

ELECTRIFICATION LEADERSHIP COUNCIL

<b>DOCKET</b> <b>11-ALT-1</b>
----------------------------------

DATE	<u>MAR 01 2012</u>
------	--------------------

RECD.	<u>MAR 01 2012</u>
-------	--------------------

**FY 2012-2013 AND FY 2013-2014  
FUNDING PROPOSAL REQUEST**

---

**FOR THE CALIFORNIA ENERGY COMMISSION INVESTMENT  
PLAN FOR THE ALTERNATIVE AND RENEWABLE FUEL AND  
VEHICLE TECHNOLOGY PROGRAM**

**March 1, 2012**

This document serves as the official funding request being made by the Electrification Leadership Council (ELC) for California Energy Commission funds available for fiscal years 2012-2013 and 2013-2014. It is a refinement of the "2012 EV Leadership Project: Launching A Robust, Dynamic and Industry Transforming EV Ecosystem in Northern California" proposal submitted to the Docket on February 1, 2012. Please use its content to update the ELC's comment on the 2012-2013 Investment Plan.

## TABLE OF CONTENTS

1. Executive Summary .....	3
ELC Background .....	3
2. Scope .....	4
3. High Level Business Justification .....	4
3.1. Budget Overview .....	6
3.2. Alternative Fuel Infrastructure.....	7
3.3. Deployment and Demonstration of Alternative Fuel Vehicles .....	8
3.4. Innovative Technologies, Advanced Fuels and Federal Cost-sharing .....	8
3.5. Workforce and Training Development.....	10
3.6. Sustainability Studies .....	10
3.7. Regional Alternative Fuel Readiness and Planning .....	11
3.8. Technical Assistance and Analysis.....	12
3.9. Measurement, Verification and Evaluation .....	12
3.10. Project Management Operations.....	13
3.11. Conclusion .....	14

---

# ELC BUDGET JUSTIFICATION

## 1. EXECUTIVE SUMMARY

The Electrification Leadership Council (ELC) requests funding from the California Energy Commission (CEC) to accomplish mutual goals and objectives of reducing petroleum use, reducing greenhouse gas emissions as well as other emissions and increasing the usage of alternative fuels and alternative fuel vehicles. The ELC has developed the 2012 Electric Vehicle Leadership Community Plan (The Plan), which incorporates several strategies by which to accomplish the aforementioned goals. With assistance from the CEC, this project will create an opportunity for the widespread adoption of zero-emission vehicle technologies within the state of California.

This document serves to identify the ELC's need for funding from the CEC. The subsequent sections herein provide a high-level background on the ELC, a scope for the funds which are being requested for current and upcoming fiscal years, a budget request overview for the CEC, and a high level business justification for each funding category. To realize the vision of a fully integrated EV Ecosystem in Northern California, support the continued growth of the alternative fuel and vehicle industry, capture needed reductions in greenhouse gas emissions from the transportation sector, and further reduce California's dependence on petroleum, the ELC is requesting funds from the CEC as described in further detail in the subsequent sections provided herein.

### ELC BACKGROUND

The Electrification Leadership Council is a coalition of stakeholder companies in the Electric Vehicle Industry who have pooled their expertise and resources to engage with government and other coalitions to help overcome the hurdles to broad scale Electric Vehicle deployment. ELC members include industry leaders such as A123 Systems, Automatik, Azure Dynamics, Coda Automotive, ECOtality, Fedex Express, GE Capital, Hertz, Navistar, NextEra/FP&L, Pacific Gas & Electric and UPS. These companies have come together to design and execute a large-scale commercial electric vehicle (EV) demonstration project in the Bay Area.

As of today, no single electric vehicle vendor or market participant can unilaterally provide the whole EV package that is currently called for by the public. The ELC is viewing the problem of EV deployment from the BUYER'S perspective. We believe that a new level of cooperation and communication is needed so that companies – not just products – can interoperate to create a complete solution. The Electrification Leadership Council has a plan to develop this solution. By leveraging the technology gains and market development activities achieved by previous federal and state-funded initiatives, the ELC plans to create a comprehensive EV deployment model to implement EV technology on a broad scale throughout California and the nation.

