



**DATE:** September 13, 2021

**TO:** Transportation Authority of Marin  
Funding, Programs and Legislation Executive Committee

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

**SUBJECT:** Alternative Fuels Program Update & Outreach Activities (Action), Agenda Item No. 6

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## RECOMMENDATION

The Funding, Programs & Legislation (FPL) Executive Committee receives an update on the TAM Alternative Fuel Program and reviews and recommends to the TAM Board approval of the following items related to the outreach activities of the Alternative Fuel Program:

- a) Authorize the executive director to enter into one-time agreements with the 12 Marin jurisdictions to conduct outreach activities related to the promotion of Alternative Fuel and Electric Vehicles, not to exceed \$4,500 per jurisdiction;
- b) Authorize the executive director to provide a \$4,500 sponsorship to Cool the Earth to conduct a National Drive Electric Week Promotional Event in Marin County.

## 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 Electric Vehicle (EV) Charging Infrastructure
- Public Agency EV Fleet Conversion
- Public Outreach/Technical Assistance

In October 2020, building on the successful implementation of previous years' programs and a February 2020 TAM Board discussion, the TAM Board approved an Alternative Fuel Program directing staff to:

- Increase the TAM match for the EV charger program from 88.25% to 100% of the total cost up to \$3,000 per charger head (calculated after all other rebates are provided).
- Develop a streamlined application process for EV charging stations partnering with MCE.
- Complete Technical assistance efforts including the development of an EV toolkit for public agencies, an e-bike study, and a review of public parking lots for potential EV charging stations.
- Enter into a funding agreement with Marin Climate & Energy Partnership (MCEP) to develop a countywide EV Readiness Plan.
- Conduct a Request for Proposals (RFP) for a multi-year outreach program.
- Develop an equity-based outreach program.
- Conduct an EV Fleet workshop.
- Conduct a call for projects/letter of interest for Innovative EV Charging/EV fleets.

Many of these items have been completed or are in progress, and some are the subject of today's recommended actions. Additional information is below.

## DISCUSSION/ANALYSIS

Since the Alternative Fuels Program was adopted by the TAM Board in October 2020, staff have continued to conduct Program activities.

Staff has made significant progress in advancing public agency EV charging installations in the County, with over 300 connectors installed. This FY marked the closing out of the installation of 117 connectors at San Rafael City Schools campuses and 32 connectors at College of Marin campuses. New rebate reservations have been secured for 52 additional connectors at 8 new locations. In addition, staff has also developed a streamlined application process as a piggyback to MCE applications, where MCE rebates are applicable. This streamlined application is currently in use.

EV fleet rebates have remained steady as the pace of fleet replacement in the County is relatively flat. TAM has received 5 rebate reservations for new vehicles from 3 agencies, on pace with previous years for this program element. Staff conducted a webinar with representatives from MCE, Bay Area Air Quality Management District (BAAQMD), and the state Hybrid and Zero Emission Truck and Bus Voucher Incentive Project (HVIP) to share information and seed the next wave of medium and heavy-duty fleet investments. Staff from 15 agencies attended the webinar. Staff anticipates releasing a letter of interest request for Marin Public Agencies in the coming weeks to solicit medium and heavy-duty fleet opportunities, innovative charging concepts, and other fleet vehicle opportunities such as e-bikes or mission critical fleet purchases.

In addition to these EV charging and fleet programs, staff is working with MCEP to develop a Countywide EV Readiness Plan. Work is currently underway on this plan and is expected to be finalized this fiscal year. The Countywide EV Readiness Plan will provide a framework of actions to support Climate Action Plan goals and accelerate the transition to lower emission vehicles. The plan is expected to be presented to various town committees and councils, and the TAM Board in 2022.

Finally, TAM has completed an E-bike study, public parking lot review, and an EV toolkit for local public agencies use. The EV toolkit is available in print and online format and contains resources to guide public agencies through the installation or procurement of vehicles.

