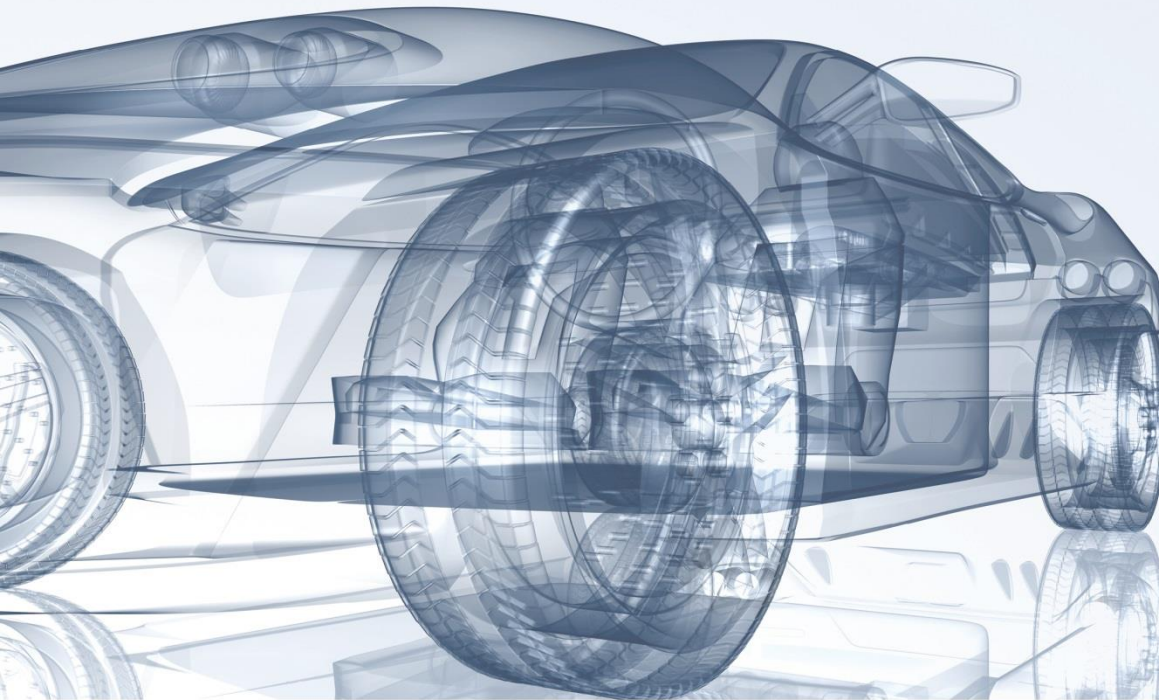


evs 30



The 30th International
Electric Vehicle
Symposium & Exhibition

October 9–11, 2017
Messe Stuttgart, Germany

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Early-Adoption Experience and Upcoming Challenges from the San Francisco Bay Area




Karen Schkolnick
Director, Strategic Incentives
Bay Area Air Quality Management District

Agenda

- Background
 - The San Francisco 9-County Bay Area
 - Bay Area Air Quality Management District
- Current Status of EVs in SF Bay Area
- Accelerating Adoption of New Technologies
 - Outreach
 - Incentives
 - Policies
- Challenges and Future Goals

The San Francisco Bay Area

7.4 M 

5,000 mi²
(13,000 km²) 



1950's



2015



Transportation in SF Bay Area

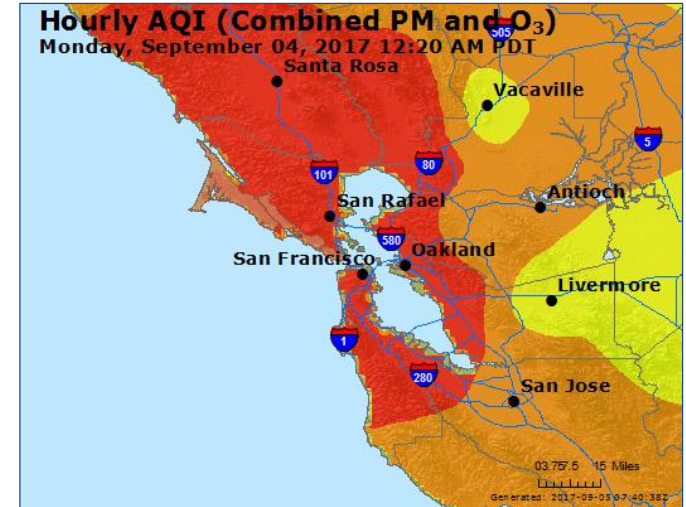
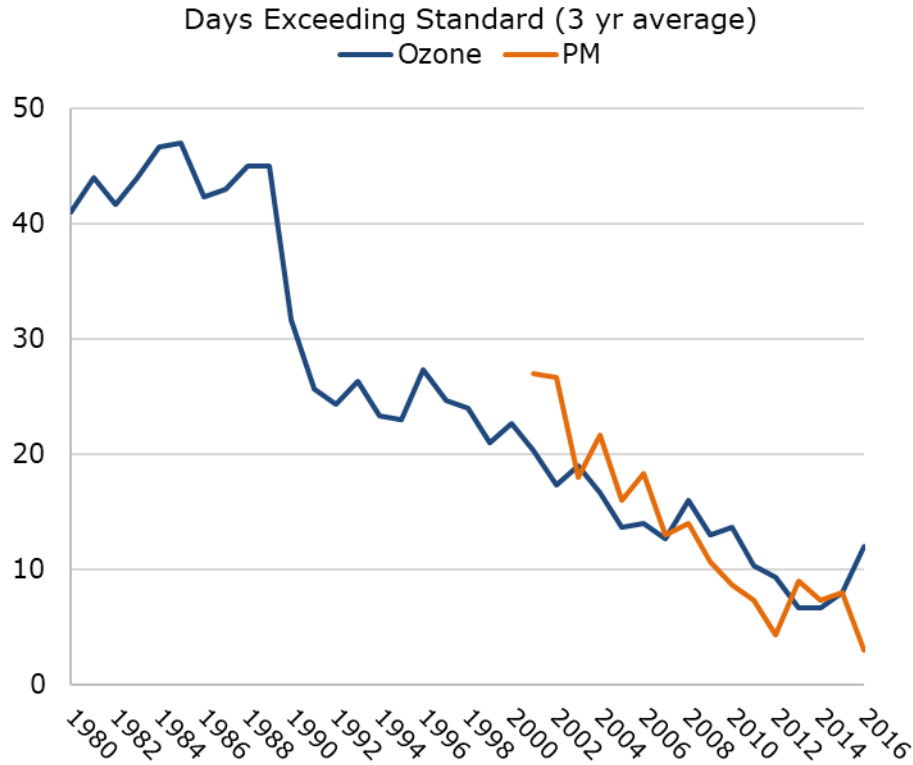


