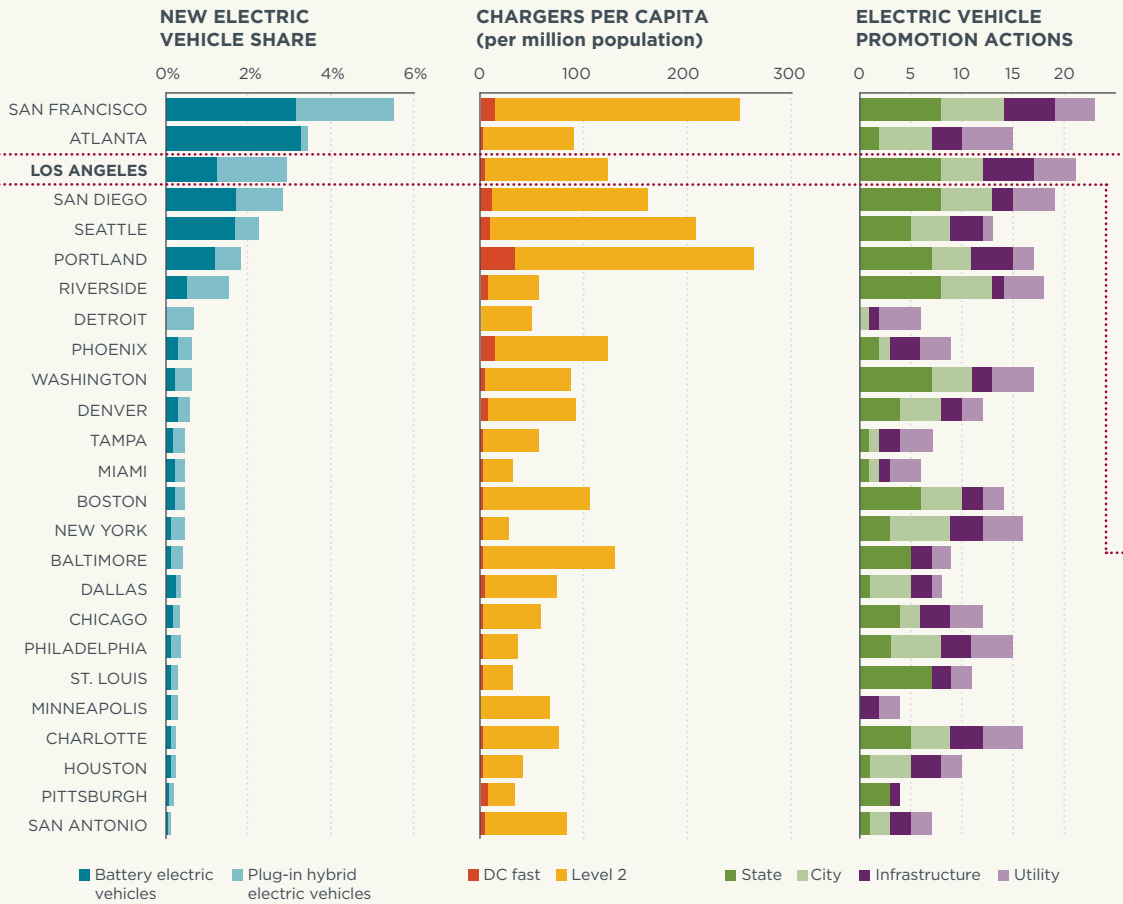
LOS ANGELES

Los Angeles, California, is a **leading electric vehicle hub.** The metropolitan area, with over 20,000 sales per year, has the **most electric vehicle sales in the U.S.,** and the **third-highest electric vehicle share of new vehicle sales.** The development of the electric vehicle market is tied to the many **local and utility promotion incentives, state-level purchase incentives, carpool lane access, extensive charging infrastructure,** and **automaker activities** that are directed at prospective Los Angeles consumers. The area also has a growing network of **companies that provide workplace charging.**

Maintaining and strengthening current policy incentives is one key to Los Angeles continuing in this leadership position. To further spur the market, Los Angeles should consider implementing additional promotion actions such as providing **local parking benefits** and incorporating electric vehicles in **car sharing programs and local fleets.**

METRO AREA ● DC FAST ● LEVEL 2

PUBLIC CHARGING IN LOS ANGELES METROPOLITAN AREA



LOS ANGELES:

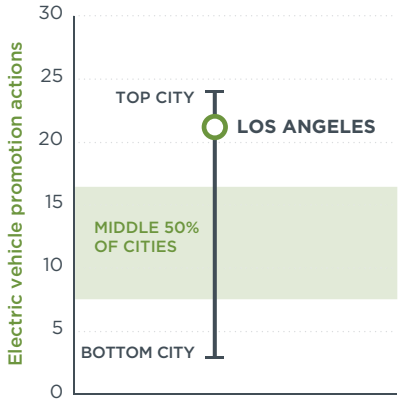
- **3rd highest** new electric-vehicle sales share
- **7th most extensive** public electric charging infrastructure
- **21 of the 30** electric-vehicle promotion actions

ACHIEVEMENTS

- BEV share 3 times U.S. average
- PHEV share 5 times U.S. average
- Employing 21 of 30 key EV promotion actions to attract an assortment of consumers
- Purchase subsidies have primed the market
- Carpool lane access increasing consumer appeal
- Extensive public charging infrastructure network

OPPORTUNITIES

- Advocate to maintain state purchase subsidy and carpool lane access
- Extend, expand, and increase awareness about consumer incentives
- Expand innovative programs such as EV placement in car sharing, rental, taxi, and government fleets
- Further incentivize EV ownership with parking benefits



WHAT **LOS ANGELES** IS DOING TO PROMOTE ELECTRIC VEHICLES

	STATE		CITY		UTILITY	
Policy Foundation	**State ZEV Program**	✓	City EV strategy	○		
	State low carbon fuel policy	✓	**Streamlined EVSE permitting process**	✓		
			EV-ready building codes	✓		
Consumer Benefits	**State BEV purchase subsidy**	✓	City vehicle purchase subsidy	○	Utility charging pilot or other research	○
	State PHEV purchase subsidy	✓	City parking support	○	**Utility preferential rates for charging**	✓
	State fee reduction or testing exemption	○	City EV supply equipment financing	○	**Utility home charger support**	✓
	State home charger incentive, support	✓	**City carpool lane (HOV) access**	✓		
	State public charging	✓	**City-owned EV chargers**	✓		
	State parking benefit	○	**US DOE EV Project key area**	✓		
Visibility and Outreach	**State fleet purchasing incentive**	✓	**Workplace charging partners**	✓	**Utility website, information materials**	✓
	State manufacturing incentive	✓	**City car sharing program link**	✓	Utility cost comparison tool	○
			City website or info materials	✓	**Other utility outreach activity**	✓
			City outreach or education events	○		
			City fleet purchasing	✓		

WHAT CAN BE DONE TO BETTER PROMOTE ELECTRIC VEHICLES?
EVERYONE HAS A ROLE...

STATES Lock in electric vehicle support policies for several years into the future

CITIES AND REGIONAL GROUPS Optimize infrastructure roll-out; create dedicated EV parking; adopt EVs in fleets

LOCAL BUSINESSES Install workplace-charging equipment; encourage employees to drive EVs to work

AUTOMAKERS Make more models more widely available; enhance marketing outreach, and education

CAR DEALERS Promote electric vehicle models; help consumers understand total cost of ownership and education on charger availability

UTILITIES Continue to inform potential EV consumers of benefits; promote low-cost off-peak charging

CONSUMERS Test drive new electric vehicle models; calculate the potential fuel savings

EV = Electric Vehicle; **BEV** = Battery Electric Vehicle; **PHEV** = Plug-in Hybrid Electric Vehicle; **EVSE** = Electric Vehicle Service Equipment; **DC** = Direct Current
Based on "Assessment of leading electric vehicle promotion activities in US cities," available at http://theicct.org/leading-us-city-electric-vehicle-activities.
Note on sources: Vehicle share data based on IHS Automotive 2014 registrations. Electric charger data is from the US DOE Alternative Fuel Data Center.
The **U.S. City Electric Vehicle Profile Project** is an initiative of the 11th Hour Project, sponsored by the Schmidt Family Foundation.
Collaborators include the C40 Cities Climate Leadership Group and the Center for Climate and Energy Solutions.

http://www.theicct.org/us-city-electric-vehicle-profiles-2015

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11TH HOUR PROJECT
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