



Accelerating Beyond Early Adopters

to achieve equitable & widespread electric vehicle use
in the San Francisco Bay Area



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May 21, 2019



Agenda

- Introduction
- Status of EV adoption in SF Bay Area
- Benefits of EV Equity
- Efforts to accelerate equitable & widespread EV adoption
 - Clean Cars for All Program
 - Charging infrastructure incentives
 - EV market research study

Bay Area Air Quality Management District

7.4 M



5,000 mi²
(13,000 km²)



1950's

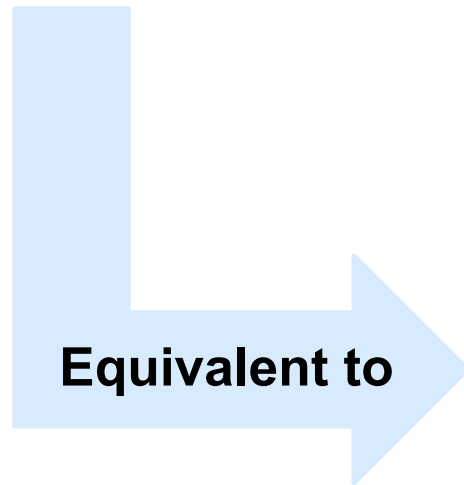


2019



Bay Area has a high rate of EV adoption

More than **180,000 EVs** in the Bay Area (January 2019)



3% of vehicles in the Bay Area

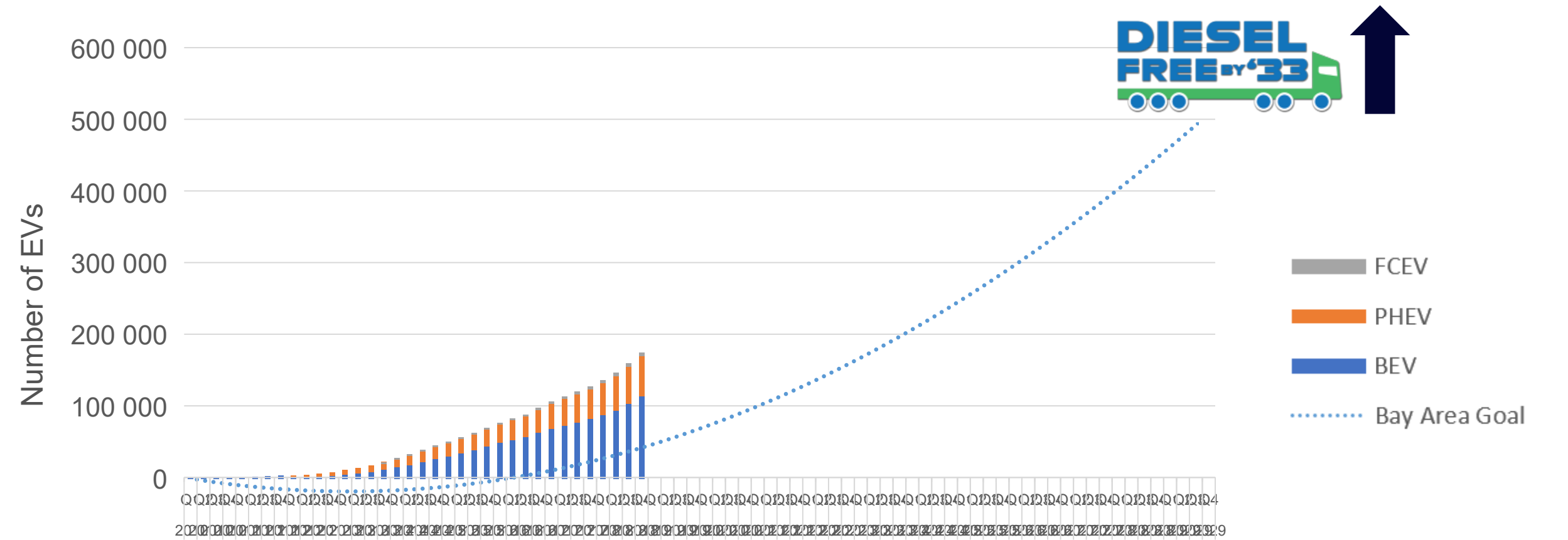


50% of EVs in California



25% of EVs in the U.S.

