

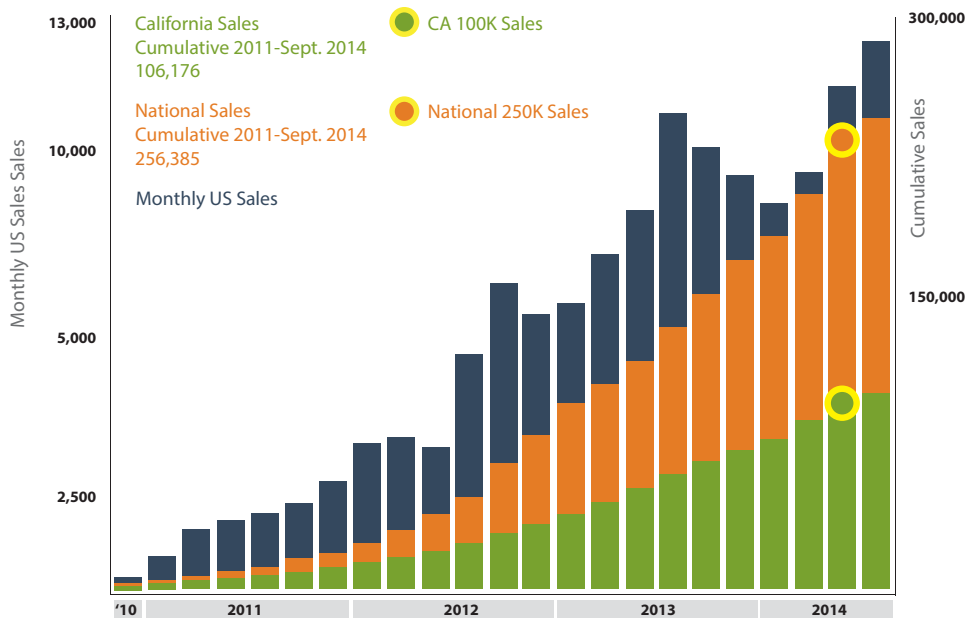


## California Plug-In Electric Vehicle Collaborative 2014 Annual Report

### Four Years of Market-Moving Activity

Our 41 member organizations convene, collaborate and communicate to address challenges and identify market trends in order to move the plug-in electric vehicle market forward and meet California's economic, energy and environmental goals. Members provide a diverse cross-sector of expertise and commitment to California's growing PEV market.

### California Reaches 100K PEV Sales in 2014



Note: Approximation assumes CA sales are 40% of national sales.  
Source: PEVC Dashboard [www.PEVCollaborative.org](http://www.PEVCollaborative.org) from hybridcars.com and Baum & Associates

## CONVENE

### Together We Drive Change

The PEV Collaborative held three full membership meetings in 2014:

- March 11, San Diego, hosted by San Diego Gas & Electric; highlighted discussion topics included new PEV markets and alternative energy; member briefing on the Charge Ahead Campaign for expanding sales in low-income communities.
- July 28, San Jose, Calif., hosted by the Electric Power Research Institute; in a lively rapid-fire session, members reported on their actions, successes and challenges, and representatives from around the U.S. spoke about regional PEV programs.
- November 5, Irwindale, Calif., hosted by Southern California Edison; the discussion focused on briefings from utilities and automakers; updates on recent PEV events and reports; and, an operational and finance report wrapping up 2014 and looking ahead to next year, including the adoption of the 2015 workplan and budget.

### Infrastructure Working Group

This year's working group focused on strategic dissemination of the decision guides, reports and case studies for charging at workplaces and multi-unit dwellings completed in 2013. We have reached property management companies, apartment and facilities management associations, business organizations and others through a variety of formats, including webinars, meetings, workshop presentations and events. These key decision makers around the state are now using the materials.

In addition, industry news articles and blog posts publicized the tools and webinars. We reached 35,000 stakeholders through these efforts. Finally, additional case studies for charging at multi-unit dwellings were completed to provide further assistance to property owners and managers considering charging installations for their residents and tenants.

### Multi-Unit Dwelling & Workplace Charging Materials

Find our useful guides, reports and case studies online:

Multi-Unit Dwellings:

<http://www.pevcollaborative.org/multi-unit-dwelling>

Workplace charging:

<http://www.pevcollaborative.org/workplace-charging>



### Reaching Out to Stakeholders

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

- **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.
- **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.
- **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.

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- **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.
- **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, PEV Collaborative staff moderated a panel discussion on charging at multi-unit dwellings and workplaces that included NRG eVgo's Terry O'Day.
- **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.

## COLLABORATE

### Coca-Cola Workplace Charging Project

At 2013's **DRIVE THE DREAM** event, Coca-Cola committed to installing workplace charging at three of their locations in California. Coca-Cola requested guidance from the PEV Collaborative to intelligently and strategically help develop their workplace charging program. In 2014 the Coca-Cola-funded project got underway and the PEV Collaborative provided an employee survey, case studies, best practices and lessons learned from industry to the Coca-Cola team. Additionally, two successful ride-and-drives were held at Coca-Cola facilities — one at its Southern California Downey location and another at its San Leandro site in the Bay Area — where workplace charging infrastructure was being installed. Coca-Cola is more than doubling its workplace charging commitment for its diverse workforce at its California facilities. This is a **DRIVE THE DREAM** success story!

