



# Accelerating Transportation Electrification in Ventura County

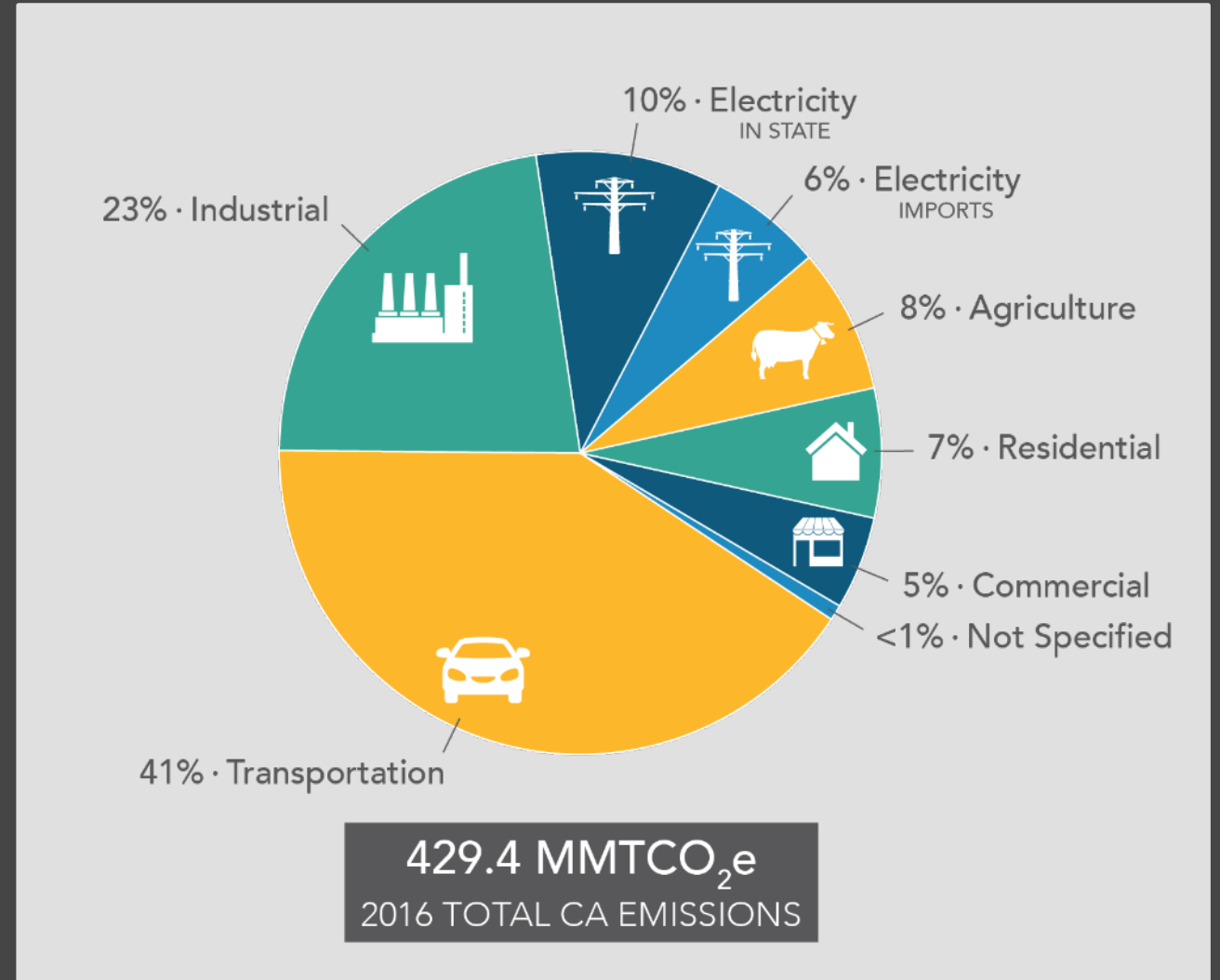
## Ventura County Electric Vehicle Readiness Blueprint

