

Accelerate to Zero (A2Z) Electric Vehicle Strategy

San Diego Gas & Electric Company

Steering Committee Meeting
February 10, 2022

Agenda

Introductions

A2Z Gap Analysis
Summary

Engagement Objectives

Overview of
Engagement Activities

Engagement Approach

Discussion



Introductions

A2Z Core Team

Organization	Representative(s)
San Diego Gas and Electric Company (SDG&E)	Corey Permann Robert Iezza
San Diego Association of Governments (SANDAG)	Susan Freedman Jeff Hoyos Samaya Elder
County of San Diego	Ricky Williams Tyler Farmer Chad Spoon
San Diego County Air Pollution Control District (APCD)	Kathleen Keehan
City of San Diego	Heather Werner

Steering Committee

Organization	Role
City of Carlsbad	Review and comment on technical work; provide input on engagement
City of Chula Vista	
City of San Marcos	
City of Santee	
Cleantech San Diego	
Grid Alternatives	
MAAC	
USD Energy Policy Initiatives Center (EPIC)	

Consultant Team

Organization	Representative(s)
AECOM	Dana Al-Qadi Karen Massey Jessica Sisco Ryan Winn Brendan Connolly Kevin Borja
Energeia	Ezra Beeman Chloe Rust Maggie Riley Min Kyaw



A2Z Gap Analysis Summary

A2Z Gap Analysis Overview

AECOM will incorporate
key findings from the Gap
Analysis to support the
A2Z Strategy

San Diego could meet its share of the statewide goal of ZEVs by **2030**

However, the region has **significant gaps** in its ZEV-supporting infrastructure including:

- Cost and availability of vehicles
 - Fueling infrastructure
 - End-user education and outreach
-

Stakeholders shared their preferred **recommendation(s)** through surveys and interviews:

Local governments: Increasing ZEV charging and hydrogen fueling stations

Private sector: Increasing ZEV charging and hydrogen fueling stations

Academia: Accelerate the rate of ZEV adoption throughout the region

NGO / Advocacy: Education and outreach on the benefits of ZEV adoption and increasing ZEV charging and hydrogen fueling stations

Community-Based Organizations: Education and outreach on the benefits of EV adoption

A2Z Gap Analysis

Key Findings

AECOM will incorporate key findings from the Gap Analysis to support the A2Z Strategy

Leveraging infrastructure mapping to better identify gaps in ZEV charging network

Prioritization of communities of concern

Incorporating considerations for partners, educational efforts, and streamlined permitting

Holistic understanding of factors that impact ZEV adoption



Engagement Objectives and Considerations

Engagement Objectives and Considerations



Understand and **amplify the voices of communities of concern** to promote equity in engagement and outcomes, both procedurally and geographically



Engage a broad pool of perspectives and **reduce barriers to participation** through the provision of location access, language accommodations, varied workshop timings, and more



Educate the community on strategies of ZEV adoption and maximize participation through existing opportunities, networks, and events



Identify jurisdictions' issues or barriers in ZEV adoption through Steering Committee dialogues and targeted outreach to cities



Provide both in-person and virtual opportunities for the public to engage in the development of A2Z in accordance with regional public health guidance

Overview of Engagement Activities

1

Team Meetings

Engagement Element	Purpose	Timing/ Frequency
Core Project Team	Provide direction and oversight to contractor regarding stakeholder engagement activities	Weekly
Steering Committee	Review and comment on technical work; provide input on engagement	Monthly
Advisory Committee	<p>Participate in questionnaires, workshops, and interviews</p> <p>Attend quarterly meetings with the A2Z Core Team and Steering Committee</p> <p>Share information with constituents and network</p>	Quarterly Meetings; Additional Coordination

2

Workshops

Purpose	Frequency
Opportunity to capture priorities from the general public and collect feedback on draft strategies. Partner with SDG&E's CBO Network to join community events particularly in communities of concern	Four



