

Accelerate to Zero (A2Z) Electric Vehicle Strategy

Steering Committee Meeting
September 15, 2022

Agenda

Project Progress
Update

Stakeholder
Engagement Update

Proposed Strategies

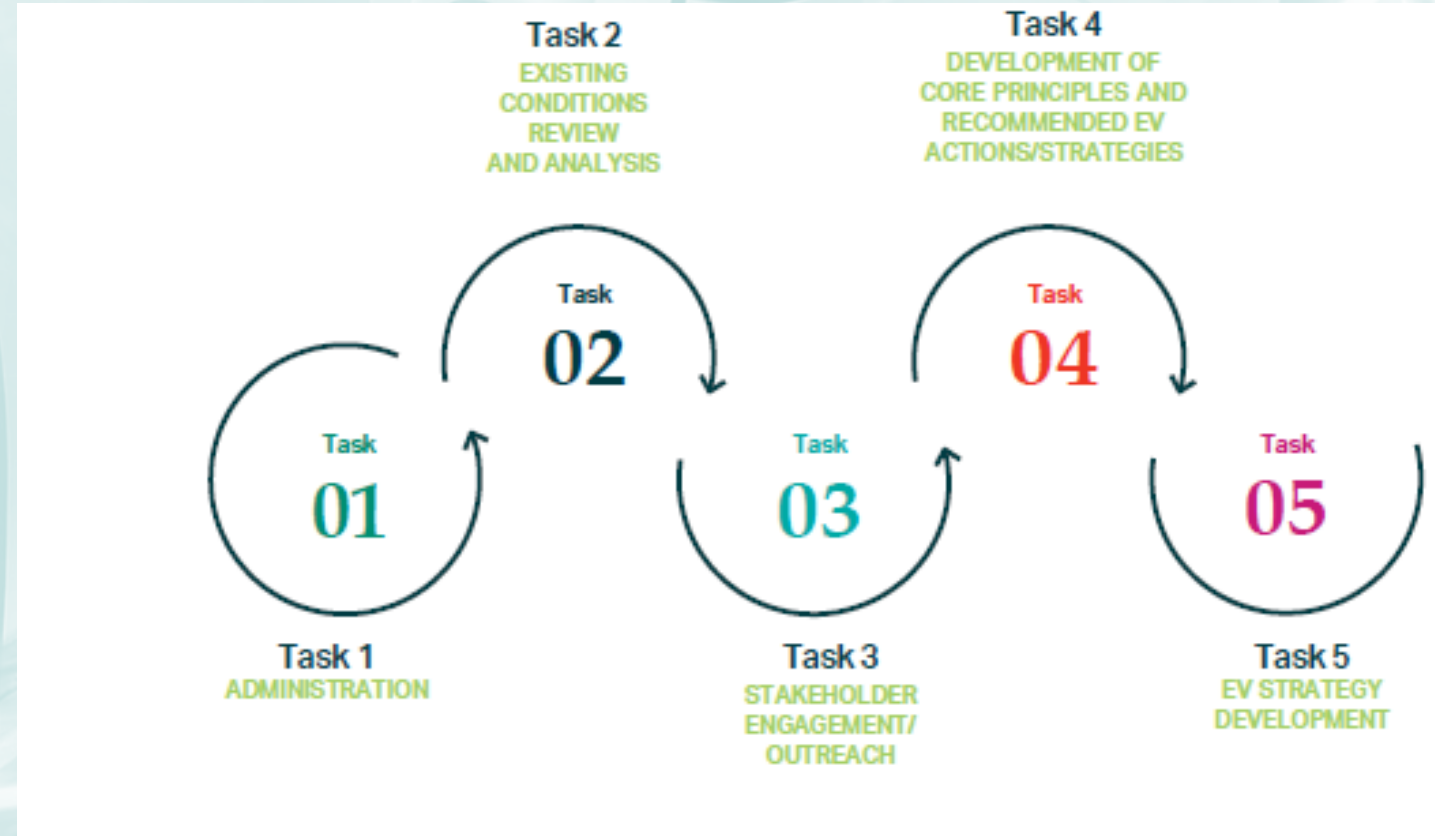
Discussion

Next Steps



Scope of Work

Task	Status
Task 1: Administration	Ongoing through duration of project
Task 2: Existing Conditions Review and Analysis	Complete
Task 3: Stakeholder Engagement/Outreach	Ongoing through duration of project
Task 4: Development of Core Principles and Recommended EV Actions/Strategies	Ongoing
Task 5: EV Strategy Development	Ongoing