Need to accelerate EV adoption

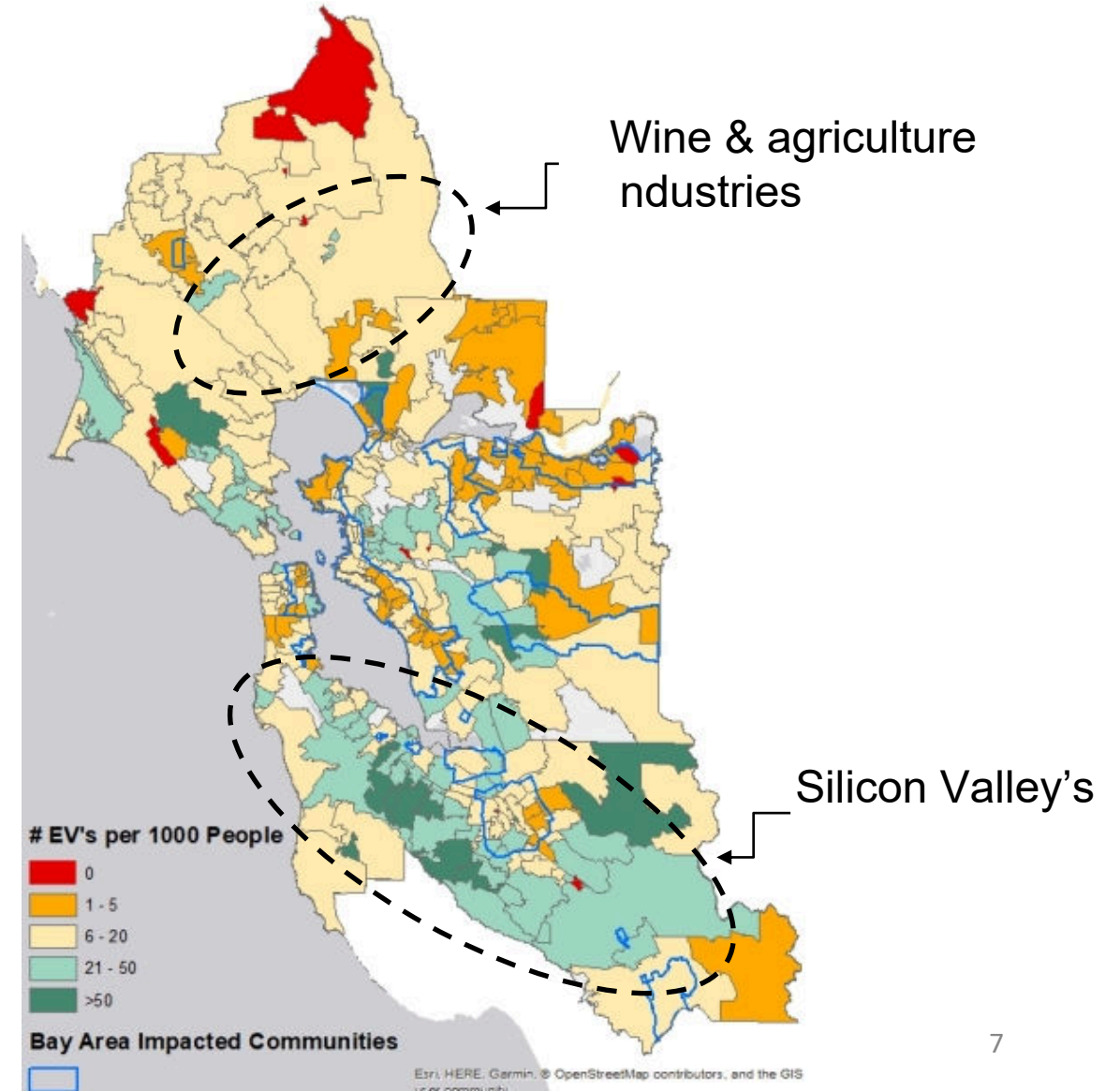


Demographics of Early EV Adopters

Age	50%	40 – 59 years old
Race	56%	White/Caucasian
Gender	72%	Male
Education	79%	≥Bachelor's Degree
Home Type	77%	Detached homes



