

Accelerating Transportation Electrification in Ventura County

Ventura County Electric Vehicle Readiness Blueprint

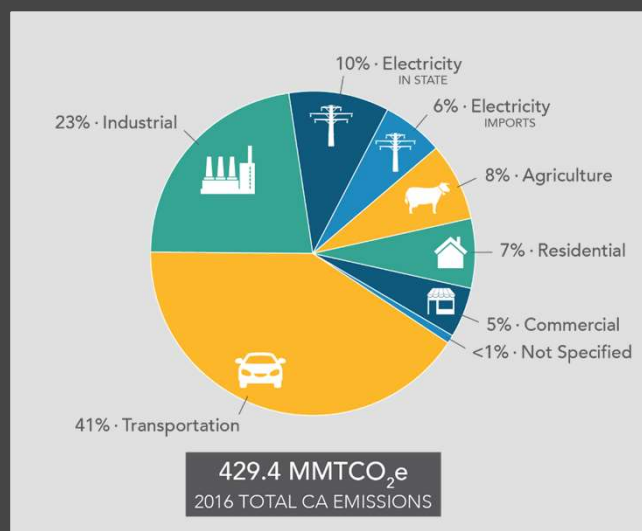


Heather Allen
Program Administrator
County of Ventura/VCREA

1

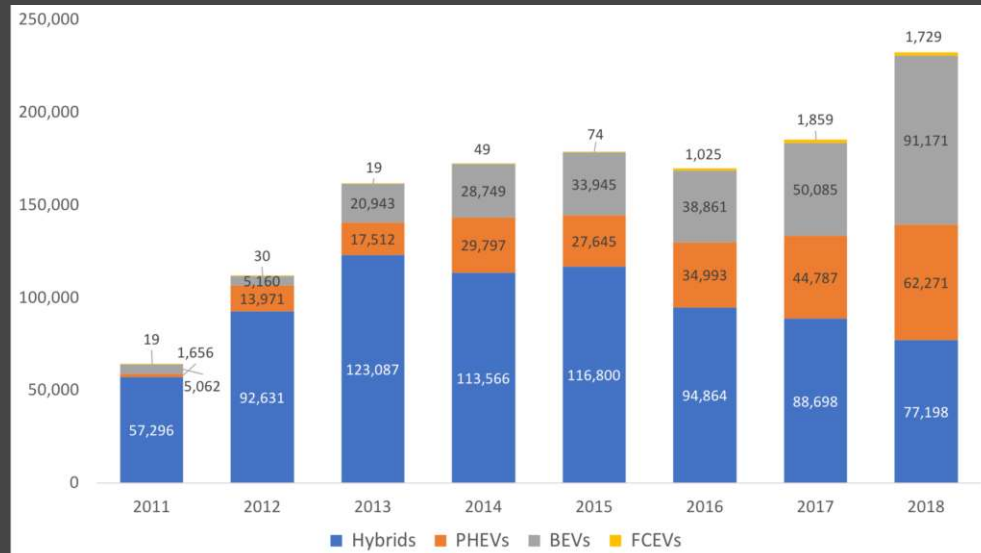
CALIFORNIA'S AMBITIOUS GOALS

- 5 million ZEVs in CA by 2030
 - 100,000 ZEVs countywide
- 250,000 vehicle charging stations in CA by 2025
 - 3,000 charging stations countywide
- \$134 million needed to fund EV charging infrastructure
 - \$14 million needed countywide



2

CALIFORNIA ALTERNATIVE POWERTRAIN SALES: 2011-2018



3

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.

4

PROJECT GOALS

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



5

PROJECT PARTNERS



6

PROJECT STRATEGIES

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

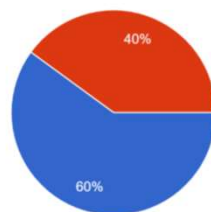


7

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

8

PROPOSED PROJECT TARGETS BY JURISDICTION*

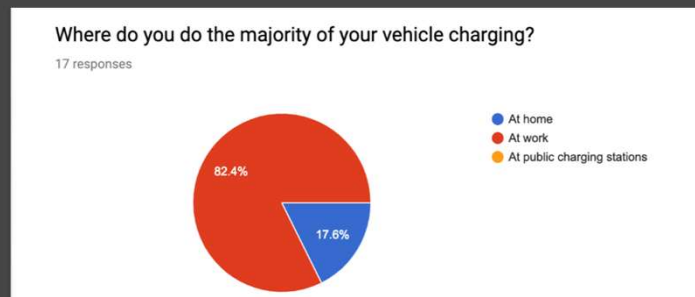
Targets	Ventura County	City of Ventura	City of Oxnard
2030 Communitywide	116,777	14,000	26,562
1/8 Fleet Transition	115 of 1,125 County vehicles	21 of 258 City vehicles	63 of 665 City vehicles
2025 Level 2 Charging Stations	2,500-3,700	259	574
2025 DCFC Charging Stations	100-300	1 per year	1 per year

*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.

