



FUNDING, PROGRAMS & LEGISLATION
EXECUTIVE COMMITTEE MEETING

SEPTEMBER 11, 2023
2:00 P.M.

TAM CONFERENCE ROOM
900 FIFTH AVENUE, SUITE 100
SAN RAFAEL, CALIFORNIA

900 Fifth Avenue
Suite 100
San Rafael
California 94901

Phone: 415-226-0815
Fax: 415-226-0816

This meeting will be held in-person and via Zoom webinar.

www.tam.ca.gov

How to watch the live meeting using the Zoom link:

<https://us02web.zoom.us/j/85390710355?pwd=c2lnS2ZlbnhXUVZ0U3kweIA0QT09>

Belvedere
Nancy Kemnitzer

Webinar ID: 853 9071 0355
Passcode: 571956

Corte Madera
Pat Ravasio

Teleconference: Members of the public wishing to participate via teleconference, can do so by dialing in to the following number at 2:00 PM on the day of the meeting: **+1 669 900 6833**; Access Code: 853 9071 0355; Password: 571956

Fairfax
Chance Cutrano

How to provide public comment (limited to 2 minutes or less):

Larkspur
Kevin Carroll

Before the meeting: Please email your comment to info@tam.ca.gov, no later than 5:00 p.m. Sunday, September 10, 2023, to facilitate timely distribution to Committee members. Please include the agenda item number you are addressing and your name and address. Your comments will be forwarded to the Committee members and will be placed into the public record.

Mill Valley
Urban Carmel

Novato
Rachel Farac

During the meeting: For members of the public participating in-person, the Committee Chair will recognize persons from the audience who wish to address the Committee during public open time or on a particular agenda item at the time that item is considered by the Committee.

Ross
P. Beach Kuhl

San Anselmo
Brian Colbert

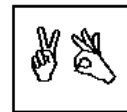
If watching this meeting online, click the “raise hand” feature in the webinar controls. This will notify TAM staff that you would like to comment. If participating by phone, “raise hand” by pressing *9 and wait to be called upon by the Chair or the Clerk. You will be asked to unmute your device when it is your turn to speak and your comments will become part of the public record.

San Rafael
Kate Colin

Sausalito
Melissa Blaustein

Meeting-related comments may also be sent to info@tam.ca.gov, and will be read (up to 2-minute limit per comment) when the specific agenda item is considered by the Committee and will become part of the public record.

Tiburon
Alice Fredericks



County of Marin
Mary Sackett
Katie Rice
Stephanie Moulton-Peters
Dennis Rodoni
Eric Lucan

Late agenda material can be inspected in TAM’s office between the hours of 9:00 a.m. and 5:00 p.m.
The TAM Office is located at 900 Fifth Avenue, Suite, 100, San Rafael.

The meeting facilities are accessible to persons with disabilities. Requests for special accommodations (assisted listening device, sign language interpreters, etc.) should be directed to Jennifer Doucette, 415-226-0820 or email: jdoucette@tam.ca.gov no later than 5 days before the meeting date.

AGENDA

1. Chair's Report & Commissioner Comments (Discussion)
2. Executive Director's Report (Discussion)
3. Open time for public expression, up to two minutes per speaker, on items not on the agenda that are within the subject matter of the agency's jurisdiction. (While members of the public are welcome to address the Committee, under the Brown Act, Committee members may not deliberate or take action on items not on the agenda, and generally may only listen.)
4. Approval of Meeting Minutes from June 12, 2023 (Action) – **Attachment**
5. Alternative Fuels Program Update & Outreach Activities (Discussion) – **Attachment**



MEETING OF THE
TRANSPORTATION AUTHORITY OF MARIN
FUNDING, PROGRAMS & LEGISLATION
EXECUTIVE COMMITTEE

JUNE 12, 2023
2:00 PM

TAM CONFERENCE ROOM
900 FIFTH AVENUE, SUITE 100
SAN RAFAEL, CALIFORNIA

MEETING MINUTES

Members Present: Alice Fredericks, Tiburon Town Council
Brian Colbert, San Anselmo Town Council, Committee Chair
Katie Rice, County of Marin Board of Supervisors
Mary Sackett, County of Marin Board of Supervisors
Urban Carmel, Mill Valley City Council

Members Absent: None

Staff Members Present: Anne Richman, Executive Director
Bill Whitney, Principal Project Delivery Manager
Dan Cherrier, Director of Project Delivery
Derek McGill, Director of Planning
Grace Zhuang, Accounting and Payroll Specialist
Jennifer Doucette, Executive Assistant/Clerk of the Board
Li Zhang, Deputy Executive Director/Chief Financial Officer
Mikaela Hiatt, Associate Transportation Planner
Molly Graham, Public Outreach Coordinator
Scott McDonald, Principal Transportation Planner

Chair Colbert called the meeting to order at 2:01 p.m.

Chair Colbert welcomed everyone to the meeting and asked Executive Assistant/Clerk of the Board Jennifer Doucette to conduct a roll call to ensure a quorum. A quorum of the Funding, Programs and Legislation (FP&L) Executive Committee was confirmed and detailed information about how the public may participate was provided.

1. Chair's Report & Commissioner Comments (Discussion)

None.

2. Executive Director's Report (Discussion)

Executive Director (ED) Anne Richman reported that the North-South Greenway Project over the Corte Madera Creek won the Active Transportation Project of the Year Award from the California Transportation Foundation (CTF); and that TAM received a \$400,000 planning grant from the Metropolitan Transportation Commission (MTC) for Mobility Hubs.

ED Richman also reported that TAM issued a Call for Projects with Transportation Fund for Clean Air (TFCA) and Transportation Development Act (TDA) Article 3 funding on May 30 with project applications due July 18, 2023; and that the Marin-Sonoma Narrows (MSN) project reached a major milestone when the southbound traffic shifted to its new alignment on June 10.

Lastly, ED Richman reported on the Highway 101 Interchange Studies public workshops announced for June and July.

In response to Commissioner Sackett, ED Richman explained that construction of the second and last phase of the Northern Segment of the North-South Greenway Project is expected to commence in Summer 2023 and be completed by the end of the calendar year.

Commissioner Rice commented that perhaps there are additional funding opportunities for local jurisdictions through the Bay Area Air Quality Management District's (BAAQMD's) regional share of the TFCA funding.

In response to Commissioner Carmel, ED Richman explained that TAM staff will provide an update on the Highway 101 Interchange Studies and project designs to the Administration, Projects & Planning (AP&P) Executive Committee in the Fall of 2023.

Chair Colbert asked if any members of the public wished to speak or had submitted a comment by e-mail.

Member of the Public Clayton Smith commented on the importance of public noticing for the upcoming Highway 101 Interchange Studies public workshops; and that more public engagement will contribute to project designs that better address traffic congestion and circulation.

3. Open Time for Public Expression

Chair Colbert asked if any members of the public wished to speak or had submitted a comment by e-mail.

Mr. Smith commented that the Proposed TAM FY2023-24 Annual Budget should contain more detail regarding the allocation of employee salaries and benefits.

4. Approval of Meeting Minutes from May 8, 2023 (Action)

Chair Colbert asked if any members of the public wished to speak or had submitted a comment by e-mail, and hearing none, closed public comment and asked for a motion.

