
California Environmental Protection Agency



2011 Plug-in Electric Vehicle Showcase

Napa, California

February 17, 2011

Overview

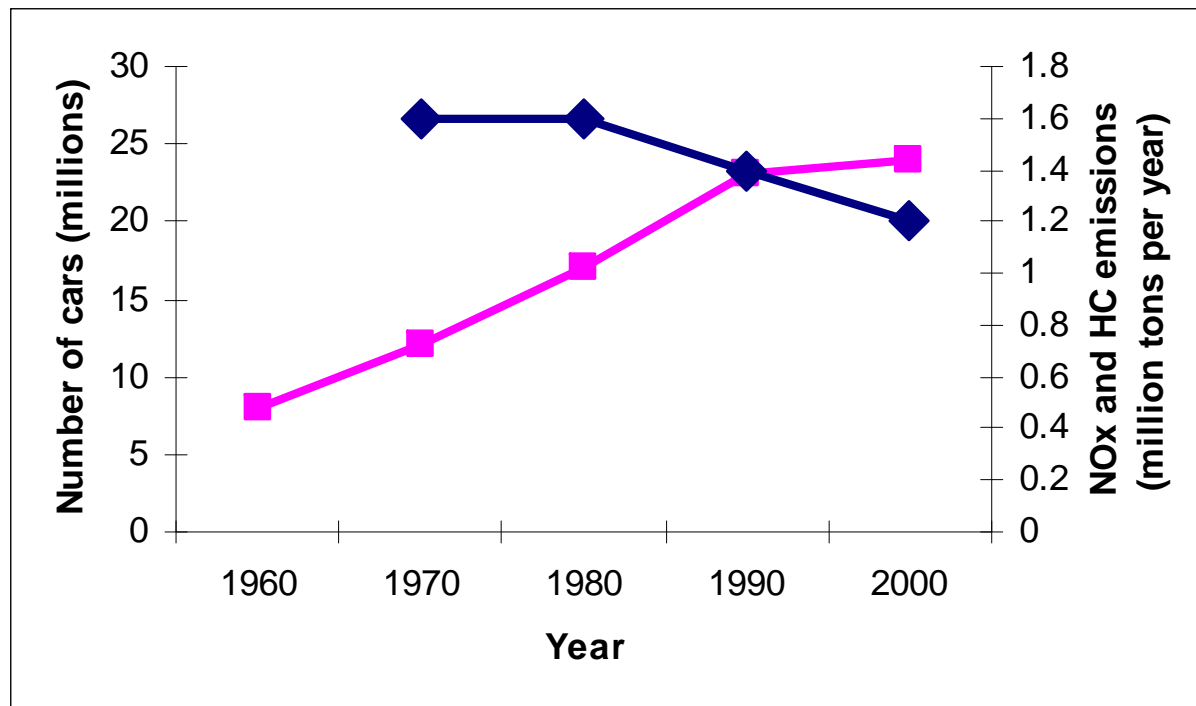
- Background
- Activities to support PEVs
 - Regulations
 - Incentives
 - Resources
 - Plug-in Electric Vehicle Collaborative (PEVC)
- Conclusions

Who We Are

- California Air Resources Board is part of the California Environmental Protection Agency
- Our Mission is:
To promote and protect public health, welfare and ecological resources through the effective and efficient reduction of air pollutants while recognizing and considering the effects on the economy of the state.

The Goal is Zero

A car today is 90% cleaner than one produced in 1960.....but more needs to be done to meet our smog and greenhouse gas goals



Regulations - History

- ZEV Regulation originally adopted in 1990
- Modified over the years to account for technology readiness and cost
- Successes
 - Hybrids - 250,000
 - Battery electric - 30,000 with many more coming to market
- Low Emission Vehicle (LEV) Standards
- AB 1493 Pavely – GHG Standards
- Low Carbon Fuel Standards

Pending Emission Standards

Advanced Clean Cars Package going to Board in October 2011

- Aligning GHG standards with Federal Government (2017-2025 models)
- Reducing smog/tailpipe standards (2014 – 2025 models)
- ZEV 2.0 mandate (2018+ models)

Incentives

Incentive	Amount/Program	Timeframe
Vehicle purchase: Fed.	Up to \$7500/PEV	200K/manf.
	Up to \$4000/FCV	Thru 2014
Vehicle purchase: CA Clean Vehicle Rebate Project (CVRP)	Up to \$5000/BEV/FCV Up to \$3000/PHEV (AT PZEV) Up to \$1500/ZEM/NEV	\$8M 2010/11
Charger install:	Home (Fed.) - 30% tax credit (up to \$2000)	2011
	CEC AB 118 - \$15M grants	Funded in 2010
Non-monetary	HOV Lane Access	Through 2015