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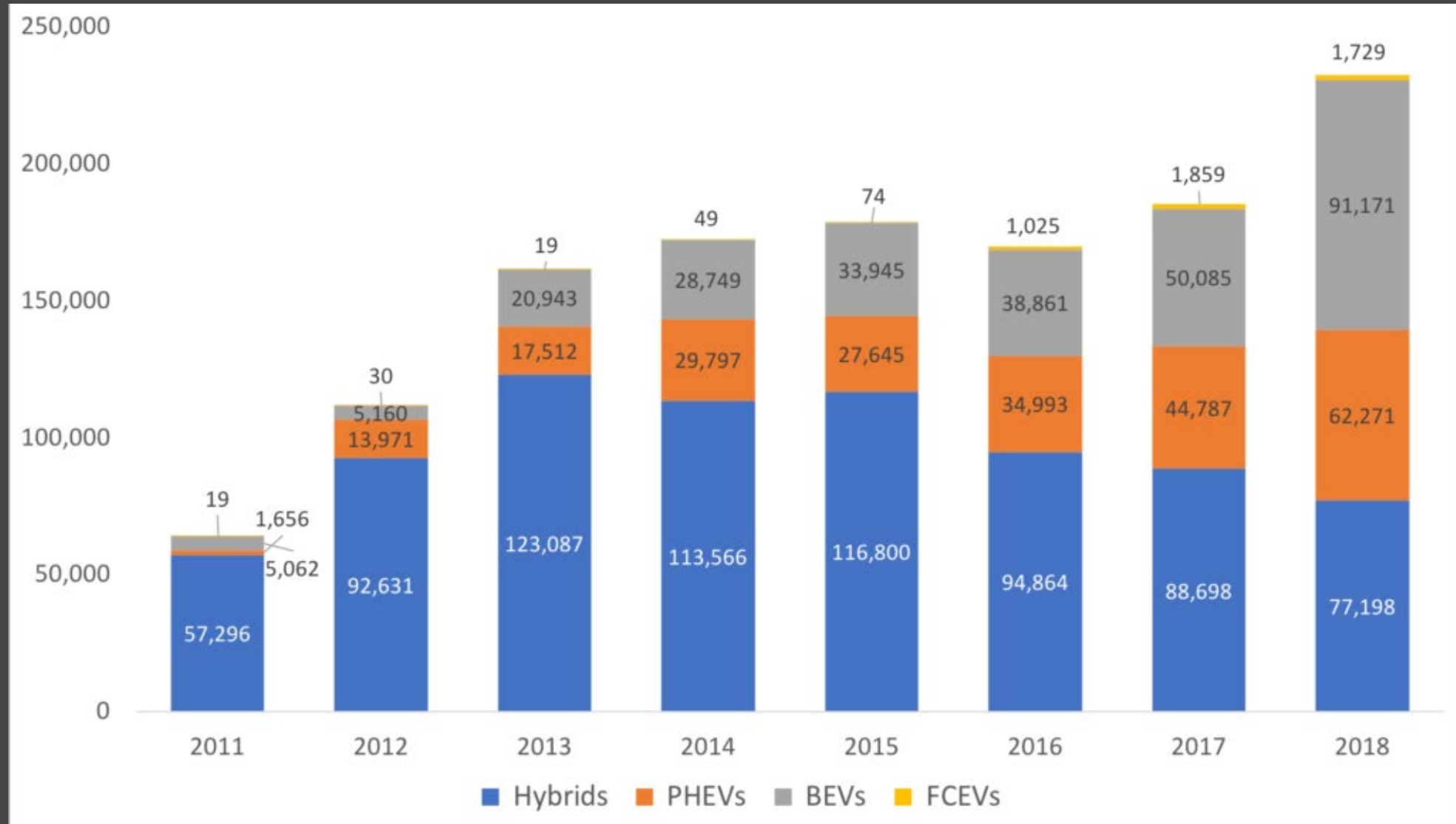
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# CALIFORNIA'S AMBITIOUS GOALS