3

Questionnaires

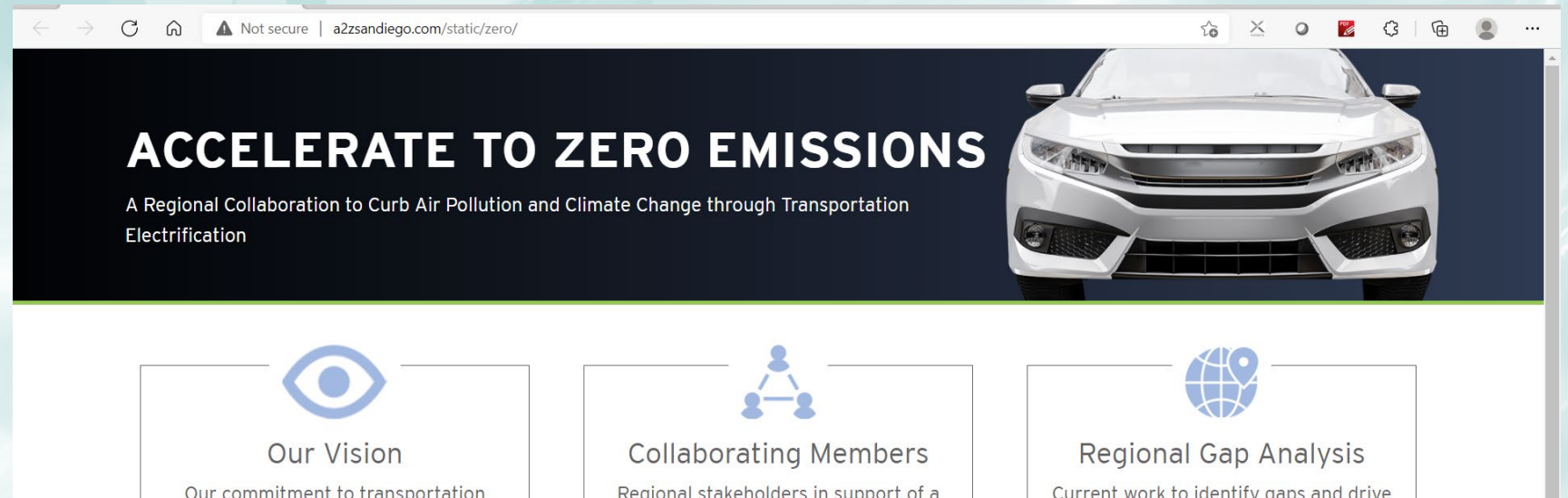
Purpose	Frequency
Capture broad public and stakeholder input on priorities, through online questionnaires at two phases: “Barriers, Opportunities, and Guiding Principles” and “Feedback on Draft Strategies	Twice, see slide 16



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Project Webpage Content

Purpose	Frequency
Provide an overview of the Plan, project schedule, list of upcoming public workshops, questionnaire link, list of committee participants, and any Project reports that A2Z would like to share with the public	Key Engagement Milestones (in advance of survey or workshops)