5.7 M



150 M/yr

Ozone and PM



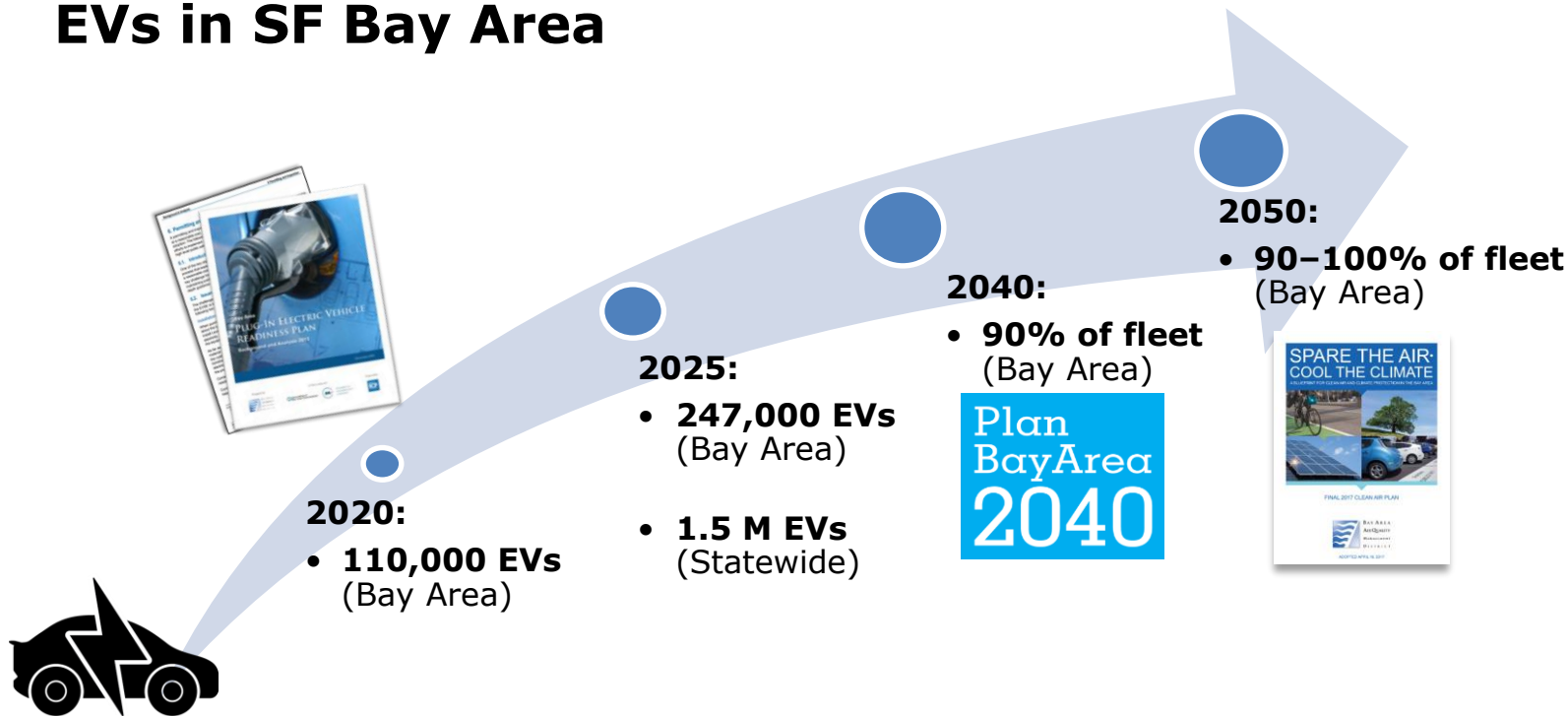


Bay Area Air Quality Management District



Adoption Goals 2020-2050

EVs in SF Bay Area



Bay Area Air Quality Management District Funding to Electrify Transportation



