



CALIFORNIA

PLUG-IN ELECTRIC VEHICLE
COLLABORATIVE

The Growing California Plug-in Electric Vehicle Market

Lisa Chiladakis
Plug-In Electric Vehicle Collaborative

*Green California Summit
April 8, 2014*

www.PEVCollaborative.org

2014 Membership

Automakers

- BMW
- Daimler
- Ford
- GM
- Honda
- Kia
- Nissan
- Tesla
- Toyota

State Government

- Air Resources Board
- CA Energy Commission
- CA Public Utilities Commission
- Legislature members
- Governor's office

Regional Government

- CA Air Pollution Control Officers Association
- Bay Area AQMD
- South Coast AQMD

Utilities

- LADWP
- PG&E
- SCE
- SDG&E
- SMUD

Education/Research

- California Center for Sustainable Energy
- CalETC
- CALSTART
- EPRI
- Plug In America
- UC Davis – ITS

Environmental NGOs

- American Lung Association
- Center For Energy Efficiency And Renewable Technologies
- International Council for Clean Transportation
- National Resources Defense Council
- Union of Concerned Scientists

Network Providers

- AeroVironment
- Clean Fuel Connection
- ChargePoint
- Greenlots
- NRG
- Recargo



CALIFORNIA

PLUG-IN ELECTRIC VEHICLE
COLLABORATIVE

Many PEV Models Available. More Coming.



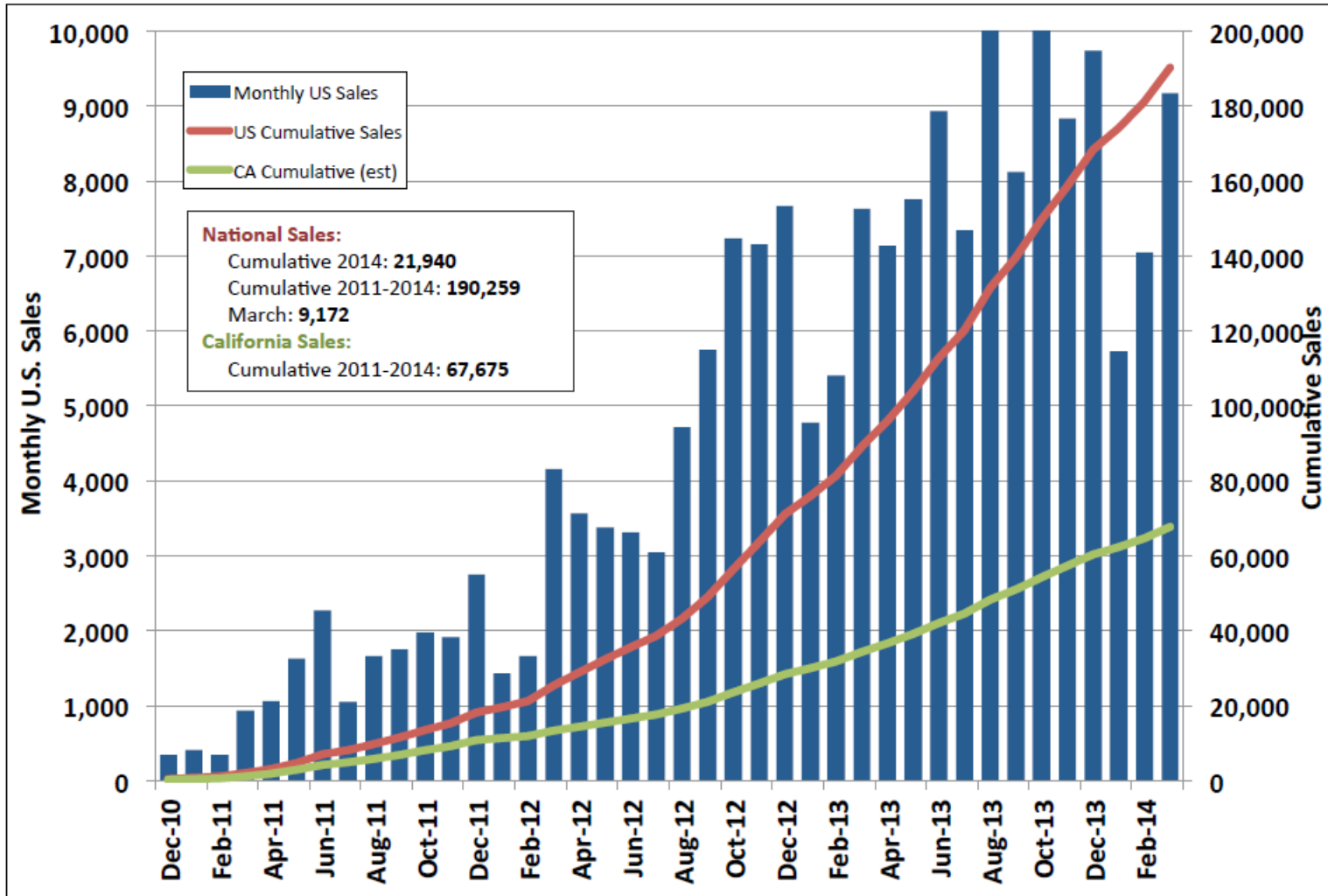


Many PEV Models Available. More Coming.





Plug-in Electric Vehicle Sales



Note: Approximation assumes CA sales were 60% of U.S. sales in 2011 and 33% in 2012 and 2013.

Reference: www.hybridcars.com

4/02/2014

Visit PEV Collaborative sales dashboard at www.PEVCollaborative.org

PEV Incentives & Funding

- California Clean Vehicle Rebate Project
 - \$2,500 BEVs, \$1,500 PHEVs
 - Allocated almost \$115 million since 2010
- CEC – over \$30M for PEV infrastructure (AB 118) – www.energy.ca.gov/drive
- Federal tax credits
 - Up to \$7,500 for BEVs and PHEVs – amount depends on battery size
- Carpool / HOV stickers
- Local incentives
 - Free Parking



Tools for Workplace and MuD Charging

- Workplace Charging

- Case Studies
- Employee Survey
- Communication Guides
- www.PEVCollaborative.org/workplace-charging

- Charging at
Multi-unit Dwellings

- Guidelines Document
- Resident Survey
- Communication Guides
- www.PEVCollaborative.org/MuD





CALIFORNIA

PLUG-IN ELECTRIC VEHICLE COLLABORATIVE

For More Information

- www.PEVCollaborative.org
- www.DriveClean.ca.gov/pev
- www.opr.ca.gov/s_zero-emissionvehicles.php