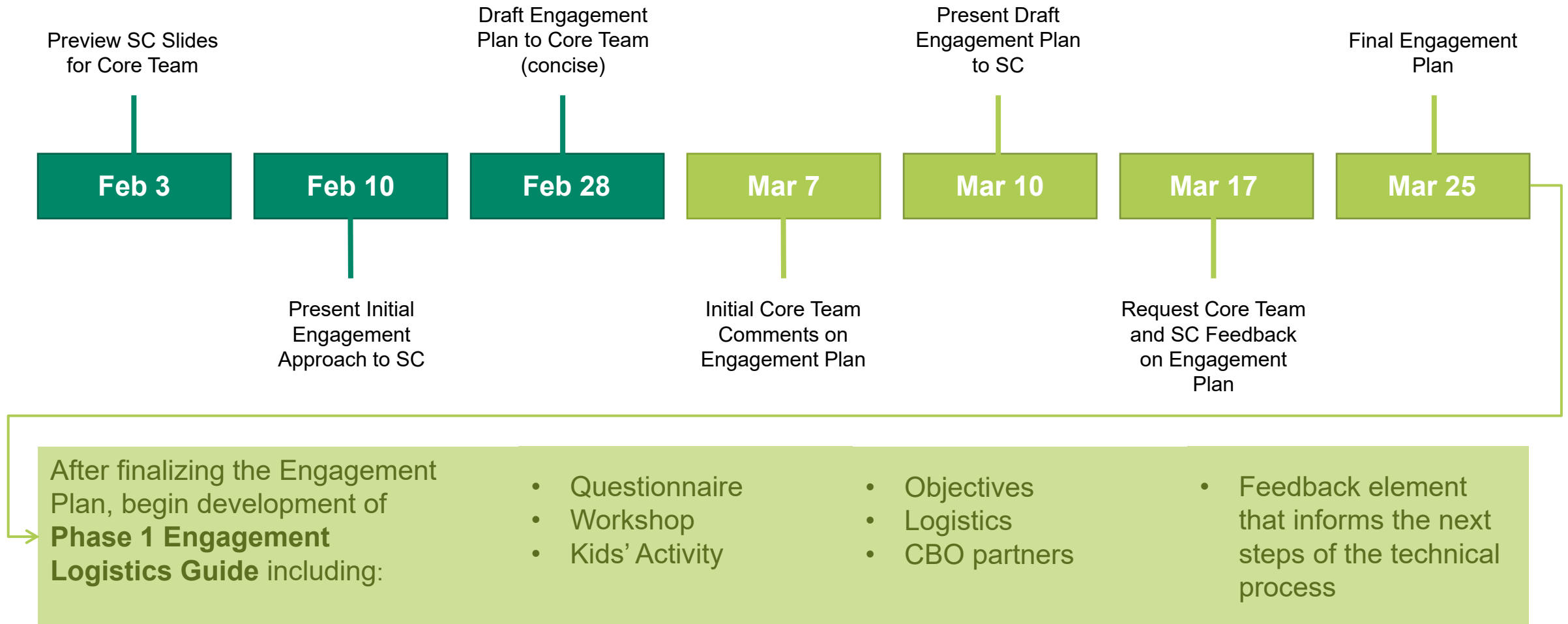
Steering Committee: Feedback on Engagement Approach

Initial Engagement Approach for Steering Committee Feedback

Phase	Timing	Activities		Notes
Barriers, Opportunities, and Guiding Principles	April/May 2022	<ul style="list-style-type: none"> - Core Project Team - Steering Committee - Advisory Committee 	<ul style="list-style-type: none"> - Questionnaire (attach to Earth Day) - Workshop (Virtual vs Outdoor) - Parallel kids' activity - Webpage 	Survey may go out earlier via regional climate adaptation survey, per conversation with SDG&E Community Relations team
Feedback on Initial ZEV Strategy Ideas	July 2022	<ul style="list-style-type: none"> - Core Project Team - Steering Committee - Advisory Committee 	<ul style="list-style-type: none"> - Three workshops tagging onto events - Parallel kids' activity - Webpage 	Partner with Community-based Organizations
Feedback on Draft Strategies	Sept/Oct 2022	<ul style="list-style-type: none"> - Core Project Team - Steering Committee - Advisory Committee 	<ul style="list-style-type: none"> - Questionnaire - Webpage 	Online Feedback on Draft Strategies
Present Final Strategies and Thank You	Jan-Mar 2023	<ul style="list-style-type: none"> - Core Project Team - Steering Committee - Advisory Committee 	<ul style="list-style-type: none"> - Webpage 	

Note: There will likely be additional touchpoints with the Steering Committee as we progress with technical work. This slide highlights key milestones for engagement.

Engagement: Next Steps



Thank you.