Adoption has been
uneven



Benefits from EV Equity

For Consumers



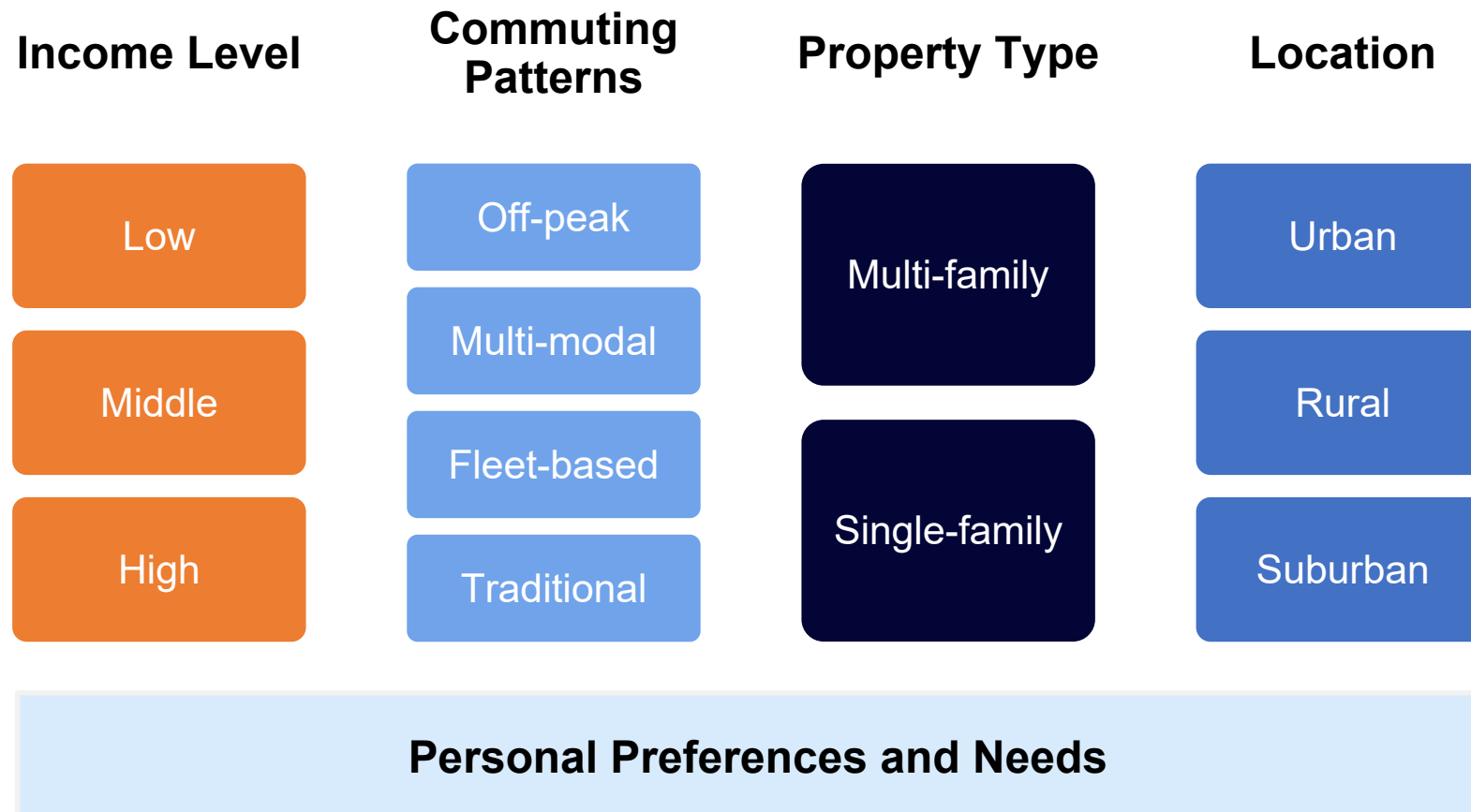
- Fuel savings, lower maintenance, ride quality
- Improved air quality in disadvantaged communities