- 5 million ZEVs in CA by 2030
  - 100,000 ZEVs countywide
- 50% of DGS's light-duty vehicle fleet purchases are ZEVs by 2025
  - 1/8 of the VTA public & municipal fleets are ZEVs
- 250,000 vehicle charging stations in CA by 2025
  - 3,000 charging stations countywide
- \$134 million to fund EV charging infrastructure



# CALIFORNIA ALTERNATIVE POWERTRAIN SALES: 2011-2018



# Ventura County EV Readiness Blueprint

## PROJECT VISION

Create replicable models for statewide transportation electrification with projects and programs that make electric vehicles accessible to everyone in our communities, enabling Ventura County to lead the way toward cleaner air and statewide climate goals.

# PROJECT GOALS

- Countywide EV Readiness Blueprint
- EV Accelerator Plans for the City of Oxnard, City of Ventura, and Port of Hueneme
- EV outreach & education
- Charging infrastructure planning
- Focus on workplaces, multifamily housing, low-to-moderate income households, and disadvantaged communities.
- Share resources and create opportunities



# PROJECT PARTNERS



# PROJECT STRATEGIES

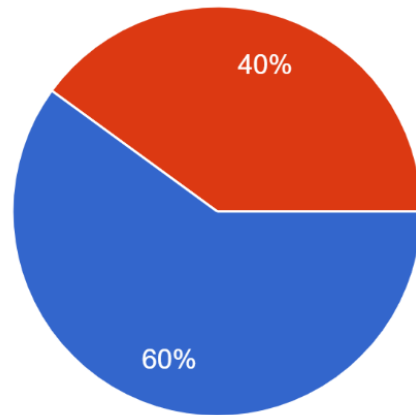
- Coalition building
- Identify top-priority locations for charging
- Remove barriers to station development and increase access to charging
- Broaden awareness of financial benefits and incentives with multi-lingual outreach
- Prioritize low-to-moderate income areas to promote equitable access
- Conduct surveys on EV awareness



# COUNTY OF VENTURA WORKPLACE SURVEY

Would you consider purchasing or leasing a plug-in electric vehicle if you are in the market for a new or used automobile?

903 responses



- Yes, I would consider purchasing a plug-in electric vehicle
- No, I would not consider purchasing a plug-in electric vehicle

Of 903 employee respondents, 60% said they would consider purchasing a new or used EV



# PROPOSED PROJECT TARGETS BY JURISDICTION\*

Targets	Ventura County	City of Ventura	City of Oxnard
2030 Communitywide	116,777	14,000	26,562
1/8 Fleet Transition	115 of 1,125 County vehicles	21 of 258 City vehicles	63 of 665 City vehicles
2025 Level 2 Charging Stations	2,500-3,700	259	574
2025 DCFC Charging Stations	100-300	1 per year	1 per year

