



# Electric Vehicle Readiness Roadmap

## EV Readiness Steering Committee Meeting #3

June 22, 2018 | 9:00am MT

### Attendees

Name	Organization
Aaron Iverson	FCMoves
Carrie Frickman	Environmental Services
Noah Beals	Planning and Zoning
Ryan Dusil	North Front Range Metropolitan Planning Organization (NFRMPO)
Nick Heimann	FCMoves
Dan Daneshka	City of Loveland
Mark Houdashelt	EV Enthusiasts & Fort Collins citizen
Annie Freyschlag	Electrification Coalition & Drive Electric Northern Colorado
Diane Tjalkens	Social Sustainability
Rick Johnson	TransFort
Pablo Bauleo	Utilities Customer Connections
Sonu Upadhyay	Fort Collins Utilities
Melina Dempsey	TransFort
Tracy Osgood	Operations Services, Fleet
Amanda Mansfield	FCMoves
Erica Benti	Colorado State University (CSU)
Joel Danforth	Platte River Power Authority (PRPA)
Todd Parker	Brinkman
Stacy Noblet	ICF
Wendy Jaglom-Kurtz	ICF
Carrie Ryder	ICF

## Presentation & Discussion

### 1. Project Status Update

- The project is on schedule with the final Roadmap expected at the end of September.
- The discovery phase of the project is complete, and the project team is close to completing the assessment phase. ICF is revising the EV charging station siting analysis based on Steering Committee feedback.

### 2. Strategies Working Session Overview

- At the end of this session, the project team hopes to have a good sense for where there is agreement on priorities (i.e., what strategies rise to the top), opinions on leadership/ownership, and a chance to gather input to help fill any gaps.
- To help prioritize strategies, consider the following criteria:
  - Timeframe for implementation: Is a strategy achievable in the short-term (0-2 years), medium-term (approximately 3-7 years), or long-term (roughly 8-12 years)?
  - Resource needs: What resources (i.e. staff time, funding) are needed to complete a strategy?
  - Strategy alignment: How well does a strategy align with other City goals and initiatives (e.g., Climate Action Plan)?
  - Feasibility: To what extent does the City have control over strategy implementation and outcome?
- Refer to the attached list of potential strategies.

### 3. Scoping Questions

- The intent of this activity is to set the stage and establish some context around what the City can/should do versus what will need to be accomplished by others or at least through partnerships. It also provides initial thoughts on high level priorities and roles. The Steering Committee used polling technology to answer overarching strategy questions, which are listed below along with the results:

1. What types of strategies are most important (i.e. highest priority) to achieve EV-related goals?
  - A. Education and Outreach – 0%
  - B. Municipal policies – 35%
  - C. Partnerships and regional coordination – 24%
  - D. Direct investments and incentives – 41%

Comments:

- Education and outreach are interwoven with the other categories, and it's difficult to implement the other strategies without education and outreach. In general, the different strategy types are highly linked.
- In the second Steering Committee meeting, education and outreach fell to the bottom when selecting goals. This polling result follows what the Steering Committee has previously discussed.

2. Which department should take the lead on coordinating the City's EV efforts?

- A. Environmental Services (Sustainability) – 24%
- B. Operation Services (Fleet) – 6%
- C. Transportation Planning (FC Moves) – 47%
- D. Utilities – 24%

Comments:

- Assumed that this leadership is in the context of community EV adoption efforts.

3. Should the City provide financial incentives (e.g., rebates) to consumers for EV purchases?

- A. Yes – 33%
- B. Yes, but only through external funding sources (e.g., manufacturer partnerships) – 33%
- C. No – 33%

Comments:

- Would have liked to see an option to select “Yes” and “Yes, through external funding.”
- Voted no because not sure this is a cost-effective use of funding.

4. Should the City encourage EV charging station installations?

- A. Yes. The City should use City funding sources to install, own, and manage stations – 22%
- B. Yes. The City should use external funding sources to install, own, and manage the stations – 44%
- C. Yes. The City should fund private sector installation of charging stations – 22%
- D. No. The City should leave charging station installations to the private sector – 11%

Comments:

- Loveland installed charging stations through a grant. Completing the reporting requirements necessary to fulfill the grant terms is costing them a lot of staff time and may be more expensive than self-funding in the long run. Sometimes grants result in a loss of flexibility.
- Fort Collins is losing money on their existing 13 charging stations; they have a very high overhead, require a lot of staff time, and result in very limited revenue.
- Charging stations installed by the City must be on public land and the private sector can place stations more strategically to ensure increased usage.