Commissioner Sackett moved to approve the May 8, 2023 meeting minutes, which was seconded by Commissioner Carmel. Commissioners Carmel, Colbert, Rice, and Sackett voted aye; and Commissioner Fredericks abstained. The motion passed with 4 ayes and 1 abstention.

5. Adopt Positions on New Bills Added to 2023 State Bill Matrix (Action)

ED Richman introduced Gus Khouri of Khouri Consulting to present this item, which recommends that the FP&L Executive Committee reviews positions on new bills added to the 2023 TAM State Bill Matrix and refers the updated matrix to the TAM Board for adoption.

Mr. Khouri provide an update on the State budget and outlined the staff recommendation to Support Assembly Bill (AB) 251 and Senate Bill (SB) 381; and Watch AB 1335, SB 538, SB 712.

In response to Commissioner Sackett, Mr. Khouri explained that although promotion of micromobility is a goal, SB 712 may be outside of the agency's purview.

In response to Commissioner Carmel, ED Richman explained that the California Department of Transportation (Caltrans) currently has staff and functions that support bicycle infrastructure and safety, and that it is unclear how SB 538 would further that cause; and that it is unusual for TAM to take a position on the recommendation of another agency's organizational structure change. Mr. Khouri also explained that Caltrans is undergoing a reevaluation and possible consolidation of different departments so it may be premature to take a position.

Commissioner Sackett commented that based on modifications to AB 99, the County of Marin changed its position from a Watch to a Support and expressed support for amending TAM's position from a Watch to a Support.

Mr. Khouri explained that AB 99 adopts a statewide policy to discontinue roadside spraying of herbicides and synthetic pesticides in counties where the Boards of Supervisors have adopted resolutions opposing such spraying.

Commissioner Rice commented that AB 99 may be out of TAM's purview.

ED Richman explained that the original Watch position for AB 99 was predicated on the County's position; and that the bill does allow for some flexibility whereby pesticides may be used if there is no available alternative for vegetation control and fire prevention.

Based on the discussion, the Commissioners agreed to retain a Watch position on AB 99.

Commissioner Rice expressed support to propose a change from a Watch to a Support position on SB 712, which would prohibit landlords from banning tenants from storing e-bicycles and other personal micromobility device in their dwelling units unless the landlords provide secure, long-term storage for those devices.

Commissioner Fredericks commented that the agency should have more information on the use concerns before changing its position on SB 712.

Mr. Khouri clarified that there is no registered opposition for SB 712; the bill is supported by the California Bicycle Coalition and the Marin County Bicycle Coalition (MCBC), among other statewide organizations; and that the source of the bill was Streets for All.

Chair Colbert asked if any members of the public wished to speak or had submitted a comment by e-mail.

Mr. Smith expressed concern about the possibility of negative cash flow to the state budget as a result of the Sonoma-Marín Area Rail Transit (SMART) extension to Windsor; and also expressed concern about regulating the rights of landlords.

Marin County Bicycle Coalition (MCBC) Policy and Planning Director Warren Wells expressed support for SB 712 and commented that some residential tenants pay for their own electricity and that most e-bicycle charging does not require a significant amount of electricity.

Commissioner Sackett moved to refer the updated matrix to the TAM Board for adoption, with the modification of a Watch to a Support position on SB 712, which was seconded by Commissioner Rice. Commissioners Carmel, Colbert, Rice, and Sackett voted aye; and Commissioner Fredericks voted nay. The motion passed with 4 ayes and 1 nay.

6. Review of Draft 2023 Measure B Strategic Plan (Action)

Director of Programming and Legislation David Chan presented this item, which recommends that the FP&L Executive Committee reviews the Draft 2023 Measure B Strategic Plan and recommends the Board to review and release the proposed Strategic Plan for a 30-day public comment period at the June 22 Board meeting.

Mr. Chan provided an overview and background of Measures A/AA and Measure B; outlined the purposes of the Strategic Plans and the update schedules; and provided an overview of the Measure A/AA funding strategies/categories.

Mr. Chan also outlined the primary and/or notable changes to the Strategic Plans from the prior update(s), including revenue forecasts; added flexibilities to allow the TAM Board to change the Citizens' Oversight Committee (COC) membership structure; and provided an overview of the Measure B funding elements.

Lastly, Mr. Chan outlined the next steps and recommended actions.

In response to Commissioner Rice, ED Richman explained that the Draft Measure A/AA and Draft Measure B Strategic Plans will be reviewed by the COC at its June 19 meeting; and that the TAM Board will vote to open the 30-day public comment period for both Strategic Plans at its June 22 Board meeting. ED Richman further explained that a public hearing would be conducted at the July 27 Board meeting before the Board voted to adopt the Strategic Plans; and that the proposed changes to the Measure B Strategic Plan reflect the amendments made to the Measure B Expenditure Plan in February 2023. ED Richman also explained that updated revenue projections and budget expenditures have been incorporated into the Draft Strategic Plans.

In response to Commissioner Carmel, ED Richman explained that significant changes from Measure A to Measure AA included capital projects, an increased funding share to Safe Routes, and additional programs, such as Sea Level Rise and Innovation.

Commissioner Carmel commented on the importance of timely reassessment of priorities and goals within a reasonable and realistic timeframe.

ED Richman explained that the 2017 TAM Vision Plan outlined priorities and identified projected costs to achieve those goals; and that the Countywide Transportation Plan (CTP) will be the next step in establishing the long-range vision, goals and strategies for the transportation network system in Marin County. ED Richman also explained that the 6-year review of the Measure AA Sales Tax projects and programs, which is required by the Measure AA Expenditure Plan and forthcoming in 2024, includes an extensive review process, and must be approved by a majority of the local jurisdictions, as well as the TAM Board.

Chair Colbert commented on how the forthcoming CTP might shape future budgets, and strategic and expenditure plans.

Commissioner Rice commented on the importance of creating subcommittees for the CTP and the Measure AA Expenditure Plan review.

Chair Colbert commented that infographics outlining the relationship between budgets, strategic and expenditure plans, and the CTP may be helpful for future presentations.

In response to Commissioner Carmel, ED Richman explained that some Measure AA funding, such as Local Streets & Roads are distributed by formula; and others such as Safe Pathways are allocated based on project evaluation but staff tries to maintain geographic equity throughout the County where possible.

Commissioner Carmel commented on the importance of transparency in public reporting to ensure that funding is distributed evenly.

Chair Colbert asked if any members of the public wished to speak or had submitted a comment by e-mail, and hearing none, asked for a motion.

Commissioner Rice made a motion to approve the recommendation that the TAM Board reviews the Draft 2023 Measure B Strategic Plan and releases it for a 30-day public comment period at the June 22 Board meeting. Commissioner Sackett seconded the motion, which passed unanimously.

7. Review of Draft 2023 Measures A/AA Sales Tax Strategic Plan (Action)

Mr. Chan presented this item, which recommends that the FP&L Executive Committee reviews the Draft 2023 Measure A/AA Strategic Plan and recommends the Board to review and release the proposed Strategic Plan for a 30-day public comment period at the June 22 Board meeting.