### *Alternative Fuels Program Outreach Activities*

On July 14<sup>th</sup>, TAM released an RFP to support outreach activities for the Alternative Fuels Program. The RFP requested qualified outreach firms to submit proposals that met TAM program goals identified in the October 2020 TAM Board update, including:

- 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

The scope of work in the RFP included developing an outreach plan, conducting outreach activities, updating marketing materials and developing an equity-based outreach program. TAM received 6 responses to the RFP from the following firms:

- We Us Them, Inc.
- Kearns & West and Cool the Earth
- Convey Inc.
- Drive Clean Bay Area (Co-leads: Acterra and Cool the Earth)
- Placeworks
- Reach Strategies

Staff has developed a selection panel with members from MTC, Contra Costa Transportation Authority (CCTA), Town of San Anselmo and TAM staff. The selection process is currently underway, and staff expect to present a recommendation to the Board for authorization to enter into contract. The contract value is expected to provide \$100,000 annually, with a not to exceed amount of \$300,000 for the initial three-year period.

In addition to the outreach efforts solicited through the formal RFP process, in late June and into July, staff received funding requests from multiple local jurisdictions to conduct public outreach efforts through a local non-profit, Cool the Earth. TAM staff recognizes that these local efforts can support local Climate Action Plan goals and TAM's Alternative Fuel Program. Working with MCEP, staff reviewed the requested funding proposals and identified specific activities that can support TAM's program. Staff then reached out to all local jurisdictions, and all 12 jurisdictions expressed interest in receiving \$4,500 each to conduct outreach in support of TAM Alternative Fuel Program goals.

These funds may be used to support national drive electric week events, or other alternative fuel program outreach needs, consistent with TAM's program and the Measure B funding policies. Staff recommends that the funds not to be made available for general consumer vehicle purchases, or to any specific vendor or contractor. Staff is also recommending that local agencies use these funds to leverage BAAQMD, MCE and other funds, and consider shared services or joint actions to maximize the value of these funds.

TAM has historically sponsored National Drive Electric Week Events in Marin County, beginning with Golden Gate Electric Vehicle Association and now with Cool the Earth. Last year, TAM sponsored on-line events due to pandemic restrictions, and staff is recommending sponsorship of \$4,500 for events this year.

## **FISCAL IMPACTS**

Based on the revenue and expenditure information shown in **Attachment C**, revenues for this program have been assigned from Measure B Element 3.3 funding and are available to the program for use. The current budget of \$345,000 is anticipated to be sufficient to conduct the program this year.

## **NEXT STEPS**

Staff expects to take to the Board a recommendation to authorize the Executive Director to enter into contract with a qualified outreach firm to conduct program outreach efforts for a three-year period with two optional one-year contract extensions, not to exceed an average of \$100k per year for the total contract period. Upon board approval, TAM will enter into contract and conduct program outreach activities.

Upon approval of the Board, TAM will also enter into funding agreements with local jurisdictions not to exceed \$4,500 each, providing funding for local outreach activities consistent with TAM's program. A sponsorship of \$4,500 will be provided to Cool the Earth for National Drive Electric Week.

Staff intend to return to the Board at a future meeting with the results of the Letter of Interest request from Public Agencies for Innovative EV Projects and Fleet Vehicles.

## **ATTACHMENTS**

Attachment A: Program Revenues and Expenditures  
Attachment B: Program Frequently Asked Questions  
Attachment C: Staff Presentation

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**Attachment A: 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>FY 20/21</b>	<b>FY 21/22</b>
Measure B Element 3.3 Alt Fuels Budget	435,000	345,000	488,522*	345,000
Total Expenditures	222,196	210,627	317,361	TBD
Carryover for 3.3	212,804	134,373	27,639	
<i>Program Reserves</i>	<i>212,804</i>	<i>347,177</i>	<i>374,816</i>	<i>TBD</i>

\*Initial budget of \$345,000 available for carryover.

*FY 21/22 Alternative Fuel Program Budget Detail*

EV Fleet Rebates	10,000
EVSE Rebates	138,000
EV Outreach Contract	100,000
Countywide EV Readiness Plan	43,000
Local Jurisdiction Funding Agreements	54,000
<b>Program Total</b>	<b>345,000</b>

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**Attachment B: TAM Alternative Fuels Program Frequently Asked Questions (FAQ)****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 the whole suite of contracting and project development.

**Does TAM provide Commercial or Retail EV Connectors?**

TAM does not use local transportation funds on chargers at private commercial or retail properties. The EV charging market has expanded over the last few years, and significant private investment is occurring in this space in Marin County.