### DRIVE THE DREAM Follow Up

**DRIVE THE DREAM**, the PEV Collaborative's signature event in 2013, was organized with Governor Jerry Brown and 40 California business leaders to showcase private sector investment in workplace charging. In early 2014 **DRIVE THE DREAM** participants were surveyed to gauge the value of the event and get a progress report on specific workplace charging commitments made in 2013.

All participants surveyed gave very positive reviews of **DRIVE THE DREAM** and reported that nearly all were on track with their commitments or had already completed the work. The governor's engagement was key; his commitment to PEVs sent a strong, positive message. The networking opportunity provided at the event resulted in many follow up conversations. And after hearing what others were doing, many participants said it reinforced their efforts as useful and mainstream. Press coverage was called out as an important element and publicizing participants' environmental stewardship added to their reputations.

“ Understanding how PEVs fit into the larger California plan for improving air quality and transportation was important to hear. ”

– **DRIVE THE DREAM Survey**

This year all **DRIVE THE DREAM** participants received a letter with a follow-up report and packet of PEV Collaborative workplace charging decision guides and case studies. Those participants installed an impressive 2033 chargers and purchased 1509 plug-in electric vehicles in total. Planning is already underway for **DRIVE THE DREAM 2015** where corporate commitments from new participants will be cultivated, and 2013 participants will be invited to tell their success stories.

## DOE Workplace Charging Challenge Ambassador

The PEV Collaborative is an official Dept. of Energy Workplace Charging Challenge Ambassador. **DRIVE THE DREAM** participants were encouraged to partner with the DOE by signing their workplace charging pledge to get credit for commitments already made. As a result, many **DRIVE THE DREAM** participants are now DOE workplace charging ambassadors.

## COMMUNICATE

### PEV Sales Milestone

On Sept. 9 the PEV Collaborative announced a milestone: 102,440 PEVs sold in California since market launch in December 2010 — a new world record. The announcement generated positive media coverage across the state and in national trade publications, as well as increasing traffic to the PEV Collaborative website. Opinion editorials were also published in California news outlets.

“ Californians Propel Plug-In Car Sales with 40% of Market. ”

— *Bloomberg*

On average, at least 40 percent of national PEV sales take place in California. Nationwide sales from July 2013 to July 2014 increased significantly:

- 64 percent for Plug-in Hybrid Electric Vehicles.
- 43 percent for Battery Electric Vehicles.

In September, national PEV sales reached 250,000. These sales numbers clearly show that it takes the efforts and engagement of all PEV Collaborative members to make this market successful in California and beyond, and that there is still work to be done.

“ California Electric Car Sales Pass Major Milestone. ”

— *San Francisco Chronicle*

“ California has 100K Plug-In Cars, and Counting. ”

— *U-T San Diego*





## Thank You!

California Public Utilities Commissioner Carla Peterman served as the PEV Collaborative's chairman in 2013-2014 and we appreciate the time and commitment she gave during her term. Carla's exceptional leadership skills have guided and augmented member discussions, and she has facilitated important PEV Collaborative action items to grow California's PEV market. Thank you, Carla!

## PEV Makes & Models

### Available Now

BMW i3  
 BMW i8  
 Cadillac ELR  
 Chevrolet Spark EV  
 Chevrolet Volt  
 FIAT 500e  
 Ford C-MAX Hybrid Energi  
 Ford Focus Electric  
 Ford Fusion SE Energi  
 Honda Accord Plug-in  
 Honda Fit EV  
 Kia Soul EV  
 Mercedes-Benz B-Class Electric Drive  
 Mitsubishi i-MiEV  
 Nissan e-NV200  
 Nissan LEAF  
 Porsche Panamera S E-Hybrid  
 Smart Fortwo Electric Drive  
 Tesla Model S  
 Toyota Prius Plug-in Hybrid  
 Toyota RAV4 EV  
 Toyota Scion iQ EV

### Coming in 2015

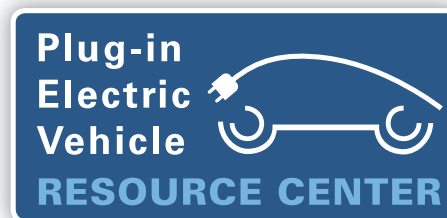
Mitsubishi Outlander Plug-in Hybrid  
 Tesla Model X  
 Volkswagen e-Golf



## PEV Resource Center

The PEV Collaborative continues its partnership with the Air Resources Board to offer online PEV resources so buyers can compare PEV types and learn more about charging, purchase costs and available incentives.

[www.DriveClean.ca.gov/pev](http://www.DriveClean.ca.gov/pev)



## eNewsletter

Sign up for our quarterly e-newsletter to learn more about what the PEV Collaborative is working on:

<http://www.pevcollaborative.org/newsletters>

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## Our Team

PEV Collaborative Executive Director Christine Kehoe and California Public Utilities Commissioner Carla Peterman, serving as PEV Collaborative Chairman, continued as part of the 2014 leadership team. Josh Boone, Lisa Chiladakis and Gennet Paauwe continued on as staff with the new addition of Jordan Baroody as student intern after Priyanka Talanki graduated from UC Davis.

## Our Members



[www.PEVCollaborative.org](http://www.PEVCollaborative.org)