Commissioner Sackett made a motion to approve staff's recommendation and Commissioner Rice seconded the motion, which passed unanimously.

The meeting was adjourned at 3:28 p.m.

THIS PAGE LEFT BLANK INTENTIONALLY



DATE: September 11, 2023

TO: Transportation Authority of Marin
Funding, Programming, and Legislative Executive Committee

FROM: Anne Richman, Executive Director *Anne Richman*
Mikaela Hiatt, Associate Transportation Planner
Derek McGill, Director of Planning

SUBJECT: Alternative Fuels Program Update & Outreach Activities (Discussion), Agenda Item No. 5

RECOMMENDATION

Discussion item only.

BACKGROUND

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

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

Since the September 2022 Alternative Fuels Program update, TAM staff has continued to deliver rebates, outreach and technical assistance initiatives, including the following:

- Developed a Countywide EV Acceleration Strategy with Marin Climate and Energy Partnership (MCEP) to support local climate action plan implementation (this effort was funded by TAM in the amount of \$54,000)
- Supported the Charging and Fueling Infrastructure Grant submission by the County of Marin
- Coordinated closely with the Metropolitan Transportation Commission (MTC) on the development of the Transportation Electrification Program
- Continue to work with local jurisdictions in development of projects submitted through the Letter of Interest process
- Conducted and supported outreach events including a First Responder EV Webinar and an electrification booth at the Marin County Fair
- Completed short-term, local jurisdiction led outreach efforts.
- Ongoing delivery of the EV Fleet and EV Charging Stations rebates
- Monitor regional, state, and federal funding opportunities for Alternative Fuels and EV such as the BIL Federal Funding opportunities through the National Electric Vehicle Infrastructure (NEVI) Program

Additional information is below.

DISCUSSION/ANALYSIS

EV adoption has continued to rise with record sales recorded in Marin and statewide. In this last year, over 33% of new vehicle sales in Marin County were EVs according to the California Energy Commission (CEC). TAM's Alternative Fuels Program continues to address public agency charging installations and fleet needs, and advance public agency EV charging installations in the County, with 346 charge heads installed and an additional 61 rebates planned.

Staff has also been monitoring the development of the California Department of Transportation (Caltrans) and the CEC's NEVI Program, including a draft plan for providing EV charging equipment along the national highway system. The NEVI program is designed to provide funding for private vendors to install DC Fast Charging (DCFC) equipment along highway corridors. Finally, the Investment, Infrastructure and Jobs Act (IIJA) released a call for projects under the Charging and Fueling Infrastructure Program. TAM worked closely with the County of Marin and Cool the Earth to submit an application to evaluate charging siting in Marin County's Canal, Marin City, Novato, and West Marin communities. Staff will continue to monitor regional, state, and federal opportunities and coordinate accordingly.

Public agency EV fleet rebates have remained steady as the pace of fleet replacement in the County is relatively flat. With support from the Alternative Fuels and Electric Vehicles Ad Hoc Committee, staff has made revisions to the rebate program to simplify the application process in response to feedback received from local jurisdictions. The revisions include unlinking the rebate from the State Clean Vehicle Rebate Program, clarifying vehicle eligibility and rebate requirements, increasing the amount of vehicles eligible annually for rebate requests from 5 to 10, and removing the vehicle replacement requirement. Staff will continue to monitor regional, state, and federal rebate programs and make necessary adjustments to TAM's rebate program accordingly.

MCEP Countywide EV Acceleration Strategy

Over the course of 2021 to 2023, TAM staff has worked with local jurisdictions through MCEP to develop a Countywide EV Acceleration Strategy. A copy of the Strategy is available here: <https://marinclimate.org/wp-content/uploads/2023/06/Marin-EV-Acceleration-Strategy.pdf>.

The Strategy evaluates Marin County's current state of alternative fuels and EV adoption and what further work needs to be done in order to achieve state and regional goals. This includes assessing the current rate of EV adoption among residents and local jurisdiction fleets, number of chargers and the charger levels, and what the barriers to adoption are within the County.

This Strategy is intended to inform and support local jurisdictions within Marin County to implement local Climate Action Plans, specifically in relation to accelerating the adoption of EVs in their respective communities. The Strategy has been presented to city/town committees and councils for adoption in 2023, along with a workplan of identified actions each jurisdiction would commit to taking to meet its respective EV adoption goals.

Upcoming Opportunities

MTC is beginning to roll out its \$65 million grant program for Transportation Electrification across the Bay Area. In the fall of 2023, MTC will be releasing a call for projects as part of this program for Transit Station Charging as well as a Planning and Technical Assistance Consultant Bench. Staff has been working closely with MTC on opportunities to advance Marin's needs as articulated by partner agencies.

Marin Clean Energy (MCE) is preparing to release a Fleet Transition Program, which will be available across its service area for 3-5 local jurisdictions. TAM staff is working closely with MCE on this opportunity and will coordinate accordingly.

MCE received a \$1 million earmark through the Housing and Urban Development department that earmarks a battery storage facility and 700 chargers throughout the MCE service area particularly in Marin County. TAM staff spoke with MCE and the confirmation and planning has yet to begin though we are monitoring this closely.

TAM will be hosting a Clean Fleet Expo on September 12 at the Marin County Fairgrounds for local jurisdictions and regional partners on ways to electrify local fleets. TAM is also planning on hosting a school electrification webinar and various events for National Drive Electric Week and Earth Day. Finally, TAM is also partnering with MCE and the County of Marin in supporting a NextGen Trades Academy program hosted by the LIME Foundation in the fall of 2023 for electrification construction trades training for people ages 16-24.

FISCAL IMPACTS

Revenues for this program have been assigned from Measure B Element 3.3 funding and the current budget of \$336,000 included in the FY2023-24 TAM Annual Budget is anticipated to be sufficient to conduct all the work items for FY2023-24.

NEXT STEPS

Based on work done to date, staff will continue to develop existing initiatives over the coming year, including:

- Implementation of the MCEP Countywide EV Acceleration Strategy
- Continue to work with local jurisdictions to explore whether a coordinated grant or a single contractor can be retained to design, seek funding, build, operate and maintain EV charging stations in Marin County.
- Continue to advance pilot concepts for upcoming grants. Staff has been meeting with jurisdiction staff on project concepts to assess potential concept advancement and determine partnership opportunities. This includes the evaluation of a fleet transition plan for local jurisdictions in alignment with the MTC and MCE programs.
- Conduct outreach efforts including live online webinar for school electrification, National Drive Electric Week events, Clean Fleet Expo, Earth Day electrification event, and equity focused outreach.
- Encourage utilization of TAM's rebate programs and continue to coordinate with local jurisdictions to find ways of streamlining the program.
- Continue to monitor outside funding opportunities and develop/support grant applications.