**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 and the 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 for 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 3 or DC Fast Chargers (DCFC)?**

TAM's EV Connector Rebate program focuses on Level 2 charging. Level 3 or DCFC charger availability is growing widely due to an established private market. Additionally, Level 3 chargers are costly and would limit the capacity of TAM's program to deliver benefits 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 currently provides funding for chargers within public properties in Marin County, including many areas accessible to the public. TAM also provides funding for public agencies to convert their fleet of vehicles. Consumers who wish to purchase an EV may be eligible to receive rebates and tax credits through other sources, 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 Alt 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 retaining a contractor to establish an equity-based outreach program to support the Alt Fuels program.

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

TAM continually works to ensure our program is responsive to local agency needs while maintaining fiscally responsible requirements in using taxpayer funds. TAM's rebate applications are consistently cited by local agencies as one of the easiest rebates available. For public agencies utilizing MCE rebates, TAM and MCE have a single joint application for both agencies.





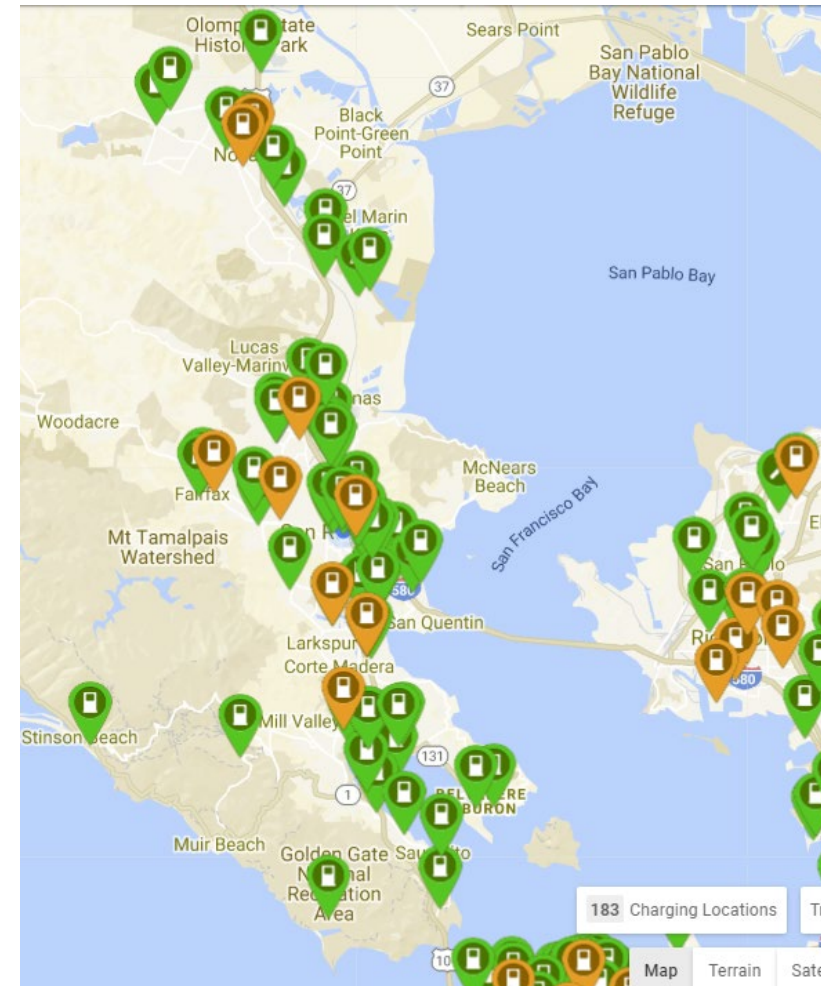
# FY2021/22 Alternative Fuels Program & Outreach Activities

Funding, Programs and Legislation Executive Committee  
September 13, 2021



# Alternative Fuels Program Overview

- Measure B Element 3.3
- Program in place since 2011
- Works with Transit, Safe Routes, and Multimodal focus to reduce GHG emissions
- Major Updates to program in 2019, 2020
- Focuses on
  - Public Agency EV Charging Infrastructure
  - Public Agency Fleet Conversion
  - Outreach/Technical Assistance



# TAM Public Agency EV Charger Rebate Program



- Public Agency
- High Grant Levels
- Priority is Level 2 Charger Installations
- *Program Details:*
  - 2-20 Heads
  - Up to \$3,000 Rebate/Head
- TAM & MCE combined = \$6,000/Connector
- Pilot Program Support