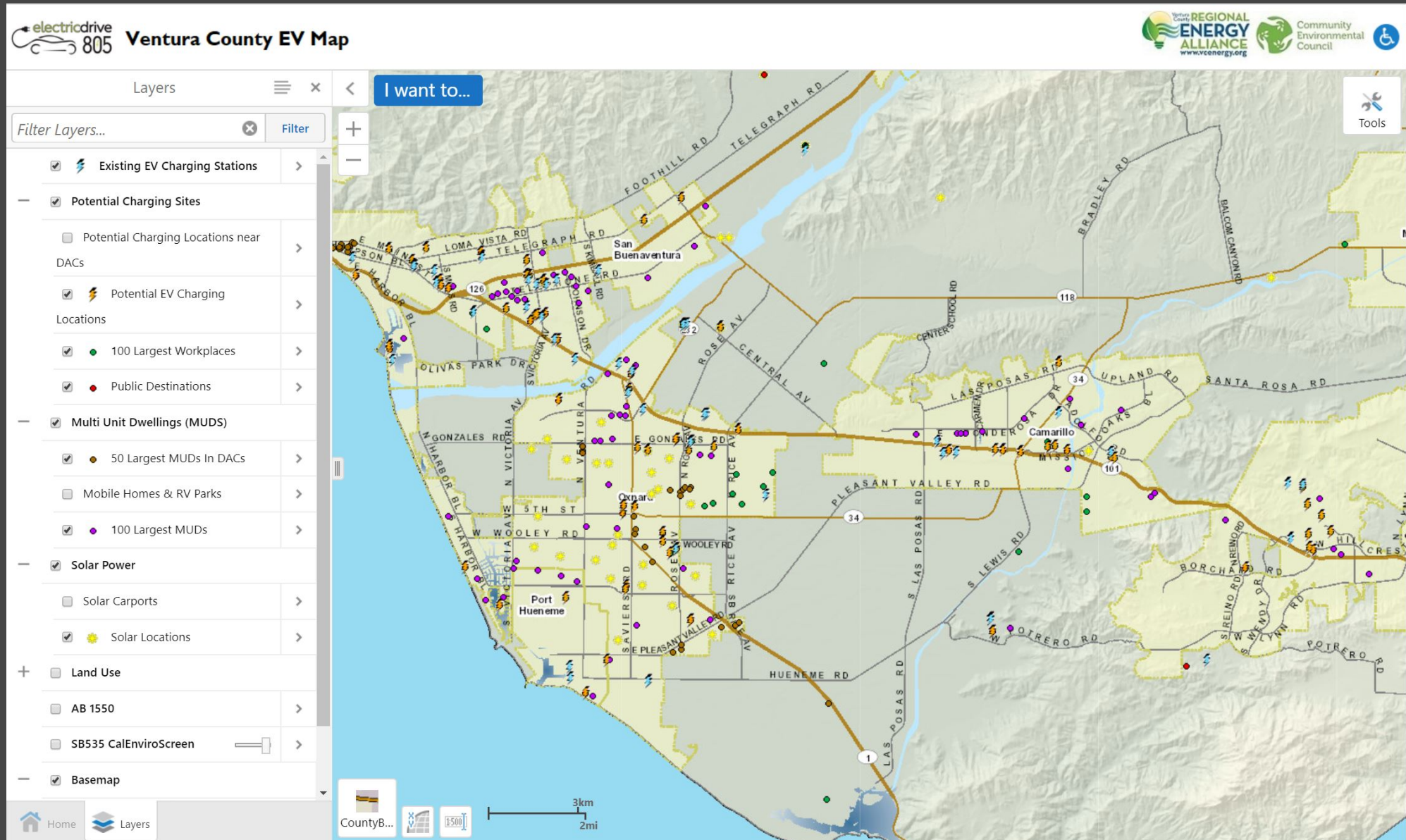
\*Based on analysis from the Electric Vehicle Infrastructure Projection (EVI-Pro) computer simulation tool, jointly developed by the National Renewable Energy Laboratory (NREL) and the California Energy Commission.

# PROJECT ACCOMPLISHMENTS

- EV Ready Communities Coalition & Stakeholders
  - 25+ organizations engaged
- Direct Workplace & MDU Outreach
  - >100 calls to local businesses & multi-family properties
- Community Outreach
  - Focus Groups with >100 total participants
  - EV 101 “Lunch & Learns”
  - Community events & Green Car Shows
  - English and Spanish EV-related brochures
- Step by Step Implementation Guide
- 49 Funding-Ready Projects developed
- Interactive EV planning tool & 6 core regional maps



# VENTURA COUNTY INTERACTIVE EV MAP



# PROJECT COLLABORATIONS

## Housing Authority of the City of San Buenaventura

- Core EV Ready Communities Coalition Member
- Listening sessions with Westview residents
- Facilitated APCD grant funding for 2 EV charging stations
- Developed concept for Blueprint funding-ready projects
  - Clean Mobility Voucher Pilot Program funding

