

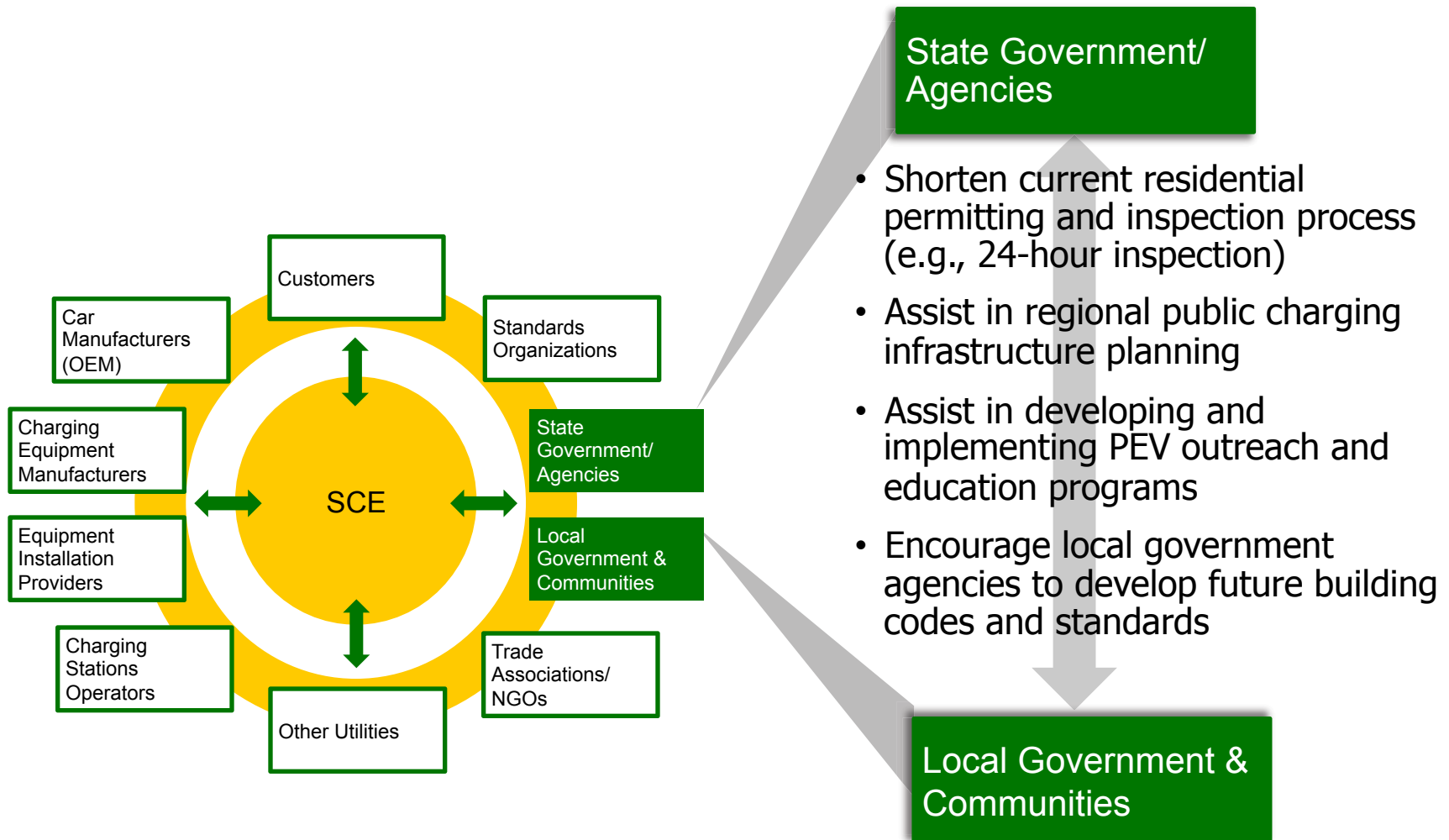


# **Third Annual Statewide Energy Efficiency Best Practices Forum**

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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

Leading the Way in Electricity<sup>SM</sup>





## 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





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



# 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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