ATTACHMENTS

Attachment A – MCEP EV Acceleration Strategy Presentation
Attachment B – Staff Presentation

THIS PAGE LEFT BLANK INTENTIONALLY



Marin Countywide EV Acceleration Strategy

September 2023

Marin Countywide EV Acceleration Strategy

- Created by the Marin Climate Energy Partnership
- Funded through the Transportation Authority of Marin's Alternative Fuels Program
- Goal is to accelerate EV adoption to meet targets set in each jurisdiction's Climate Action Plan
- Intent is to develop a plan that can be accepted/adopted by all jurisdictions



Process to Create the EV Acceleration Strategy

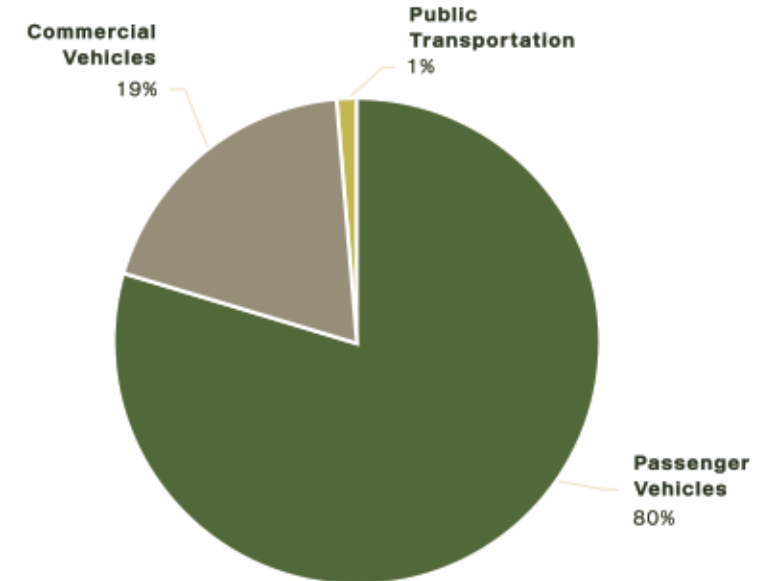
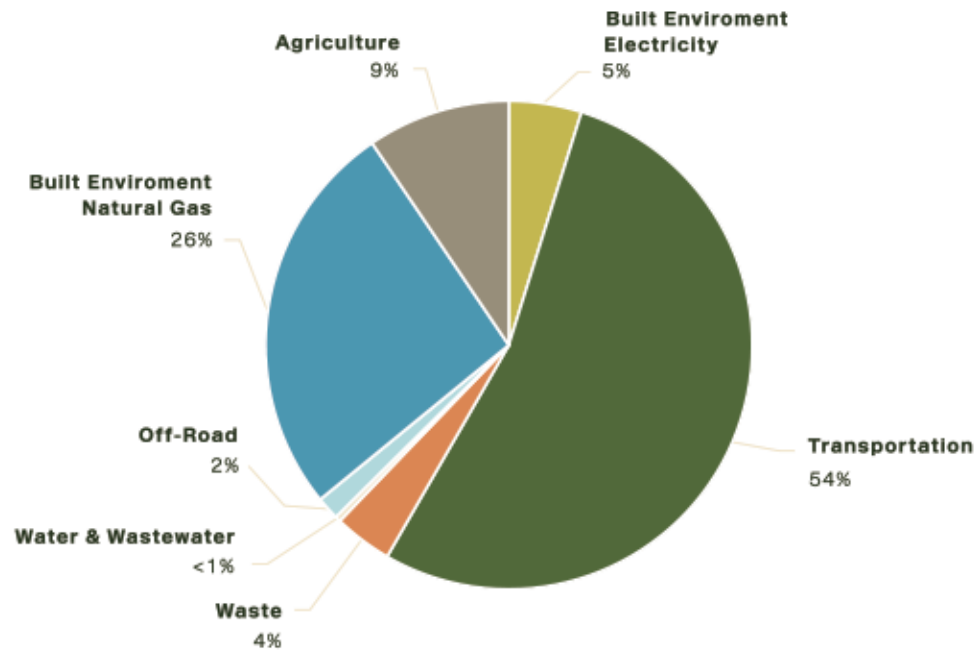
- MCEP subcommittee formed
- Guiding Principles developed
- Outreach conducted to stakeholders (jurisdictions' staff, community leaders, nonprofits, State agencies) to understand barriers and challenges to widespread EV adoption
- Reviewed other agencies' plans and guidance from regional and State agencies



Guiding Principles

- Align with and support local climate action plans.
- Provide equitable access to EV programs and strive for equitable outcomes.
- Coordinate countywide for consistency, efficiency, and cost-effectiveness of program implementation.
- Track and measure progress of EV Strategy actions and adoption rates.
- Strive to capture local economic co-benefits whenever possible.
- Focus government actions on those that most efficiently utilize public funds and resources.
- Leverage regional, state, and federal funds to support EV deployment in Marin County.
- Support acceleration of EV sales and charger installation by the private market.

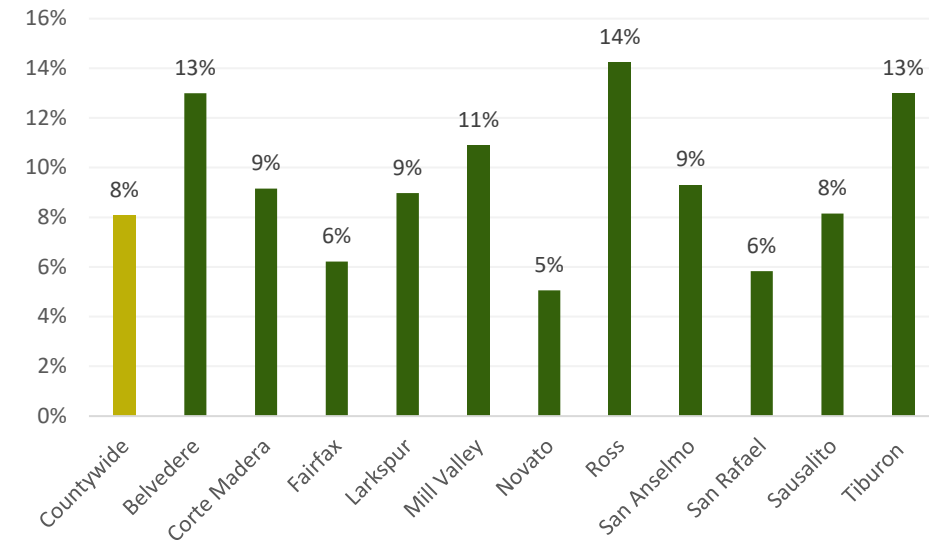
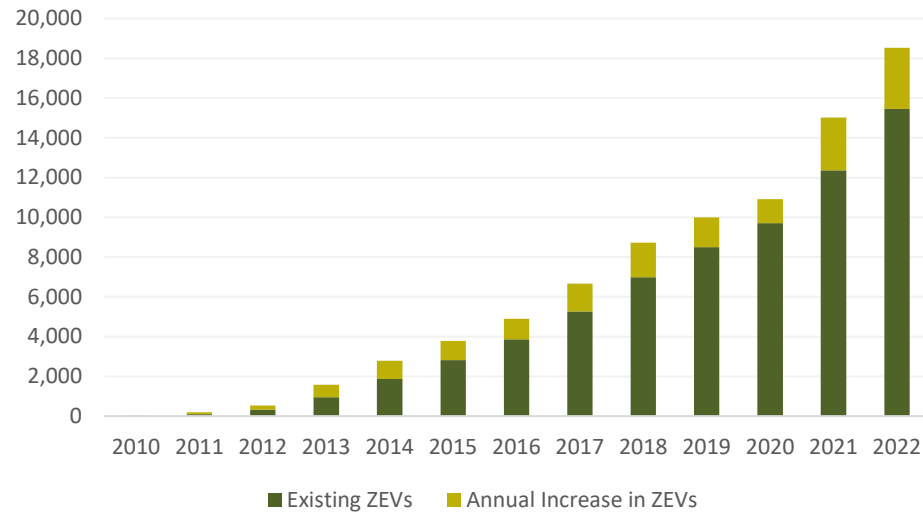
Existing Conditions: GHG Emissions (2020 Data)



