



**DATE:** October 22, 2020

**TO:** Transportation Authority of Marin Board of Commissioners

**FROM:** Anne Richman, Executive Director *Anne Richman*  
Derek McGill, Planning Manager

**SUBJECT:** Alternative Fuels Program Update (Action), Agenda Item No. 11

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## RECOMMENDATION

The TAM Board accepts the Funding, Programs & Legislation (FPL) Executive Committee recommendation of the Alternative Fuel Program for Fiscal Year (FY) 20/21, including the following items as well as the other program updates recommended in the staff report:

- a) Approve a rebate of \$69,922 to the College of Marin for completion of 32 Electrical Vehicle (EV) connectors at the Kentfield and Indian Valley campuses.
- b) Approve a rebate of \$175,000 to San Rafael City Schools for completion of 117 EV connectors at various school locations in San Rafael.
- c) Authorize the executive director to enter into agreements with Marin General Services Authority (MGSA) and MCE (formerly Marin Clean Energy) to conduct work program elements as outlined in the staff report.
- d) Approve the proposed increase to the EV connector rebate level (\$3,000 per connector at up to 100% of the project net costs, after all other rebates accounted for).
- e) Authorize an increase in the Measure B Element 3.3 Budget from \$345,000 to \$488,922.

## BACKGROUND

With the passage of Measure B, the \$10 Vehicle Registration Fee (VRF), in 2010, TAM developed an Alternative Fuel Program as designated in Element 3, Reduce Congestion and Pollution, of the VRF Expenditure Plan. The Alternative Fuel Program provides funding for three main areas:

- Public Property EV Connector Infrastructure
- Public Agency EV Fleet Conversion; and
- Public Outreach/Technical Assistance.

In April 2018, the TAM Board approved a 3-year budget for the Alternative Fuel Program in the amount of \$435,000 for FY 2018/19 and \$345,000 for both FY 2019/20 and 2020/21. In February 2020, the TAM Board received an update on the Alternative Fuel Program and provided direction to staff in developing the FY2020-21 program. Since that time, TAM staff has continued to conduct the Alt Fuels program and convened the TAM Alternative Fuel and EV Ad Hoc Committee to develop the current year program.

## DISCUSSION/ANALYSIS

Since the Alternative Fuels Program discussion at the TAM Board in February 2020, staff has continued to conduct the Alternative Fuels Program and develop the FY 2020/21 Program. TAM staff have completed rebates for 25 connectors at the County of Marin office local on Los Gamos Avenue and has been working

closely with San Rafael City Schools and College of Marin to close out EV connector installations at various campus locations. With the completion of 117 connectors at San Rafael City Schools campuses and 32 connectors at College of Marin campuses, the TAM rebate program has provided funding for 311 connectors in the County and TAM has exceeded its goal of providing over 305 EV connectors in the County (set in the 2018 Site Plan update).

Staff has also initiated key technical work to support program development, including the following activities:

- Public Agency EV Toolkit – this toolkit supports public agencies in initiating, developing and completing EV charging station installations and EV fleet replacement projects. The toolkit is complete and available on TAM’s website.
- EV Parking Lot Review – reviews existing public parking lots and available EV charging stations in Marin, to help identify and target locations for additional investments in EV charging stations. The Review is in final draft form and will be posted on TAM’s website and distributed this month.
- E-Bike Study – Assesses the potential role of this new technology in Marin County, current and expected levels of demand, and how public agencies may support this technology. The study is in final draft form and will be posted on TAM’s website and distributed this month.

In addition to these deliverables, staff has been working to adapt TAM’s programs in response to Covid-19 and cancelled planned outreach events, including ride and drive events. Staff has provided funding to local non-profit Cool the Earth for a pilot online engagement event and has sponsored its recent National Drive Electric Week event. Staff will be reviewing best practices for outreach to ensure effective program outreach given the limitations of the pandemic.

#### *Proposed FY 2020/21 Program*

Staff has continually assessed the EV Supply Equipment (EVSE) and EV Fleet Rebate Programs since their inception in 2010. As shown in **Attachment A**, for FY 2020/21, staff is recommending maintaining the current EV Fleet Rebate Program, providing funds for used, new, or leased EV’s, E-Bikes and utility/buggy Zero Emission Vehicles (ZEV). Staff is recommending changes to the EVSE Program to align TAM and MCE’s EV connector programs including:

- Increase the amount of match funding provided by TAM to \$3,000 per connector at up to 100% of the project net costs (after all other rebates accounted for).
- Require projects larger than 20 connectors to receive board approval and require, where feasible, projects to apply for Bay Area Air Quality Management District (BAAMD) funding.

Staff will work towards streamlining the project application process further, for example with a unified application for TAM and MCE funds. This process is expected to require a Memorandum of understanding (MOU) with MCE to fund projects that meet established TAM criteria.

Due to serious financial constraints at the local jurisdictions, staff anticipates limited EVSE rebates in the coming year, as well as limited EV Fleet Rebates. Therefore, staff proposes a robust technical assistance and outreach program for the upcoming year in order to develop the project pipeline and grow the overall program. In order to best guide this effort, staff has developed the following goals for outreach and technical assistance efforts:

- Accelerate EV Connector installations on public property in Marin County
- Accelerate EV fleet investments in public agency fleets
- Improve consumer awareness of the benefits of EVs while supporting equitable access to EVs and EV Infrastructure.

Activities to achieve these goals are proposed below.

TAM has worked closely with the Marin Climate and Energy Partnership (MCEP), a collaborative of jurisdictions, MCE and TAM, to develop a draft scope for a Countywide EV Readiness Plan included as

**Attachment B.** MCEP will prepare a countywide plan that furthers climate action plan goals of supporting EV adoption, conducts public outreach, and identifies the roles and responsibilities of local jurisdictions, utilities and other agencies in supporting EV adoption in our local communities.

In order to accelerate rebate commitments, staff will promote to public agencies' staff, sustainability commissions, and elected officials, the EV Toolkit, E-Bike Study, and EV Parking Lot Review. TAM will also host a medium and heavy-duty EV fleet workshop to promote EV fleet replacement opportunities in our public agency fleets in the Spring, to support education on this rapidly changing technology and available rebates.

Following this effort, TAM expects to release a call for projects for public agencies to:

- Identify innovative EV charger installation opportunities in the county.
- Identify medium and heavy-duty pilot projects, and associated DC Fast Charging (DCFC) needs to support fleet conversions.
- Identify potential E-Bike Infrastructure opportunities.

Finally, TAM will initiate a small community-based organization outreach program to advance awareness of EV adoption opportunities in eligible communities. This program will advance regional programs such as BAAQMD's Clean Cars for All and/or similar programs, while building community relationships and capacity building. Following this effort, TAM expects to conduct a Request for Proposal/Qualifications (RFP/Q) process for a multi-year outreach program that advances TAM's defined outreach goals.

## **FISCAL IMPACTS**

In April 2018, the board approved a 3-year budget for the Alternative Fuel Program in the amount of \$435,000 for FY 2018/19 and \$345,000 in both FY 2019/20 and 2020/21. Additionally, the TAM board approved a motion that unspent Alternative Fuel Program funds from the increased funding level remain in the Alternative Fuel Program.

Based on the revenue and expenditure information shown in **Attachment C**, revenues for the Alternative Fuel Program have been assigned from Measure B Element 3.3 funding and are available in the FY2020/21 TAM Annual Budget. However, the budget will be amended to increase the current budget level from \$345,000 to \$488,522 as recommended.

Staff will return to the Board with the results of the call for innovative EV projects for consideration as part of future year budgets.

## **NEXT STEPS**

TAM will enter into funding agreements with MCE and MGSA on behalf of MCEP when necessary.

