CALIFORNIA
PLUG-IN ELECTRIC VEHICLE COLLABORATIVE

The Growing California Plug-in Electric Vehicle Market

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Governor's Office ZEV Summit
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www.PEVCollaborative.org

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2014 Membership

Automakers

- BMW
- Daimler
- Ford
- GM
- Honda
- Kia
- Nissan
- Tesla
- Toyota

State Government

- Air Resources Board
- CA Energy Commission
- CA Public Utilities Commission
- Legislature members
- Governor's office

Regional Government

- CA Air Pollution Control Officers Association
- Bay Area AQMD
- South Coast AQMD

Utilities

- LADWP
- PG&E
- SCE
- SDG&E
- SMUD

Education/Research

- California Center for Sustainable Energy
- CalETC
- CALSTART
- EPRI
- Plug In America
- UC Davis – ITS
- UCLA – Luskin Center

Environmental NGOs

- American Lung Association
- Center For Energy Efficiency And Renewable Technologies
- International Council for Clean Transportation
- National Resources Defense Council
- Union of Concerned Scientists

Network Providers

- AeroVironment
- Clean Fuel Connection
- ChargePoint
- Greenlots
- NRG
- Recargo

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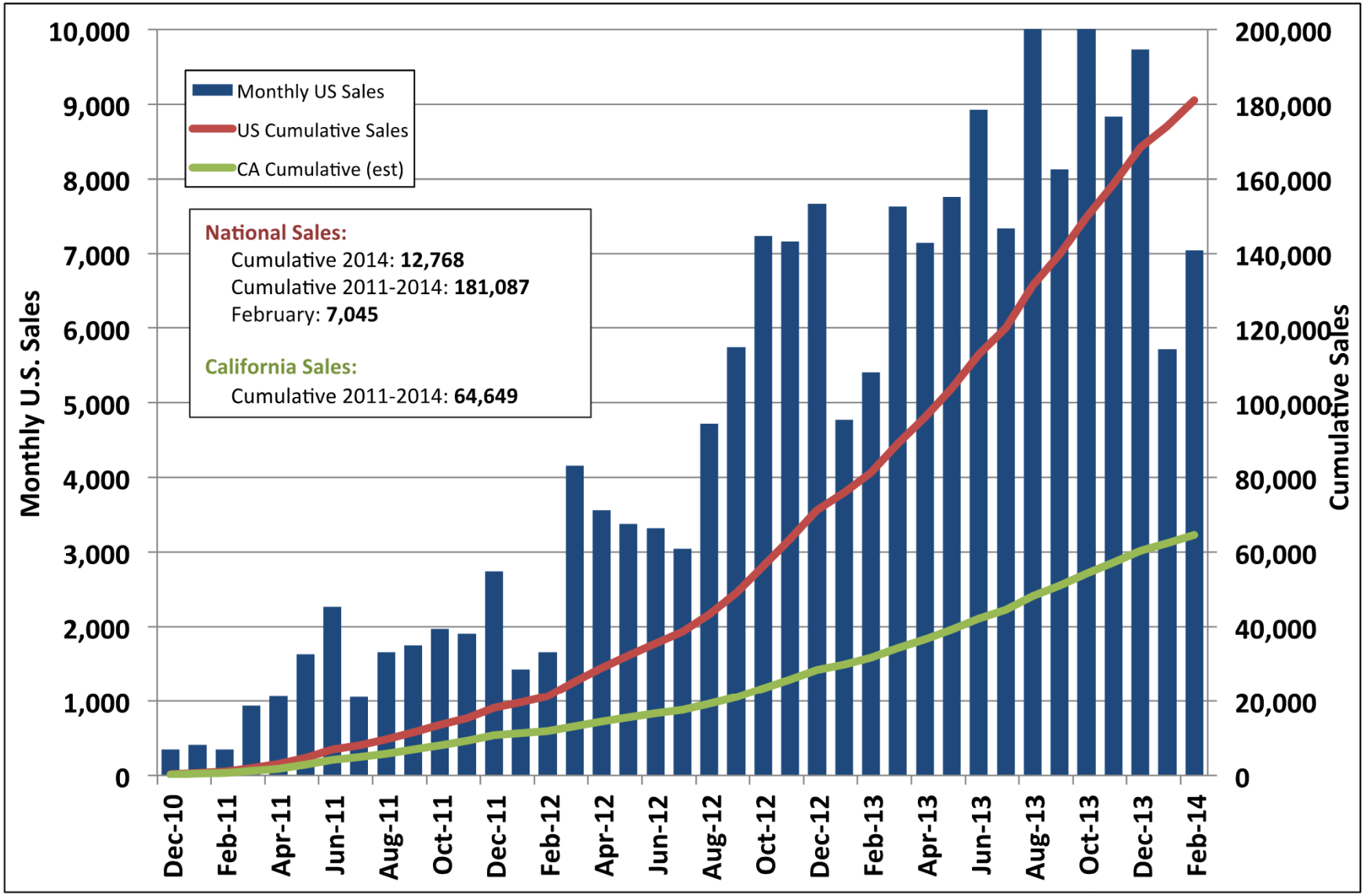
Plug-in Electric Vehicle Sales



Visit PEV Collaborative sales dashboard at www.PEVCollaborative.org

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Many PEV Models Available. More Coming.

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Plug-in Electric Vehicle Infrastructure

- CA has over 4600 L2 and 129 DCFC charging points*
- Almost $25M in CA state funding for PEV infrastructure (2010-2013)
- 200 NRG “Freedom Stations” and 10,000 Level 2 “make-ready’s” for multi-unit dwellings, workplaces, schools and hospitals
- 12 Tesla Supercharger locations with more coming

* Source PlugShare. January 7, 2014

Actions Needed for a Strong PEV Market

- Continue incentives – both monetary and non-monetary
- Greater coordination of PEV infrastructure deployment
- Enhancing vehicle grid integration
- Encourage expansion of private investment in charging
- Increase community PEV readiness
- Expand the conversation

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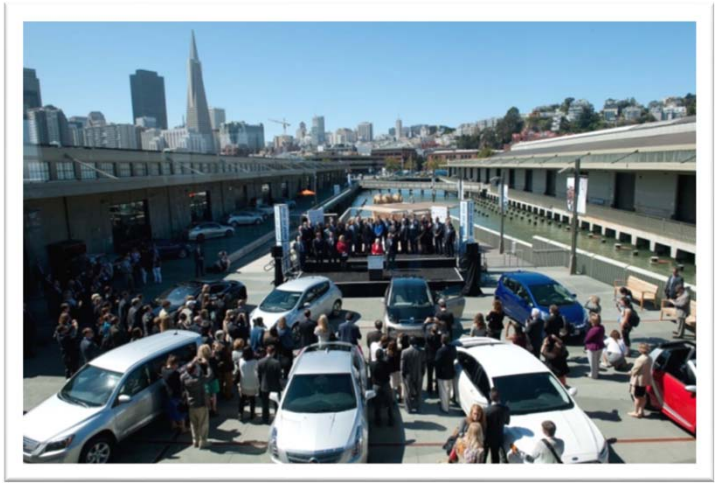
Moving the PEV Market Forward

- Dissemination of 2013 work products
  - Workplace Charging
  - Charging at Multi-unit Dwellings
- ***DRIVE THE DREAM*** follow up

DRIVE THE DREAM

- 50 corporate executives met with the Governor including:
  - Google, Coca-Cola, Walgreens
- Corporate commitments to Workplace Charging
- 2014 ***DRIVE THE DREAM*** follow up to continue momentum and engage corporate leaders



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2014 Membership