**Plug-in
Electric
Vehicles**

\$9.5 M



**Charging
Infrastructure**

\$7.1 M



Shore Power

\$21 M



**Off-Road
Equipment**

\$2.5 M



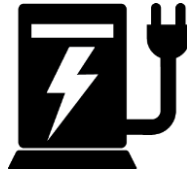
Rail/ Caltrain

\$20 M

Results

Public Charging Network

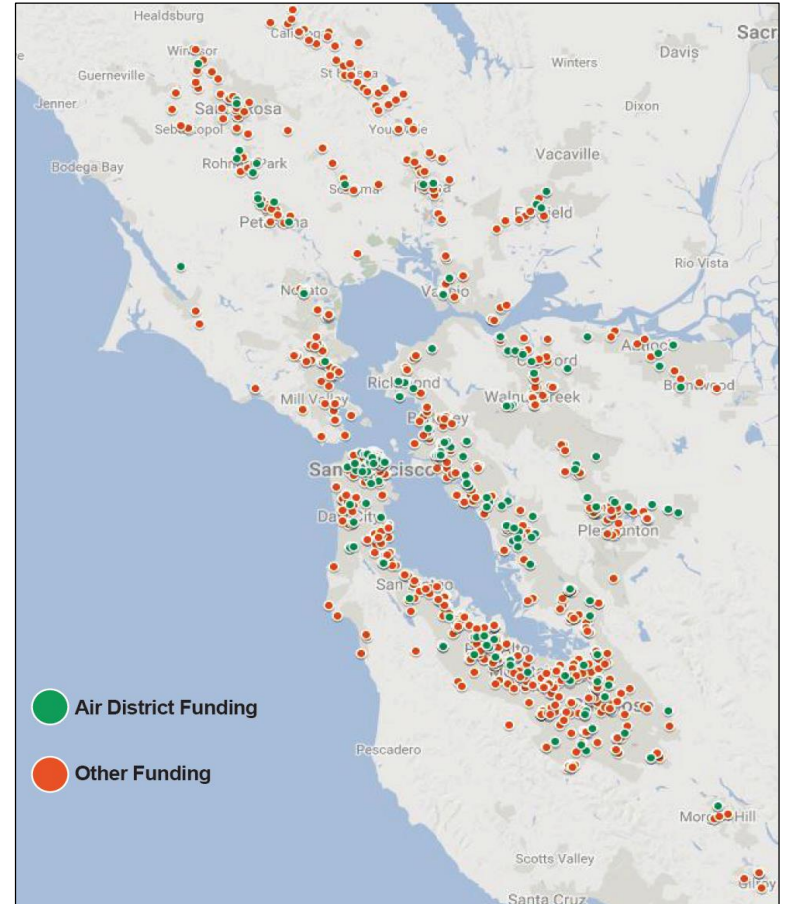
4,400+



24%

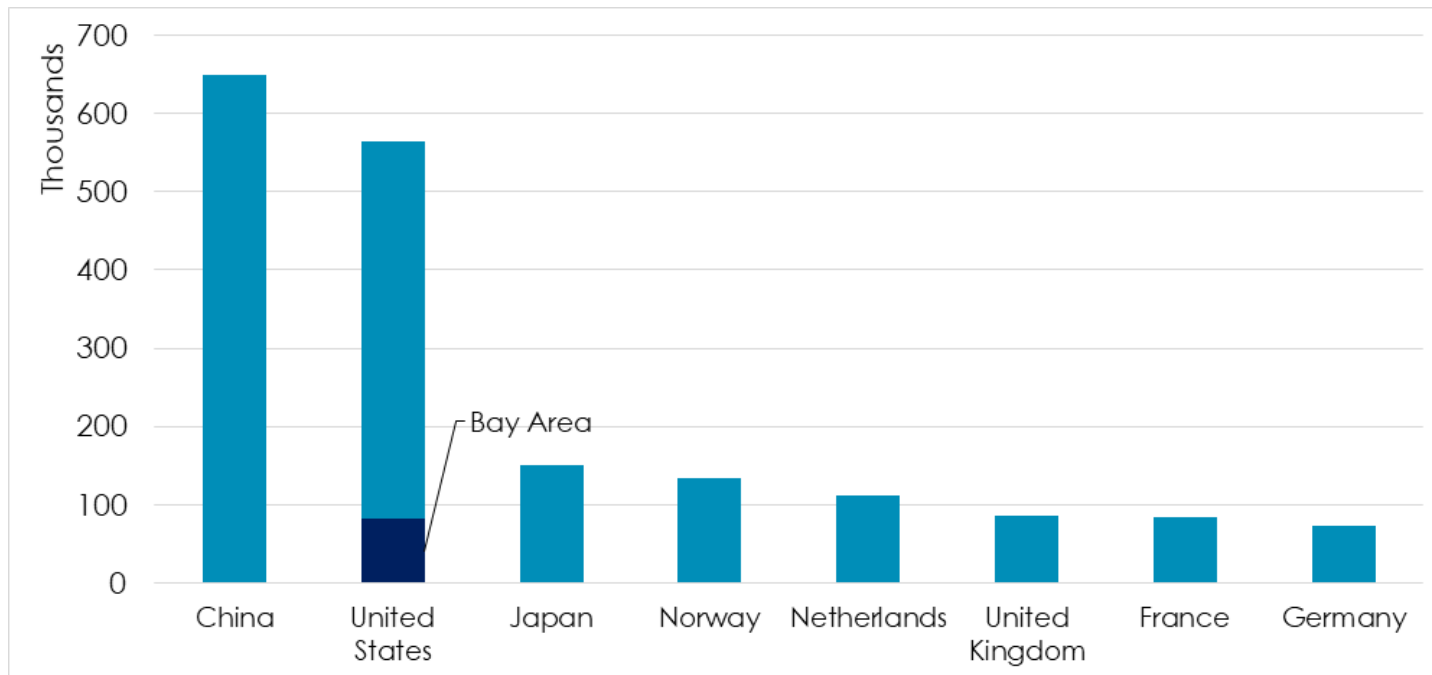


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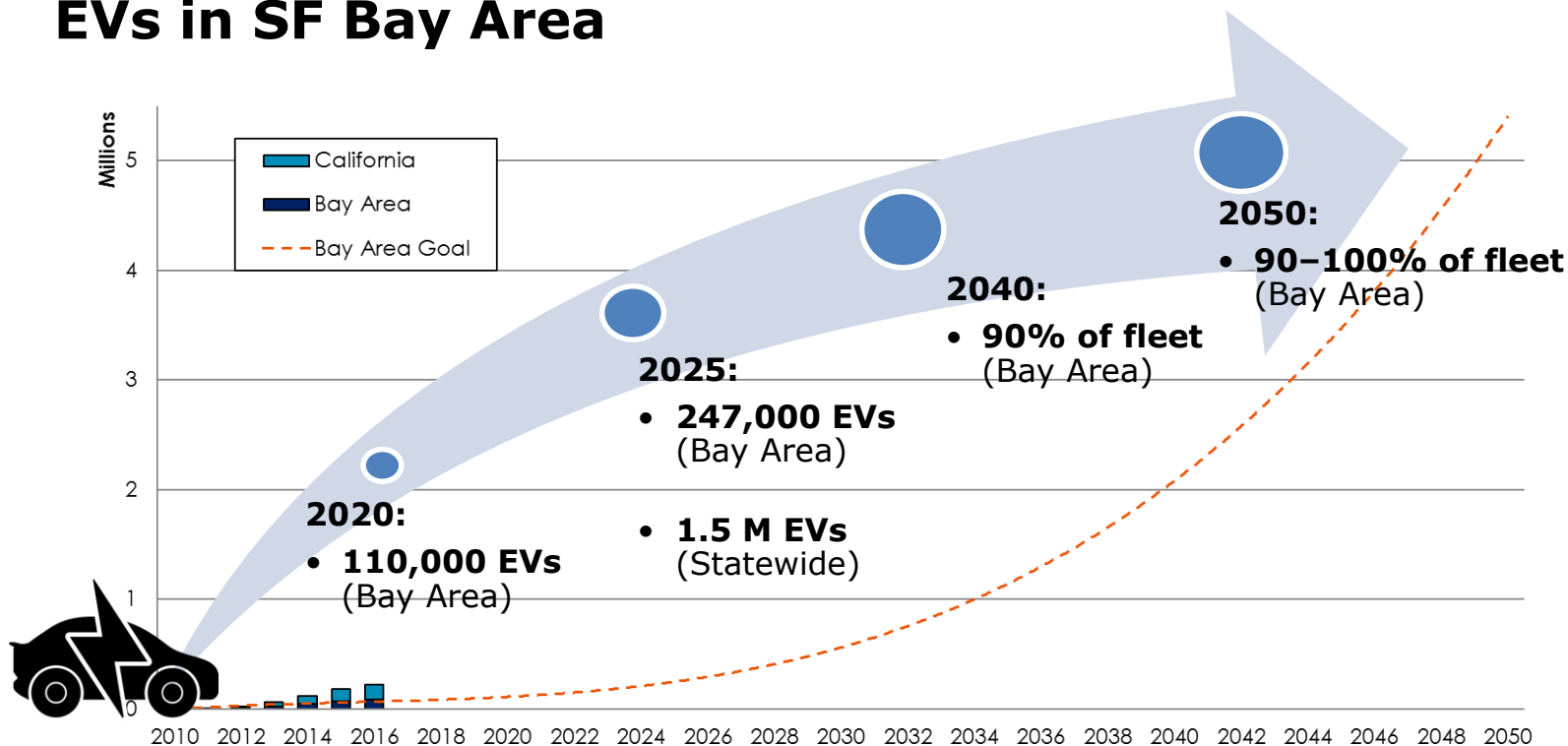
Results