On a relatively large scale with up to 1,500 vehicles in a single market, the first demonstration project will study the EV Ecosystem in both a holistic and detailed way, identifying barriers that might not have been

otherwise apparent in previous, smaller EV research & development projects. Real working solutions will be established, documented and folded into a deployment model that can be transferred to more test markets across the state.

Specifically, large-scale alternative fuel vehicle deployment, widespread clean fuel infrastructure implementation, workforce and training development and demonstrations, detailed data collection and analysis, support of innovative technologies and the creation of regional planning are all aspects of this project that will support goals within the California Energy Commission's annual Investment Plans. Project funding awarded to the ELC for this project will be made available to a broad range of participants, allowing for widespread adoption of EV technologies and their corresponding benefits to be available throughout the Bay Area, and eventually the rest of California.

## 2. SCOPE

The scope of funds being requested by the ELC applies to:

- CEC FY 2012-2013 Investment Plan funds
- CEC FY 2013-2014 Investment Plan funds

## 3. HIGH LEVEL BUSINESS JUSTIFICATION

Through a rigorous and thorough analysis of the California Energy Commission 2012-2013 Investment Plan by Electrification Leadership Council's strategic advisors, the ELC has developed business justifications for each category of funding allocations. The ELC, having key strategic goals and objectives which are listed herein, aim to meet the needs of CEC goals, objectives and sought after opportunities for alternative and renewable fuels and advanced vehicle technologies in the California clean energy market.

Past statewide air quality improvement program investments have supported the deployment of hybrid trucks, zero-emission passenger cars, and other advanced technologies critical to meeting California's long-term air quality and climate change goals. These investments have been important first steps in the fundamental transformation of the California vehicle fleet to the widespread usage of zero and near-zero emission vehicles.

Why focus on just electric vehicle technology? It is important to note that many ELC members, such as FedEx Express, UPS, Azure Dynamics, Navistar, Hertz, and GE Capital, have made commitments to a range of transportation technologies including CNG, hybrid, bio-diesel and electric vehicles. However, the 2012 EV Leadership Community Plan proposes to focus dollars into a very systematic, near term, large scale EV project that can yield new insights into solving the broad hurdles to EV adoption which will help drive down cost of ownership and build a solid future for EVs. Over time, we would expect funding to spread proportionally across all of the relevant technologies – plug-in hybrid, EV, and hydrogen fuel cell. Efforts made by the ELC will accelerate the growth of the electric vehicle industry as a whole, benefiting California's economy, air quality and security.

The ELC proposes making even more focused investments in creating an overarching infrastructure that promotes and sustains zero emission vehicles, particularly those in commercial fleets. The ELC members believe that taking a “fleet-first” approach is the fastest path to large-scale deployment, beyond the traditional residential consumers. This strategy allows for an unprecedented large-scale demonstration effort that will put stress on each part of the electric vehicle ecosystem; uncovering problem areas that will be targeted and addressed by the ELC. Commercial fleets will yield more learning experiences, greater emissions reductions and the creation of more jobs faster than any other approach. The unique qualities of these heavier, commercial vehicles (i.e. larger batteries and more predictable daily use) will yield a larger, more reliable pool of data from which to learn and enhance future experiences with zero-emission technologies. The rich technical and business information gathered from these commercial fleets will also serve to inform and improve ongoing programs which focus on EV passenger cars for consumers.

The project will begin its effort in the relatively small geographic area of the Bay Area, and then move to other markets across California. The Bay Area was specifically chosen due to its existing focus on alternative fuel technology adoption and active local government. ELC member companies are intent on building beyond this initial effort and replicating the initiative in future markets nationwide. Once the ELC moves beyond this initial focus point, there will be numerous opportunities in the state of California to replicate the Bay Area model for EV deployment and to build on the Bay Area experiences. This approach is recognized by the ELC as the most promising near-term path to broad adoption of electric vehicles and to realizing the attendant benefits fleet that large scale EV deployments bring – lower emissions, cleaner and quieter cities, immediate economic growth and faster achievement of energy security by lessening petroleum dependence.

