

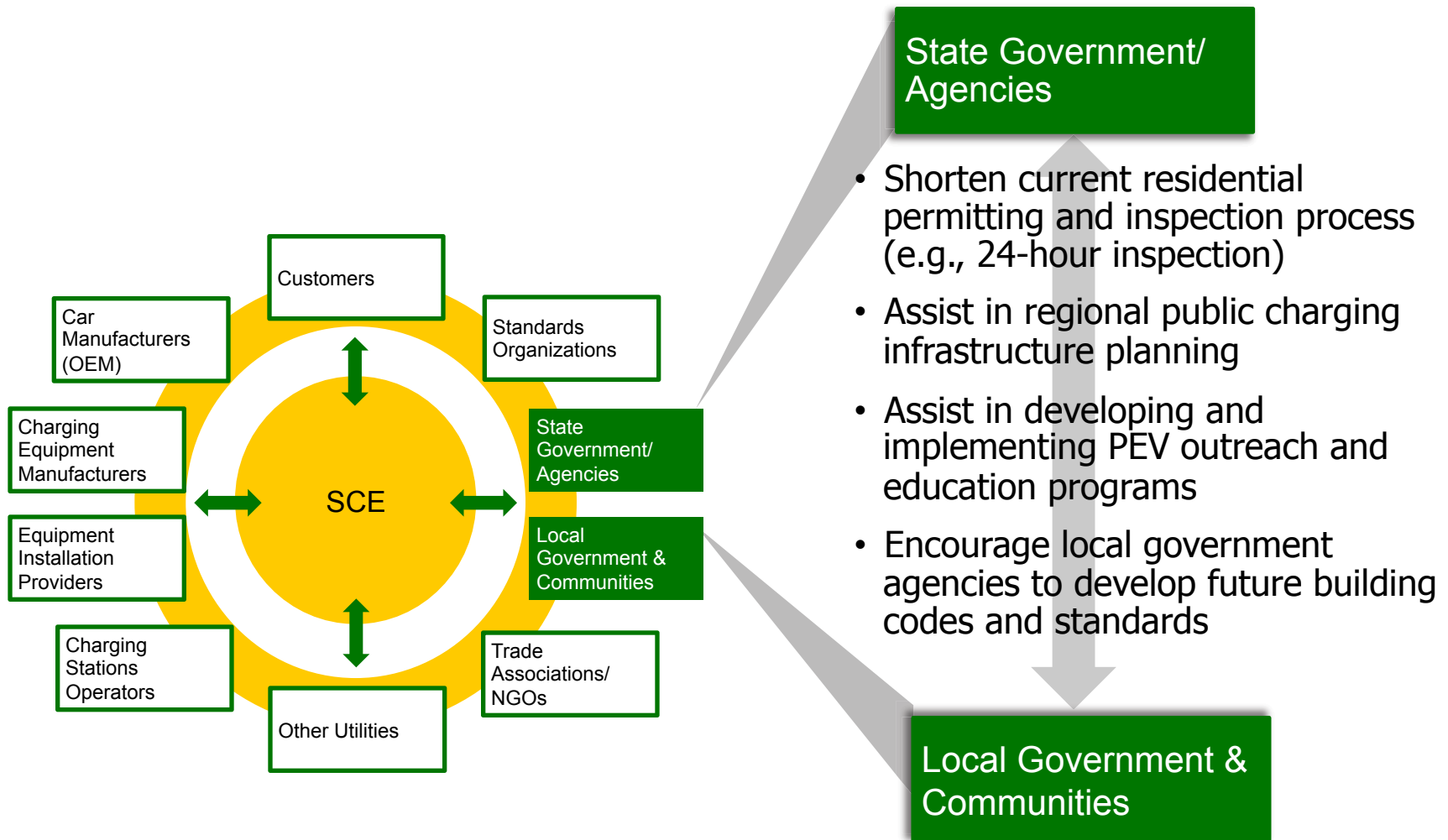


Third Annual Statewide Energy Efficiency Best Practices Forum

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Stakeholder Engagement: State & Local Government



CHAMPION CITY PROGRAM



Champion City Requirements

Implement process streamlining for EVSE infrastructure installation

Implement public education and outreach program

Amend building or parking codes in Residential and Non-residential construction for PEV charging

Actively participate in regional PEV readiness initiatives

Implement PEV charging infrastructure

Champion Cities



Award Presentation to the City of Beverly Hills - March 6, 2012



Press Release - Beverly Hills Weekly

coverstory

Willie's Year

The Weekly's exclusive interview with Mayor Willie Brien
By Melanie Anderson

“Southern California Edison recently recognized the City for its efforts with plug-in vehicles. Do you plan to bring forward more green initiatives?”

“We will. Part of that was passing some of the ordinances about green buildings. Any new building, residence and the like that are built in the city have to meet certain standards.”



Champion City International Recognition Electric Vehicle Symposium May 6-9, 2012



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Southern California Edison

An Edison International Company

Regional Complexity

- One of the nation's largest investor owned electric utilities
- 185 Cities
- 14 million people in 11 counties
- 50,000 square mile territory
- Diverse Ocean to Desert environmental conditions
- Dense urban to sparsely populated regions
- Very affluent to developing communities



Regional Public Infrastructure Planning

Goal and Scope

Inform the deployment of public charging infrastructure to support the PEV market through 2030 and to meet the charging needs of Southern California's diverse population

Key Activities

- Outline specific guidelines for PEV infrastructure deployment
- Provide data which supports the infrastructure analysis and location identification
- Build public awareness about the benefits of PEVs through education and outreach efforts
- Develop policy recommendations to integrate PEV readiness into sustainable community strategies, as required by SB 375

Key Needs

Critical issues to address

- Accurate travel destination locations
- Operator behavior
- Commute patterns
- Employer PEV knowledge
- Role of DC versus Level II public charging

Deliverables

- Market needs assessment
- Review of existing studies and data sets
- Customer behavioral analysis
- Case study development (focusing on destinations by market area)
- Policy recommendations

The comprehensive plan will deliver an order of magnitude of volume, types, locations and estimated budget for deploying charge port infrastructure (CPI) in the region

Recommended Actions

- Step 1: Establish a local government agency to lead and champion the study
- Step 2: Define the importance of the Regional Study
- Step 3: Obtain an appropriate level of funding from State, Local and Federal Sources
- Step 4: Establish a collaborative team that blankets the region
- Step 5: Develop a simple and clean scope of work

Recommended Actions

Step 6: Implement the necessary fact based research

Step 7: Utilize “professional” planners that understand the region’s complexity

Step 8: Execute the scope of work

Step 9: Complete a comprehensive study with recommendations and templates that are useful to the entire region

Thank you

Bob Graham

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