

# Southern California Clean Cities Coalition

## 2015-2016 Annual Operating Plan

November 10, 2015

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### CONTACT

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## **SECTION 1: BACKGROUND INFORMATION**

### **Coalition Information:**

#### **Name**

**The Southern California /SCAG Clean Cities Coalition** was designated by the U.S. Department of Energy (DOE) and supports locally based government/industry partnerships in the expanding use of infrastructure and vehicles operating on alternative fuels. The mission of the Clean Cities Program is to “advance the nation’s economic, environmental and energy security by supporting local decisions to adopt practices that contribute to the reduction of petroleum consumption” while promoting the implementation of alternative fuel vehicles throughout the SCAG region.

This Annual Operating Plan (AOP) covers the time period between November 1, 2015-October 31, 2016.

#### **Designation**

The SCAG Clean Cities Coalition was first designated by the U.S DOE on March 1, 1996. In 2010 the Southern California Association of Governments (SCAG) resumed direct administrative responsibility for the SCAG Clean Cities Program (previously administered by the Southern California Economic Partnership). The coalition is currently for its re-designation by January 31, 2016.

#### **Organizational Structure and Geographic Area**

The Southern California Clean Cities Coalition is a program component of the Sustainability Department at the Southern California Association of Governments (SCAG), the Metropolitan Planning Organization serving the counties of Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura. There are four additional coalitions that operate within the SCAG region including the Los Angeles Clean Cities Coalition, Long Beach Clean Cities Coalition, Western Riverside Clean Cities Coalition and Clean Cities Coachella Valley).

#### **Governance Structure**

The SCAG Clean Cities Coordinator reports to the Director of Land Use and Environmental Planning, as well as to the Chief Financial Officer. The Coordinator reports results of the annual report to the SCAG Energy and Environment Committee that in turn reports to the

SCAG Regional Council. These bodies are comprised of local elected officials (city councilmembers, and county commissioners) who represent districts within the six counties. In addition, the Coordinator reports on Coalition Activity to the Regional Transit Technical Advisory Committee, as well as the SCAG Technical Working Group. These bodies are comprised of planning and operations staff from regional transit operators, and member jurisdictions.

**Core Coalition Personnel:**

**Name:** Marco Anderson

**Title:** Coalition Coordinator

**Key Coalition Responsibilities:** Coordinate and supervise Clean Cities activities for the SCAG region. Partnership development and outreach; encourage alternative fuel fleet adoption.

**Average hours per week devoted to the coalition:** 16

**Bio:** Marco Anderson is a Senior Regional Planner with SCAG. He currently works in the Sustainability Planning division focusing on integrating land use and transportation policy. Mr. Anderson has experience managing demonstration projects through SCAG's sustainability program, which are SCAG and Caltrans funded local land use plans and studies. In Addition, Mr. Anderson has led regional efforts for the expansion of plug-in electric vehicle infrastructure to facilitate the adoption of alternative fuels.

**Name:** Neha Ganesh

**Title:** Coalition Intern

**Key Coalition Responsibilities:** Assist coalition coordinator to perform specific Clean Cities activities, including outreach activities and webinar planning.

**Average hours per week devoted to the coalition:** 20

**Bio:** Neha Ganesh is a recent Columbia University Master's graduate currently working as a Clean Cities Intern at SCAG. At Columbia she studied intersection of climate change and its impacts on societies across the globe, sustainability and energy policy. She works directly with Marco Anderson assisting him in performing the required Clean Cities deliverables such as data entry for Alternative Fuel Price Report (AFPR), reaching out to stakeholders