## **ATTACHMENTS**

- Attachment A: TAM EVSE and EV Fleet Rebate Program for FY 2020/21
- Attachment B: MCEP Countywide EV Readiness Plan Draft Scope of Work
- Attachment C: Program Revenues and Expenditures
- Attachment D: Program Frequently Asked Questions
- Attachment E: Staff Presentation
- Attachment F: Public Comment Letters received at the Funding, Programs & Legislation Executive Committee Meeting of October 12, 2020

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<p><b>Title:</b> <b>Dates:</b></p>	<p><b>Electric Vehicle Supply Equipment Grant Program</b> <u>July 1, 2020 - June 30, 2021</u></p>	
<p><b>Description:</b></p>	<p>TAM's Electric Vehicle Supply Equipment (EVSE) Grant Program assists public agencies that install employee-only or publicly accessible electric vehicle charging stations. The application process is designed to be streamlined. To participate, public agencies must meet the requirements below.</p>	
<p><b>Eligible Agencies:</b></p>	<p>Marin County's government entities and public districts, including school districts, colleges, and universities.</p>	
<p><b>Local Fund Source:</b></p>	<p>TAM's EVSE Grant Program is funded through Measure B, the \$10 Vehicle Registration Fee.</p>	
<p><b>Rebate Summary:</b></p>	<p>Based on a first-come first-serve basis until funds are depleted for the year, the EVSE grant program provides matching funds for the installation of level 2 chargers at the following rebate level:</p> <ul style="list-style-type: none"> <li>• For 2-20 charging heads: <b>100%</b> of the complete installation up to \$3,000 for one Level 2 charger (per charging head).</li> </ul> <p>Also eligible for TAM Funds are the following types of projects:</p> <ul style="list-style-type: none"> <li>• Installations of level 1 charging equipment.</li> <li>• Installations larger than 20 charging heads.</li> <li>• Medium and heavy-duty fleet conversions and supportive Level 3 (DC Fast Charging) equipment.</li> <li>• Innovative/other EV charging pilots.</li> </ul> <p>Agencies interested in these types of projects should contact TAM staff for additional assistance.</p>	
<p><b>*Add'l Fund Source (Not Mandatory to apply for TAM's grant program):</b></p>	<p>TAM encourages the leveraging of other regional, state, utilities or private funding sources for the installation of EVSE. Additional funding sources are available, and TAM will prioritize the usage of Measure B Funds to leverage other sources, as needed. These fund sources include:</p> <ul style="list-style-type: none"> <li>• MCE Charger Rebate</li> <li>• BAAQMD Charge! Rebate</li> <li>• PG&amp;E's EV Fleet Charging Rebate and EV programs</li> <li>• Private Fund Sources including Electrify America</li> </ul> <p>For more information about these fund sources and the applicability for your charging installation, please contact TAM staff to assist in financial planning to maximize leveraging opportunities.</p>	
<p><b>Summary Requirements:</b></p>	<p>Eligible Projects:</p> <ul style="list-style-type: none"> <li>• Owned and operated by a Marin County government entity.</li> <li>• Comply with all applicable local, State and Federal requirements.</li> <li>• Are upgrades/improvements that expand access to existing PEV charging stations and new stations.</li> <li>• Have applicable insurance.</li> </ul>	

- Have authorization to apply for and obtain permits for property, and authorization to operate station.
- Have adequate funds to complete project.
- Maintained and operated for no less than 3 years.
- If networked, use an open-standard protocol for network interoperability.
- If not free, accept credit cards as payment & shall not require a subscription fee or membership.
- Projects completed (installed and in-service/operable) within 9 months
- Charger locations must also be identified with at least 2 standardized way-finding traffic signs to direct motorists if the chargers are to be publicly accessible.

Eligible Project Costs:

- Labor & material construction costs.
- Labor & fees associated with cost to obtain permits.
- Equipment and equipment shipping costs.

**How to Apply  
for a TAM  
EVSE Grant:**

1. Reserve your grant with an email to [nnguyen@tam.ca.gov](mailto:nnguyen@tam.ca.gov). Include the quantity and estimated date of installation. Call to confirm with program coordinator, Nicholas Nguyen, at 415-226-0831.
2. Within 30 days of your reservation, confirm your commitment by providing a letter of intent signed by an authorized representative of your agency (use the sample below).
3. Comply with the summary requirements listed above, and purchase/install chargers.
4. Submit supporting documents to show completion, including contract, final costs, digital photographs of installed charger(s), and any changes from letter of intent. Submit electronically to [nnguyen@tam.ca.gov](mailto:nnguyen@tam.ca.gov), or by U.S. Mail to EV Charger Rebate, Transportation Authority of Marin, 900 5<sup>th</sup> Avenue, Suite 100, San Rafael, CA 94901
5. Once TAM verifies compliance with requirements, TAM will notify you and process your grant payment within 45 days.

<p><b>Title:</b> <b>Dates:</b></p>	<p><b>TAM Electric Vehicle Fleet Rebate Program</b> July 1, 2020 - June 30, 2021</p> 
<p><b>Program Description:</b></p>	<p>TAM's EV Fleet Rebate Program assists public agencies that replace internal combustion engine (ICE) vehicles with electric (fuel cell and battery) and plug-in hybrid vehicles.</p>
<p><b>Eligible Agencies:</b></p>	<p>Marin County's government entities, including jurisdictions, school districts and special districts.</p>
<p><b>Local Fund Source:</b></p>	<p>This program is funded through Marin County's Measure B (\$10 Vehicle Registration Fee).</p>
<p><b>*Rebate Summary:</b></p>	<p>TAM's EV Fleet Rebate Program provides a rebate for public agencies to convert ICE fleets to EV fleets. This program is administered on a first come first serve basis as funds are available and prioritizes conversion of existing light duty fleet conversion. The program provides the following rebates by vehicle type:</p> <ul style="list-style-type: none"> <li>• <b>New Light Duty Vehicles:</b> TAM provides rebates of up to \$5,000 for the purchase <i>or lease</i> of new, eligible zero-emission and plug-in hybrid light-duty vehicles. These funds serve as an <i>additional</i> match to the California Clean Vehicle Rebate Project (CVRP), where rebates up to \$5,000 for new, eligible zero-emission and plug-in hybrid light-duty vehicles are provided by the state. Together these programs reduce the cost of a new EV by up to \$10,000. CVRP and TAM Rebates are as follows:             <ul style="list-style-type: none"> <li>○ Hydrogen Fuel Cell Zero Emission Vehicle (ZEV): \$5,000 CVRP/\$5,000 TAM</li> <li>○ Battery Electric ZEV: \$2,500 CVRP/\$2,500 TAM</li> <li>○ Plug-in Hybrid Vehicle: \$1,500 CVRP/\$1,500 TAM</li> <li>○ Zero Emission Motorcycle: \$900 CVRP/\$900 TAM</li> </ul> </li> <li>• <b>Used Light Duty Vehicles:</b> Used fuel cell and battery ZEV's are eligible to receive a rebate of \$1,000 per vehicle for ZEVs that were CVRP eligible when new.</li> <li>• <b>Other (Non-CVRP) Vehicles:</b> For purchases of new non-CVRP eligible ZEVs, TAM will provide 75% of the cost up to \$1,500/vehicle will be made available to jurisdictions. These vehicle types include Electric Utility Vehicles such as utility and police buggies. Electric assist pedal bikes are eligible in this category and TAM will provide 75% of the cost up to \$1,000/e-bike.</li> <li>• <b>Medium and heavy-duty vehicles:</b> On a case by case basis, funds may be made available to public agencies to serve as a portion of local match requirements for regional, and state grants for fleet/engine replacement, including the Heavy Vehicle Incentive Program (HVIP) and Carl Moyer Grants. These grants support medium and heavy-duty fleet replacement with cleaner technology. Priority will be given to pilot demonstrations. Transit fleet replacements are excluded in this category as Battery Electric Bus fleets are evaluated in the county.</li> </ul> <p>TAM will provide funding for a limit of five (5) vehicles per agency per year, with exceptions made on a case-by-case basis with consultation of TAM staff.</p>

Applicants must meet all requirements of the CVRP, including operating the vehicles in California for 36 months (<https://cleanvehiclerebate.org/eng>). Applicants are encouraged to apply for additional private, state and regional funding programs as available and applicable. TAM staff will work with project sponsors to promote leveraging of local funding.

**How to Apply  
for a TAM EV  
Rebate:**

TAM's program follows guidelines in the Clean Vehicle Rebate Project (CVRP). Follow the CVRP process and mail a copy of your documents to TAM. See details at <http://energycenter.org/cvrp>.