Given the scale of this effort, as well as the funding and resource allocations required, the ELC has broken the project down into 12 budget categories over a multi-year time period for which funding is being requested. The funding categories include:

- Electric Vehicle Charging Infrastructure
- Light-Duty Electric Vehicle Deployment
- Medium- and Heavy-Duty Electric Vehicle Deployment
- Medium- and Heavy-Duty Advance Vehicle Technology Demonstrations
- Innovative Technologies, Advanced Fuels and Federal Cost-Sharing
- Manufacturing Facilities and Equipment
- Workforce Training and Development
- Sustainability Studies
- Regional Planning
- Technical Assistance and Analysis
- Measurement, Verification and Evaluation
- Project Management Operations

Each of these project areas will produce their own impacts and outcomes on the overall project and project goals as a whole. In this business justification document, we first describe the funding requested for each category and then move on to explain the strategy and outcomes per project area.

The total cost of the Bay Area EV Community Plan is budgeted at \$248 million over FY 2013 and FY 2014. Of this, we anticipate that ELC members will contribute more than 40 percent, existing programs will fund 20 percent, and the remainder will be funded by net new incentives from a mix of state and regional agencies. Section 3.1, Budget Overview, describes the overall Bay Area EV Community Plan Budget as well as details the broken-down budget per project area.

Notable strategic goals and benefits include:

1. Economic Growth for California- Economic growth by supporting technology and business innovation and by developing a skilled clean energy workforce;
2. Improvement of Air Quality- Reduction of greenhouse gas emissions and other air pollutants through the large-scale usage of zero-emission vehicles;
3. Energy Independence- Significant reduction of petroleum usage through the usage of electrical charging stations rather than fuel pumps decreases the dependence on oil for transportation and improves national security;
4. Rapid expansion and deployment of alternative fueling and Electric Vehicle (EV) infrastructure. The infrastructure would be available on a commercial-scale to existing fleets, public transit, as well as public and private transportation entities;
5. Through close collaboration with the California Employment Training Panel (ETP) and other recognized training entities, establish workforce training programs and conduct public outreach on the benefits of alternative transportation fuels and vehicle technologies.

### 3.1. BUDGET OVERVIEW

The following is a high-level budget overview for each category of funds being requested for the development, implementation, and operations of the ELC EV ecosystem.

Category	ELC Original Budget Requested Funds*	CEC-Allocated Funds for FY 2012-2013**	Estimate of Funds to be Requested		+/- from CEC Budget	Percentage Remaining to be sought from other agencies^	Percentage Ask of Total CEC Budget: FY 2012-2013
			FY 2012-2013`	FY 2013-2014``			
<b>CEC Specific Budgetary Item Breakdown</b>							
Electric Vehicle Charging Infrastructure	\$27.0	\$7.5	\$5.0	\$5.0	-\$2.5	-\$17.0	67%
Light-Duty Electric Vehicle Deployment	\$74.0	\$5.0	\$5.0	\$3.5	\$0.0	-\$2.5	100%
Medium- and Heavy-Duty Electric Vehicle Deployment		\$4.0	\$4.0	\$5.0	\$0.0		100%
Medium- and Heavy-Duty Advance Vehicle Technology Demonstrations		\$3.0	-	\$4.0	-		-
Innovative Technologies, Advanced Fuels and Federal Cost-Sharing		\$1.5	-	\$0.9	-		\$0.9
Manufacturing Facilities and Equipment	\$0.0	\$20.0	\$0.7	\$7.5	-	\$8.2	-
Workforce Training and Development	\$14.0	\$2.5	\$2.5	\$2.5	\$0.0	-\$9.0	100%
Sustainability Studies	\$0.0	\$1.0	\$0.5	\$0.5	-\$0.5	\$1.0	50%
Regional Planning	\$0.0	\$3.0	\$2.0	\$1.0	-\$1.0	\$3.0	67%
Technical Assistance and Analysis	\$0.0	\$2.0	\$1.0	\$0.5	-\$1.0	\$1.5	50%
Measurement, Verification and Evaluation	\$0.0	\$0.5	\$0.3	\$0.3	-\$0.2	\$0.6	60%
Project Management Operations	\$12.0	\$0.0	\$3.0	\$3.0	-	-\$6.0	-
<b>ELC EV Ecosystem Specific Budgetary Item Breakdown</b>							
Project Assessment: Vehicle and Driver	\$3.0	\$0.0	\$1.5	\$1.5	\$1.5	\$0.0	-
Additional Match	\$12.0	\$0.0	\$6.0	\$6.0	\$6.0	\$0.0	-
<b>Total:</b>	<b>\$142.0</b>	<b>\$50.0</b>	<b>\$31.5</b>	<b>\$41.2</b>	<b>-\$18.5</b>	<b>-\$69.3</b>	<b>63%</b>
(in millions)							