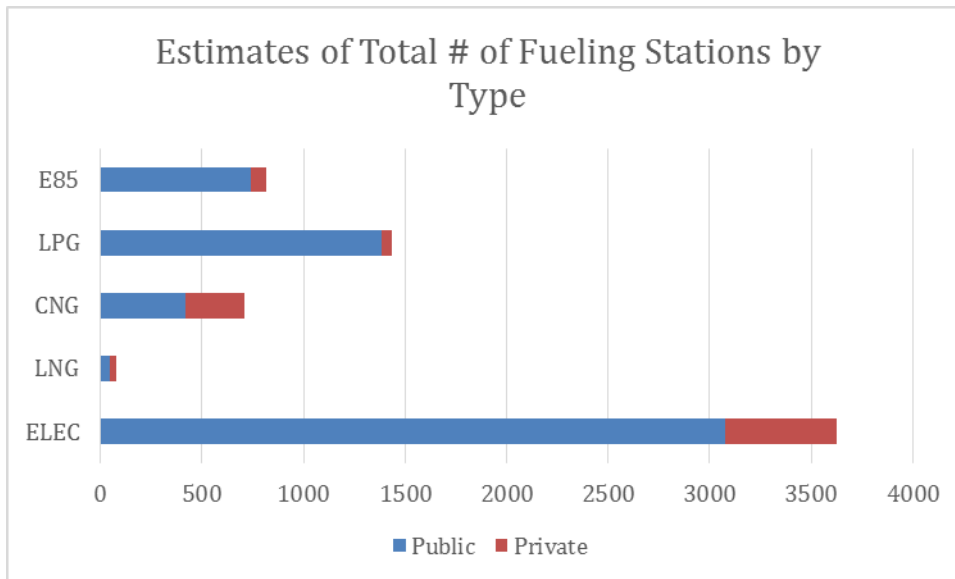
and conducting interviews to develop profiles of SCAG region needs, assisting in and conducting research on best practices.

**SECTION 2: MARKET ANALYSIS**

**Current Alternative Fuel and Advanced Vehicle Technology Market Analysis**

As noted above, the SCAG Clean Cities Coalition is focused on activities that combine the Clean Cities program goals of reducing petroleum fuel consumption with implementation of the State of California policies to reduce greenhouse gas emissions produced by the transportation sector. Our coalition, therefore is focused primarily on promoting Natural Gas fuels for fleet and good movement applications, and electrification of passenger and light duty vehicles.

- Infrastructure availability for alternative fuels in your area



- As the chart above illustrates there is a significant number of alternative fuel stations in the SCAG region. However there are still barriers to locating new natural gas and electric stations. The business case for retail natural gas and electric fueling stations is challenging.
- The coalition developed the Regional PEV Readiness Plan to address policy challenges facing new installations, and the accompanying PEV atlas highlights promising locations.
- Alternative fuel/advanced technology vehicles in your area
  - Most of the major transit fleets in the region are fully or almost fully natural gas powered. SCAG Clean Cities plans on reaching out to other, smaller operators to determine what opportunities there are to deploy additional vehicles.

- Many of the smaller transit operators contract with service providers such as MV and Veolia. The Coalition will continue to reach out these contractors to determine the extent of alt fuel vehicle use.
- In 2016 SCAG Clean Cities will reach out to the major municipal and private refuse haulers to determine the potential for adoption of clean fuel vehicles in that market.
- In addition, the coalition will work to provide information on hybrid electric and electric options for fleet service vehicles.
- Major fleets using AFVs or alternative fuel providers in your area (including national partners)
  - SCAG Clean Cities includes figures from two of the largest transit fleets in the country, both of which have converted almost entirely to natural gas, Los Angeles County Metropolitan Transportation Authority (LACMTA, also known as METRO), and Orange County Transportation Authority (OCTA.)
  - In the area of refuse haulers, the SCAG region is a major location for Waste Management.
- Drivers of AFV adoption in your area
  - There are numerous state policies that support alternative fuel use in the SCAG region, including vehicle mandates, as well as incentives and grant programs to support new infrastructure.
  - In the SCAG region numerous public fleets have political support from their elected commissions and councils to purchase alternative fuel vehicles in order to be achieve environmental goals. These goals include reducing air pollution, as well as reducing greenhouse gas emissions.
- Public awareness
  - Fleets are generally receptive to the goals of reduced petroleum consumption, from both an environmental perspective, and a reduced cost and maintenance perspective.
  - Public support for alternative fuels in the fleet and passenger vehicle sectors is high in Southern California.
- Barriers to AFV deployment

SCAG Clean Cities coordinated the **implementation of a Regional PEV Readiness Plan for Southern California in 2012** by collaborating with key partners, including, but not limited to, Southern California Edison (SCE), the South Coast Air Quality Management District (SCAQMD), the Los Angeles Economic Development Council, and the UCLA Luskin Center. Key strategies and partnerships were identified further the adoption of PEV infrastructure throughout the region. Additionally, SCAG has included PEV and Natural Gas-related actions and strategies in the 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy (2016 RTP/SCS) to support and expand this effort.