1. Select an eligible vehicle from the state approved list: <https://cleanvehiclerebate.org/eng>
2. Reserve your rebate with an email to [EVRebate@tam.ca.gov](mailto:EVRebate@tam.ca.gov). Include the quantity and make/model of vehicles, along with the estimated month of purchase. Include also a description of the ICE vehicles to be retired with estimated date and time of retirement.
3. Within 45 days of your reservation, confirm your commitment by providing a letter of intent signed by an authorized representative of your agency (sample provided).
4. Purchase or lease your eligible vehicle.
5. Apply for the CVRP using instructions on their website <https://cleanvehiclerebate.org/eng>. You will be issued a CVRP Application Number.
6. Mail supporting documents to CSE, per instructions.
7. Send a copy of your CSE documents and CVRP Application Number to TAM. Submit electronically to [EVRebate@tam.ca.gov](mailto:EVRebate@tam.ca.gov), or by U.S. Mail to EV Rebate, Transportation Authority of Marin, 900 5<sup>th</sup> Avenue, Suite 100, San Rafael, CA 94901.
8. Once TAM verifies approval of your submitted CVRP rebate, TAM will notify you and process your rebate within 45 days.

## MCEP Countywide Electric Vehicle Readiness Plan

### Scope of Work - DRAFT

#### **Outcome: Support transition to EV's countywide; Support Climate Action Plan Implementation.**

1. Project Management - MCEP Project Manager would be responsible for managing all work associated with this scope of work. This work includes but is not limited to development of a project schedule, list of deliverables and management of an MCEP subcommittee for review and input on the development of the plan. Project manager would represent MCEP at all public outreach meetings and city/town council meetings as needed.
2. Review of existing plans/Best practices - Conduct a review of existing plans including local climate action plans, and relevant other agency plans to model a countywide EV readiness plan. Plans would be reviewed for best practices and implementation feasibility. This plan review would include but is not limited to:
  - a. Review of Sonoma County Shift
  - b. Santa Monica EV Action Plan
  - c. San Anselmo EV Readiness Plan
  - d. TAMs 2018 EV Siting Plan
3. Existing Conditions Analysis - Conduct an existing conditions analysis of EV charging infrastructure, EV penetration rates in Marin County, and EV policy reviews using a wide variety of data, including DMV, CALeVIP, and other data sources. Where local, market or other barriers to adoption are identified, these should be noted.
4. Develop Draft Goals and Objectives of EV Strategy - Develop Draft goals and objectives for Marin County EV adoption. These goals and objectives should be specific to address barriers and existing conditions identified in Task 3, as lead the development of actionable strategies in Task 5 below. The plan will be required to develop goals and/or strategies to ensure equity in adoption of EVs and access to charging infrastructure.
5. Identification of EV Strategies - Based on the goals and objectives, the plan will identify actionable strategies and responsible parties for conducting those strategies, including but not limited to public works and planning departments of local agencies, utility agencies, air district, and the private market.
6. Public Outreach Plan - Develop a public outreach plan and conduct public outreach activities to support plan development.
7. Draft Plan Development - Based on Tasks 2-6 develop a draft plan for review by MCEP, TAM, local city councils and the public.
8. Final Plan Development - Based on comments received on the draft plan prepare a final plan, staff report, and presentation for council and TAM approval.

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**TAM Alternative Fuels Program Budget Information*****Three-Year Alternative Fuel Program Revenues and Expenditures***

	<b>FY 18/19</b>	<b>FY 19/20</b>	<b>FY20/21</b>
Measure B Element 3.3 Alt Fuels Budget	435,000	345,000	488,922
Total Expenditures/Planned Expenditures	222,196	210,627	488,922
Annual Balance for 3.3	212,804	134,373	-
<i>Total Program Carryover</i>	<i>212,804</i>	<i>347,177</i>	<i>203,255*</i>

\*If the program is fully expended in 20/21, this amount would remain in program carryover for use in future fiscal years.

***Draft FY 20/21 Alternative Fuel Program Budget Detail****EV Fleet Rebates*

Uncommitted/Unanticipated Rebates	20,000
Committed Rebates	2,000

*EVSE Rebates*

San Rafael City Schools	175,000
College of Marin	69,922
Other Committed Rebates	24,000
Uncommitted/Unanticipated Rebates	24,000

*Technical Assistance/Outreach*

Countywide EV Readiness Plan	54,000
CBO Equity Focused Outreach	40,000
Outreach/Technical Assistance efforts	80,000

***Program Total*** ***488,922***

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## **TAM Alternative Fuels & Electric Vehicle Program: Frequently Asked Questions**

October 2020

### **What Electric Vehicle (EV) rebates does TAM offer?**

TAM offers Marin County public agencies EV Connector and EV Fleet rebates.

### **Does TAM install EV connectors?**

TAM works with public agency site hosts to build out the EV connector infrastructure in Marin County. Local jurisdictions or property owners such as special districts are responsible for project development and EV connector installations. TAM supports public agencies with technical assistance to identify potential locations, support site planning, rebate applications, and contracting and project development.

### **Does TAM provide rebates for EV Connectors at Commercial or Retail Sites?**

TAM does not use local transportation funds on EV connectors at private commercial or retail properties. The EV charging industry has expanded over the last few years, and significant private investment is occurring in this space in Marin County. This approach is in alignment with other local agencies such as MCE.

### **Does TAM provide Multi-Unit Family EV Connectors?**

TAM does not use local transportation funds to provide rebates for privately-owned multi-unit family properties. Agencies like MCE (formerly Marin Clean Energy) and Bay Area Air Quality Management District (BAAQMD), among others may provide rebates for multi-unit properties, and can administer programs to existing customers.

### **Does TAM provide funding for EV Connectors at community centers?**

Yes, TAM will provide funding to install EV connectors at libraries, town halls, and other public agency properties in the County. Public agencies wanting to install EV connectors at these locations should contact TAM staff to apply for rebates.

### **Does TAM provide funding for Level three or DC Fast Chargers?**

TAM's EV Connector Rebate program focuses on Level 2 charging. Level 3 or DC fast chargers are costly and would limit the capacity of TAM's program and the benefits delivered to the community. Local public agencies that have plans for medium or heavy-duty fleet conversions are expected to need DCFC charging, and TAM will consider potential pilot programs for public agencies wanting to explore the next wave of technology.

### **Does TAM provide rebates for consumer EV purchases?**

TAM's Alternative Fuels program provides a community benefit through rebates to public agencies to expand EV connectors and fleet replacement with clean technologies. Consumers who wish to

purchases an EV are available to receive rebates and tax credits, and more information can be found here: <https://evcharging.enelx.com/resources/federal-and-state-electric-vehicle-incentives>

### **How does TAM address equity in the Alternative Fuels Program?**

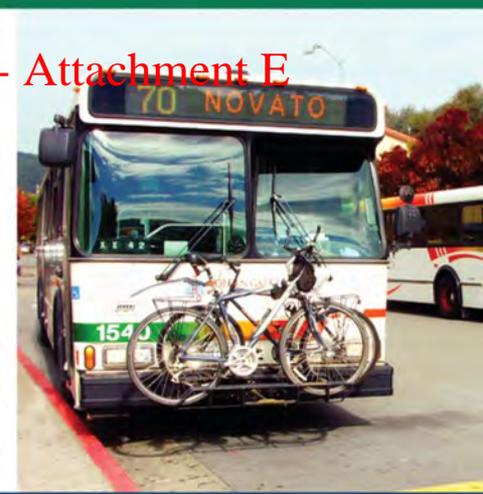
TAM conducts community-based transportation plans, a grassroots effort working with designated communities to identify and improve mobility options. This collaborative planning process involves residents and community-based organizations that serve them. TAM is currently reviewing best practices to support these communities, and equity populations that live and work in areas outside of regional and state designated areas.

### **What can TAM do to make the funding application easier for local jurisdictions?**

TAM continually works to ensure our program is responsive to local agency needs while maintaining fiscal responsibility in using taxpayer funds. TAM's rebate programs are consistently cited by local agencies as one of the easiest rebates to apply for.