For Region & Climate

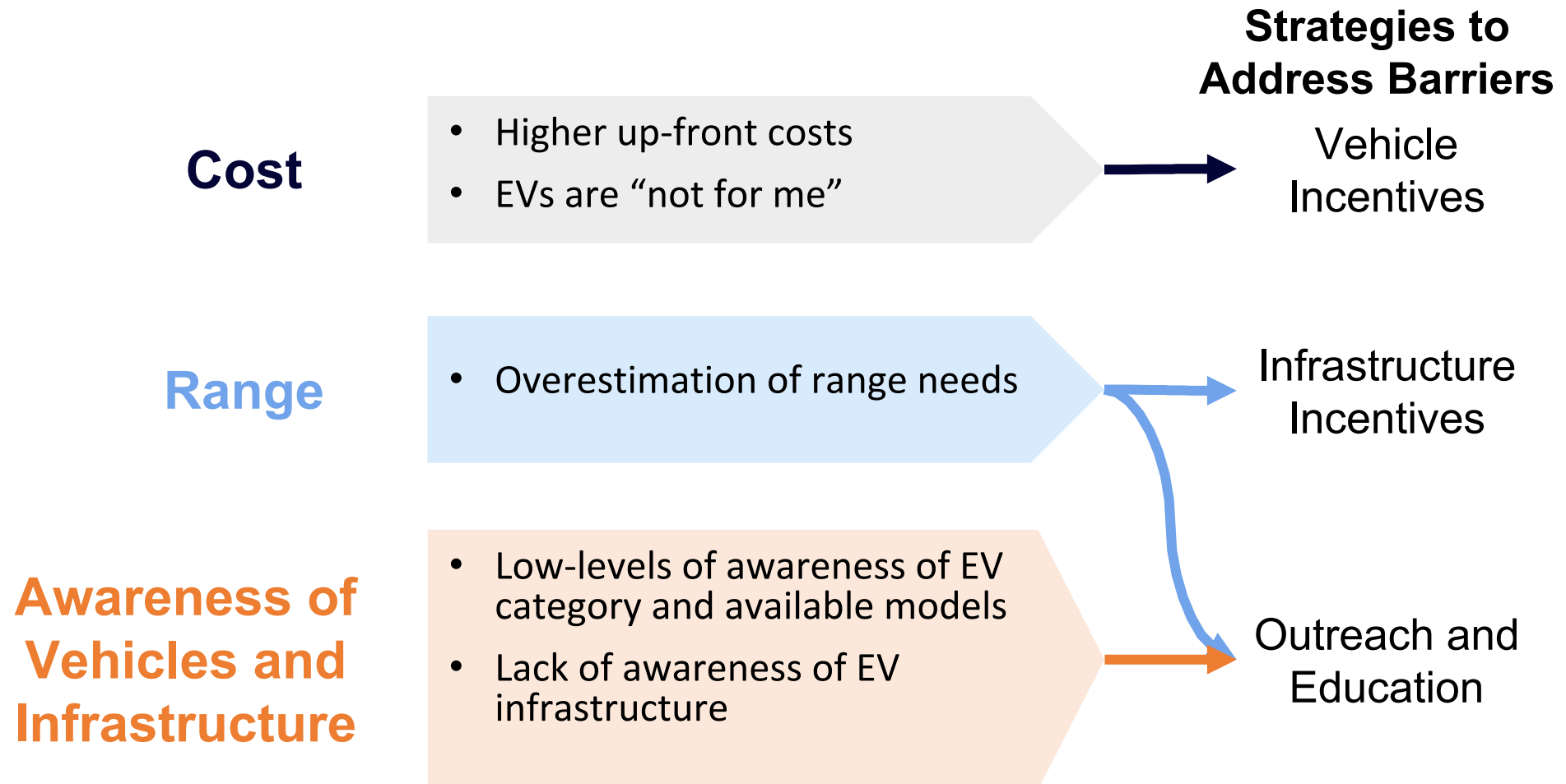


- Expanded EV usage and charging network
- Scale-up of EV market beyond early adopters
- Reduced demand and use of fossil fuels

Supporting Widespread EV Adoption



Addressing Perceived Barriers to EV adoption



Cost of Living and EV Affordability

% of Federal Poverty Level	Income for Family of 4	Average Disposable Income (Based on Oakland Cost of Living)
≤225%	\$57,938	-\$14,154
≤300%	\$77,250	\$5,158
≤400%	\$103,000	\$30,908

Typical Battery Electric Vehicle Cost

\$11,000 (Used)

\$27,000 (New)

\$6,000 (Annual lease option)

Achieving Equitable Access to EVs



CLEAN CARS FOR ALL



Low-income residents in communities
disproportionately burdened by pollution who
turn in older vehicle



Advanced Technology

- Purchase or lease
- Hybrid, plug-in, or electric vehicle
- 8 years old or newer



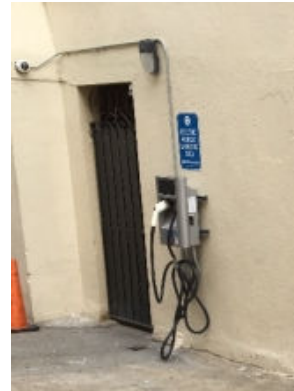
Alternative Transportation

- Clipper card
- Voucher for bike sharing, car-sharing, vanpooling

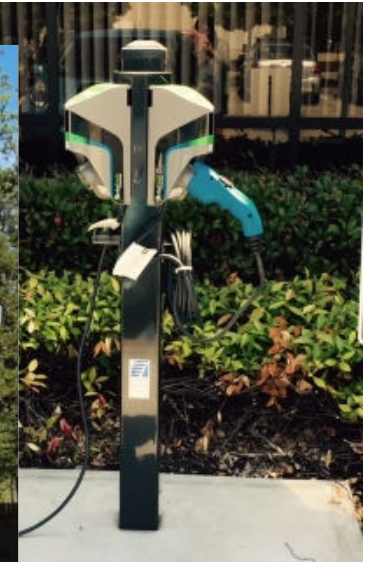
Over \$10M Awarded (2016 – 2019)



Destination



Multi-Unit Dwelling



Workplace



EV Market Research Study

Request for Proposals (RFP) Released in December 2018

- Understand **majority adopters** to move market beyond early adopters
- Understand priorities and barriers of key **market actors** that affect EV market and infrastructure

Anecdotes



Data



**Outreach
Messages**





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Infrastructure and Vehicles



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Clean Air Vehicle Decals



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Clean Power

Vehicle Rebates, EV Rate Plans



Vehicle Rebates, Infrastructure (discontinued)



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