$10,000 matching contribution to MCE to implement a consumer EV marketing plan.

NEXT STEPS

Incorporating Committee comments, staff will seek approval at the March 28th Board meeting.

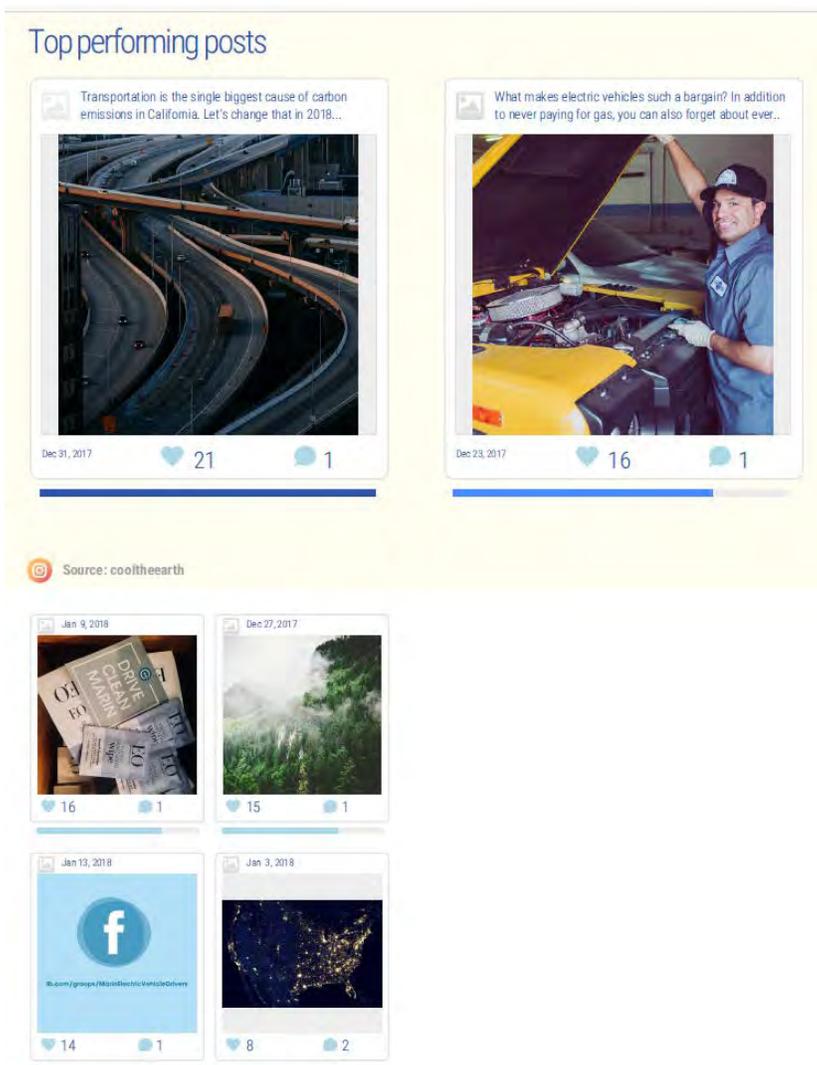
ATTACHMENTS

Attachment A: Outreach and Education Highlights

Attachment A

Proposed Public Outreach and Education Elements

1. Toolkits of information will be developed and provided regarding EV Fleet Conversion and Charging Infrastructure installation.
2. Increased hands-on outreach using consulting support to public agencies focusing on first time installations and providing technical assistance for agencies considering EV fleet conversion or charging equipment.
3. Marketing and promotion – Continue to coordinate with EV partners (MCE, BAAQMD and PG&E), stakeholders and advocates on promotion and messaging via traditional and online media, and develop plans and resources to do so. Last year TAM partnered with Cool The Earth to develop and support a “Drive Clean Marin” social media marketing campaign.



- 4. EV Ride and Drive events with increased feedback and follow-up targeted promotions.



- 5. Coordinated marketing with TAM's new Marin Commutes website and messaging.

With growing transportation options available all over Marin County, Marin Commutes wants to keep you informed about local programs and offers to ease your commute. Join us! Making the switch from driving alone even one day a week can improve your well-being, reduce stress, save money, and contribute to cleaner air and a healthier environment.

WALK AND BIKE
TAKE A FERRY
RIDE THE TRAIN
RIDE A BUS
SHARE A RIDE
DRIVE CLEAN

Tweets by @MarinCommutes

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Apr 25, 2018