### **Where can I find out more about TAM's program?**

Additional information can be found on TAM's website at: <https://www.tam.ca.gov/projects-programs/alt-fuel-electric-vehicle-program/>

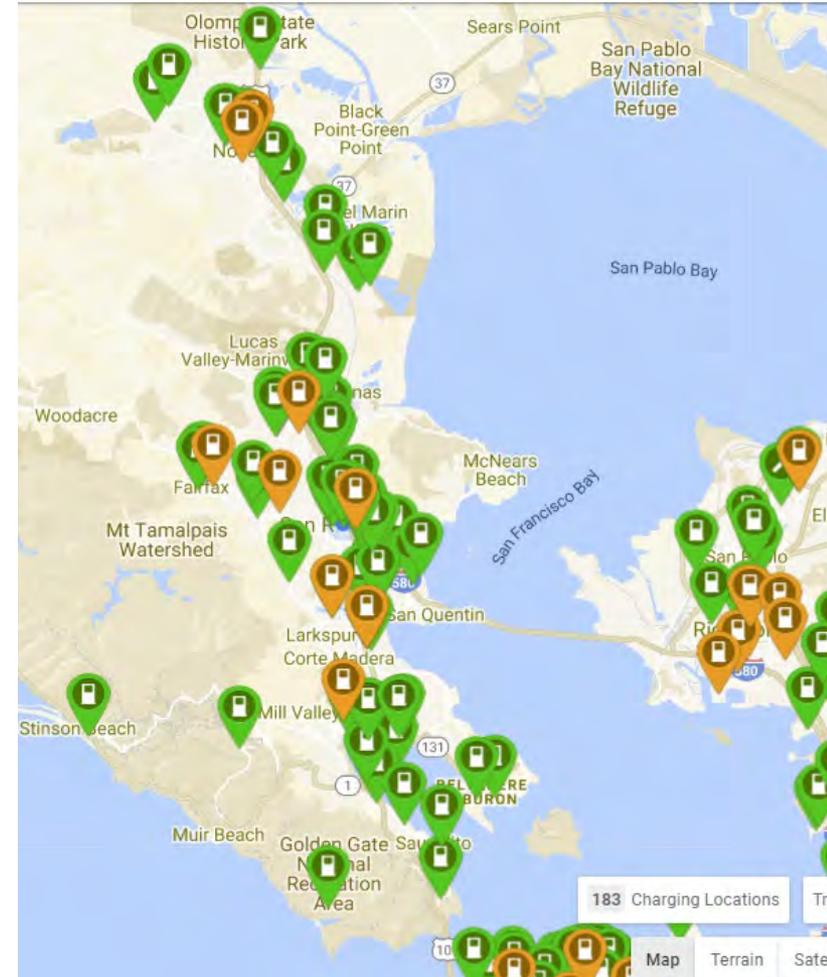


# FY2020/21 Alternative Fuels & Electric Vehicle Program

TAM Board of Commissioners  
October 22, 2020

# Alternative Fuels Program Overview

- Marin residents are leaders in Vehicle adoption
- Measure B Element 3.3
- Program in place since 2011
- Focused on
  - EV Charging Infrastructure
  - Fleet Conversion
  - Outreach/Technical Assistance
- Major Updates to program in 2019



# TAM EV Charger Rebate Program



- Public Agency Focus
- High Grant Levels
- Priority is Level 2 Charging Installations
- *Program Details:*
  - Up to \$3,000 Rebate/Head
  - Increased Funding Levels for smaller sites – up from 75% to 88.5% of total
  - Increased Technical Assistance
  - Advanced Opportunity Areas like Southern Marin Corridors
  - Delivered committed projects
- TAM & MCE combined = \$6,000/Connector
- Pilot Program Support

# TAM EV Fleet Rebate Program



- Public Agency Focus
- TAM provides up to \$5K/Vehicle
- TAM matches CVRP Funding, up to \$10k/Vehicle is available
- *Program Details:*
  - Include Vehicle Leasing
  - Include Used Vehicles
  - Include E-bikes and Other Zero Emission Vehicles
- Pilot Program Support

# Feb TAM Board Discussion

## Staff Response

- Track and monitor DMV data
  - Continue Drawdown coordination
  - Focus on equity
  - Increase outreach activities
  - Support fleet saturation
  
  - Support E-Bikes
  - Support renewable diesel
  - Explore private funding
  - Consider Multi Unit Family Programs
  - Identify barriers to purchasing EVs
- ✓ Coordinating with BAAQMD
  - ✓ Staff serve on ESC & Transportation Subcommittees
  - ✓ Include as part of FY 20/21 Program
  - ✓ Include as part of FY 20/21 Outreach
  - ✓ Include as part of FY 20/21 Tech. Assistance
  - ✓ Included in TAM Rebates. Study underway.
  - ✓ Continue TAM historical support
  - ✓ Continue coordination w/ Private Networks
  - ✓ Continue Coordination with MCE
  
  - ✓ Continue Efforts

# Update Since February Board Discussion

## Outreach & Tech. Assistance

- Sponsored virtual outreach/Ride and Drive's cancelled
- Completed EV Toolkit for Public Agencies
- Initiated E-bike Study & Public Parking Lot Assessment

## Project Updates

- County of Marin Los Gamos – 24 connectors/\$58k
- College of Marin - 32 Connectors/\$70k
- San Rafael City Schools – 117 Connectors/\$185k

## CaEViP

- Unsuccessful MCE and 4 county application
- Reapplication process starts in January

## New Public Agency Fiscal Constraints

- Limited new commitments expected for FY20/21
- Seed Planning efforts to develop pipeline of projects