- Countywide, emissions from the Transportation sector is responsible for more than half of community emissions (2020 data)

- Passenger vehicles are responsible for 80% of transportation emissions
- Reducing emissions from passenger vehicles by driving less is critical to meeting local and state emissions reduction goals

Existing Conditions: ZEV Adoption



- 15,449 ZEVs in Marin at the end of 2022 – 25% increase since 2021
- ZEVs include battery electric (71%), plug-in hybrid (29%), and fuel cell electric vehicles <1%)

- Countywide, 8.1% of registered passenger vehicles were ZEVs in 2022 (5.8% at end of 2021)
- Statewide, 3.9% of registered passenger vehicles are ZEVs

GHG Reduction and ZEV Targets

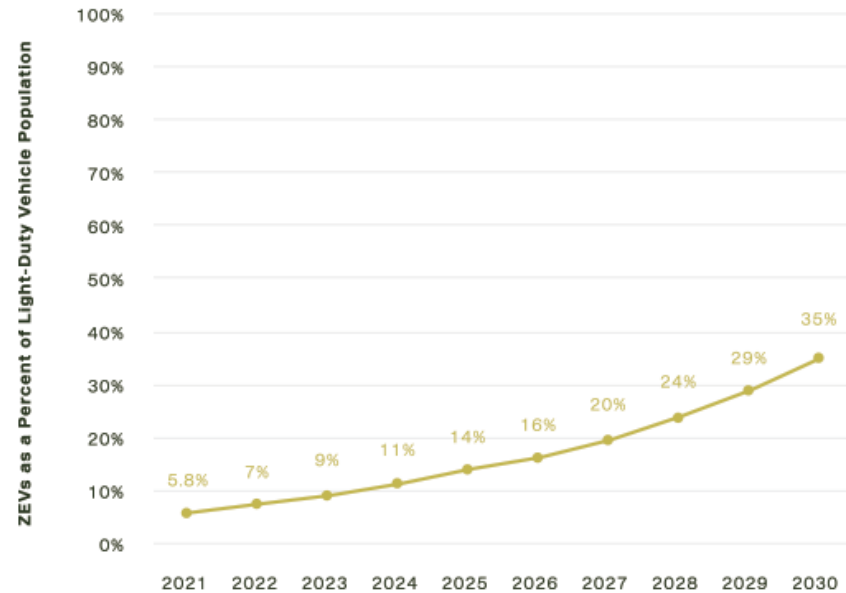
CEC data indicates current level of ZEV adoption throughout Marin County is ~7%

Jurisdiction	GHG Reduction Goal for 2030	ZEV registrations as % of total passenger vehicle registration by 2030
City of Belvedere	40% below 1990 level	35%
Town of Corte Madera	40% below 1990 level	25%
Town of Fairfax	Zero emissions	100%
City of Larkspur	40% below 1990 level	33%
County of Marin	40% below 1990 level (mitigation only)	45%
City of Mill Valley	47% below 1990 level	35%
Town of San Anselmo	45% below 1990 level	25%*
City of San Rafael	40% below 1990 level	25%
City of Sausalito	40% below 1990 level	30%
Town of Tiburon	50% below 1990 level	45%

**The Town of San Anselmo has also adopted a local target of 3,000 ZEVs registered in San Anselmo by 2030.*

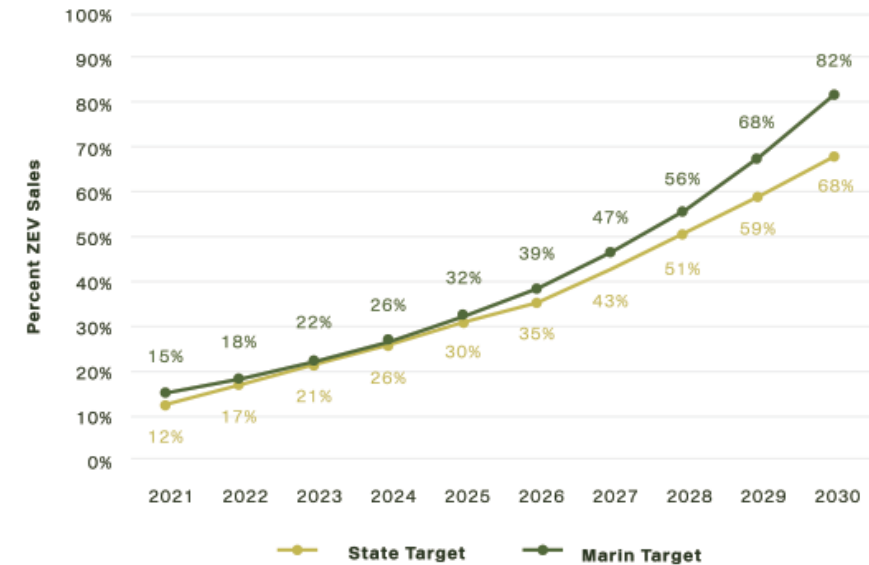
ZEV Registrations and Sales Needed to Meet Targets

Projected Marin ZEV Population for 35% Target



- Annual growth rate has averaged 22% over past 3 years
- Need to sustain 21% annual growth rate to get to 35% adoption rate by 2030

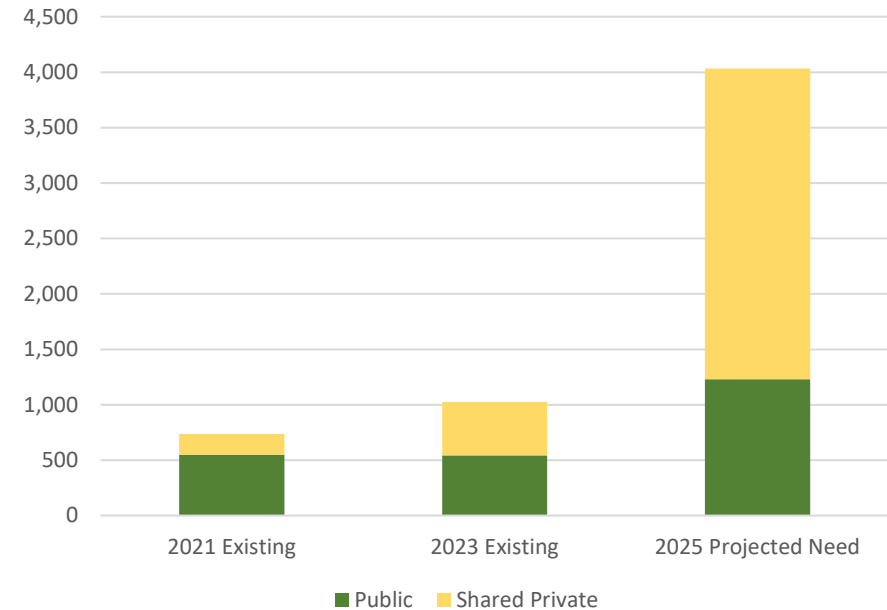
Percent New ZEV Registrations vs. State New Sales Targets



- Advanced Clean Cars II Rule sets annual ZEV sales targets beginning in 2026 to achieve 100% ZEVs by 2035
- Statewide, ZEV sales are currently 21% of light duty vehicle sales. In Marin, it's 33%.