# PROJECT COLLABORATIONS

## Mixteco Indigena Community Organizing Project (MICOP)

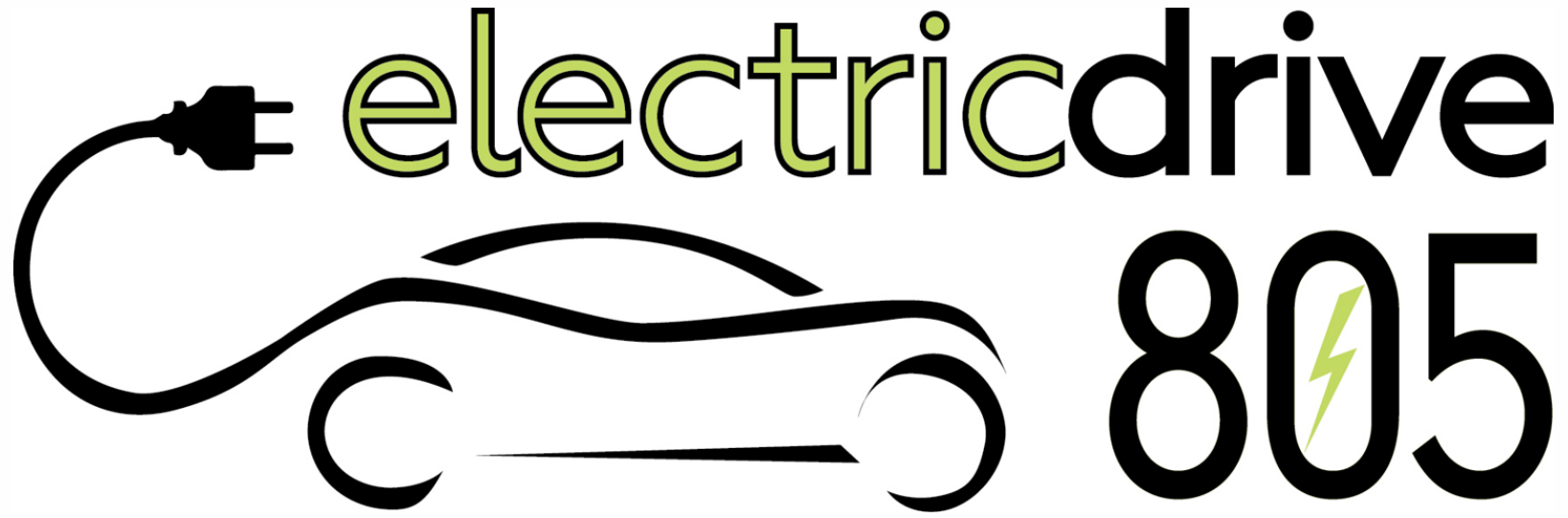
- Identified unmet transportation needs of community.
- Developed concept for Blueprint funding-ready projects.
- Submitted CARB AB 617 Community Air Grant with 3 project partners.
  - Community Electric Van Pool that monitors air quality.

# CHALLENGES & BARRIERS

- **Accessibility:** Renters and lower-income households need reliable access to charging
- **Awareness:** Limited knowledge of benefits and rebates
- **Affordability:** Incentive amounts are not enough for lowest income households
- **Engagement:** Different levels of stakeholder knowledge and participation
- **Compliance:** Some jurisdictions do not have streamlined permitting processes
- **Equity:** Many communities face unmet transportation needs

# REGIONAL DEVELOPMENTS

- Developing Electric Drive 805
  - Regional partnership to advance transportation electrification in San Luis Obispo, Santa Barbara, and Ventura Counties
- Counties of Ventura and Santa Barbara transitioning to fleet electrification
- CALeVIP
  - Local partners developing regional CALeVIP program(s)
- CARB funding opportunities for Disadvantaged Communities



Thank you!

Questions?

What else would you like to know?