# EV Charger Rebate Program

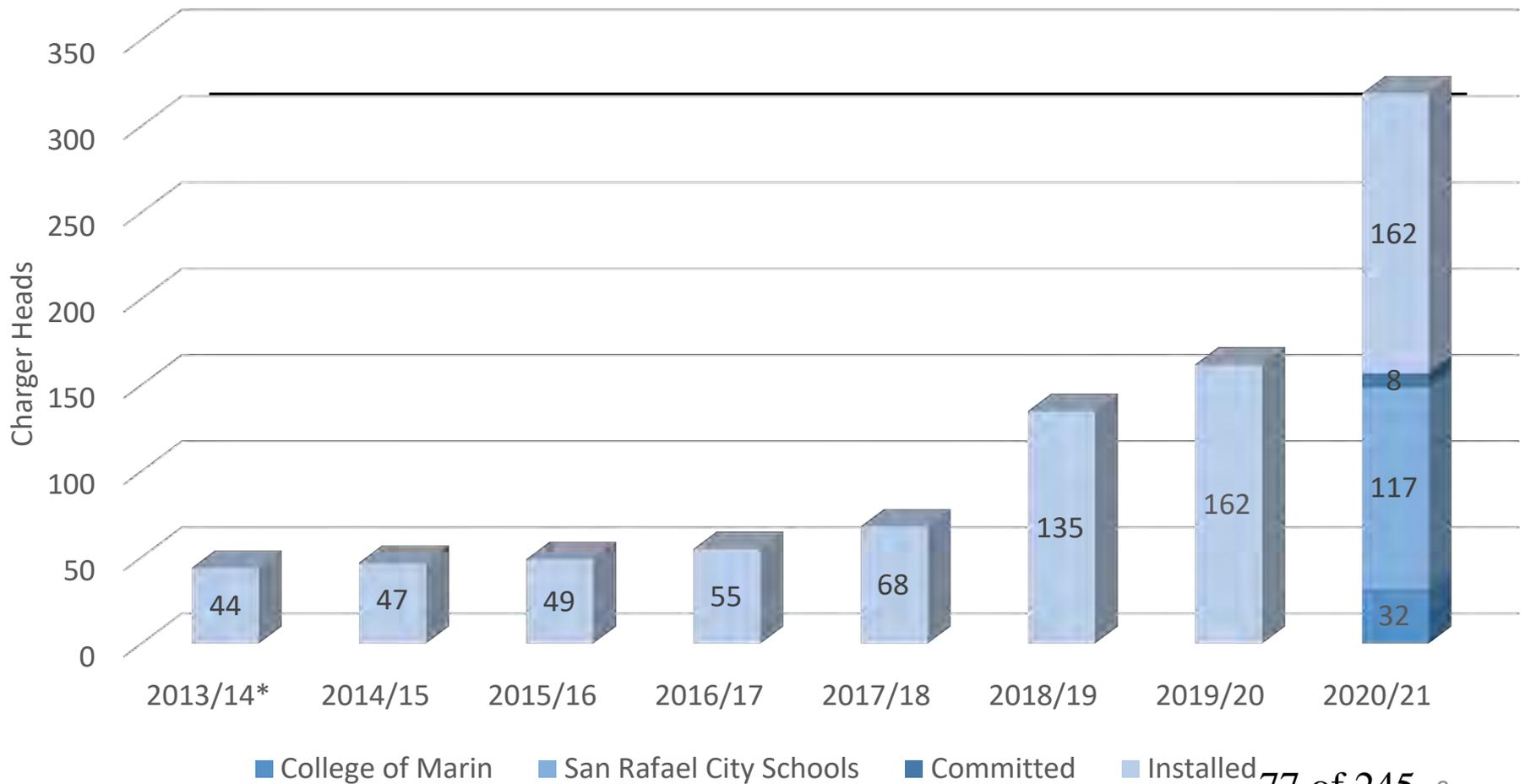
# EV Infrastructure Considerations

- Home/Workplace serves 80% of charging needs
- Private market has matured
  - 36 DCFC ~ \$3.6M private investment since 2018
- Notable public parking locations remain
- Equity for all
- Administration



# TAM Exceeded 2018 Rebate Goal!

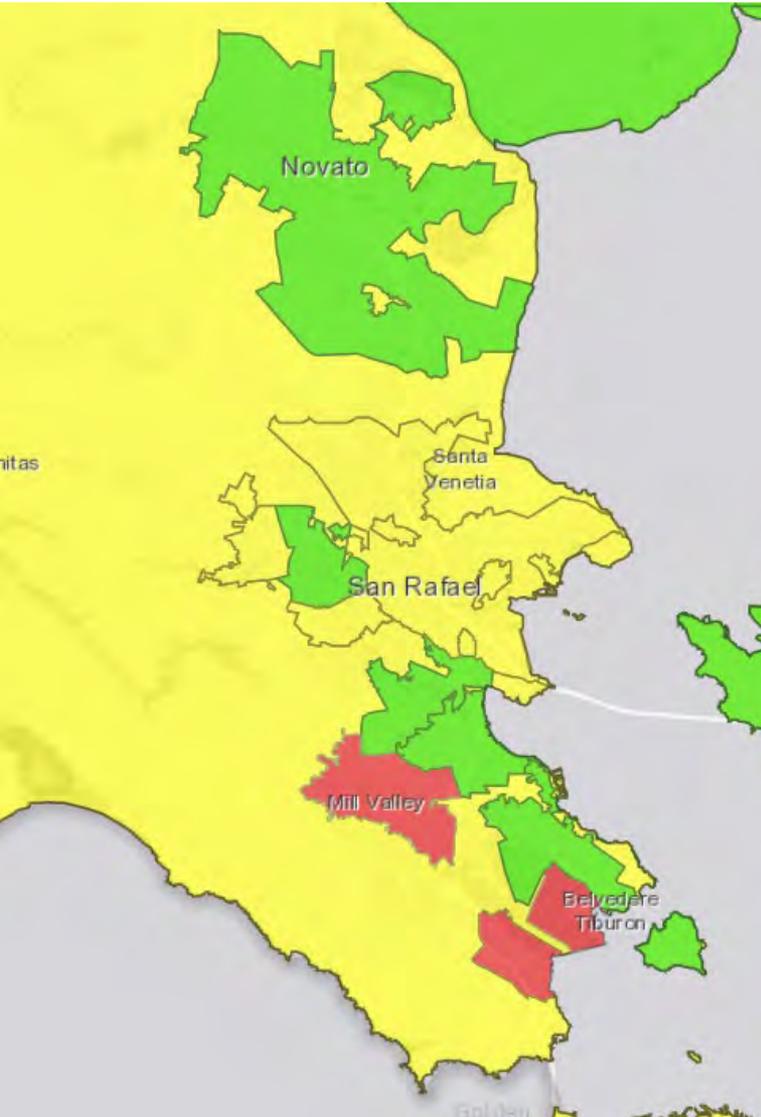
TAM EV Charger Cumulative Totals



# FY 2020/21 EV Charger Rebate Program

- Complete the funding commitments to San Rafael City Schools and College of Marin
- Align TAM/MCE programs. Modify TAM rebate program to:
  - increase % covered from TAM to 100% of net costs
  - require TAM Board approval & BAAQMD grant applications of installations over 20 chargers
- Maintain smaller amount of reserve funding for TBD projects
- Seed project development & next wave of installations through technical assistance
- Continue to work to attract CalEVIP and outside grants

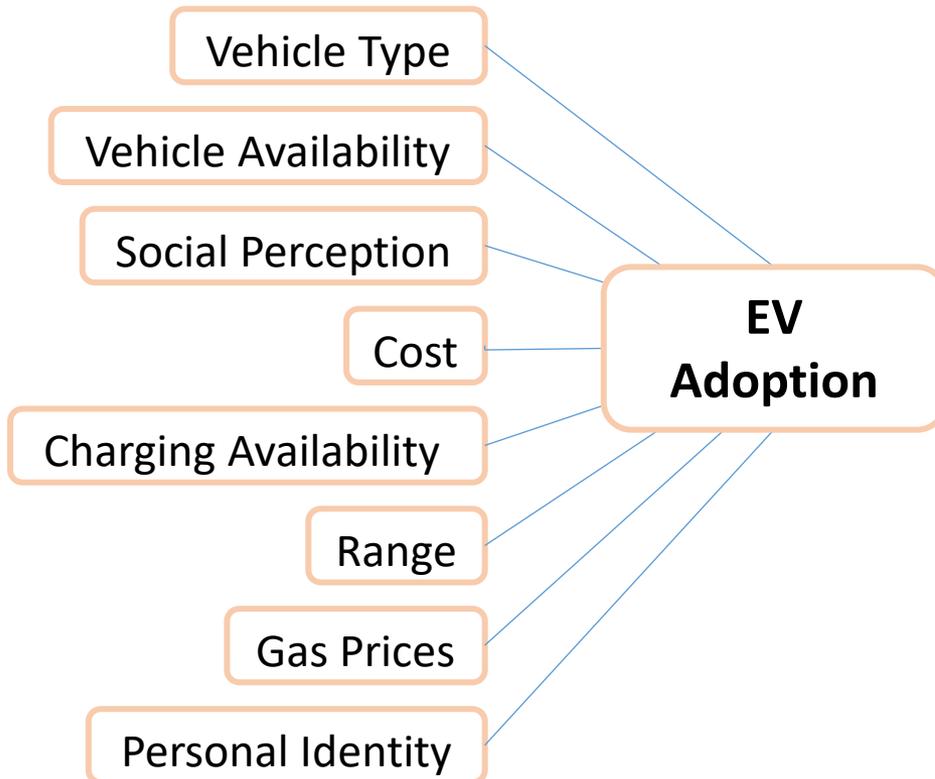
# CalEVIP



- MCE/TAM application developed in FY19/20
- Potential re-application for Marin/Contra Costa in FY 20/21.
- Staff proposal for re-application:
  - TAM/MCE proposal to fund only level 2 chargers
  - Consider high need locations of MUF and Workplaces when:
    - leveraged with regional and state/federal funding; and
    - program is administered and managed by agencies with direct relationship to recipients.