Current EV Adoption



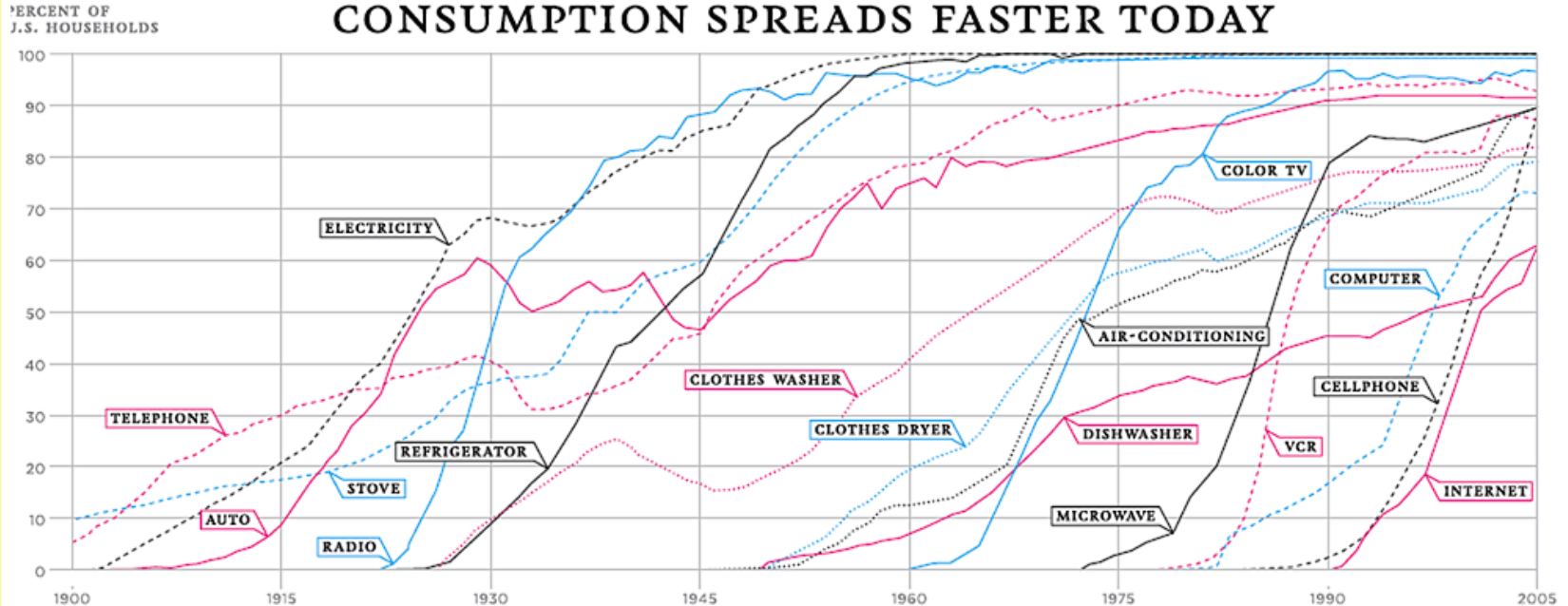
Results and Adoption Goals 2020-2050

EVs in SF Bay Area



* Figures from the California Clean Vehicle Rebate Project

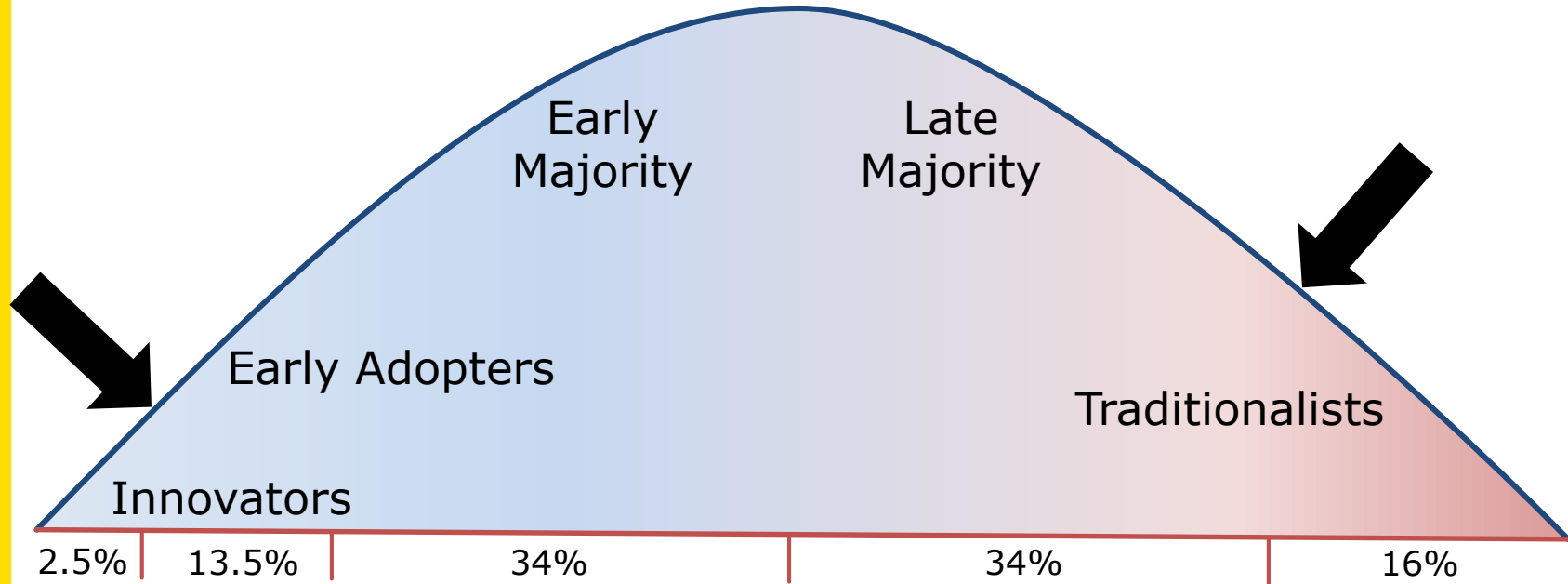
Adoption of New Technologies