FIGURE 1: ELC FUNDING REQUEST BUDGET OVERVIEW

### 3.2. ELECTRIC VEHICLE CHARGING INFRASTRUCTURE

Funding for this project area will go toward providing incentives to encourage the widespread implementation of commercial charging stations for fleet operators. The ELC will not limit funds to only ELC member charging station manufacturers. Any qualifying charging station OEM and fleet operator will be eligible to receive funding incentives.

Based on the CEC funds for FY 2012-2013 for Electric Vehicle Charging Infrastructure, it is the view of the Electrification Leadership Council that in order to realize the following strategic goals and objectives, \$5 million is needed from the CEC for fiscal year 2012-2013 and \$5 million is needed for fiscal year 2013-2014.

1. Through a combination of currently available tax and purchase incentives, new incentives and meaningful in-kind contributions from manufacturers, the cost of charging stations and grid infrastructure can be mitigated;
2. Charging station usage data will be used to improve charging station and resource availability, ease of use, pricing, and will promote a better understanding user behavior; and
3. Widespread implementation of charging infrastructure will help weaken the barriers to electric vehicle industry success.

### 3.3. DEPLOYMENT AND DEMONSTRATION OF LIGHT-, MEDIUM- AND HEAVY-DUTY ALTERNATIVE FUEL VEHICLES

The 2012 EV Leadership Community Plan will incorporate a variety of different vehicle classes and intended applications, capturing a wide breadth of vehicle and charging station usage data during this demonstration project. The Plan will seek to deploy up to 1,500 vehicles for this initial demonstration project in the San Francisco Bay Area and establish a target goal of transferring the resulting market model to several test locations throughout the next five years.

Based on the available CEC funds for FY 2012-2013 for Light-Duty Electric Vehicle Deployment, Medium- and Heavy-Duty Electric Vehicle Deployment and Medium- and Heavy-Duty Advance Vehicle Technology Demonstrations, it is the view of the Electrification Leadership Council that in order to realize the following strategic goals and objectives, \$9 million is needed from the CEC for fiscal year 2012-2013 and \$12.5 in 2013-2014.

1. Reduce the initial cost of electric vehicle ownership and support the growth of the electric vehicle industry;
2. Creation of an adequate scale by which to target and address problem areas of large-scale EV usage;
3. Creation of a replicable market model with the lessons learned from large-scale deployment to be used in any market prepared to adopt EV technology;
4. Significant reduction in greenhouse gas emissions through the widespread usage of zero-emission vehicles; and

5. Significant reduction in petroleum usage through the widespread usage of zero-emission vehicles.

### 3.4. INNOVATIVE TECHNOLOGIES, ADVANCED FUELS AND FEDERAL COST-SHARING

With each area of the project, the ELC expects to search for areas in need of improvement within the electric vehicle ecosystem. Innovative technologies and concepts such as battery second life, electricity storage and safety, on-board diagnostics and efficient charging times will be tested and enhanced.

Based on the available CEC funds for FY 2012-2013 for Innovative Technologies, Advanced Fuels And Federal Cost-Sharing, it is the view of the Electrification Leadership Council that in order to realize the following strategic goals and objectives, \$0.9 million is needed from the CEC for fiscal year 2013-2014.