# Alt Fuels Fleet Rebate Program

# Alt Fuel Fleet Needs

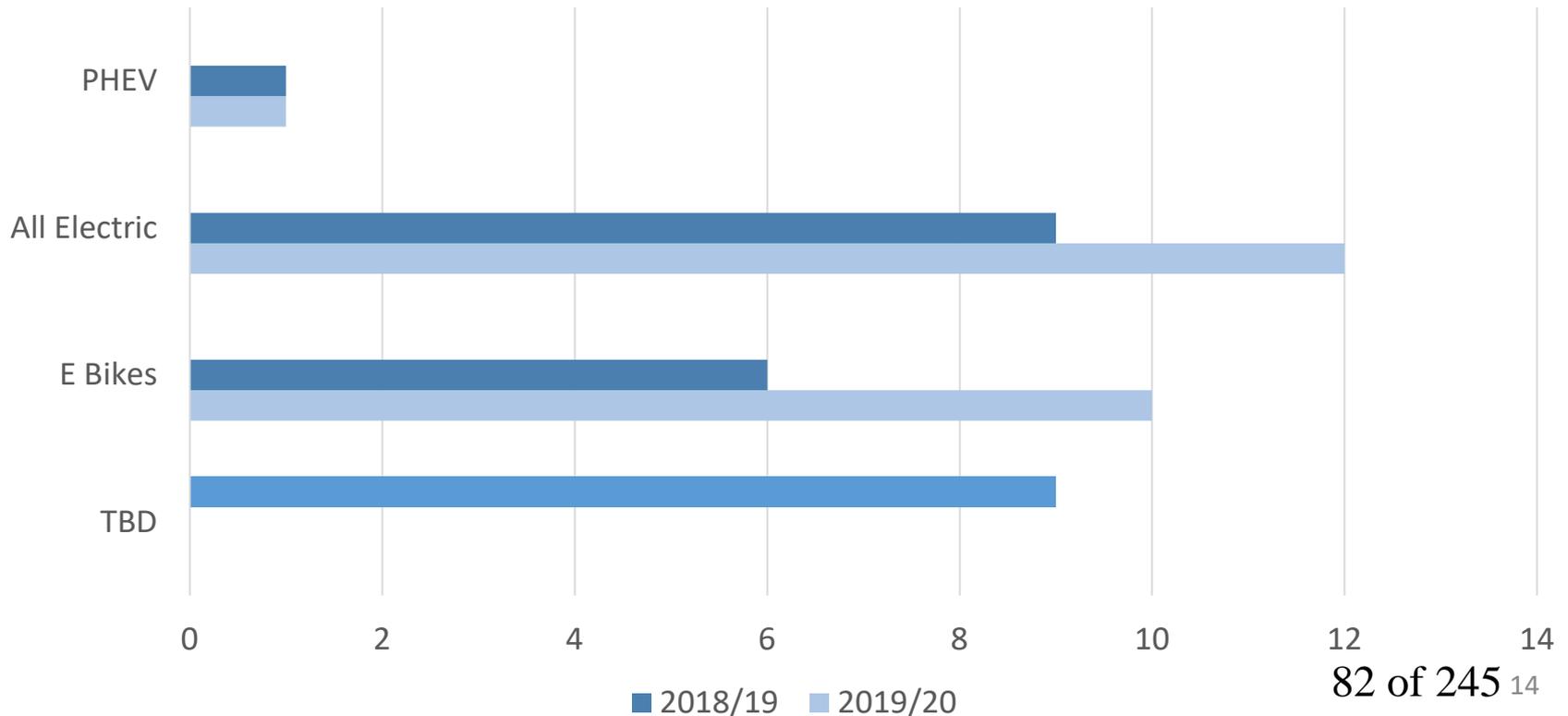


- Public Agency Needs:
  - Primarily mission critical, medium/heavy duty
  - Limited vehicle replacement opportunities for next year
  - Transit operators & medium/heavy duty needs will outpace available revenues

# TAM Fleet Rebate Progress

- Rebate uptick in E-Bikes
- Limited fleet rebates anticipated

2018-2020 EV Fleet Rebates Provided



# Proposed FY 20/21 Alt Fuel Fleet Program



# EV Public Outreach & Technical Assistance

# Outreach Response to COVID-19

Covid-19 redefined approach to outreach

- Ride & drives on pause
- May Madness reformatted

Shift to online/virtual engagement

- CTE Pilot – TAM funded development of CTE multi-media presentation, Webinar and Videos
- Online Outreach pilot on Sept 9th
- NDEW Sponsorship



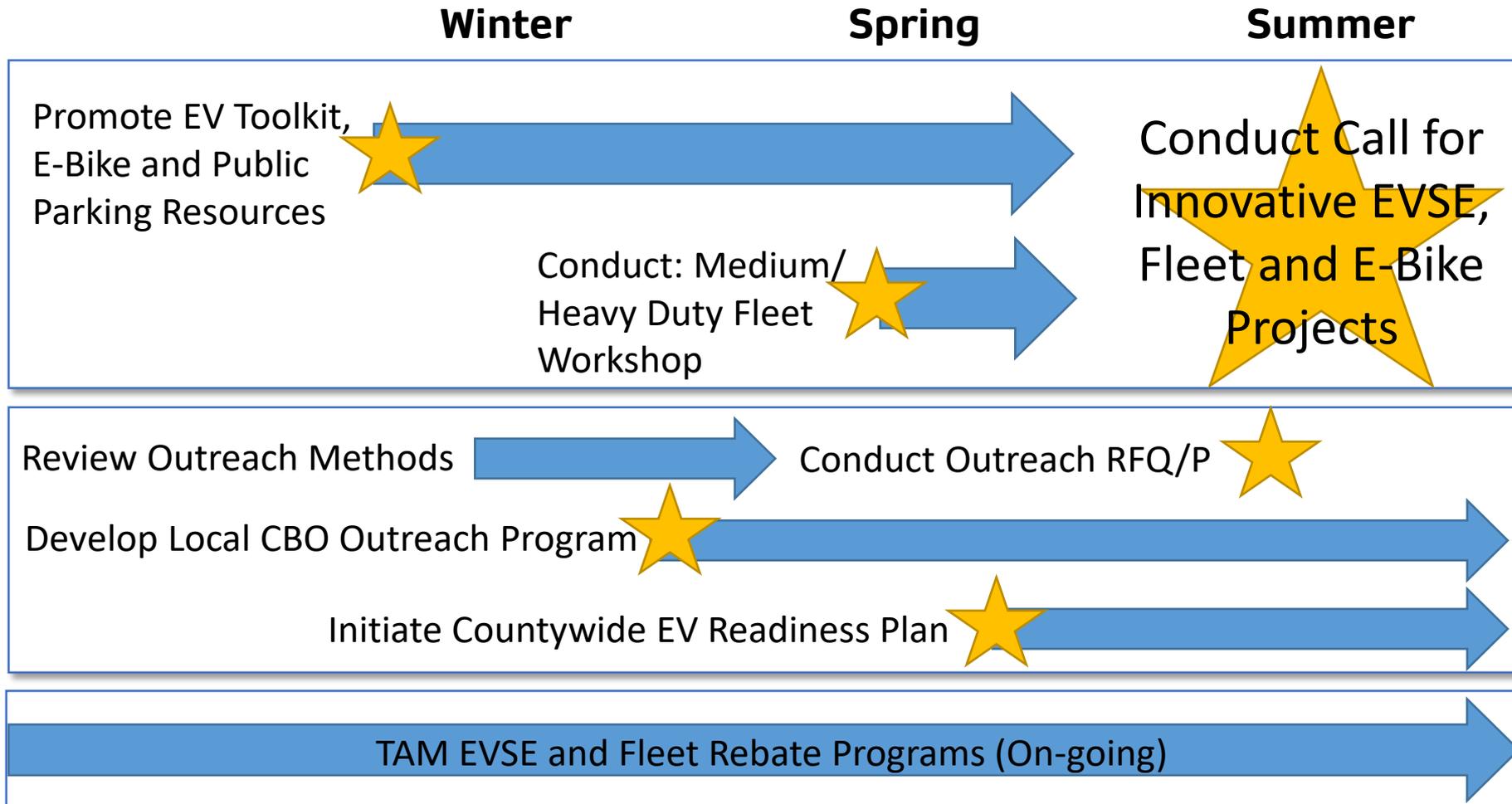
# Outreach Efforts for FY 20/21

Goals:	Accelerate Public Agency EV Charging Infrastructure Deployment	Accelerate Fleet Conversion in Public Agencies	Improve consumer awareness of the benefits of EVs and increase equitable access to EV's
Activities:			
Promote technical assistance studies	✓	✓	
Review public outreach tactics			✓
Conduct RFP for multi-year outreach program			✓
MCEP funding agreement for Countywide EV Readiness Plan	✓	✓	✓
Local CBO outreach program: Promote BAAQMD Clean Cars for All program Build community building capacity in COCs			✓
Host Medium/Heavy Duty Fleet Workshop	✓	✓	
Conduct Call for Projects for Innovative Electrification Projects	✓	✓	86 of 245

