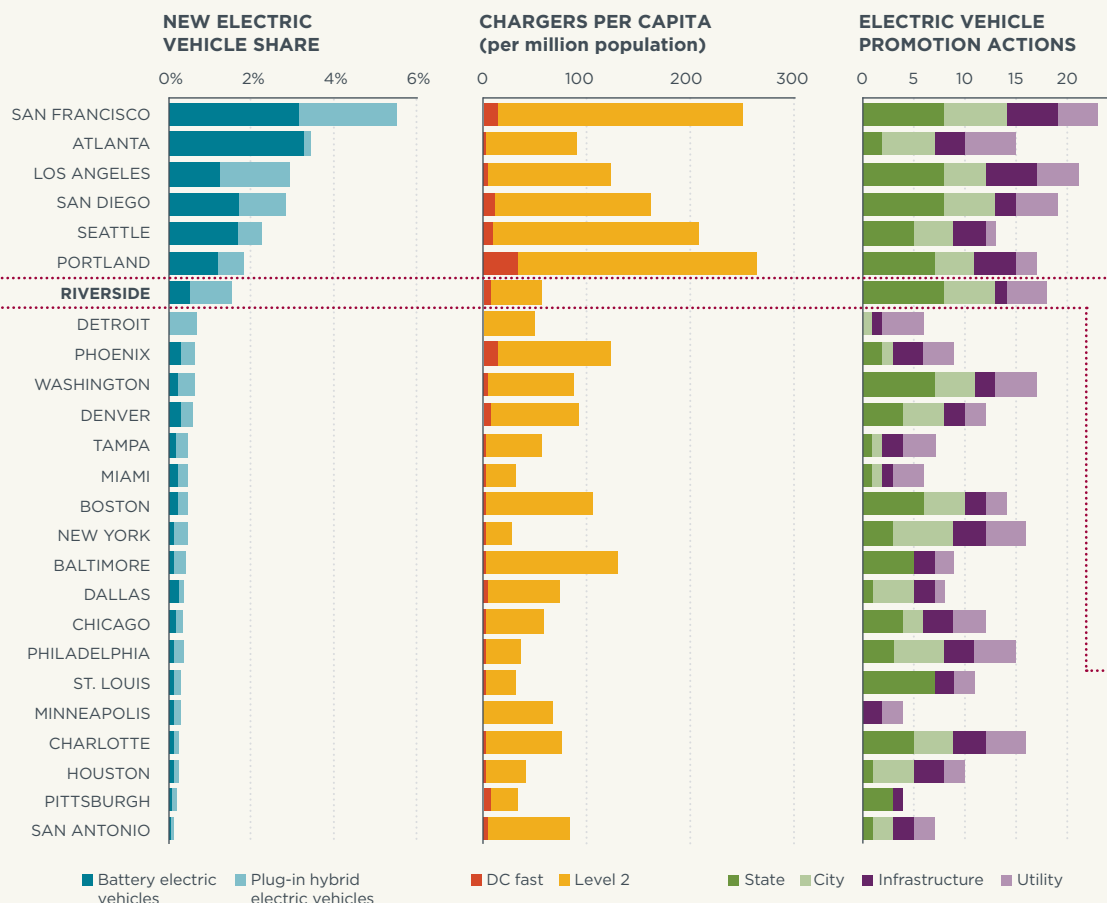
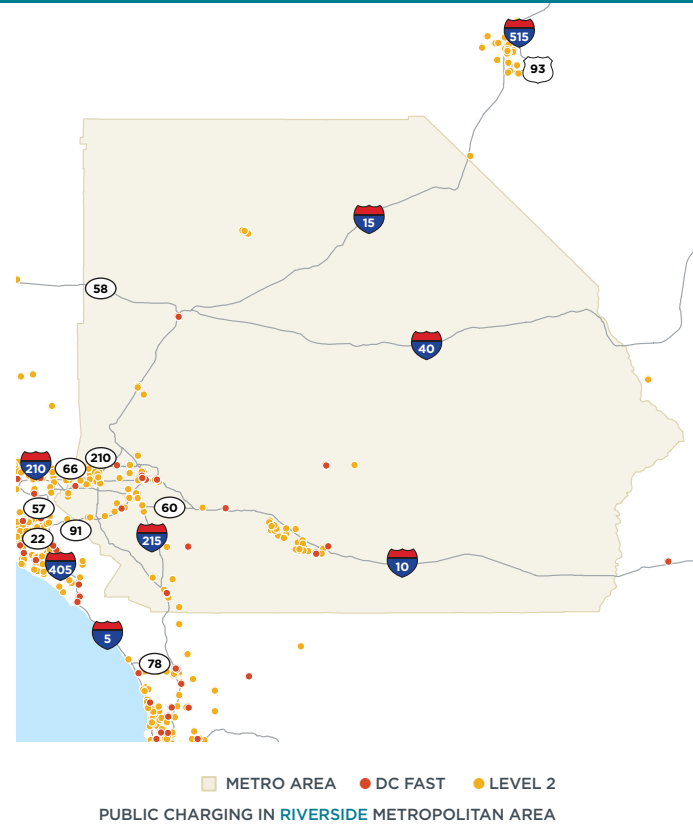


## RIVERSIDE

The **Riverside–San Bernardino** metro area has shown **above-average growth in the early electric vehicle market**. Greater Riverside has become a **leading area for plug-in hybrid electric vehicles in particular**, with sales share nearly **3 times the national average**. The development of the electric vehicle market is tied to the many applicable **local and utility promotion incentives, state-level purchase incentives, carpool lane access, and automaker activities** directed at prospective consumers. Electric vehicle buyers benefit from an additional **city purchase subsidy of up to \$500** per battery electric vehicle.

Although consumers in the area benefit from a strong combination of promotion actions, Riverside–San Bernardino has a relatively low share of battery electric vehicles and below average public charging infrastructure coverage. To spur the market, Riverside should **consider expanding charging infrastructure (public, multi-unit dwelling, and workplace)** as well as implementing such additional actions as expediting **permitting processes** for service equipment, providing **local parking benefits**, and integrating electric vehicles and their charging infrastructure into **building and zoning codes and land use planning**.



**RIVERSIDE:**

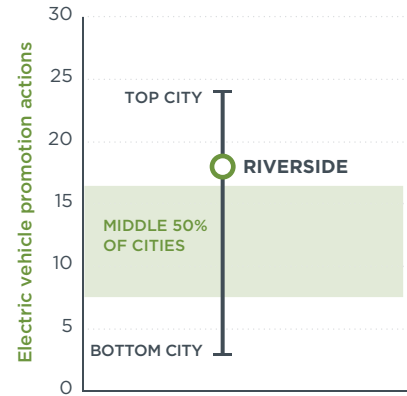
- » **7th highest** new electric-vehicle sales share
- » **18th most extensive** public electric charging infrastructure
- » **18 of the 30** electric-vehicle promotion actions

## ACHIEVEMENTS

- » PHEV share nearly 3 times U.S. average
- » Employing 18 of 30 key EV promotion actions to attract an assortment of consumers
- » Purchase subsidies have primed the market
- » Carpool lane access increasing consumer appeal
- » Above average model availability

## OPPORTUNITIES

- » Advocate to maintain state purchase subsidy and carpool lane access
- » Expand public EV charging infrastructure to increase the value and range of EVs
- » Accelerate EVSE permitting and integrate EV infrastructure into building codes
- » Expand innovative programs such as EV placement in car sharing, rental, taxi, and government fleets



## WHAT **RIVERSIDE** 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.