The SCAG Clean Cities Coalition will expand outreach efforts to local fleet operators. By engaging in one-on-one discussions with operators, SCAG Clean Cities will gain a better understanding of the usage and demand for alternative fuels in the region, which will

facilitate the improvement of alternative fuel infrastructure. SCAG maintains consistent contact with major fleets and fuel/advanced technology users and/or other Clean Cities technologies adopters in the SCAG region.

- Barriers to AFV deployment

The SCAG Clean Cities Coalition remains in the preliminary stages of identifying issues pertaining to fleet/ public receptiveness and other obstacles faced by the coalition.

The Southern California Coalition has been the successful recipient of a number of Federal and State (CA) grants directed towards the implementation of specific alternative fuels and vehicles, including CNG, LNG, and electric, in recent years. Still, the region continues to face a number of challenges in regard to the integration of alternative fuels in the perspective of the long range transportation planning process. The coalition is working to incorporate this effort further into the overall regional planning approach while continuing to search for available supporting funds.

The Southern California, Plug-in Electric Vehicle (PEV) Readiness Plan, has provided the Southern California Coalition with a tool to guide PEV infrastructure expansion efforts. The Coalition has identified key obstacles for potential consumers, primarily the high demand for workplace charging infrastructure and challenges faced in installing charging stations in multi-family housing (or multi-unit dwellings such as apartments and condos.) In order to break down these barriers, the Coalition will engage with stakeholders in order to develop solutions to these issues.

In addition to Plug-in Electric Vehicles, Hydrogen Fuel Cell technologies are also becoming more common. The long range travel potential associated with Fuel Cell vehicles makes the technology a key alternative to gasoline. However, the lack of fuel stations as well as public knowledge of these vehicles is a current barrier. SCAG Clean Cities continues to facilitate stakeholder outreach among key stakeholders to increase the presence of Hydrogen Fuel Cell technology in the Southern California Region.



### **SECTION 3: ACCOMPLISHMENTS**

#### **Goals Accomplished in 2014-2015:**

- Hosted a well-attended webinar featuring representatives from Coca-Cola, Frito-Lay as well as the City of Burbank to discuss the opportunities and challenges in managing a fleet of mixed petroleum, and alternative fuel vehicles.
- Coordinated annual displays and ride and drives of alternative fuel vehicles (AFV) at the SCAG General Assembly - May 2015
- Sponsorship and Panel Speaker at Annual AltCar Expo in Santa Monica – September 2015
- Sponsorship and display booth at Annual Mobility 21 Conference – September 2015
- Sponsorship at Annual Palm Springs Energy Summit – October 2015
- Panel Speaker at Western Riverside Clean Cities Coalition Advancing the Choice Event, October 2015
- Continued partnership with the e4Mobility Advanced Transportation Center administered by the Los Angeles Economic Development Council to engage key businesses for the adoption of alternative fuels, and expansion of PEV charging networks as part of their new
- Continued to actively solicit transit providers, such as the LA County Metropolitan Transportation Authority, as key data resources
- Outreach to Southern California Councils of Government to distribute relevant information identified in the Southern California PEV Readiness Plan
- Worked closely with SoCal Gas to include policies to support expansion of natural gas, and specifically renewable natural gas powered vehicles in the goods movement sector in Southern California. These policies will be reflected in quadrennial 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy.

## **SECTION 4: ANNUAL PLAN**

The Southern California Clean Cities Coalition is committed to the U.S Department of Energy's program wide goal of 2.5B GGEs of petroleum reduction per year by 2020 through Clean Cities. In the past couple of years the coalition has successfully implemented and met its goals through a variety of strategies including public outreach and education, partnerships with fleet managers and stakeholders, addressing barriers and challenges to PEV adoption and securing funds dedicated to Clean Cities. The growth in the alternative fuel market has seen tremendous progress and is further developing in the region. Currently, the coalition activities are focused on improvement and expansion of vehicle technology and partnerships with additional public and private sector fleets in mainly two categories 1. Natural Gas and 2. Electric/Hybrid in the near and long term. There is also scope for Hydrogen fuel cell technologies in the region and the coalition has recognized potential partnerships and will work toward achieving success in establishing a steady market during this period.