# TAM leadership on Alternative Fuels

- TAM's Public Agency EV Toolkit
  - Completed in September 2020.
- TAM E Bike Study
- TAM EV Public Parking Lot Study
- TAM Funding Agreement with MCEP to conduct Countywide EV Readiness Plan
- Call for Projects for Innovative EV Projects:
  - Innovative EV Chargers
  - Medium/Heavy Duty Pilots
  - E-bike

# Program Schedule/Timeline



# Updated Program Budget/Revenues

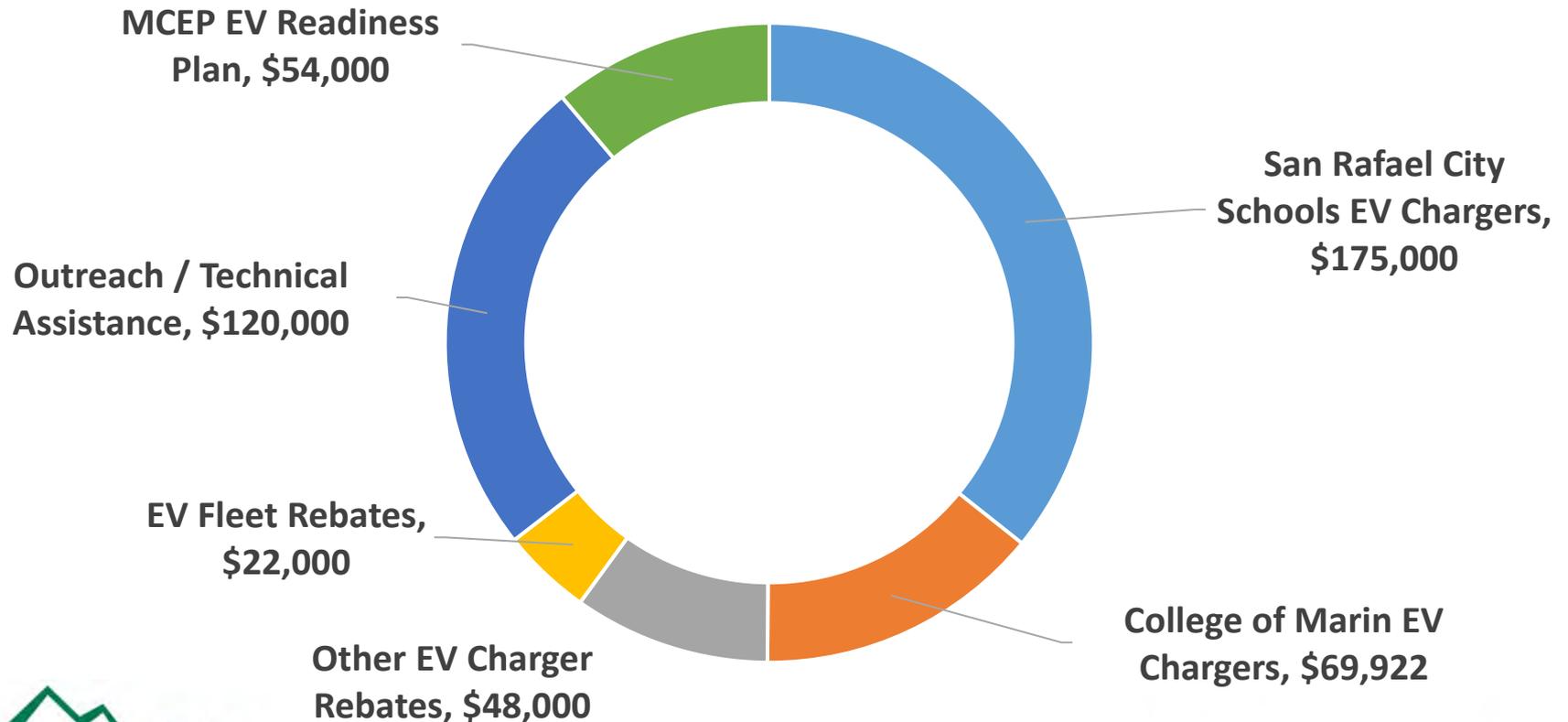
- Typical of rebate programs, expenditures continue to remain under projected revenues
- Program remains within budget
- Three-year pre-budget ends FY 20/21
  - Carryover funding remains dedicated to Alt Fuels program
  - CalEVIP, Innovative call for projects, outreach, new projects, Medium/Heavy Duty Fleet needs are all TBD and can further draw down available funds.

	<b>FY 18/19</b>	<b>FY 19/20</b>	<b>FY20/21</b>
Measure B Element 3.3 Budget	435,000	345,000	345,000
Total Expenditures	222,196	210,627	488,922
Element 3.3 Carryover	212,804	134,373	-
<i>Total Reserves</i>	<i>212,804</i>	<i>347,177</i>	<i>203,255</i>

# Total Program Budget for FY20/21

**Total Budget**

**\$488,922**





# Questions?

Derek McGill, TAM Planning Manager

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## Item 11 - Attachment F

Hi, my name is Carleen Cullen and the founder and executive director of Cool the Earth and Drive Clean Bay Area. First it seems this updated Plan TAM's Alt Fuels Pgm is poised to make some real progress. Secondly, I'd like to thank Madame Chair, the board and staff at TAM and Marin Transit for their recent order of four new electric buses.

While all combustion vehicles must rapidly switch to EV, Christine O'Rourke head of MCEP notes, "Emissions from buses is a small part of overall transportation emissions, so it's also critical that people start driving electric vehicles as well." We recommend that TAM assigns funding based on potential GhG emissions and passenger vehicles are by far the largest opportunity.

As you may know, our Governor has banned new ICE sales as of 2035. I served as his policy advisor when he was running for Governor, and the ban was my teams' primary policy advice. Where do we go from here? I wanted to share some thoughts about the EV world.

First, there has been a revolution in battery efficiency and cost and the rate of charge. For instance, my Kia Niro EV has a 240-mile range and gets 70 miles charge in just 15 minutes. A "gas station" model is developing, with ultrafast charging stations being installed by private industry.

The gas station model has its uncertainties, in terms of potentially causing battery degradation if used as primary source of charging. It also has equity issues The stations charge a premium and our low-income communities will pay more to fuel their vehicles. Perhaps a charging account similar to PG&E CARE or FERA program?

While ultrafast charging may be a long term solution, providing in-community access is important. Perhaps TAM might consider installing charging on private property for communities of concern? A possible solution for these communities might be to provide curbside or streetlight charging or install low-cost Level One charging in any low-income residential parking structures.

A recent issue is that of PSPS. The events cast a shadow of concern about driving electric. Part of the solution is increased consumer awareness, as EVs can have a value in PSPS, although this is counterintuitive. Coordinating with Nixle and other alert systems to notify residents of an upcoming PSPS and reminding them to charge their vehicle could assuage concern. There are important new infrastructure solutions, such as microgrids with storage that can be integrated with EV charging. We urge Marin's agencies to work together to deliver these critical solutions.

While there are many challenges to be addressed, it is reported from CARB that the primary barrier to EV adoption is consumer awareness. Far-reaching and collaborative community programs are critical.

## Item 11 - Attachment F

In summary, most will agree that electrifying transportation is the future. The challenge is how to equitably and aggressively accelerate the change. We are making progress, but the transition cannot be a marathon. It demands an all-out sprint.

**From:** [David Moller](#)  
**To:** [TAM Info](#)  
**Subject:** FW: Public Comment for TAM Funding, Programs and Legislation Executive Committee Mtg, October 12, Agenda Item No. 8  
**Date:** Monday, October 12, 2020 2:17:39 PM

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Public Comment for TAM Funding, Programs and Legislation Executive Committee Mtg, October 12, Agenda Item No. 8

Dear Board of Commissioners

We'd like to start by commending TAM and its staff for preparing a robust and forward-looking Alt Fuels Program FY 20/21. We particularly appreciate the transparency and detail provided. We'd also like to commend TAM for exceeding its 2018 Site Plan goal of providing over 305 EV connectors in the county and for its work on the Public Agency EV Toolkit, EV Parking Lot Review and E-Bike Study. These are all solid accomplishments.