1. Through the usage of batteries as storage devices during their second life, the ELC will collect data and analyze the viability of second life battery usage on a broad scale;
2. Use of GPS and other on-board diagnostic hardware will serve to improve operations efficiency through on-board diagnostics; and
3. Charging station usage data will be used to improve charging infrastructure availability, ease of use, pricing, and will promote a better understanding user behavior.

### 3.5. MANUFACTURING FACILITIES AND EQUIPMENT

In order for to the EV ecosystem to be brought to a commercial scale, beginning with the Bay area, and ultimately throughout the state of California, the ELC will need funding and resource allocations to strategically partner with public and private companies in the standing-up of California-based manufacturing facilities and related infrastructure providers. Support in this area by the ELC will make production facilities more advanced, accelerating the growth of the entire electric vehicle industry. This is a critical area of funding for the ELC to meet strategic goals and objectives to mature the alternative fuel vehicle industry.

Based on the available CEC funds for FY 2012-2013 for Manufacturing and Facilities Development, it is the view of the Electrification Leadership Council that in order to realize the following strategic goals and objectives, \$0.7 million is needed from the CEC for fiscal year 2012-2013 and \$7.5 million for 2013-2014.

1. Commercial-scale deployment of charging stations for commercial and residential areas. Strong increase in clean energy labor jobs, environmental benefits, and increased tax revenue for the state of California. Widespread availability of charging infrastructure will reduce barriers to commercialization success;
2. Work with ELC members and both public and private strategic advisors to develop a comprehensive charging infrastructure deployment plan for the rapid development of manufacturing facilities and equipment required to integrate and implement the EV ecosystem;

3. Support California-based business and local employers by executing EV ecosystem infrastructure development plan with locally sourced materials or procurement contracts; and
4. Strengthen manufacturing supplier network through ELC Workforce Development Plan (see next section), to include development of EV specific curriculum and workforce training.

### 3.6. WORKFORCE AND TRAINING DEVELOPMENT

A comprehensive training program will be launched in conjunction with the demonstration project. Educational goals will focus on driver training, maintenance professional training and community outreach to foster the increased availability of service and user acceptance of electric vehicle technology. Several local vocational schools and organizations will provide training and experience opportunities for automotive professionals and drivers. Along with training programs, the ELC will provide public relations support and marketing tools to support local U.S. Department of Energy Clean Cities and similar outreach organizations in order to educate communities through a network of existing local education and outreach programs. The complete training program will consist of three parts:

- Part 1. Courses under the National Alternative Fuels Training Consortium (NAFTC) at the University of West Virginia
- Part 2. Community outreach collaboration with local Clean Cities coalitions
- Part 3. Courses offered by local community colleges as well as technical and vocational institutions

Based on the available CEC funds for FY 2012-2013 for Workforce and Training Development, it is the view of the Electrification Leadership Council that in order to realize the following strategic goals and objectives, \$2.5 million is needed from the CEC for fiscal year 2012-2013 and \$2.5 million for 2013-2014.

1. Aggressively collaborate with the California Training Panel to increase jobs in the clean energy sector within the state of California;
2. Support growing small businesses, which includes contractors, small fleet operators, technicians, etc.;
3. Optimize efforts to enhance impact on job creation and retention within the state of California; and
4. Target California's key emerging industries.
  - a. Target at least 55-60 percent of all available program funds for use in this area.

### 3.7. SUSTAINABILITY STUDIES

The entire 2012 EV Leadership Community Plan is a practice in sustainability studies. The planned large-scale demonstration event will serve to study the viability of broad usage of electric vehicle technologies, in order to create a standardized and repeatable process for the planning, development, implementation, and on-going sustainment of an EV ecosystem in other California cities. It is imperative that the assessments for sustainability are performed with the appropriate level of expertise and knowledge of current and emerging technologies. The hybrid nature of sustainability requires knowledge and

experience across a broad range of disparate fields and a unique set of leadership competencies that can be difficult to find in a single individual.

Based on the available CEC funds for FY 2012-2013 for Sustainability Studies, it is the view of the Electrification Leadership Council that in order to realize the following strategic goals and objectives, \$0.5 million is needed from the CEC for fiscal year 2012-2013 and \$0.5 million for 2013-2014.