Last year the coalition successfully revamped its mailing list, and this year we are going to redesign the website feature new documents and an expanded event calendar for the upcoming year. This will enhance potential user-coalition interactions and further the knowledge of the coalition's work toward Clean Cities.

The specific goals for the 2015-2016 period are outlined in the following two areas:

### **A. MARKET DEVELOPMENT**

Overall, organize at least three work sessions each quarter that would culminate in a methodology and strategy for overall alternative fuel vehicle market penetration within the region

- **Short Term Goals**

- i. Involve and engage additional public and private sector fleets by March 2016 in at least 2 counties within the region. Currently, there are more than 75 public sector fleet operators partnered with and the coalition is working to include at least 20 additional contacts. By engaging in more one-on-one discussions with these operators (both existing and new), the coalition will gain a better understanding of the usage and demand for alternative fuels in the region which will facilitate improvement of alternative fuel infrastructure in the region. The coalition will confirm existing public transit contacts, work on adding other municipal fleets such as parks and recreational as well as other industry partners (waste haulers and refuse) to the d.

- ii. Continue to work on tracking additional relevant incentives and programs available in the region for alternative fuel deployment. This information will help potential stakeholders understand the scope of alternative fuel market and the options available to them.
  - iii. The coalition will provide letters of support and coordination assistance to applicants for CEC and ARB Grant programs.
  - iv. Increase natural gas stations by developing partnerships with potential natural fuel providers. Currently, there are about 75 CNG and LNG stations in the region. Continue to meet with stakeholders promoting retail Natural Gas stations and facilities. Host at least four (2) webinars to promote funding opportunities and provide regular grant preparation training to improve regional competitiveness for funds that facilitate the expansion of alternative fuel vehicles.
  - v. Hydrogen Fueling Stations: Continue to perform outreach and educational activities within the next few months on the availability and feasibility of hydrogen fuel cell technologies by engaging with existing hydrogen fuel station managers and identifying new hydrogen fuel providers; and developing an active forum dedicated to hydrogen fuel.
  - vi. Organize and promote quarterly webinars on topics of interest in partnership with key partners (four (4) annually). Plan and execute at a minimum four (4) stakeholder meetings and/or events and to partner, facilitate or participate in at a minimum of eight (8) additional meetings and events deemed advisable to further the goals of the Clean Cities Program. Conduct a comprehensive survey of Coalition members and stakeholders related to current array of alternative fuels deployed in the region. Increase communications with existing stakeholders by 80%, and increase quality, not quantity of non-member communications.
  - vii. Identify and develop relationship with an organization to help Southern California Clean Cities evaluate and analyze stakeholder surveys and GHG emissions reductions and develop a stronger data collection, reporting and tracking system, improving regularity.
- Long Term Goals



- i. Create a statewide policy forum for MPOs and appropriate agencies to further zero and near-zero emissions technologies within the Regional Transportation/Sustainable Communities Strategy documents. Propose to expand the zero and near-zero emission vehicle discussion beyond the RTP/SCS 2016-20140 and engage a wide range of stakeholders such as Metropolitan Planning Organizations (MPOs), County Transportation Commissions (CTCs), Air Districts, the Air Resources Board, US EPA, and others (such as of end-users (i.e. fleets) and suppliers) to discuss how to encourage alternative fuels).
- ii. Continue to investigate how regional transportation planning can incorporate increasing adoption of alternative fuel vehicles.
- iii. Partner with SCAQMD to create a statewide resource for alternative fuel infrastructure needs and success stories/best practices.
- iv. Develop and establish a system to further decrease overall vehicle miles travelled by each fuel type use for at least 3 counties within the region by 2020.

**4.2 Coalition Meeting/Event Plan for Next 12 Months:**

Please provide a schedule of stakeholder meetings, outreach/education activities and other events being planned by your coalition for the benefit of your stakeholders/community in the upcoming 1-year period.