9

ADDITIONAL SURVEY RESULTS

- 1,214 workplace responses but only 47 multifamily responses
 - Difficulty building interest among multifamily property owners
- More than 350 responses for EV barriers and needs
- Many misconceptions about EVs and concerns about charging access



10

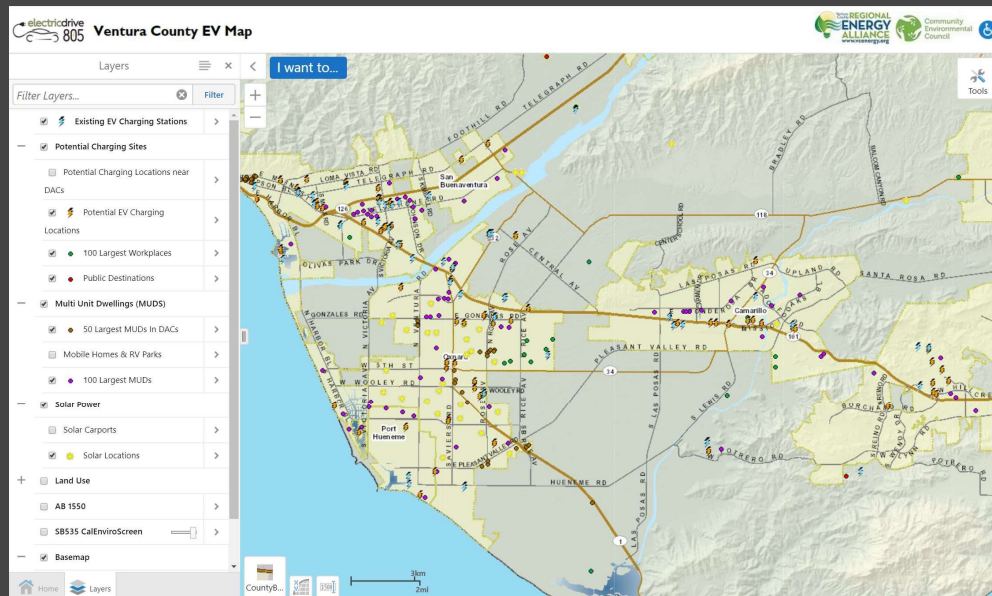
PROJECT ACCOMPLISHMENTS

- EV Ready Communities Coalition & Stakeholders
- Direct Workplace & MDU Outreach
- Community Outreach
 - 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



11

VENTURA COUNTY INTERACTIVE EV MAP



12

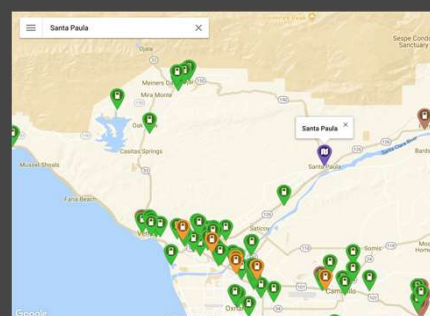
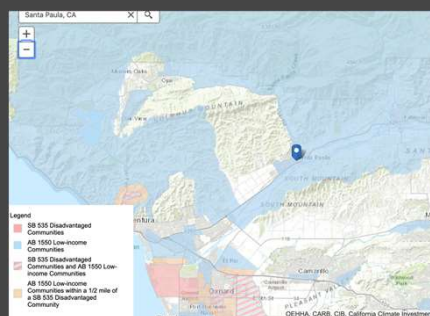
CHALLENGES & BARRIERS

- **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
- **Data:** Limited permit and charging station data

13

IDENTIFIED NEEDS

- Solutions beyond personal EV ownership
- Expanded multilingual outreach and engagement
- “EV Coach” support for all prospective EV buyers and EV infrastructure development
- Step-by-step toolkits for local governments & stakeholders
- Programs and incentives to address concerns about battery replacement cost
- Expanded infrastructure access in most-impacted communities

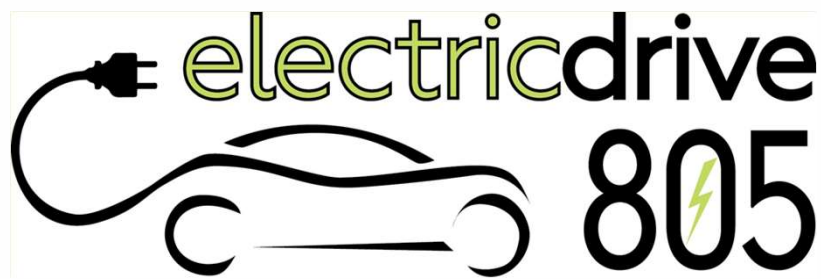


14

REGIONAL DEVELOPMENTS

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

15



Thank you!



[Ventura County Electric Vehicle Readiness Blueprint](#)

16