Clean Vehicle Rebate Project

- Eligible vehicles
 - PC/LDT, NEVs, ZEMs
 - ZEVs, Enhanced AT PZEVs
- \$1,500-\$5,000 depending on vehicle and technology type
- Remaining Funds \$6,657,829
- Next year's funding plan is under development

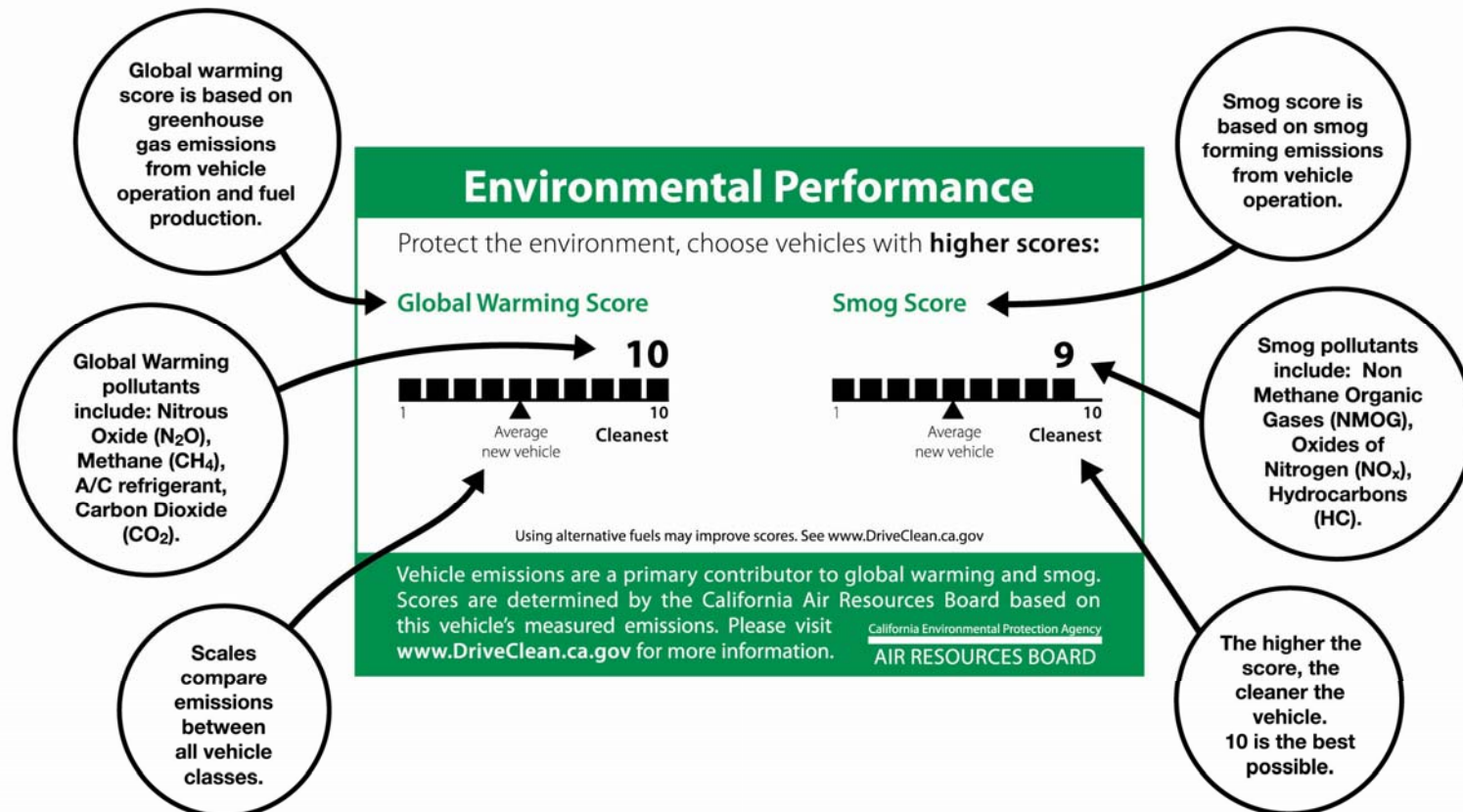


HOV Lane Access

- Yellow Stickers - hybrids
 - Program expires July 1, 2011
- White Stickers
 - Federal Inherently Low Emission Vehicles (ILEV) that meet SULEV or ZEV emissions standards can still get sticker and use lane
 - CNG, PEV, H2 fuel cell
 - Expires in 2015
- New Program
 - Begins in 2012
 - Qualifying vehicles are Enhanced AT PZEVs
 - Maximum of 40,000 vehicles
 - Expires in 2015