EV Charging Needs




- According to California Energy Commission data, there are 542 public and 484 shared private chargers in Marin. 83 are fast chargers.
- The number of single-family home chargers is undoubtedly much higher.
- 71% of housing units in Marin are single family homes.
- Greatest need is for shared private chargers in multifamily buildings and at workplaces.
- Opportunity to ensure new multi-family buildings are ready for an all-electric future.



EV Plan Review

- TAM's Marin County Electric Vehicle Charging Station Siting Plan (2019)
- Level 2 chargers needed:
 - Southern Marin, especially TAM junction, Mill Valley, Strawberry
 - Frontage roads next to Highway 101
 - Shopping centers
 - School parking lots
 - SMART stations
 - Ferry terminals
 - Park and ride lots
 - Marin City and Canal Neighborhood to support equitable EV access and adoption
- Level 3 chargers needed:
 - Terra Linda, downtown San Rafael, downtown Novato, Sausalito, Point Reyes Station, Larkspur/Corte Madera, Mill Valley

EV Reach Code Status *as of 6/26/23*

Jurisdiction	New Construction All-Electric	EV Infrastructure Reach	Single-Family Renovations Energy Reach
Marin County			
Fairfax			
Tiburon (pending)			
San Rafael			Considering
Corte Madera			
San Anselmo			
Sausalito	Considering	None	
Larkspur			
Ross			
Mill Valley	None	None	None
Novato			
Belvedere			

Barriers to EV Adoption

Vehicle Technology	<ul style="list-style-type: none"> • EV range • Battery degradation (especially in the used EV market) • Lack of diversity in vehicle types (light/heavy duty trucks, police pursuit vehicles) and price points • Lack of vehicle availability
Charging	<ul style="list-style-type: none"> • Not enough publicly accessible charging locations, both Level 2 and 3 • Cost to install chargers, especially for trenching and getting electricity to site • Low grid capacity or connectivity in certain locations • Not enough wayfinding signage for EV charging locations • Difficult to retrofit existing multi-family buildings for EV chargers and lack of parking spaces for EVs • EV charging cost allocation to residents at multi-family buildings can be complicated with electricity meters • Cost and effort to upgrade electrical panel/install Level 2 charger at home • Reliability of public chargers
Economics	<ul style="list-style-type: none"> • Higher initial purchase or lease price of EVs compared to internal combustion engine vehicles • Complicated incentives (vehicles and EV chargers) • Revenue from public EV chargers does not cover cost of subscription, maintenance, electricity, and depreciation
Perceptions and Behavior	<ul style="list-style-type: none"> • Misinformation about EV models, range, charging, etc. • Resistance to change/fear of the unknown • Lack of EV knowledge at car dealerships • Lack of knowledge about best times to charge
E-bikes and E-scooters	<ul style="list-style-type: none"> • Higher purchase price • Limited rebates and incentives • Lack of secure parking • Lack of safe, protected cycling infrastructure

EV Strategy's Actions

- 36 actions in four areas
- Expectation is that jurisdictions will identify and prioritize specific actions for implementation
- Sample Workplan provided in the appendix for this purpose



EV Strategy's Actions

- Conduct Robust Community Outreach and Education **(4 actions)**
 - Conduct EV outreach through Town communication channels
 - Promote rebates and incentives
 - Support countywide marketing campaigns
 - Support consumer awareness programs, such as ride-and-drives

EV Strategy's Actions

- Accelerate Public Charging Infrastructure **(16 actions)**
 - Adopt a model reach code with EV infrastructure requirements above the base code
 - Identify locations for public chargers and include projects in Capital Improvement Plans
 - Focus municipal investment in frequently used properties (community centers, near multi-family buildings)
 - Utilize available assistance for site and equipment analysis, financing and installation
 - E-Bike facilities, including Level 1 charging and secure parking
 - Ensure equitable access to EV charging in low-income and underserved communities
 - Revise municipal policies/regulations as needed: parking, signage, pricing
 - Partner with EV charging vendors
 - Explore innovative charging solutions

EV Strategy's Actions

- Increase Municipal Fleet Electrification **(11 actions)**
 - Adopt a fleet replacement policy with goal to convert to 100% of fleet to EVs by 2030
 - Develop a fleet replacement plan and integrate in capital improvement planning; include fire and police vehicles
 - Identify fleet replacement manager
 - Install municipal chargers
 - Incorporate e-bikes in municipal fleet

EV Strategy's Actions

- Support and Advocate for Policy and Funding that Accelerates EV Adoption **(5 actions)**
 - Additional funding for municipal needs
 - Support equity priority communities:
 - Focus investment in low-income communities
 - Provide equitable access to rebates and incentives
 - Develop targeted programs such as buy-back programs

Next Steps

- Local jurisdictions to accept/adopt strategy
 - Local jurisdictions to complete workplan
 - TAM to monitor implementation and consider countywide approaches where willing partners are identified
 - TAM to support elements that align with TAM program goals
-





Questions?

