



April 7, 2018

Dear Commercial Parking Lot Owner,

Santa Cruz residents recognize the environmental and economic benefits of electric vehicles (EVs): reduction in pollution to improve air quality, reduction in greenhouse gas emissions where transportation emissions account for about 40% of our community's emissions, and economic and job growth. Because carbon free electricity is now provided to commercial customers through Monterey Bay Community Power, use of an EV reduces transportation emissions to near zero.

At 850 EV owners and counting, the City of Santa Cruz currently has the second largest share of new vehicle purchases that are EVs in the nation, a trend that auto manufacturers expect to continue. Furthermore, responses to a 2017 EV owners survey indicates that nearly half of EV owner respondents have experienced a lack of available EV chargers or have had to wait a long time until a space with an EV charger was available.

As the number of people purchasing EVs increases each year, it is important for the City meet the EV charging demands of today and plans for tomorrow. Currently the City provides 14 EV chargers to the public for free within the City. While there are no current plans to expand public EV charging infrastructure in the near term, the City is exploring options to improve the EV user experience and develop an EV charging expansion project.

Recognizing that private parking lot owners can play an important role in supplementing the city-owned public EV charging supply, the *City is providing the following information about the benefits of installing EV chargers at your business and details on three funding programs currently available for the installation of public and private EV charging*. Making EV charging available to your business patrons...

- **Puts your Business on the Map (literally).** Draw the attention of resident and visitor EV owners to your establishment through listing an EV charger in national database referenced by EV owners
- **Boosts Customer Traffic.** Affluent EV owners are more likely to consistently and faithfully choose establishments where they can plug in and charge up during their visits.
- **Greens your Image.** Conveying that environmental stewardship is an important company value will attract both EV and non-EV owners who prefer to frequent environmentally minded businesses.
- **Contributes to Air Quality Improvement.** The easier the EV user experience is, the more likely it is residents will buy them. EV purchases reduce the number of gas guzzling

vehicles on the road, reducing tailpipe emissions that cause asthma and other respiratory illnesses.

- **Creates a Revenue Stream.** Property owners who install EV chargers may be eligible for the low carbon fuel standard credit and can set pricing structures to ensure revenue exceeds any expenses associated with providing EV charging (e.g., electricity and maintenance). Some vendors cover all expenses as part of their program offerings.
- **Recruit and Retain High Quality Tenants and Employees.** Tenant and employee loyalty can be improved through provision of smart transportation amenities like EV charging.
- **Help improve the EV User Experience.** By installing EV charging, you are creating more park and charge options for more EV owners.
- **Is heavily subsidized right now through three specific programs!**

Information about EV charging infrastructure funding programs from the Monterey Bay Air Resources District, PG&E and Tesla is included on the attached sheet. If you have any questions or are interested in discussing these opportunities further, please do not hesitate to contact me at 831.345.1328 or [twise-west@cityofsantacruz.com](mailto:twise-west@cityofsantacruz.com).

Finally, if you or your tenants and their employees are interested in test driving EVs and/or ebikes and want to learn more info about the new ebike share launching this spring as well as incentives available for these e-mobility options, please come to the city-sponsored Downtown Drive Electric Vehicle and Electric bike event on Thursday May 3, 2018 from 11am-2 pm at the Civic Auditorium Parking Lot! There will be fun prizes as well! Please share with your tenants!

Green Regards,



Dr. Tiffany Wise-West  
*Sustainability and Climate Action Manager*



**Thursday, May 3 from 11 AM-2 PM**  
Santa Cruz Civic Auditorium  
307 Church St  
[Details at mbeva.org](http://mbeva.org)



## EV CHARGING INFRASTRUCTURE FUNDING PROGRAMS

**TESLA** has indicated to City staff that they have a large number of orders for their Model 3 EV by residents of Santa Cruz and will be fulfilling those orders over the next few years. Because of the anticipated increase in the number of Model 3s on the road in Santa Cruz and the fact that Tesla is interested in serving future Model 3 owners who do not have home charging capacity, Tesla is interested in partnering with commercial property owners on constructing fast charging units at public parking lots. Tesla will incur all the infrastructure upgrade costs and the cost of electricity but requires a 5 year minimum contract for leasing the parking spaces. It will offer charging for free to Tesla EV owners. Because Tesla fast chargers are proprietary and do not charge other EV models, Tesla has been open to installing a combination of fast charger and level 2 chargers, with the level 2 chargers being compatible with a wider variety of EV models. Please contact Dan Cronin at [dcronin@tesla.com](mailto:dcronin@tesla.com) if you are interested in discussing this option. Cell: 650.793.9459

**PG&E EV CHARGE NETWORK PROGRAM** will pay for, own, maintain and coordinate construction of infrastructure from the transformer to the parking space (often 60-80% of the total project cost). Program participants have the option to own the charges or may elect for PG&E to own them. Program participants choose their charging equipment from an approved vendor list. In addition to the infrastructure, a portion of the charging equipment cost will be paid for by PG&E. Program participants can bill drivers or offer charging for free. The program requires a minimum of 10 EV parking spaces per site. Please see <https://goo.gl/fFUS1W> for the PG&E program website and to register.

**MONTEREY BAY AIR RESOURCES DISTRICT** provides generous rebates for EV owners and lessees currently and is partially offsetting the cost of EV fast charger installation when property owners work with a vendor who meets MBARD requirements. Several vendors meet the requirements and have different ownership, installation, and networking packages available. The first step is to select a vendor to work with to develop a project. After initial project development discussions, the vendor and property owner should contact Alan Romero at MBARD ([aromero@mbard.org](mailto:aromero@mbard.org) or 831.718.8030) to discuss the project. Vendors that meet MBARD requirements include (but are not limited to):

**Chargepoint** - Laura Page | 408.841.4561 or [laura.page@chargepoint.com](mailto:laura.page@chargepoint.com) | [www.chargepoint.com](http://www.chargepoint.com)

**Blink Network** – 888. 998-BLINK (2546) or [sales@blinkcharging.com](mailto:sales@blinkcharging.com) [www.blinkcharging.com](http://www.blinkcharging.com)

**Recargo Network** - Carl Pancutt | 513.827.8222 or [carl@recargo.com](mailto:carl@recargo.com)

**EVgo** – 855.509.5581 or [EVgorev@nrgenergy.com](mailto:EVgorev@nrgenergy.com) | [www.evgo.com](http://www.evgo.com)

Check out where other EV chargers are located in the City at <https://www.plugshare.com/>