

# POSTCARDS FROM AN ELECTRIFYING JOURNEY

SNAPSHOTS OF THE CALIFORNIA  
PLUG-IN ELECTRIC VEHICLE MARKET



**Summer, 2008.** The 21<sup>st</sup> Century Plug-In Electric Vehicle (PEV) market launches. **Hello Tesla Roadster!**

**June, 2010.** ECOtality, Coulomb and Clipper Creek, with grants from the California Energy Commission (CEC) and U.S. Department of Energy (DOE), announce plans to install and upgrade nearly 3,000 public chargers in anticipation of the coming PEVs. Nissan and AeroVironment are partners for home charging installations.

**July, 2010.** The California Plug-in Electric Vehicle Collaborative (PEVC) meets for the first time. A broad array of public and private sector stakeholders come together with a common commitment to accelerating growth of the PEV market and establishing California as a market leader.

**October, 2010.** Tesla purchases the former NUMMI production plant from Toyota to make the Model S and battery packs for other PEVs. With several thousand new jobs planned, California expects an entire new industry evolving in the state.

**December, 2010.** **PEVs enter mainstream markets! The first Nissan LEAFs and Chevy Volts are delivered to California drivers.** The PEVC releases its strategic plan "*Taking Charge*" for establishing California leadership in the PEV marketplace.

**March, 2011.** Collaborative action by PEVC members supports early market launch by streamlining residential charger installation by weeks and improving consumer access to information. The California Public Utility Commission (PUC) sets rules for charging infrastructure ownership to aid a competitive market. The South Coast Air Quality Management District and the Bay Area Air Quality Management District invest several millions of dollars to support PEVs in their regions.

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



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**May, 2011.** The PEVC and regional governments win a \$1M U.S. DOE grant for PEV community readiness planning throughout California. The CEC provides \$2M for local infrastructure planning and community PEV readiness.

**January, 2012.** The California Air Resources Board (ARB) adopts the Advanced Clean Cars Regulations, increasing the Zero Emission Vehicle (ZEV) requirement to over 15 percent of new vehicle sales by 2025. **Mitsubishi i-MiEV comes to California.**

**March, 2012.** Governor Brown signs an Executive Order calling for state agency actions to support the ZEV market and infrastructure to ensure the state achieves 1.5 million on-road ZEVs by 2025. The Governor announces a settlement with NRG, in which the company will invest \$100 million in PEV infrastructure in California over 4 years. The settlement will bring a statewide network of at least 200 DC fast chargers and a minimum of 10,000 public and workplace charging sites. **CODA Automotive becomes the second in-state automaker to begin delivering PEVs to customers, followed by the third California automaker, Fisker. The Toyota Prius Plug-in Hybrid hits the market.**

**April, 2012.** BMW begins delivering 700 ActiveE's in the U.S. and increases deliveries to California because of strong demand. Ford begins delivering the Focus EV. A PEVC workshop looks at how to lower PEV owners' total costs through vehicle to grid technologies and policies.

**May, 2012.** The PEVC hosts six workshops for local government officials to support regional planning and local market development. The PEVC also launches a number of reports, communication guides and a web based PEV Resource Center to support these efforts. To date, the CEC has committed \$17 million for 4,500 public charging stations.

**June, 2012.** The state has distributed nearly \$21 million in consumer rebates on PEV purchases and almost \$28 million for hybrid and electric trucks and buses, reflecting California's support of incentives for the fledgling market. **The Tesla Model S is delivered to its first customers.**

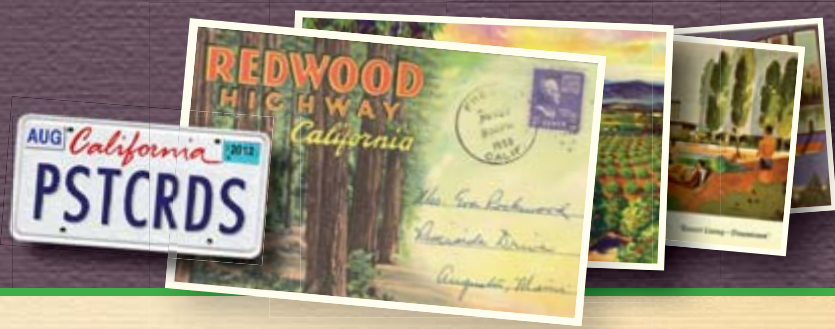
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CALIFORNIA  
PLUG-IN ELECTRIC VEHICLE  
COLLABORATIVE