1. Promote energy-savings technologies through the mass electrification of fleet vehicles in the Bay area;
2. Reduce greenhouse gas emissions to a level consistent with a world-wide goal of global climate stabilization (e.g., curbing U.S. CO<sub>2</sub> emissions by 60-80% from current levels by no later than mid-century);
3. Demonstrate by the ELC that it is technically and economically feasible to realize these goals of an eventual national-level EV ecosystem through sustainability case studies, given the appropriate level of political, funding, and resource support;
4. Map current primary and secondary energy needs so that future decisions regarding energy generation can be made in the context of energy need;
5. Examine the potential for reducing future energy demand through improved energy efficiency and review the impact these measures could have on overall demand, to signal the importance of energy efficiency within the policy spectrum;
6. Assess the state of technology readiness for a wide range of possible renewable and low carbon options for the Isle of Man, with specific reference to the resources available and scope for deployment on the Island. This will provide an evidence base for future energy and climate change policy developments;
7. Analyze the impacts of sustainability of an EV ecosystem and provide recommendations for future policy development; and
8. To make recommendations on how the state of California should take forward its longer term renewable energy strategy.

### 3.8. REGIONAL PLANNING

Widespread adoption of electric vehicles will put a large stress on the electric grid. As such, funding for this project area will go toward preparing the local grid and utility service providers for the expected large pull on resources required by the demonstration project. Specifically, an increase in infrastructure, such as cabling that connects the utility source to fleet facilities and charging stations, is needed. The ELC will use the funding for this project area to assist local utilities in their preparations for the expected increase in demand for electricity.

Based on the available CEC funds for FY 2012-2013 for Regional Planning, it is the view of the Electrification Leadership Council that in order to realize the following strategic goals and objectives, \$2 million is needed from the CEC for fiscal year 2012-2013 and \$1 million in 2013-2014.

1. Prepare the electric grid for the increased pull on electricity resources;
2. Prepare strategic plans and “best practices” for electric vehicle-ready building and public work;
3. Preparing strategic plans for charging infrastructure implementation;
4. Create financial incentives for charging stations that will encourage local fleets to switch from diesel and gasoline-powered vehicles to electric vehicles;
5. Preparing communities to adopt the electric vehicle technology through education and outreach programs; and
6. Interoperability of EV ecosystems and support providers throughout the Bay Area and neighboring regions.

### 3.9. TECHNICAL ASSISTANCE AND ANALYSIS

The ELC will gather and report on data regarding the usage of charging stations, purchases of electric vehicles, financing trends involved with both and other factors that concern the growth of electric vehicle usage. ELC member companies are leaders in their respective industries and will offer their technical expertise as advisors during the project.

Based on the available CEC funds for FY 2012-2013 for Technical Assistance and Analysis, it is the view of the Electrification Leadership Council that in order to realize the following strategic goals and objectives, \$1 million is needed from the CEC for fiscal year 2012-2013 and \$0.5 million during 2013-2014.

1. The ELC will provide data regarding the usage of the developing electric vehicle technology through a broad-scale deployment event;
2. Stronger and increased specialization of jobs created in the Bay Area
3. Close collaboration with the California ETP; and
4. Increased avenues of technical support via on-site training centers as well as computer-based training.

### 3.10. MEASUREMENT, VERIFICATION AND EVALUATION

The ELC will seek out partnership of local host utilities to supplement knowledge about usage data and consumer needs. Usage data will also be collected from vehicles and charging stations implemented throughout the demonstration phase of the project. A major U.S. national laboratory will store, analyze, report and manage project data collected from the vehicles and infrastructure throughout the demonstration. Through analysis of this quantitative data (which will be made publicly available through the project website) combined with consideration of qualitative feedback from the test market communities and collaboration with local policy influencers, the ELC will form a comprehensive, proven market model that is capable of fostering broad scale EV adoption nationwide.

