

Outreach to Stakeholders

Addendum to Annual Report

November 5, 2014

The PEV Collaborative members or staff attended or supported the following key events and meetings in 2014:

- **VerdeExchange** — *Los Angeles, January 27*: The Green Marketers Conference & Expo in Los Angeles featured several PEVC members as panelists for *Cars 2.1: The Market Today and Tomorrow for Clean and Fuel-Efficient Cars*.
- **CEC's Pre-Solicitation ZEV Readiness Implementation Solicitation Workshop** — *Sacramento, January 30*: Christine Kehoe provided remarks at the CEC pre-solicitation ZEV readiness workshop that received input from ZEV stakeholders on a future ZEV readiness grant solicitation.
- **Dept. of General Services EVSE Workshop** — *Sacramento, February 18*: PEVC staff attended a workshop hosted by the Department of General Services to go over EVSE and state policies for infrastructure installations.
- **Governor's Summit on Zero Emission Vehicles** — *Sacramento, March 7*: Members and staff participated, bringing together key industry, nonprofit and government leaders to evaluate progress and identify next steps on California's pathway to 1.5 million ZEVs by 2025.
- **Northern California ALTCAR Expo** — *Richmond, March 14*: Representatives from many PEVC organizations participated in the conference at the Craneway Pavilion in Richmond, Calif., driving home the need for cleaner cars and incentives for new technologies. Public day included a ride-and-drive event and additional panels.
- **Union of Concerned Scientists Legislative Briefing** — *Sacramento, March 19*: Christine Kehoe provided remarks at an event at the state capital to educate legislators about zero emission vehicles.
- **San Joaquin Valley Electric Vehicle Partnership** launch event, — *Modesto, April 3*: Staff attended the kick-off meeting which gathered several PEV Collaborative members and other PEV leaders, auto dealers, fleet managers, charging infrastructure experts and environmental groups to increase PEV adoption in the valley.

- **Amsterdam and San Francisco: Two Cities Join Forces in Metropolitan Solutions** — *San Francisco, April 9*: PEVC Staff attended this roundtable meeting hosted by the Consul General of the Netherlands and the Municipality of Amsterdam. The discussion centered around two major topics: “How to use data in a way to build valid business cases for Energy transition?” and “current developments on electric vehicles”. The roundtable discussed U.S. PEV sales and concluded that monetary incentives combined with an increased focus on WPC and MuDs is key for continued market growth.
- **CEC’s IEPR Workshop on the State of Alternative Transportation Technologies Over the Next 10 Years** — *Sacramento, April 10*: PEVC staff attended the CEC workshop to investigate the status of key alternative and renewable fuels, fueling infrastructure, and vehicle technologies that may play a role in reducing criteria pollutants and greenhouse gas emissions from the transportation sector over the next ten years.
- **Silicon Valley Leadership Group’s Driving Charged & Connected Symposium** — *Palo Alto, April 24*: Many members and staff made presentations and participated in sessions covering connected cars, smart energy solutions, and how new technologies will impact business, employees and daily lives.
- **BMW/SLG Group Carbon-Fiber Plant Event** — *Moses Lake, Wash., May 9*: In a joint venture between BMW and SLG Group, the new investment will create the world’s largest carbon-fiber plant in 2015. The facility manufactures carbon-fiber for the BMW’s i3 and i8 PEV models.
- **Electric Drive Transportation Assn. Conference & Annual Meeting** — *Indianapolis, May 19-21*: Staff attended this premier annual conference focused on the PEV industry and how to shift from market rollout to market expansion. Indianapolis is the first U.S. city to commit to transitioning 100 percent of their municipal fleet away from oil by 2015. The city is also home to the nation’s largest all-electric car-sharing fleet called BlueIndy.
- **SoCal Clean Cities Coalition & PEV Coordinating Council Webinar** — *Los Angeles, May 21*: Staff participated in a webinar that provided PEV stakeholders in the Los Angeles area with PEV resources and information about current research at the UCLA Luskin Center, SCAQMD alternative fuel resources, a CVRP update by CSE and an update from NRG Energy on their infrastructure rollout.

- **UC Davis Plug-in Automotive Retail Workshop** — *Davis, June 3*: PEVC staff attended workshop held at UC Davis with a focus on PEV Dealers. Objectives of the event were to share key PEV retail study findings with dealers and other stakeholders, talk openly about retail-level challenges and opportunities facing PEV sales, share PEV sales best practices with stakeholders, learn how various state incentive programs are being leveraged to grow PEV sales, and vet policy recommendations to CEC, ARB, and other state agencies.
- **Pacific Coast Collaborative Workshop on Fleets** — *July 23; EV Roadmap 7* — *July 24-25, Portland, Ore.*: Staff attended the events and participated in the PCC's workshop on PEVs in fleets and moderated a panel at EV Roadmap 7 on charging at multi-unit dwellings.
- **Plug-In 2014** — *San Jose, July 28-30*: The conference is one of the year's most exciting in the U.S. and was very well attended by members and staff. BMW announced its launch of a new DC fast charger, and EPRI, along with eight automakers and 15 utilities, is developing smart grid technologies to enable utilities to support PEV charging regardless of location.
- **ALTCAR Expo** — *Santa Monica, Sept. 19*: As a supporting partner, the PEV Collaborative moderated a panel discussion on charging at multi-unit dwellings and workplaces that included Terry O'Day with NRG eVgo.
- **Los Angeles Auto Show Press Days** — *Los Angeles, Nov. 18-20*: Green cars have always been a highlight at the west coast's largest auto show and PEV Collaborative automaker members displayed their latest PEV models for the world press.