Schedule

[illegible]



Stakeholder Engagement Update

Stakeholder Engagement Timeline

Phase	Timing	Activities		Notes
1) Barriers, Opportunities, and Guiding Principles	April – June 2022	- Core Project Team - Steering Committee - Advisory Committee	- Online Questionnaire - Five Outdoor Workshops - Webpage	Questionnaire kept open until June to allow for additional responses
2) Feedback on Draft Strategies	Sept/Oct 2022	- Core Project Team - Steering Committee - Advisory Committee	- Online Questionnaire - Core Team pushes notifications out - Webpage	Online Feedback on Draft Strategies
3) Present Final Strategies and Thank You	Jan – Mar 2023	- Core Project Team - Steering Committee - Advisory Committee	- Core Team pushes notifications out - Webpage	

Phase 2 Objectives:

- Acknowledge, appreciate, and summarize community input to-date
- Provide foundational information regarding EVs and the A2Z Strategy in plain-language
- Collect feedback on draft A2Z strategies

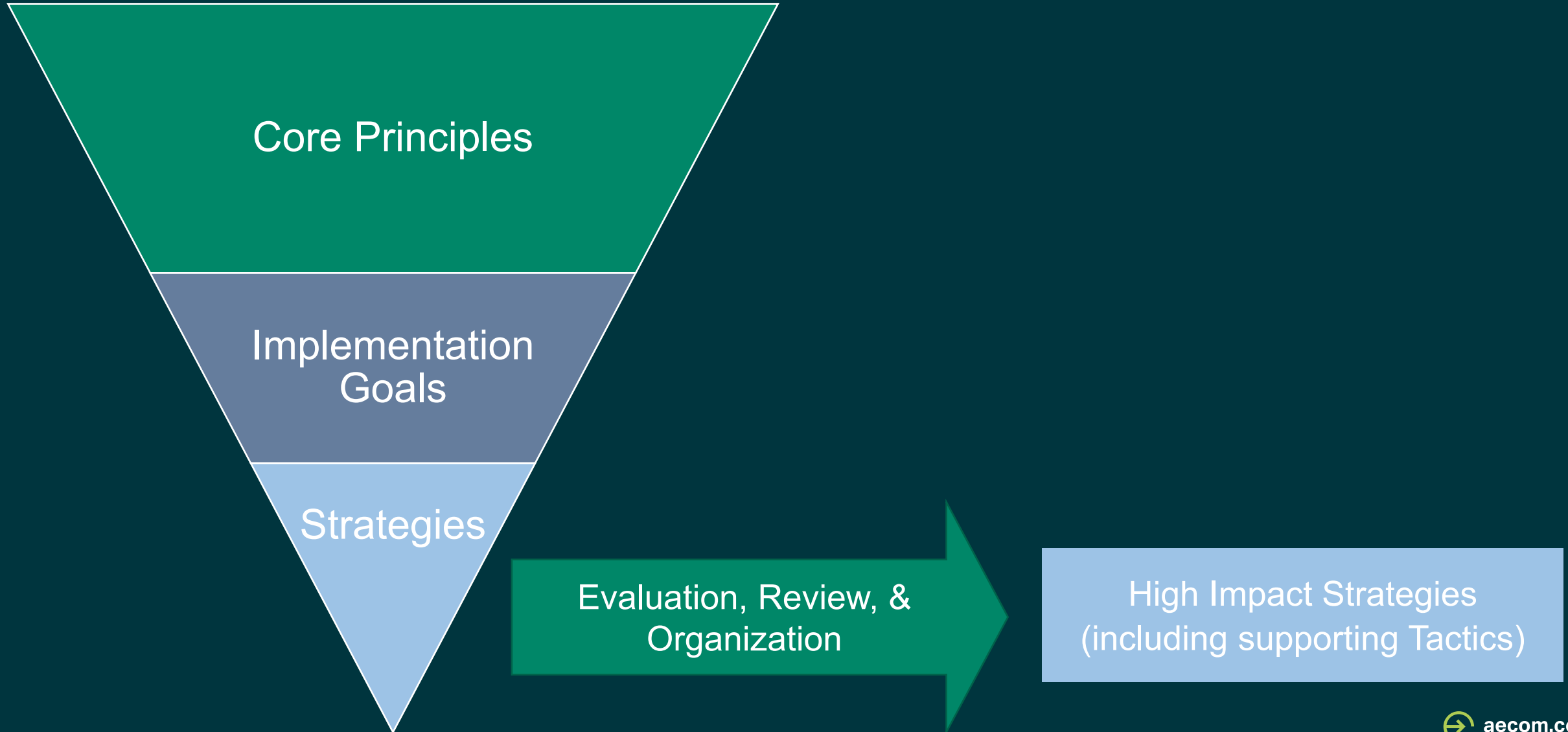
Phase 2 Activities:

- Continue on-going engagement with Core Project Team, Steering Committee, and Advisory Committee
- Publish online questionnaire to gather feedback on draft strategies
- Webpage updates in advance of Phase 2 activities
- Core Team pushes social media and eblast notifications out to general public



Proposed Strategies

Evaluation Criteria & Prioritization Approach



Evaluation Criteria & Prioritization Approach

Core Principles Developed	<ul style="list-style-type: none">• Five principles established by CA to ensure alignment of A2Z with broader regional goals
Implementation Goals Developed	<ul style="list-style-type: none">• Goals established to guide development of A2Z
Initial Strategies Developed	<ul style="list-style-type: none">• Initial Strategies developed from review of gap analysis, best practices, and alignment with Implementation Goals
Evaluation Criteria Configured	<ul style="list-style-type: none">• Evaluation criteria developed; reviewed with Core Team and Steering Committee to ensure criteria reflected A2Z priorities
Evaluation Criteria Applied	<ul style="list-style-type: none">• Evaluation criteria applied to Initial Strategies to gauge impact and alignment with Implementation Goals & Core Principles
Initial Strategies Revised	<ul style="list-style-type: none">• Initial strategies were revised to identify outcome-focused strategies (subsequently called "High Impact Strategies") and supporting actions (subsequently called "Tactics")
High Impact Strategies & Tactics	<ul style="list-style-type: none">• Designation based on scale of each initial strategy (outcome vs action), best practices, SME input, technical analysis conducted throughout A2Z, and stakeholder feedback

Draft Strategies

1

- Facilitate an increase in the percentage of vehicle miles traveled (VMT) that is zero-emission by supporting ZE programs and encouraging fleet electrification.

2

- Accelerate ZEV infrastructure implementation in rural areas and communities of concern to achieve equitable and accessible siting of ZEV chargers in all San Diego communities.

3

- Work with regional stakeholders to provide equitable and accessible education and outreach about ZEVs for the public and local communities to increase ZEV awareness and adoption.

4

- Support skills training and workforce development programs specialized for the ZEV industry to support regional economic growth.

5

- Work with local jurisdictions and public/private property owners to accelerate publicly accessible ZE infrastructure to better support local ZEV drivers.

Draft Strategies

6

- Support policies and programs at all governmental levels to encourage and facilitate ZEV adoption by helping lower policy and financial adoption barriers.

7

- Update building codes and streamline ZE infrastructure permitting process to facilitate ZE infrastructure deployment, with focus on multi-family housing and higher density residential and/or commercial areas.

8

- Ensure sufficient local grid capacity for projected ZEV demand through grid enhancements and utility program design.

9

- Encourage and support fleet transition (e.g., transit, municipal, private, goods movement, micromobility) to zero emissions.

10

- Support innovation and regional collaboration to transition cars, trucks and buses to ZE through trends and funding opportunities for innovative pilots and strategies.

Member Update

Thank you.