Source: Nicholas Felton, New York Times

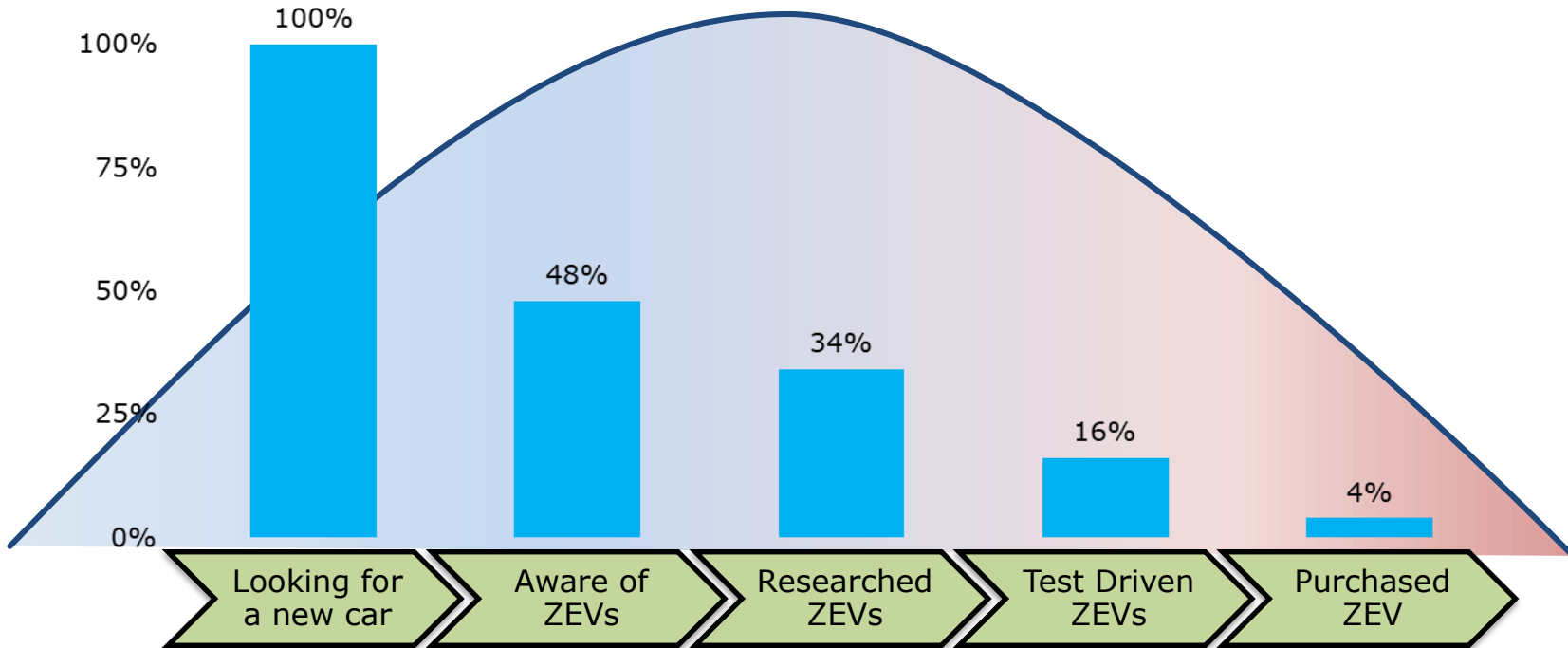
Accelerating Adoption of New Technologies

Knowing your Audience



Outreach

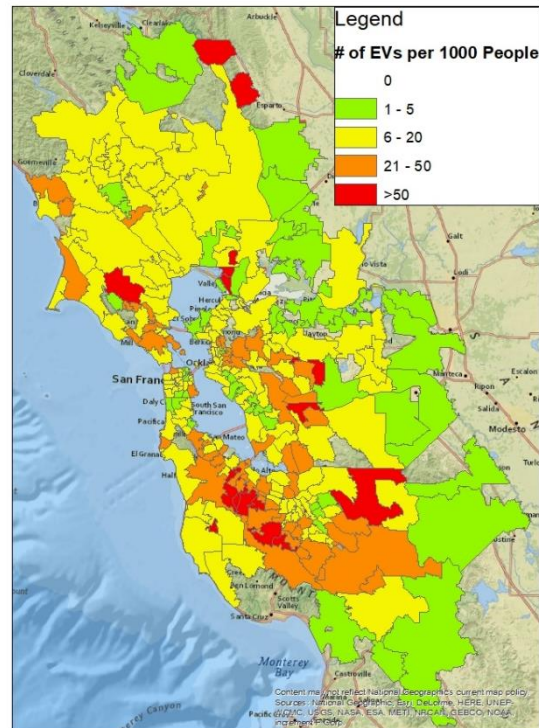
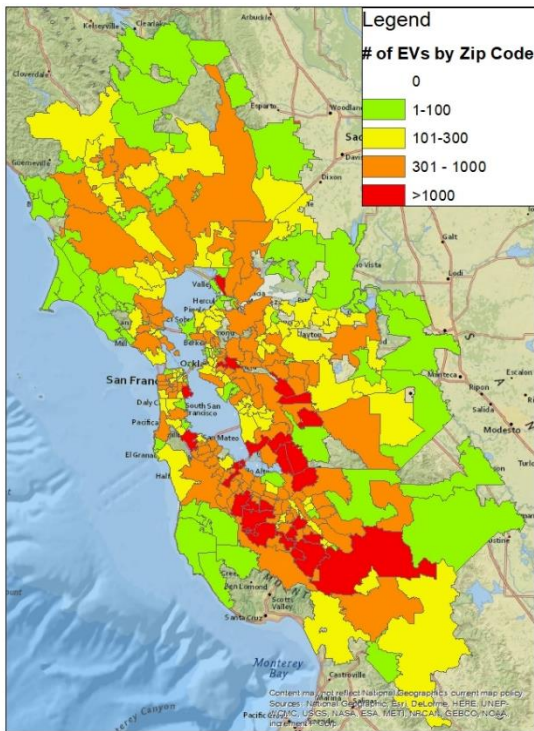
Targeting your Audience



