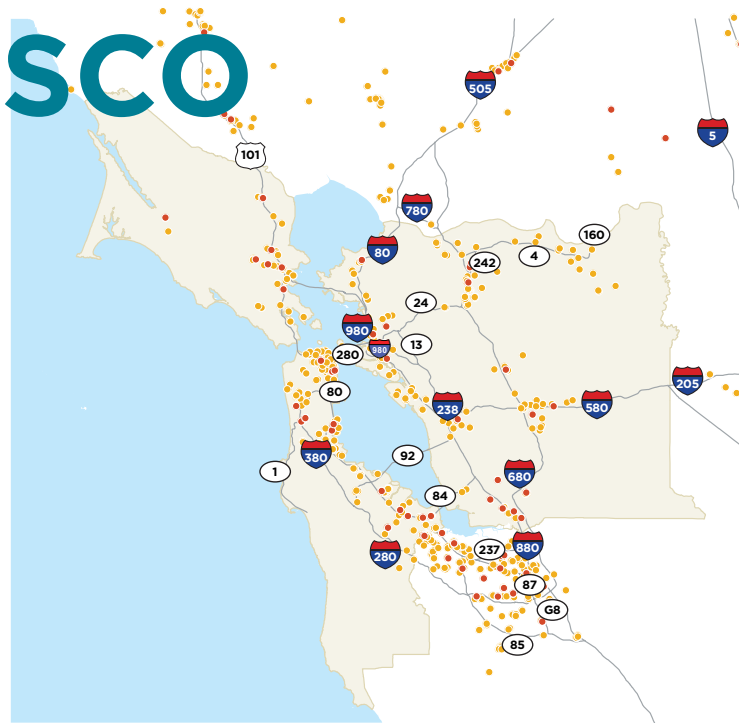


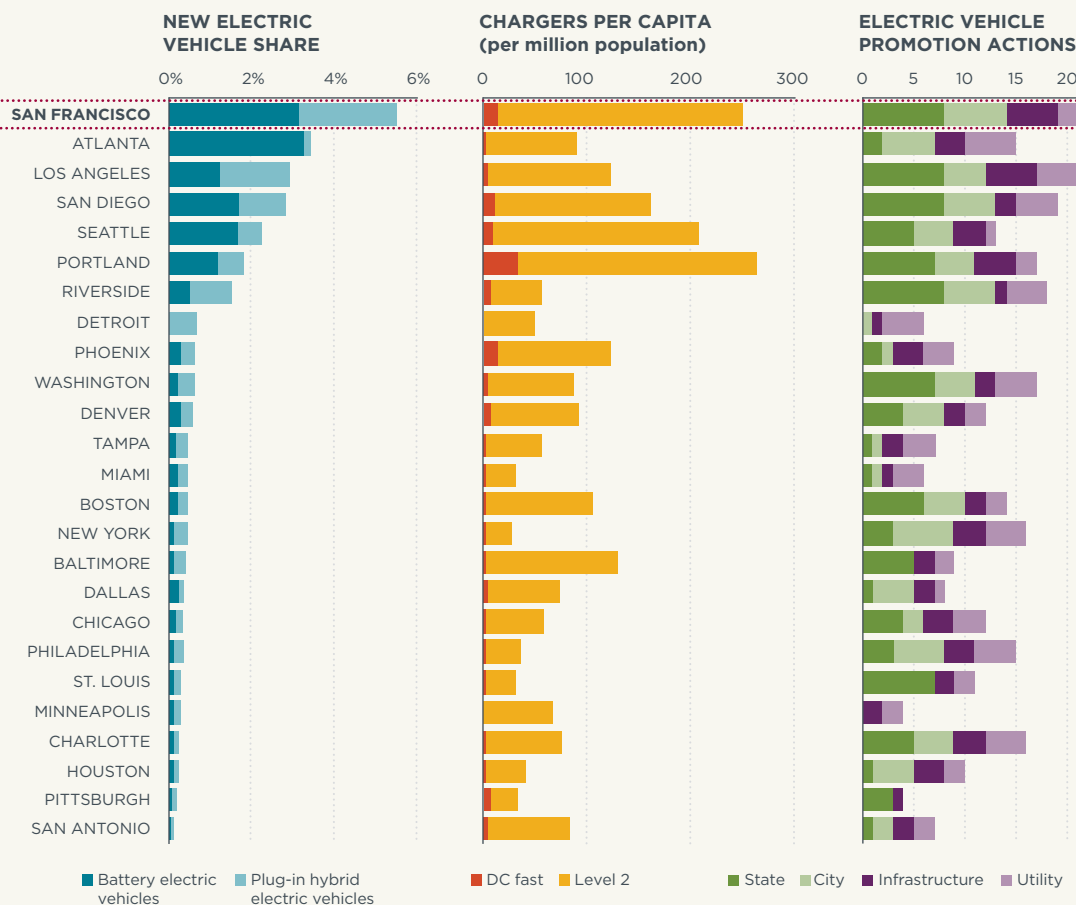
SAN FRANCISCO

San Francisco, California, is a **leading electric vehicle hub**. **5.5% of new vehicles sold in the metro area are electric vehicles**, giving San Francisco the highest uptake rate among the 25 largest U.S. metro areas. The development of the electric vehicle market is tied to the many **local and utility incentives, state purchase incentives, carpool lane access, extensive charging infrastructure, and automaker activities** directed at prospective consumers throughout the Bay Area.

Maintaining and strengthening current policy incentives is one key to San Francisco continuing in this leadership position. To spur the market, San Francisco should also consider adopting additional promotion actions, such as **offering local parking benefits** to electric vehicle owners and **streamlining electric vehicle service equipment permitting processes** to facilitate infrastructure development.



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



SAN FRANCISCO:

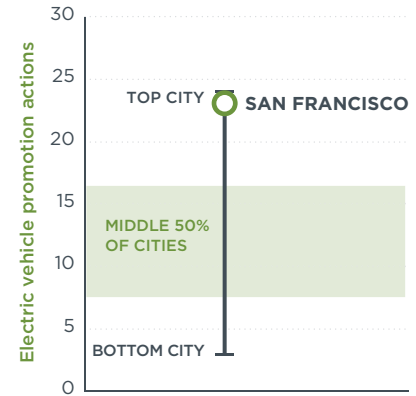
- » **1st highest** new electric-vehicle sales share
- » **2nd most extensive** public electric charging infrastructure
- » **23 of the 30** electric-vehicle promotion actions

ACHIEVEMENTS

- » BEV share 8 times U.S. average
- » PHEV share 6 times U.S. average
- » Employing 23 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
- » Expand innovative programs such as EV placement in car sharing, rental, taxi, and government fleets
- » Further incentivize EV owners with parking benefits



WHAT **SAN FRANCISCO** 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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