We support the five recommendations made at the beginning of the Memo as well as other recommendations contained in the report including:

- Requiring Board approval for projects larger than 20 connectors
- Streamlining the project application process
- Providing robust technical assistance and outreach program to develop a project pipeline to accelerate EV connections and EV fleet investments
- Improving consumer awareness of the benefits of EVs while supporting equitable access to EVs and infrastructure

We strongly support TAM's plan to work with MCEP to develop a Countywide EV Readiness Plan. We see this as a great way to tap into MCEP's resources and keep the issue of supporting and accelerating EV adoption squarely in the sights of the public agency and jurisdiction staff that participate in MCEP.

We also support TAM's plans to:

- Promote to public agencies' staff, sustainability commissions and elected officials the EV Toolkit, E-Bike Study, and EV Parking Lot Review.
- Host a medium and heavy-duty EV fleet workshop
- Release a call for projects
- Initiate an outreach program targeted at communities of concern

We'd also like to note that Attachment D, "EV Program Frequently Asked Questions" is very helpful in understanding the rationale for what is, and is not included in the Alt Fuels Program

We have several recommendations we believe should be addressed in the Alt Fuels Program

FY 20/21:

- While we support the concept of multi-year planning and outreach, we feel strongly that to ensure focus, the outreach needs to be specific to the Alt Fuels Program, and not combined with outreach efforts for other programs
- We feel there is a need for TAM to re-establish a public/agency working group specifically for the Alt Fuels Program to help TAM and other agencies and jurisdictions keep abreast of emerging EV technologies and trends
- We believe the “public outreach” and “technical studies” functions should be presented and treated separately for planning and budgeting purposes.
- We recommend that TAM establish several specific long-term goals and metrics for the Alt Fuels Program the way the goal of 305 chargers was targeted in 2018 (possible metrics include: (1) the number of projects submitted in response to TAM’s call for projects, (2) completion and distribution of the Countywide EV Readiness Plan by a specific date, (3) number of efforts to promote to public agencies’ staff, sustainability commissions and elected officials the EV Toolkit, E-Bike Study, ad EV Parking Lot Review and (4) increase in number of EVs in jurisdiction fleets by a specific date)
- Given the level of public interest and rapid rate of change in the EV sector, we’d like TAM to provide quarterly or at least semi-annual updates on the Alt Fuels Program. The Ad Hoc Committee should also review this program more frequently than once each year.

Sincerely,

David Moller  
Marin/Sonoma EV Squad

A thick black horizontal line redacting the signature of David Moller.

# Item 11 - Attachment F

**From:** [Lawrie Mott](#)  
**To:** [Denise Merleno](#)  
**Subject:** Comments on Alternative Fuels Update  
**Date:** Monday, October 12, 2020 9:04:52 AM

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I am Lawrie Mott, Board Chair of Cool the Earth and a former scientist at the Natural Resources Defense Council. The Alternative Fuels Update before the Executive Committee today is a solid and complete report. We regret that this report is occurring in October instead of January or February. Ideally this report, and its budget recommendation, would have occurred before the current fiscal year began.

The EV Ad Hoc Committee serves an important purpose in providing detailed oversight of this important program. These are the only public funds in the County dedicated to advancing electric vehicles (EV). The Ad Hoc Committee should review this program more than once a year. We suggest that TAM convene the EV Ad Hoc quarterly in order to ensure that select TAM board members are well informed about the working of this program.

Further, there should be routine opportunities for public participation on Measure B Element 3.3 program. Previously TAM convened a Clean Technology Working Group (CTWG) on a semi regular basis. The group was composed of members of the public with expertise in EVs, MCE, and public works and sustainability staff from municipal jurisdictions and the County. This group was disbanded in 2019. This has left no regular and formal opportunity for public input on this program. Given the current daily reminders of fires, unhealthy air quality and heat waves, we need to do all we can to combat climate crisis. This program is a step in that direction. We urge TAM to convene a regular quarterly forum to provide the interested public with a Element 3.3 program update and seek public input. EV technology is changing rapidly and a regular gathering of EV experts would provide TAM with important information in a timely fashion.

We support using the unexpended dedicated Element 3.3 funds from previous years to this fiscal year. In fact we urge TAM to fully use all unexpended reserves. Again, climate crisis is occurring now. TAM should not hold money dedicated to alleviating this emergency for future use. If TAM identifies a need to use all the unexpended reserves from this program, we urge the agency to do so.

We have several specific questions about the report. First, on page 25 of 51, the draft budget indicates \$80,000 for "outreach/technical assistance". These are two very different activities that should be separated with specific budget allocations. Lack of public awareness of EVs still remains the major barrier to their use. Public education and outreach is critical to overcoming this barrier. TAM should indicate its budget allocation for education and outreach. Likewise, TAM should specify what constitutes technical assistance and indicate its budget for this effort.

Could TAM please describe what "CBO Equity Focussed Outreach" with \$40,000 budget, on page 25 of 51, entails. Advancing EVs equitably is critical. We would like to know more about how TAM will approach this and how the \$40,000 would be expended.

Finally, the draft budget, on page 25 of 51, provides good details. TAM's budget reports should use these same categories to report expenditures. This will create transparency on how TAM is proceeding with these priorities.

Thank you.

Lawrie Mott

**COMMENTS TO TAM EXECUTIVE COMMITTEE  
OCTOBER 12, 2020  
AGENDA ITEM #8: Alternative Fuels Program Update**

Good afternoon, and thank you for the opportunity to speak with you. My name is Sanna Thomas. My husband John and I have been residents of Marin for almost 25 years, mostly in Mill Valley and now in Tiburon, down the street from my daughter and 3 of my 5 grandchildren.

I am speaking to you on behalf of the Climate Reality Project in Marin --- and even more so, on behalf of my children and grandchildren. Deeply concerned about climate change and the future of our little ones, a few years ago a friend and I began giving slide presentations in the Bay Area --- and even the Central Valley! -- on the causes and increasingly dire effects of climate change. Wherever we went, we were impressed with how receptive our audiences were to our message of how real and how serious the problem is, AND how urgent it is to act NOW and act BIG.

Not surprisingly, we also found that what most people wanted to know was what THEY could personally do -- practical steps they could take to reduce their greenhouse gas emissions and limit their carbon footprint. So since the transportation sector, as you well know, is such a major contributor to GHG emissions, we naturally talked about electric vehicles. Their reaction was the same reaction that my husband and I first had about going electric. Would there be charging stations when they needed them? Would it take too long to get an adequate charge? Was the EV infrastructure going to develop fast enough? Would they be stranded during a blackout? What about all those gas-powered cars and trucks still on the road -- would their EV be just a drop in the proverbial bucket? Why weren't the authorities doing more to minimize the logistical risk of owning and operating an EV?

They wanted to do the right thing, but they just weren't sure if it would make much of a difference AND if their immediate world was moving fast enough in the same direction.

So we started to dig around to find out what was being done, especially here in Marin. Unfortunately, we discovered it was hard to ferret out much useful information, and that things seemed to be all over the map in terms of meaningful official local action. After reading TAM's strategic plan, we came to realize that Measure B's VRFs enable TAM to not only support EV infrastructure development and municipal fleet conversion, but to also conduct public education and outreach programs to persuade car owners to switch to EVs. In other words, TAM can be very instrumental in growing the market for its EV infrastructure. And it could accomplish that more effectively by making its planning and progress more visible and easily accessible to the public.

So I heartily recommend more transparency, more disclosure on your website, including specific program plans, public funds budgeted for them, and actual amounts expended on them. As a citizen and payer of vehicle registration fees --- and EV owner -- I really want to know what's being done with my vehicle fees to support and expand EV adoption. The more public awareness and engagement in that process, I believe the more public willingness to convert to EVs. AND the cleaner the air and environment will be for my grandkids!

In closing, please... provide more frequent public updates on the Alt Fuels program, AND increase its focus on public education and outreach to persuade car owners to switch to electric vehicles!

Thank you so much,

**Sanna Thomas**  
XXXXXXXXXXXX  
**Tiburon, CA 94920**