# EV Charger Rebate Program Update

- Completed a streamlined application process for EV charging stations partnering with MCE
- New reservations underway:

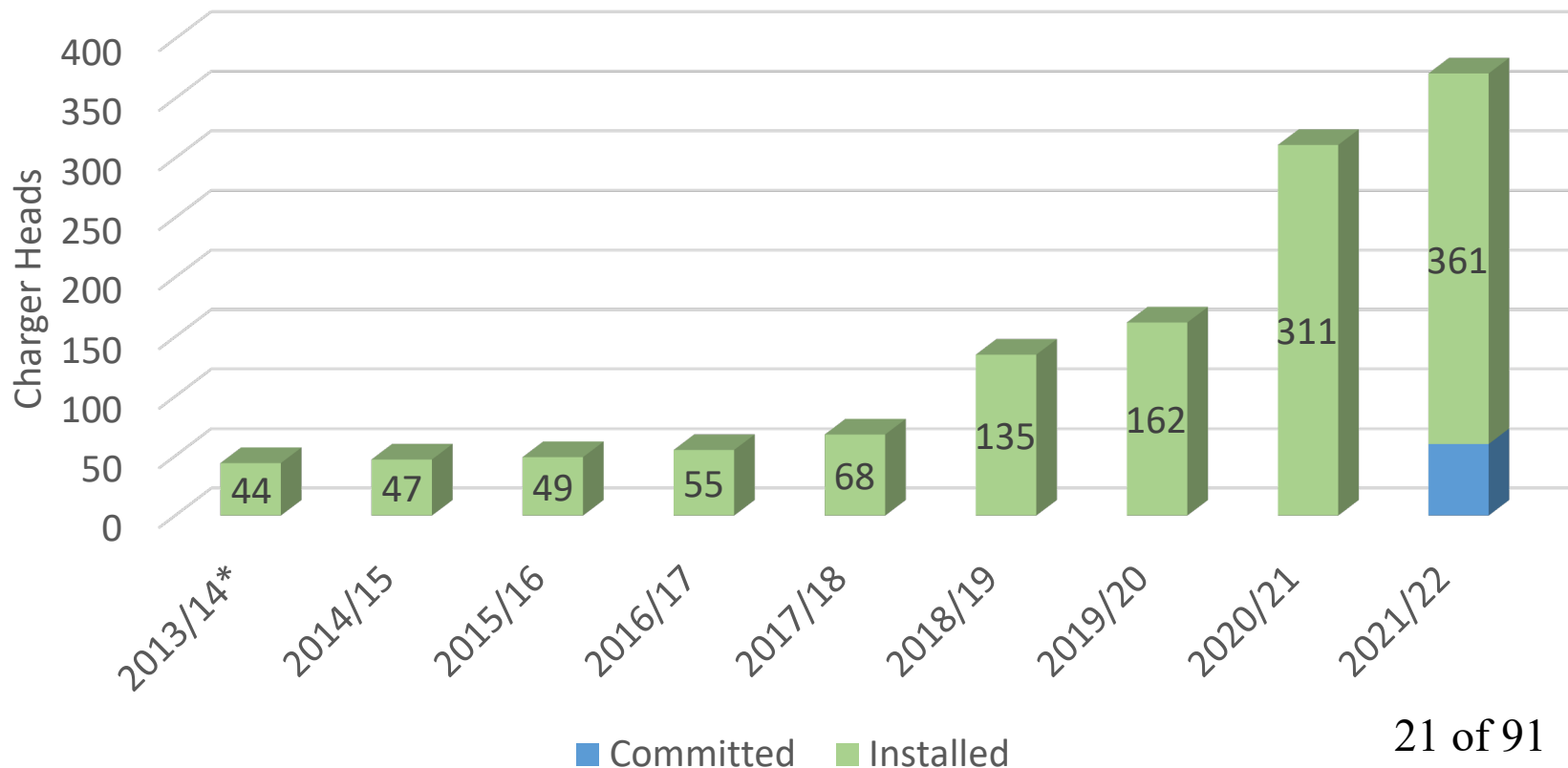
Lead Agency	Location	Charger Ports Reserved
Marin County	GSA Building	13
Marin County	Point Reyes Station Playground	10
Fairfax	Parkade Parking Lot	1
Sausalito	Muni Lot 2	4
Ross	Post Office Parking Lot	4
Novato	Multiple Locations	14
Belvedere Tiburon Library Agency	Tiburon Library	4
Mill Valley	Community Center	2
	<i>Total</i>	52



# EV Charger Rebate Program Update

- Over 300 charger ports now installed!