<b>Activity Description</b>	<b>Target Date</b>	<b>Target Audience</b>	<b>Topics to be Addressed</b>
Southern California Energy Summit	September/October 2016: TBD	Elected officials/stakeholders/general public	<ul style="list-style-type: none"> <li>- Alternative Energy Sources</li> <li>- Economic Development and Environmental Restoration</li> </ul>



Activity Description	Target Date	Target Audience	Topics to be Addressed
So Cal Plug-in Electric Vehicle Coordinating Council (PEVCC) Webinar	January 2016	Stakeholders/ Partners	State of the Practice in Multi-Family Housing or Multi-Unit Dwellings (MUDs)
SCAG Clean Cities Webinar – Hydrogen Fuel Technology and Deployment	February 2016	Stakeholders/ Partners	Case Study presentations; best practices; forward looking goals, approach, strategy
SCAG RTTAC quarterly stakeholder meeting	February 2016	Regional Stakeholders	- Discuss regional transit issues and opportunities
Alt Fuels info Display at SCAG General Assembly Stakeholder Meeting	May 2016	Elected officials/ general public	<ul style="list-style-type: none"> <li>- New Alternative Fuel resources</li> <li>- General stakeholder/ project information</li> </ul>
Annual presentation to SCAG Energy & Environment Committee/ Stakeholder meeting	June 2016	Elected officials/ stakeholders/ general public	<ul style="list-style-type: none"> <li>- Coalition year in review</li> </ul> <p>Upcoming milestones</p>



Activity Description	Target Date	Target Audience	Topics to be Addressed
Sponsorship & Presentation at the Alt Car Expo in Santa Monica	September 2016	Stakeholders New fleets Fleets Managers	<ul style="list-style-type: none"> <li>- Coalition Business</li> <li>- Introduction of New Board Members</li> <li>- Presentation by MSRC on funding opportunities</li> </ul>
PEV Coordinating Council	Quarterly Meetings	Regional Stakeholders	<ul style="list-style-type: none"> <li>- Discuss PEV readiness issues and opportunities.</li> </ul>
Newsletter Distributions	Biannual	Stakeholders	<ul style="list-style-type: none"> <li>- General coalition updates/ funding opportunities/ upcoming events</li> </ul>

**Coordinator Travel and Training Plan for Next 12 Months:**

Please describe meetings, conferences and events the coalition coordinator plans to attend in order to remain informed on key Clean Cities topics in the upcoming 1-year period.

Conference/ Meeting Name	Date	Location
CA PEV Readiness Summit	December 2016	Sacramento, CA
AltCar Expo	September, 2016	Santa Monica, CA
Clean Cities National Leadership Peer Review	Fall '16	TBD

### 2015-2016 Coalition Data Reporting and Deliverables Plan:

Key Deliverable	Due Date	Description
Annual Survey Data Call to Stakeholders	December 2015	Begin Soliciting input from stakeholders on vehicle counts and petroleum reduction efforts for inclusion in the annual survey
Alternative Fuel Price Report Q1	January 2016	Contact fueling station owners and send fuel pricing info by the established deadline
Input Annual Survey Information into DOE Database	February 2016	Upload all coalition information into database by end of February deadline
Alternative Fuel Price Report Q2	April 2016	Contact fueling station owners and send fuel pricing info by the established deadline
Coalition Support Contract First Reporting Period Invoice	May 2016	Submit invoice for first half of coalition support contract by the established deadline.
Alternative Fuel Price Report Q3	July 2016	Contact fueling station owners and send fuel pricing info by the established deadline. Update and submit on AFDC website.
Annual Operating Plan	September – November 2016	Submit updated annual operating plan to Regional Manager in accordance with coalition support contract deadline.
Alternative Fuel Price Report Q4	October 2016	Contact fueling station owners and send fuel pricing info to Mike Laughlin by the established deadline
Coalition Support Contract Final Reporting Period Invoice	October 2016	Submit invoice for second half of coalition support contract by the established deadline.

## SECTION 5: BUDGET SUMMARY

### 1. Coalition funding

Funding Source	Amount
U.S DOE/ LTI annual support contract	\$30,000
CEC Multi-Unit Dwelling EV Charging Station Study	\$125,000
In-Kind Staff Support	TBD

**2. Coalition Expenses**

- Coalition Expenses will include \$2,500 for travel to the Clean Cities Peer Exchange as well as regional events. The remainder will be used from staff time in order to meet the program objectives.

**3. Coalition Sustainability**

- The coalition will continue to pursue alternative fuel planning resources made available by the CEC and other CA state agencies