Source: Strategic Vision NVES 2016

Outreach

Finding your Audience



Incentives

Types

Monetary

Tax credits

Rebates

No-cost to re-fuel

Incentives for purchase of vehicles

Incentives for installation of infrastructure

Preferential electricity rates

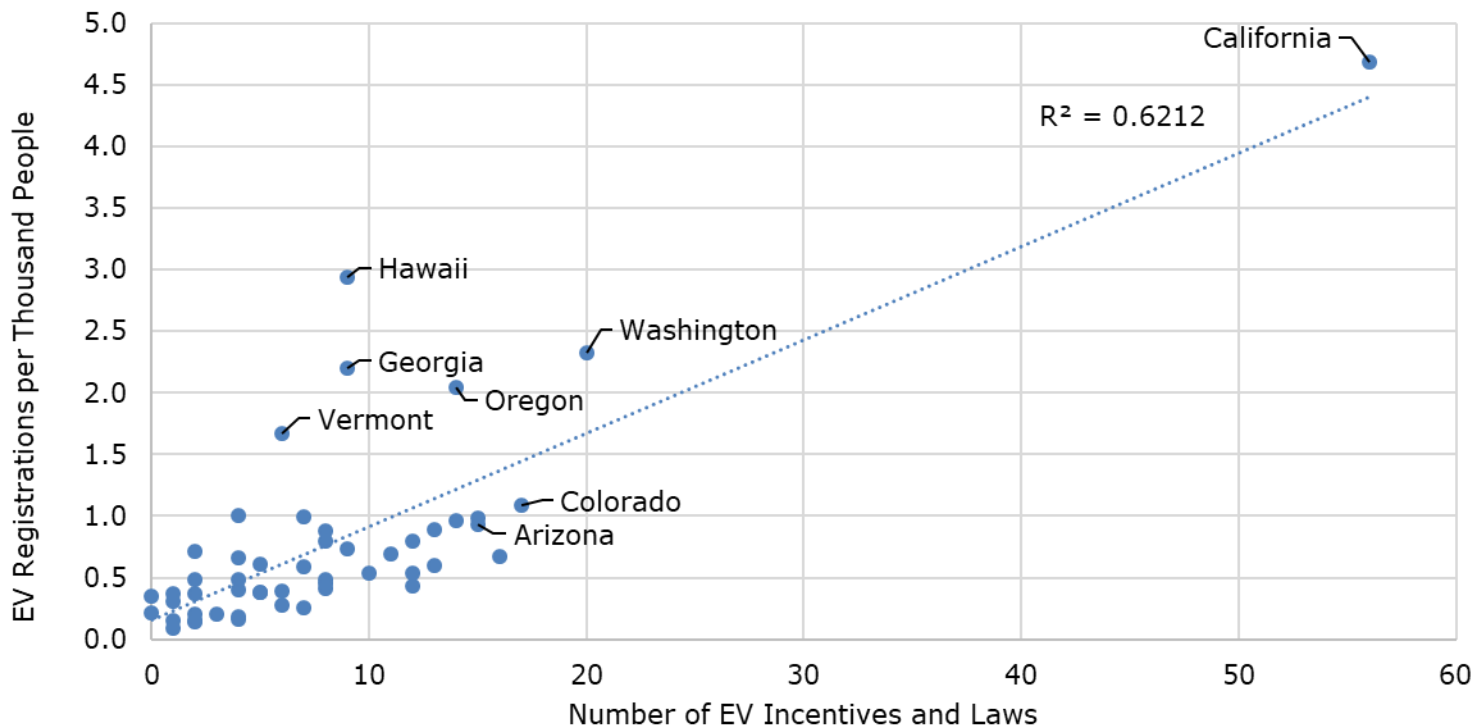
Non-monetary

High Occupancy Vehicle (HOV) lane access

Preferential parking spot

Recognition for being a good neighbor

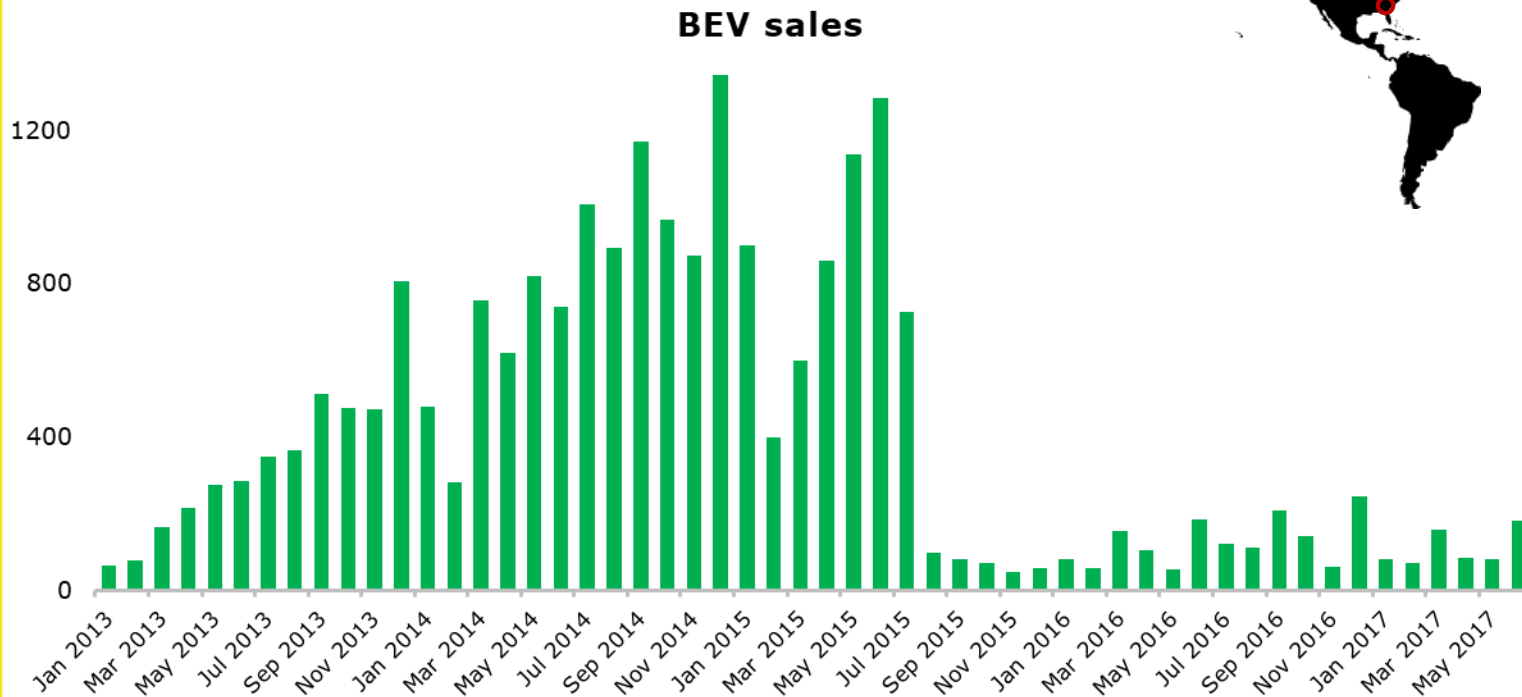
Incentives



Source: Bloomberg New Energy Finance

Incentives


A cautionary tale - Georgia




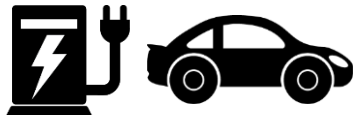
Source: Auto Alliance ZEV Sales Dashboard