THIS PAGE LEFT BLANK INTENTIONALLY



Alternative Fuels & Electric Vehicle Program

Funding, Programming, and Legislature Executive Committee

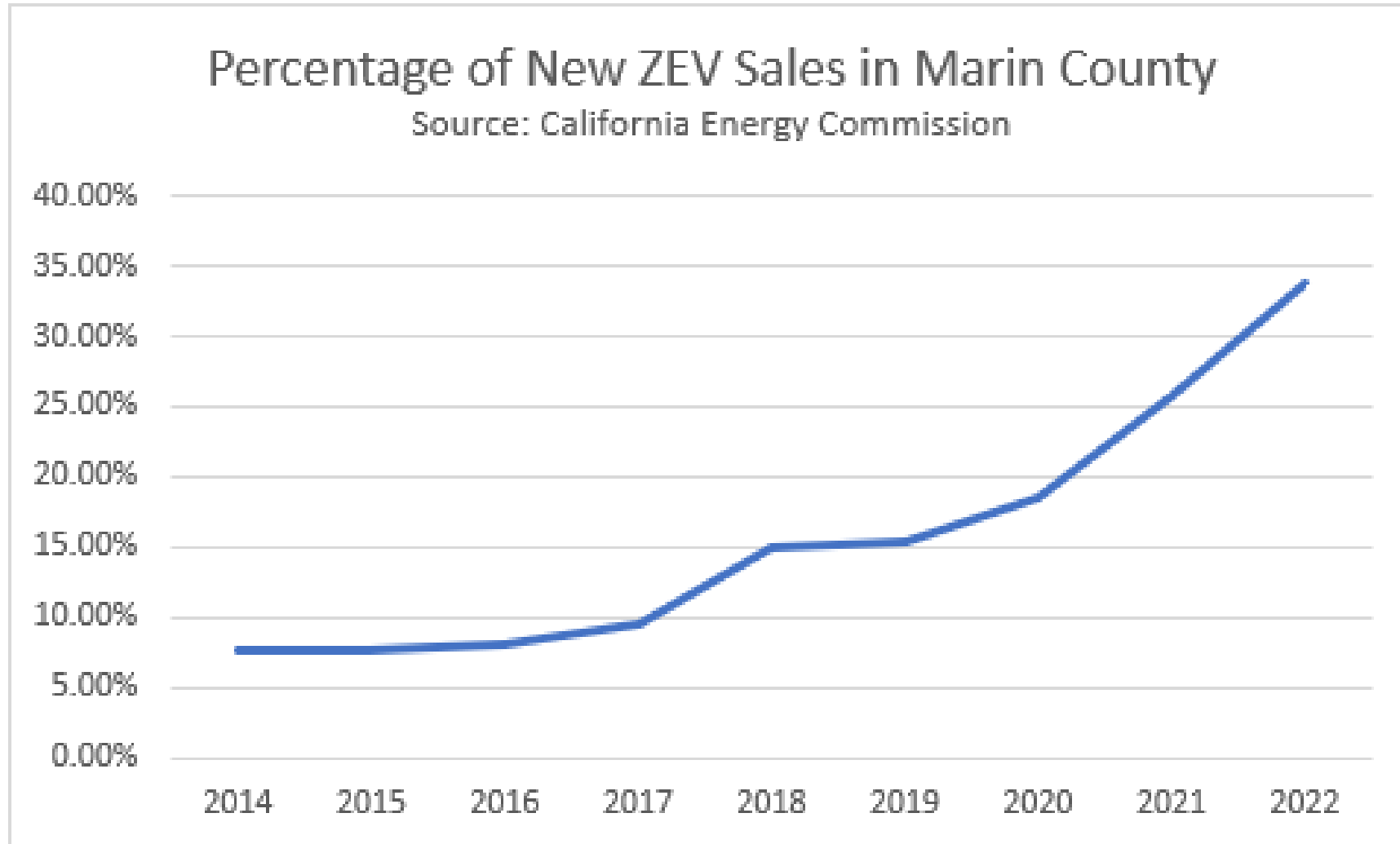
September 11, 2023

Summary of Existing Program

- Measure B – Element 3.3
- Works alongside Measure AA and Measure B investments to reduce GHG Emissions
- EV Charger Rebate
 - Up to \$3,000 per head available from TAM
- EV Fleet Rebate
 - Expanded to include E-Bikes, Utility carts, etc.
- Pilot Provision
- Outreach/Technical Assistance
- Technical Assistance to public agencies
- Support for outreach & events
- Regional Coordination