#### **4. Strategy Breakout Groups**

- The Steering Committee split into small groups to prioritize strategies by category. Groups were asked to address the following questions:
  - What strategies are missing and should be considered? In some cases, the “missing” strategy may be under discussion by another group.
  - What strategies should be removed from consideration? Why?
  - In terms of priority, how should these strategies be ranked?

- Who (organization, department, and/or individual) should take ownership of each strategy, particularly for implementation?
- If time allowed, groups were asked to talk through the following for at least the top few strategies.
  - What is the appropriate timeframe for implementation?
  - On a scale of high, medium, and low, what are the CITY'S resource needs (i.e., staff, funding) to implement the strategy?
  - What do the main action steps look like in order to follow through on the highest priority strategies?
- After each small group reported on their prioritization and key decisions, the Steering Committee voted on whether they agreed with the small group's rankings. Strategies within each category are listed in order of importance below, as determined by the small group.

**Group 1 – Outreach and Engagement:** The group proposed that outreach and education should be overseen by the department leading the overall EV Roadmap implementation, which is currently to be determined. Individual communication efforts should be led by the departments leading the associated programs. CPIO and utilities should be engaged in these communication efforts.

1. **Engage/partner with key stakeholders:** Short-term (ongoing). Stakeholders include:
  - Northern Colorado Clean Cities
  - Dealerships
  - Colorado EV Coalition
  - Developers
  - Businesses
  - Colorado State University
  - Nonprofits
  - Other Cities
  - SWEEP
2. **Target education and outreach to key audiences:** Short term (ongoing). The group noted that this strategy covers a lot and will take work. The details of the strategy will need to be further defined, perhaps through the education and outreach toolkit.
3. **Create a one-stop-shop website:** Short term (ongoing). The City should leverage the Drive Electric Northern Colorado website and work with external stakeholders (e.g., Electrification Coalition). The city website should focus on local incentives and reference other websites and apps for more information. While prioritized third, the group considers the website a “must-do” and low-hanging fruit. The group coupled the internal website for city employees with the external website in discussions.
4. **Create an Electric Avenue:** Did not include as a strategy because the group thought it might be too large of a project/not feasible. The group suggested investigating and researching the cost/implementation requirements of developing an electric avenue as a short-term strategy, to determine feasibility. If pursued, the electric avenue could be coupled with the purchase of an electric bus.

Steering Committee Feedback:

- Agree: 94%
- Disagree: 0%
- Neutral: 6%

Comments:

- Need to work with the private sector, especially for residential charging (e.g., multi-family dwellings). The group felt that the proposed strategy on collaborating with MUDs should be moved to the policy category.
- Clean Cities is already doing a lot related to education and outreach that can be leveraged by the city (e.g., educating first responders, providing educational resources to employers and fleet managers, collaborating with multi-unit dwellings).
- Outreach and engagement efforts should include developing cohesive EV charging signage (e.g. wayfinding, instructional) and pursuing EV ride-and-drives (e.g., organized during the existing weekly food truck event).
- It is important to specifically call out behavior change in outreach and engagement strategies—to understand and target needed behavior change in efforts.
- The group noted that specific tactics should be employed to engage low-income, underrepresented communities, including translating all materials into multiple languages and providing information on used EVs.

**Group 2 – Policies:**

1. **Guidance/Procedures:** The City is already doing a lot to make it convenient to drive an EV and ease the burden on those installing charging stations, but it is not obvious or explicitly documented. It's important to document existing efforts and establish administrative procedures, even if these items are not "on the books" in the form of an ordinance.
2. **Right-of-way locations for EV charging stations via partnerships:** This is a significant hurdle to increased charging stations in Fort Collins and will require partnerships. Should be led internally by Engineering, Traffic Operations, and Parking Services. Should convene an advisory board of private sector players and the Downtown Business Association (DBA).
3. **Codes revisions:** Should be led by the Buildings department.
4. **Incentives and mandates for builders:** Should be led by the Planning department and an advisory board. The City could consider a phased approach, beginning with incentives, but signal that eventually the policy would switch to a requirement.