**July, 2012.** An estimated 35,000 PEVs have been sold nationwide, doubling the 2011 sales rate. California share of the market is nearly 50%. **Honda begins delivering the FIT EV to customers.**

**August, 2012.** The Toyota RAV4 EV rolls out in the state. More PEVs are delivered every month. PEVC members commit to two more years of collaboration to overcome specific market barriers and continue promoting PEV market growth and leadership in California.

The traffic on the road to PEVs is clearly speeding up!

Your friends,

## The California PEV Collaborative

The grid contains the following logos:

- NISSAN
- California Environmental Protection Agency
- Air Resources Board
- NORTHERN CALIFORNIA COUNTY WATER
- AMERICAN LUNG ASSOCIATION IN CALIFORNIA
- AQMD
- AV
- CODA
- California Environmental Protection Agency
- Air Resources Board
- better place
- SMUD
- BAY AREA AIR QUALITY MANAGEMENT DISTRICT
- BMW Group
- MINI
- UC DAVIS PLUG-IN HYBRID & ELECTRIC VEHICLE RESEARCH CENTER
- EPRRI | ELECTRIC POWER RESEARCH INSTITUTE
- SDGE
- Sempra Energy
- CalEETC | California Electric Transportation Coalition
- TOYOTA
- Ford
- DEPARTMENT OF WATER AND POWER
- GOVERNOR'S STATE ELECTRICITY AXXIS
- CEERT
- Coulomb Technologies
- CALSTART
- GM
- TESLA
- GREENLOTS
- SOUTHERN CALIFORNIA EDISON An EDISON INTERNATIONAL Company
- ecotality
- HONDA
- Plug In America
- icct | THE INTERNATIONAL COUNCIL ON CLEAN TRANSPORTATION
- nrg
- NRDC | The Earth's Best Defense
- Union of Concerned Scientists | Citizens and Scientists for Environmental Solutions
- PG&E
- THE GREAT SEAL OF THE STATE OF CALIFORNIA

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## California Plug-in Electric Vehicle Collaborative Documents, Guidelines and Resources

### PEV Communication Guides

A series of eight guides with timely, topical graphs and relevant communication points on various California-specific PEV topics.

**How do PEVs Benefit California?**

**What are the Benefits of Driving a PEV? What Cars are Available?**

**PEV Charging: Where and When?**

**Fuel Costs: PEVs Vs. Gasoline Cars?**

**How Do Communities Become PEV Ready?**

**How Do Multi-Unit Dwellings Become PEV Ready?**

**Workplace Charging: Why and How?**

**PEV Batteries: Safety, Recycling and Re-Use?**

### Plug-in Electric Vehicle Resource Center – [www.DriveClean.ca.gov/pev](http://www.DriveClean.ca.gov/pev)

A California-based, one-stop shop for PEV related information and resources.

### A Toolkit for Community Plug-in Electric Vehicle Readiness

#### A Resource for Local Officials

Highlights actions a community can take to get ready for PEVs.

### Accessibility and Signage for Plug-In Electric Vehicle Charging Infrastructure

Recommendations for accessibility standards and signage associated with charging installations.

### Streamlining the Permitting and Inspection Process for Plug-in Electric Vehicle Home Charger Installations

Characterizes key aspects of installing home charging stations and provides recommendations for local governments to accelerate permitting and inspection.

### Maps and Apps, Today's Mapping and Location-Based Services for Plug-In Electric Vehicle Charging Infrastructure

Describes the current status of PEV infrastructure mapping and navigation services and outlines what is needed to meet future challenges in the market.

### California Incentives for Vehicles and Charging Stations

Lists key local, state and federal incentives available to consumers for PEVs and charging infrastructure.

All of the reports and documents can be found at <http://www.pevcollaborative.org/policy-makers>