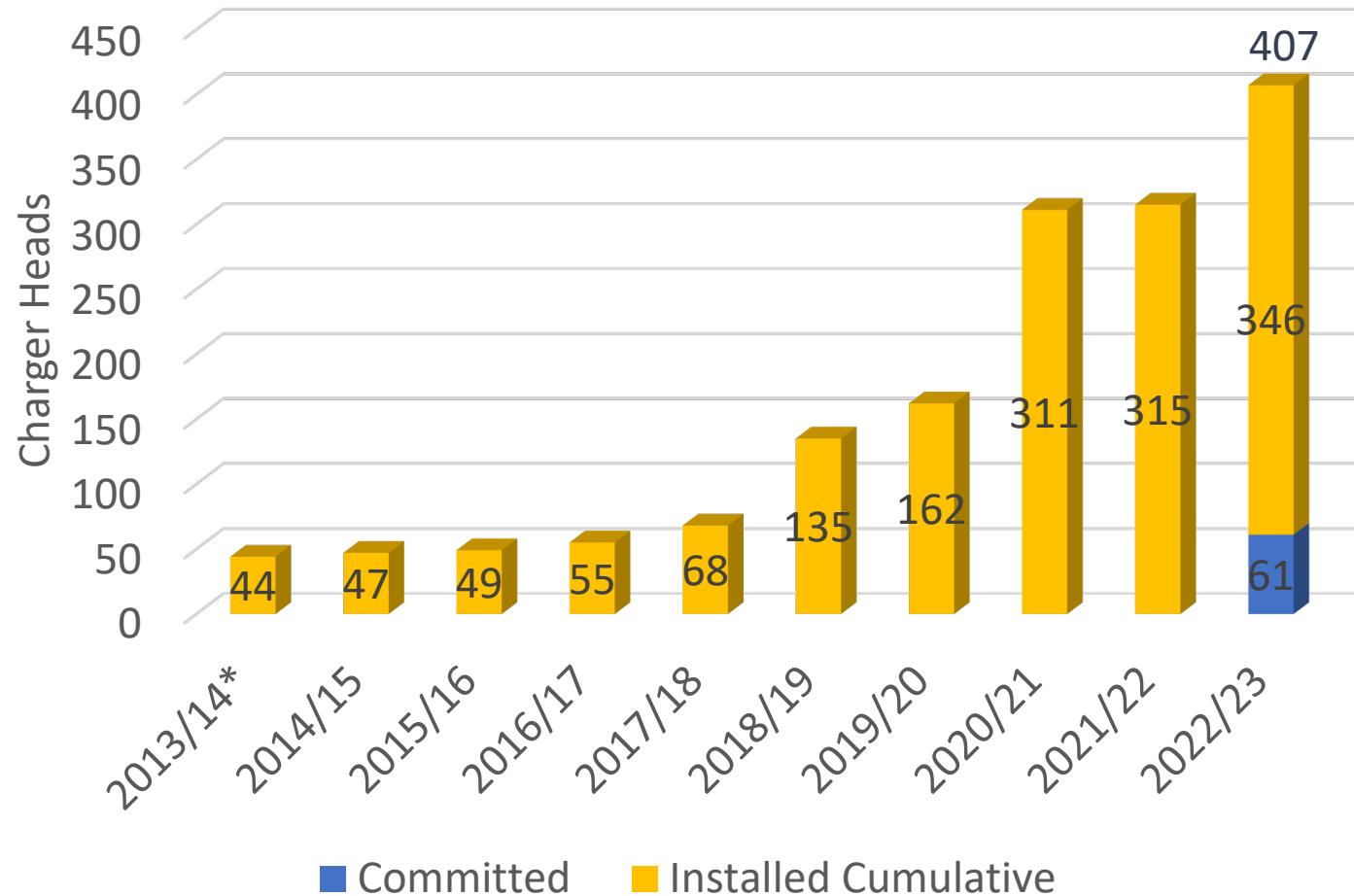
Marin County's EVs as of 2022



Program Progress to Date

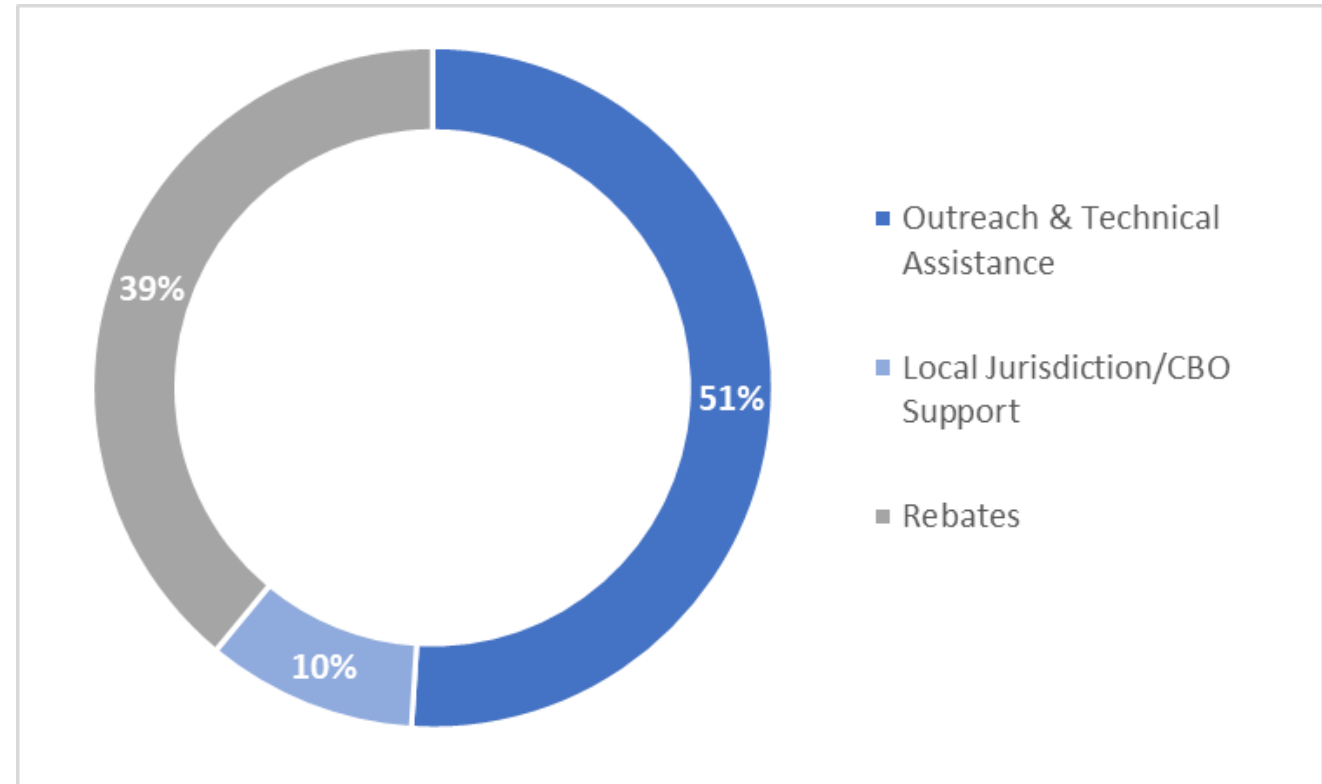
- EV Chargers
 - 407+ EV charger rebates in progress
 - 31 installed last FY
- EV Fleets
 - 45 EV fleet rebates
- EV Outreach & Technical Studies
 - EV First Responder Event
 - EV Toolkit(s)
 - MCEP Countywide EV Acceleration Plan
 - Marin County Fair Booth
 - Ride and Drives
 - EV Siting Studies
 - Parking Lot Study

TAM EV Charger Cumulative Totals



Expenditures for FY2022-23

- Total Expenditures: ~\$326,000
 - Rebates: ~40% of budget
 - \$105,000 for EV Chargers
 - \$22,000 for Fleet Rebates
 - TAM Outreach and Technical Assistance: ~51% of budget
 - Outreach Planning
 - Outreach Activities
 - Technical Support (project, policy, coordination et al.)
 - Local jurisdiction outreach, MCEP EV Readiness Plan, Cool the Earth NDEW and Events: ~\$32,275



Regional, State and Federal Updates

- MCE Programs and Grants
 - US DOE Grant for \$1M
 - Earmark for EV Charging for \$1M
 - Fleet Transition Planning Effort
- County of Marin's CFI Program Grant Application
 - County application for \$650k for siting in Marin's EPC and low-income communities
 - Some similar activities to MCE USDOE Grant, needs further coordination
- TAM/GGBHTD/MTCD TIRCP Application
 - Grant coordinated Various Transit Capital needs for Marin County
 - Included 20 Zero Emission Buses for GGT and MTCD
 - 2nd unsuccessful attempt for state funds
 - Marin Transit successful in securing federal funds for Facility (\$31M) in separate application
- NEVI Corridor Deployments
 - No Updates (Highway 1, 101 and 37) – Staff continuing to Monitor Process

Upcoming Funding Opportunities

- MTC's Transportation Electrification Program
 - Federal OBAG Funding, made available in phases
 - Charging Infrastructure (\$30M)
 - Local Public Fleet Electrification (\$10M)
 - Transportation Electrification Planning and Program Strategy (\$5M)
 - Electric Bikeshare (\$20M, not expected to be distributed via call for projects)
 - TAM staff supporting MTC program development to reflect Marin's Needs
- CFI Program Round 2 (TBD)

Alt Fuels Outreach Recent & Upcoming Activities

- EV First Responders Webinar – June 27
- Marin County Fair – June 30 to July 4
- Clean Fleet Expo – September 12
- School Electrification Event – TBD
- LIME Foundation Partnership
- Cool the Earth – National Drive Electric Week and Earth Day EV Partnership



CLEAN FLEET EXPO
TUESDAY SEPTEMBER 12TH, 2023
 MARIN COUNTY FAIRGROUNDS

Come see the clean fleet vehicles of the future.



SAVE THE DATE

LIME Foundation

- Partner with MCE, the County of Marin, and the LIME Foundation on construction trades
 - Specific to electrification in construction
- Coordinating with local partners on speaking and teaching opportunities
- \$5,000 Pilot program

The logo for NextGen Trades Academy features the word "NextGen" in a large, bold font. "Next" is green and "Gen" is orange. To the left of "Next" is a green pixelated graphic. Below "NextGen" is the text "Trades Academy" in a smaller, orange font.

Budget for FY2023-24

- \$336K Budget approved by the Board in June
- Expected Program Expenditures:
 - Rebate Program: \$186,000
 - TAM High School District Project: \$86,000
 - Outreach: \$150,000
 - REACH Strategies: ~\$115,000
 - Local/CBO partnership Outreach (Lime Foundation, CTE sponsorship, TBD): \$35,000
- Staff will continue to monitor and amend the budget, if necessary, based on program need and the timing of work plan item delivery:
 - Ensure rebate request submission and implementation
 - Conduct all outreach events and continue local jurisdiction outreach
 - Monitor, promote, and apply for regional, state, and federal grant programs as appropriate
 - Support MCEP EV Acceleration Strategy implementation where aligned with TAM goals
 - Support local applications to upcoming MTC Transportation Electrification Program (\$65M)

Questions & Discussion

Thank you!

Mikaela Hiatt

TAM Associate Transportation Planner

mhiatt@tam.ca.gov