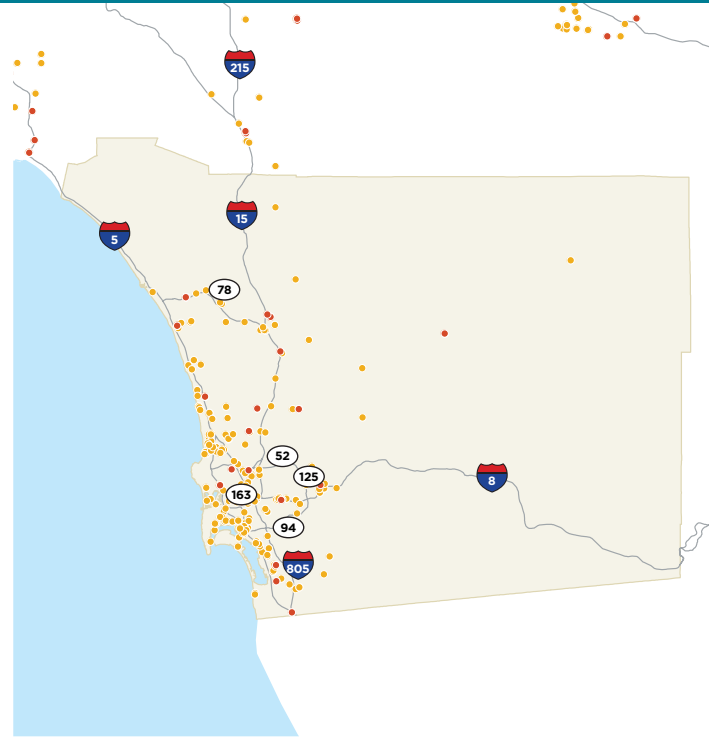


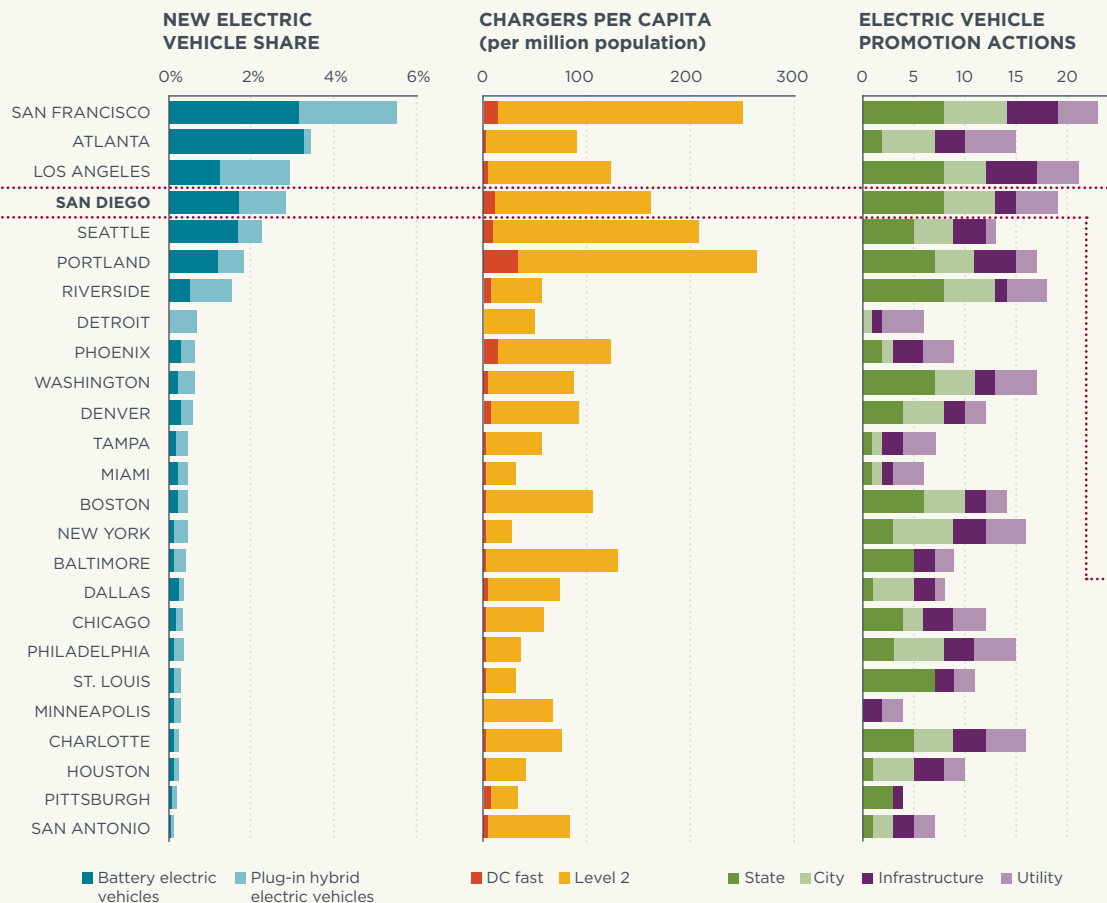
## SAN DIEGO

San Diego, California, is a **leading electric vehicle hub**. State and local policies such as **purchase incentives, carpool lane access, extensive charging infrastructure, and automaker activities** directed at prospective San Diego consumers have put the area among the **top 5** for electric vehicle sales. The share of San Diego's vehicle market captured by battery electric vehicles is about **four times the national average**.

**Maintaining and strengthening current policy incentives** is one key to San Diego continuing in this leadership position. To spur the market, San Diego should also consider implementing additional promotion actions, such as expediting **permitting processes** for service equipment, integrating electric vehicles and their infrastructure into **building and zoning codes and land use planning, offering local parking support,** and expanding use of electric vehicles in **car-sharing programs and local fleets**.



■ METRO AREA ● DC FAST ● LEVEL 2  
PUBLIC CHARGING IN SAN DIEGO METROPOLITAN AREA



### SAN DIEGO:

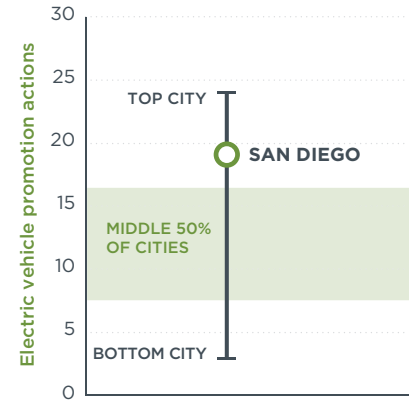
- » **4th highest** new electric-vehicle sales share
- » **4th most extensive** public electric charging infrastructure
- » **19 of the 30** electric-vehicle promotion actions

## ACHIEVEMENTS

- » BEV share 4 times U.S. average
- » PHEV share 3 times U.S. average
- » Employing 19 of 30 key EV promotion actions to attract an assortment of consumers
- » Purchase subsidies have primed the market
- » Carpool lane access increasing consumer appeal

## OPPORTUNITIES

- » Advocate to maintain state purchase subsidy and carpool lane access
- » Accelerate EVSE permitting and integrate EV infrastructure into building codes
- » Further incentivize EV owners with parking benefits
- » Expand innovative programs such as EV placement in car sharing, rental, taxi, and government fleets
- » Expand workplace charging partnerships



## WHAT **SAN DIEGO** 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>

[www.theicct.org](http://www.theicct.org) | [communications@theicct.org](mailto:communications@theicct.org)