Buy Green - Look for the Label



DriveClean.ca.gov

The screenshot shows the DriveClean.ca.gov website. At the top, there is a navigation bar with links for 'About ARB', 'Contact Us', and 'News & Events'. Below this is a search bar and a green navigation bar with links: 'Do Your Research', 'Know the Score', 'Think Clean', 'Find Special Resources', and 'Learn More'. The main content area is divided into several sections:

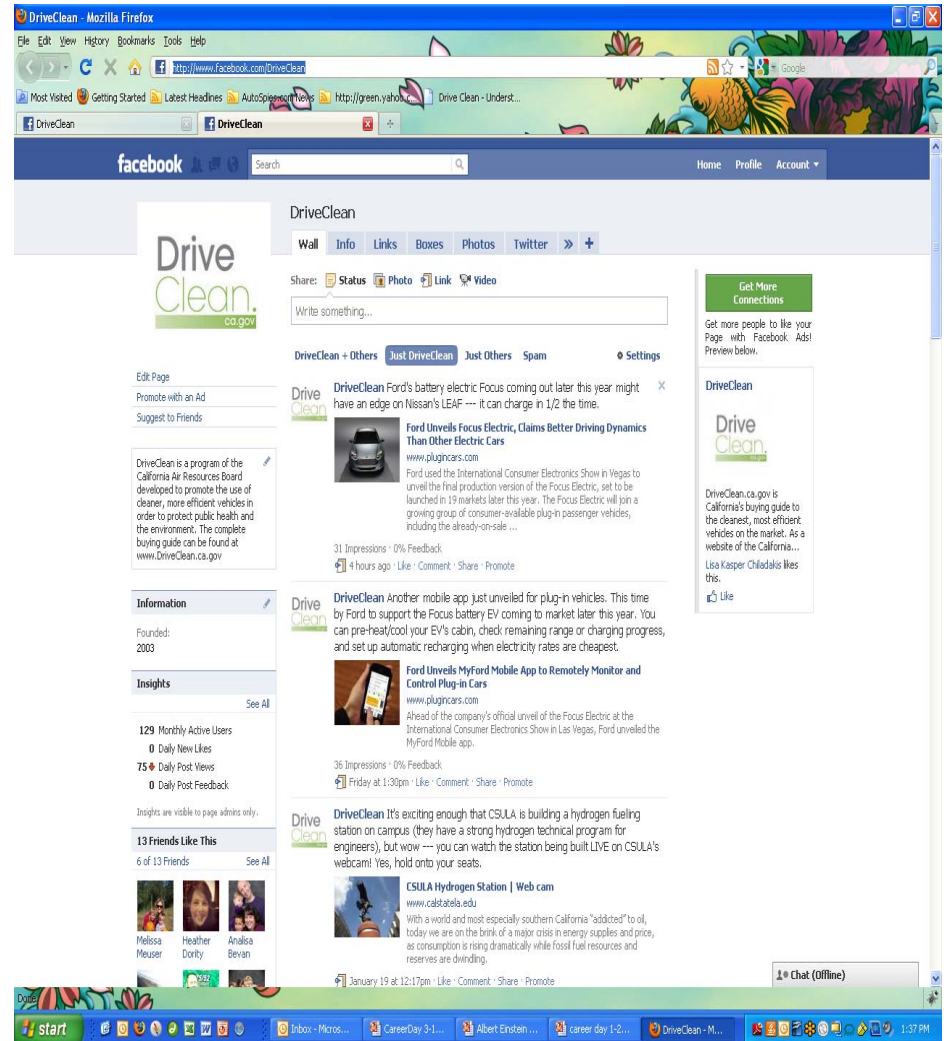
- Search & Explore:** A sidebar with filters for 'By Make/Model', 'By Category', 'By Technologies & Fuel Types', 'By Smog Score', 'By Global Warming Score', 'By Engine Family', 'Calculate Savings', 'By Incentives', 'By Driving Habits & Fuel Costs', 'Vehicle Comparison', and 'Tools & Calculators'.
- DriveClean Buying Guide:** A central section with a 'START STOP Engine' button graphic. It includes a 'Start Your Research' section with 'Browse by Make and Model' (Year, Make, Model) and 'By Category' (Sedan, Wagon, Van/Minivan, Coupe, Pickup, Crossover, Sports Car, SUV, Neighborhood).
- Technologies & Fuel Types:** A section with icons for Hybrid Electric, Battery Electric, Compressed Natural Gas, Ethanol (E85) Flex Fuel, Gasoline, and Diesel, each with a 'Learn more' and 'View vehicles' link.
- Quick Compare:** A section for comparing three vehicles with dropdown menus for Year, All Makes, and All Models, and a 'Compare' button.
- Environmental Performance:** A section with a graphic of an EP Label and text: 'Understand the EP Label. Look for the Environmental Performance Label on all new cars in California. See how cars rate when it comes to air pollution. Learn More >'.
- Find Clean Vehicles:** A section with a slider for 'Global Warming Score' and 'Smog Score', both ranging from 1 to 10, with 'GO' buttons.
- Popular Searches:** A table with three columns: 'Cleanest Cars', 'Hybrid SUVs', and 'Cars with Incentives'. Each column lists vehicles with their GWS and SS scores.