Based on the available CEC funds for FY 2012-2013 for Measurement, Verification and Evaluation, it is the view of the Electrification Leadership Council that in order to realize the following strategic goals and objectives, \$0.3 million is needed from the CEC for fiscal year 2012-2013 and \$0.3 in 2013-2014.

1. The ELC will provide open-source data from its 2012 EV Leadership Community Plan results;
2. Data provided will include apparent air quality benefits and petroleum use reduction;
3. The data will also provide valuable information regarding the advancement of the electric vehicle technology;
4. ELC will provide data regarding the transition to alternative fuel vehicles on a large scale; and
5. Develop performance-based Key Performance Indicators (KPI's) to CEC and other key agencies, along with recommendations for the ongoing adoption of electric vehicle technologies.

### 3.11. PROJECT MANAGEMENT OPERATIONS

The Electrification Leadership Council will administer the EV Leadership Community Plan, coordinating with vehicle and infrastructure vendors and technology providers to ensure that these technologies are implemented on a scale of up to 1,500 vehicles with corresponding infrastructure. Eidson & Partners, Inc., a marketing consultancy and public relations firm and ELC member will help provide a consistent public message as well as enforce scale and data gathering requirements of the project. A123 Systems and Automatik will provide data collection and analysis services for the vehicles and infrastructure, including secondary battery life studies. Fleet operators including, but not limited to, FedEx Express, Hertz and GE Capital will deploy vehicles in order to assess the electric vehicles in a commercial fleet capacity.

In order to facilitate the activities stated above (section 3.10), an operationalized Project Management Office (PMO) is required to sustain the efforts of the ELC.

Based on the available CEC funds for FY 2012-2013 for Project Management Operations, it is the view of the Electrification Leadership Council that in order to realize the following strategic goals and objectives, \$3 million is needed from the CEC for fiscal year 2012-2013 and \$3 million in 2013-2014.

1. Collaborative with public and private sector entities, government agencies, companies, small business, etc. to develop an EV ecosystem in the Bay area;
2. Establish and operationalize, and sustain ELC Project Management Office;
  - a. Secure funding required to operate
3. Develop a project charter, gather requirements, test, implement, and monitor the development of the EV ecosystem as well as measure performance based on pre-defined metrics to the ELC and its members; and
4. Establish a stream-lined and standardized process for implementation of an EV ecosystem in other cities outside of the Bay area, and eventually across the country.

### 3.12. CONCLUSION

This document serves as the official funding request being made by the Electrification Leadership Council for California Energy Commission funds available for fiscal years 2012-2014. As stated previously, the purpose of the ELC project is to create the first EV ecosystem market demonstration beginning with California, by ensuring that the vehicles, infrastructure, and the full network of support services and technologies arrive together in a well-defined and well-prepared market. This launch and resulting data collection at scale (1500 vehicles) will provide an invaluable demonstration of the benefits of integrated electrification architecture and help lay the foundation for nationwide EV market expansion.

By collaborating with local groups and leveraging the expertise and resources of the members, the ELC seeks to create, refine and perfect a process that fosters market-to-market EV deployment effectively, efficiently and on a nationally replicable scale.

The California market is characterized by mandates for EV implementation, a locally proactive government with considerable public policy experience, a large, extremely dense population center, air quality issues, progressive fleets with well-defined sustainability commitments, staying power, knowledge and resources, utility partners with entrenched smart grid planning interests, and in-state technology providers working in the EV service equipment operations market. The above factors make California an ideal launching pad for this project.

**\*\*Submitted by the Electrification Leadership Council \*\***

Points of Contact

Al Eidson, Co-Chair  
Eidson and Partners  
4330 Shawnee Mission Parkway  
Suite 350  
Fairway, KS 66205  
[\(816\) 474-0747](tel:(816)474-0747)  
[Al@Eidsonandpartners.com](mailto:Al@Eidsonandpartners.com)

Mel Assagai  
Director of Government Affairs  
Strategic Counsel PLC  
555 Capitol Mall, Suite 645  
Sacramento, CA 95814  
[\(916\) 806-2336](tel:(916)806-2336)  
[Massagai@Strategiccounsel.com](mailto:Massagai@Strategiccounsel.com)