## TAM EV Charger Cumulative Totals



# 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

# TAM EV Fleet Rebate Program Update

- Provided approximately 35 Vehicle Rebates to date
- TAM hosted EV Fleet Webinar
- Pace of rebate request remains steady

Lead Agency	Vehicle Type	Rebate Requested
Belvedere	BEV	1
Novato	BEV	3
Marin Transit	BEV (Passenger Vehicle)	1

# TAM Technical Assistance/Outreach Update

EV toolkit, E-bike study,  
Public Parking lot study

- Completed and In Use

Countywide EV  
Readiness Plan

- Funding Agreement in Place and Work Underway
- Draft Scheduled for Spring 2022, Final in Summer 2022

Letter of interest for  
Innovative EV  
Charging/EV Fleets  
procurement

- Upcoming Effort
- Target state and regional grants/rebates
- Seed Medium/Heavy duty/Mission Critical Fleets



# Outreach Response to COVID-19

Covid-19 redefined approach to outreach

- Ride & drives mostly on pause
- May Madness reformatted

Shift to online/virtual engagement

- Continued Local NGO Support
- CTE Drive Clean Sponsorship

**Stay in Place.  
Maintain Your Space.  
Cover Your Face.**

MARIN HEALTH & HUMAN SERVICES  
Health, Well-being & Safety

#StayHealthyMarin #KeepCommunity  
[Marinhhs.org/coronavirus](https://Marinhhs.org/coronavirus)

# RFP for Outreach Services

- RFP to support TAM Program goals:
  - 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.
- Scope overview
  - Broad approach
    - Develop an outreach plan
    - Develop equity-based outreach program
    - Conduct outreach

# RFP for Outreach Services

- Selection Panel Convened
  - TAM Staff, MTC, CCTA, Town of San Anselmo
- Proposals Received
  - We Us Them, Inc
  - Drive Clean Bay Area (Acterra/Cool the Earth)
  - Convey, Inc
  - Placeworks
  - Reach Strategies
  - Kearns & West and Cool The Earth
- Selection process underway
  - 3-year contract (with 2 one-year optional extensions) NTE average of \$100k annually.
  - Staff will bring recommendation to TAM Board

# Local Jurisdictions Funding Agreements

- 7 unsolicited proposals received
  - Mix of direct funding request to TAM and through local jurisdictions
- Over \$100k in funding requested
- TAM reached out to MCEP and local jurisdictions
  - TAM support of Climate Action Plan goals
  - Consider equity
  - Leverage TAM funding
  - Promote shared services
  - Support a multi-modal focus
- Staff recommends providing/offering \$4,500 in outreach funds to each local jurisdiction (12) to support Alt Fuels Program goals, totaling \$54,000

# Upcoming Program Activities

- Continue development of Countywide EV Readiness Plan
- Sponsorship for National Drive Electric Week
- Letter of Interest for Innovative Charging/EV Fleets
- Work with agencies on requested charger and fleet rebates
- Enter into Funding Agreements with local jurisdictions for outreach funds
- Complete selection process, and following Board approval, enter into contract with selected firm to refine outreach strategy and equity-based program

# Program Budget

- Funds are available within existing budget
- Pace of rebate requests remains steady
- Letter of Interest process will identify additional needs
- Upcoming state and federal leveraging opportunities

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# Summary of Requested Actions

- Staff recommends approval & refer to the Board authorization for the Executive Director to:
  - enter into one-time agreements with the 12 Marin jurisdictions not to exceed \$4,500 per jurisdiction;
  - provide a \$4,500 sponsorship to Cool the Earth for National Drive Electric Week
- Staff expects to bring to the Board a recommendation to:
  - enter into 3-year contract for program outreach efforts (with two optional one-year contract extensions) not to exceed an average of \$100k per year.





# Questions?

Derek McGill, TAM Director of Planning