Steering Committee Feedback:

- Agree: 94%
- Disagree: 0%
- Neutral: 6%

Comments: The Roadmap should leave room for the City to stay at the forefront of new policy. A lot can change in 10 years, so it would be helpful to have room for City staff to follow ongoing policy trends.

**Group 3 – City Planning and Regional Coordination:**

1. **Incorporate EV readiness in local planning** (e.g., City Plan, Transportation Master Plan): This should happen in the near-term and requires a low level of resources.
2. **Assess the electrification of the City transit fleet:** The City already has plans for two battery electric buses. Overall, however, this should be a long-term priority and will require a lot of resources.
3. **Private partnerships:** This is an ongoing effort that should happen across multiple departments, including TransFort.
4. **Cross-jurisdictional learning opportunities/communications efforts:** Need to make sure that the City is communicating within the region, as well as participating in the state and national EV conversation. Communication should include sharing lessons learned, coordinating efforts, and sharing information.
5. **EV carsharing:** The City should encourage existing systems to electrify carshare programs, as well as support other carshare programs that are EV focused. This is a long-term strategy.
6. **EV charging for the municipal fleet and City employees:** This is a near-term strategy. There are already activities under way to incorporate more EVs into the City fleet.

Steering Committee Feedback:

- Agree: 83%
- Disagree: 0%
- Neutral: 17%

Comments:

- Monitoring and reporting is not called out as a separate strategy because it should be a subtask of every strategy.
- How does Colorado signing on to the California low emission vehicle (LEV) standards affect City planning and regional coordination?

**Group 4 – Direct Investments & Incentives:** The group was unsure what department(s) should lead the strategies, but feels the City's role in these strategies is to serve as facilitator, not owner/operator/funder.

1. **Facilitate consumer vehicle incentives:** The City does not have the resources to provide financial incentives for the consumer purchase of EVs, but the City can educate the public about available existing incentives (e.g., Colorado and federal tax credits).
2. **Facilitate group buys:** The City can coordinate group buys with local dealerships.
3. **Pursue grants for EV charging stations for the private sector:** The City should not own or operate public charging stations and does not have resources to provide a financial incentive, but can work with the private sector to identify funding sources.
4. **Work with local banks to bundle solar and residential EV charging stations with mortgages:** Long-term strategy.
5. **Add EVs as an eligible sustainable purchase in HomeWise:** Fort Collins is working to (potentially) provide city employees with flexible spending accounts for sustainability

purchases. EVs could be added as an eligible use of those funds. This would be a low-effort, near-term strategy, since the City is already working on the HomeWise program.

Steering Committee Feedback:

- Agree: 78%
- Disagree: 6%
- Neutral: 17%

Comments:

- What about EV charger sharing programs?
- How can the City help incentivize EV purchases for EV manufacturers set to phase out on the federal tax credit?

***Group 5 – Utilities:***

1. **EV charging rates:** Explore EV programs with EV rates for residential, commercial, and industrial customers. This would be coupled with an education and outreach effort. This strategy would be led by Fort Collins Utilities, specifically the energy service and rate analytics groups.
2. **Smart grid operations for EVs:** Some work already underway. This strategy would be owned by the energy service and smart grid services groups.
3. **Renewable energy for EVs:** Aligns well with the Climate Action Plan. Could use rooftop solar for community needs and wind or commercial solar for wholesale needs. This strategy would be led by Platte River Power Authority and Fort Collins Utilities. The daytime/nighttime challenge will need to be addressed.
4. **Upgrade distribution infrastructure:** Should target areas of high infrastructure demand. Led by the smart grid systems operations team.
5. **Evaluate the impact of utility rate structures on EV drivers:** Led by Fort Collins Utilities, specifically rate analysts. This strategy is tied to the first strategy in this group.
6. **Establish a permitting process notification for residential EV charging:** A low priority now, but would be important in 3-5 years when there are more EVs on the road and presumably more charging at home. Led by the Building Code department and Fort Collins Utilities.

Steering Committee Feedback:

- Agree: 89%
- Disagree: 0%
- Neutral: 11%



## 5. Action Items & Next Steps

- The project team will begin to scope out dates for the fourth and final Steering Committee meeting, which is likely to be held in late August or early to mid-September.

### ***Attachment:***

- Fort Collins Potential EV Readiness Strategies (spreadsheet)