At the bottom, there is a footer with the California State Seal, the DriveClean.ca.gov logo, and a 'Search & Explore' section with links for 'By: Make/Model | Category | Technologies & Fuel Types | Smog Score | Global Warming Score | Engine Family'.

- All certified vehicles
- EP Label scores
- Side by side comparisons
- Incentives
- Fueling/Charging information

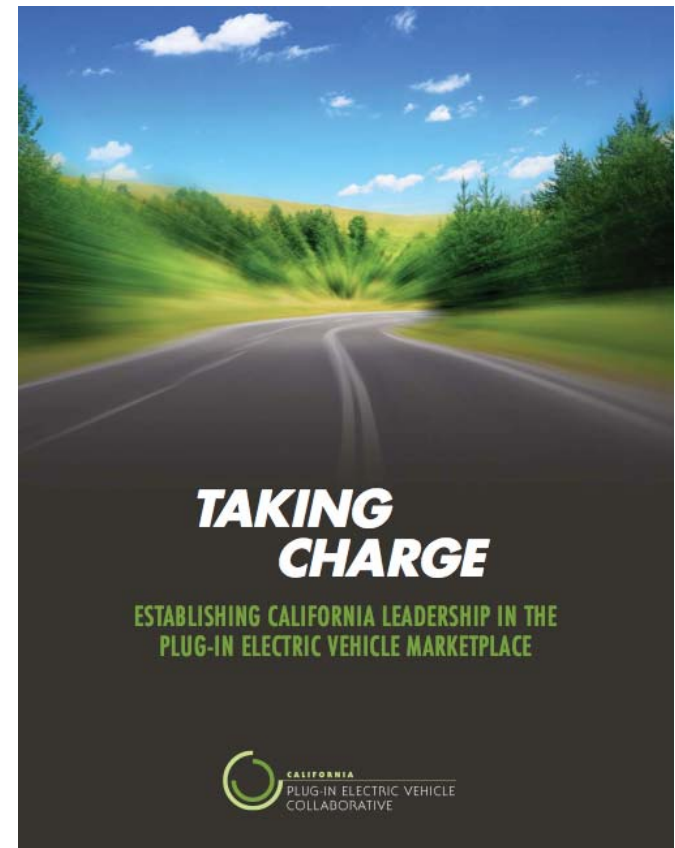
Join us on Facebook

- www.facebook.com/driveclean
- Learn about the latest cars and technologies



California PEV Collaborative

- Public-Private partnership
- Released Strategic Plan in December 2010
- Will continue for next two years to help achieve market growth by 2020
- Mission is to facilitate deployment of PEVs in CA
- Goal is to fill in the gaps and not take over what is already being done



PEVC Workgroups

- Infrastructure
 - Look at state codes and policies to clarify rules and provide recommendations
 - Share guidelines and experiences
 - Evaluate effectiveness of public infrastructure for future planning
 - Align & coordinate multiple incentives
- Messaging and Communications
 - Common set of core messages
 - Central clearinghouse/coordinate mapping tools
- Enabling Market Expansion and Research

Conclusions

- This is an exciting time for California
- We are aligning with Federal Government
- Many electric drive vehicles are coming to market
- The State wants to play a key role to ensure the success of plug-in electric vehicles to meet our economic, energy and environmental goals.

Contacts:

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Links:

ARB's Advanced Clean Cars –

www.arb.ca.gov/msprog/clean_cars/clean_cars.htm

Drive Clean - www.driveclean.ca.gov

Drive Clean on Facebook – www.facebook.com/driveclean

CVRP - energycenter.org

PEV Collaborative - www.evcollaborative.org

HOV information –

www.arb.ca.gov/msprog/carpool/carpool.htm