Incentives



Coordinating Investments





\$14.6 M
(2018)




\$130M
(2018-2021)



\$800 M
(2018-2028)



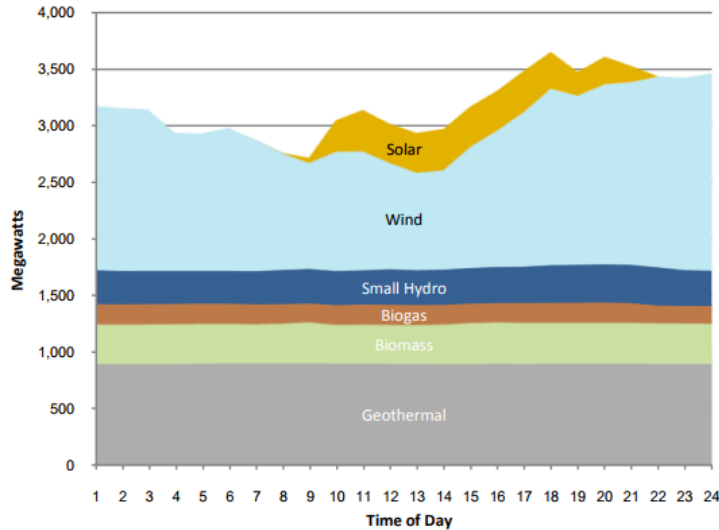
\$695 M
(2018-2028)



Policies

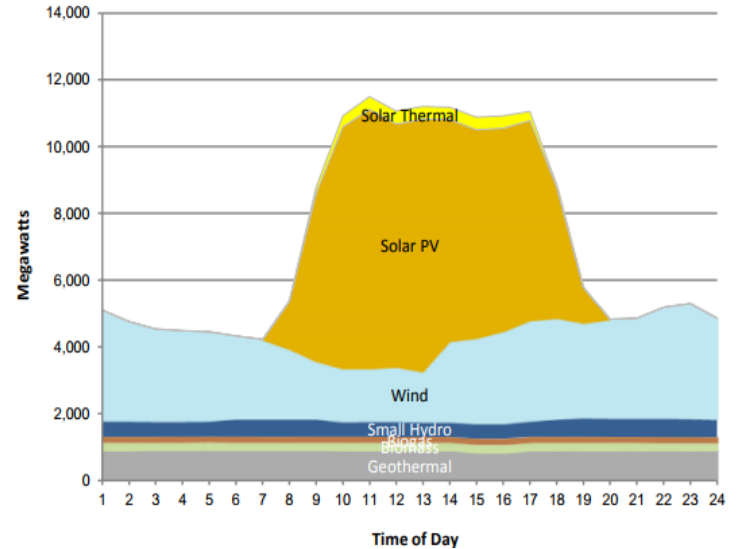
Adapting to a Changing Landscape

2012



Source: California Independent System Operator

2017



Challenges and Future Focus

- Monitor landscape & adjust efforts accordingly
- Coordinate Investments
- Continue efforts in:
 - Outreach & Education 
 - Electrifying Transportation   
 - Decarbonizing Electricity 

Contact

www.baaqmd.gov/grants



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