
BOARD MINUTES FOR MEETING OF SEPTEMBER 8, 2022

As a result of the COVID-19 pandemic, the Board Meeting came to order on-line in compliance with orders, as allowed by Executive Order N-29-20 (March 17, 2020). The meeting started at 10:02 a.m.

MGSA Board Members Attending: President Greg Chanis, Vice President Chris Blunk, and Members Dan Eilerman, Nadine Hade, and Andy Poster were present. Members Adam McGill and Robert Zadnik were absent.

Program Contractors Attending: Executive Officer Michael Frank, General Counsel Pat Richardson, and MCEP Coordinator Christine O'Rourke.

A. Discuss and Consider Passing Resolution Continuing Virtual Meetings Pursuant to Assembly Bill 361 [Ortiz]

Following a brief introduction by the President and Executive Officer, the Board voted to authorize remote teleconferencing of meeting of the MGSA Board pursuant to Assembly Bill 361. Motion by Eilerman, seconded by Chanis to adopt Resolution 2022-12 authorizing teleconference meetings of the MGSA Board of Directors pursuant to Assembly Bill 361. Motion was approved 5 – 0 with McGill and Zadnik absent.

There was no public comment on the item.

B. Report from Executive Officer

The Executive Officer reported on activities since the last meeting. In particular, he mentioned:

- **Administration**
 - 1) FY 2021/22 Annual Financial Audit underway
- **MarinMap**
 - 1) Strategic Plan – Interviewing GIS / ESRI consultants
- **Taxi**
 - 1) Resolution Regarding Marin Green Cab permit delinquency
 - 2) Public Information Request regarding Taxi Program Information
- **Animal Care and Control**
 - 1) Started meetings / negotiations in September
- **Telecommunications**

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- 1) No small cell streetlight applications submitted
- **CATV**
 - 1) CMCM - Attended Board meeting and gave update on franchise fee receipts
 - 2) CMCM is not moving forward with expanding the CMCM Center into the neighboring space

C. Public Comment

None

D. Approve Minutes of August 11, 2022 Regular Meeting

Motion by Poster, seconded by Hade to adopt the minutes of the August 11, 2022 Board Meeting. Motion was approved 4 – 0 – 3 with Eilerman abstaining and McGill and Zadnik absent.

E. Marin Climate and Energy Partnership (MCEP) Electric Vehicle Masterplan Presentation

MCEP Coordinator, Christine O'Rourke, made a presentation on the status and process of the Draft Electric Vehicle Masterplan. No action was requested or taken. Slides are attached. There was no public comment on the item.

F. Budget Adjustment of CATV Program Franchise Fees


Executive Officer Frank presented the rationale for a FY 21/22 Budget Adjustment.

Following Board questions and discussion, a motion to approve Resolution 2022 - 13 to authorize the Executive Officer to execute a Budget Amendment for FY 21/22 was made by Eilerman and seconded by Blunk. The Motion to approve Resolution 2022 – 13 was approved 5 – 0 with McGill and Zadnik absent.

No public comment.

G. Adjournment

The meeting adjourned at 10:53 a.m.



Michael S. Frank, Executive Officer



MCEP Overview and Marin Countywide EV Acceleration Strategy

September 8, 2022



MARIN CLIMATE & ENERGY PARTNERSHIP (MCEP)

- Since 2007
- Partnership of all Marin jurisdictions plus MCE, TAM and MMWD
- Complete annual community-wide GHG emissions inventories and municipal inventories every five years
- Climate Action Plan Updates
- Work together to implement mutual CAP programs
 - Countywide Electric Vehicle Acceleration Strategy
 - Resilient Neighborhoods
 - Model Green Building Reach Code
 - Reusable Foodware Ordinance
 - Electric Landscape Equipment Ordinance
 - Ride and Drive Clean Marin



MARIN COUNTYWIDE EV ACCELERATION STRATEGY

- Funded through TAM's Alternative Fuel Program
- Goal is to accelerate EV adoption to meet targets set in each jurisdiction's Climate Action Plan
- Intent is to develop a plan that can be accepted/adopted by all jurisdictions



PROCESS TO CREATE THE EV ACCELERATION STRATEGY

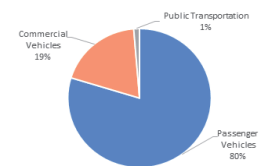
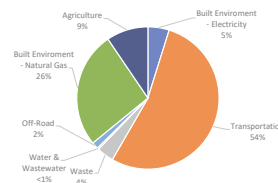
- MCEP subcommittee formed
- Guiding Principles developed
- Outreach conducted to stakeholders (jurisdictions' staff, community leaders, nonprofits, State agencies) to understand barriers and challenges to widespread EV adoption
- Reviewed other agencies' plans and guidance from regional and State agencies



GUIDING PRINCIPLES

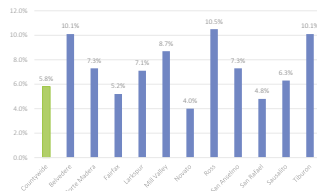
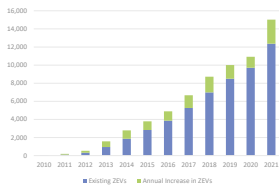
- Align with and support local climate action plans.
- Provide equitable access to EV programs and strive for equitable outcomes.
- Coordinate countywide for consistency, efficiency, and cost-effectiveness of program implementation.
- Track and measure progress of EV Strategy actions and adoption rates.
- Strive to capture local economic co-benefits whenever possible.
- Focus government actions on those that most efficiently utilize public funds and resources.
- Leverage regional, state, and federal funds to support EV deployment in Marin County.
- Support acceleration of EV sales and charger installation by the private market.

EXISTING CONDITIONS: GHG EMISSIONS (2020 Data)



- Countywide, emissions from the Transportation sector is responsible for more than half of community emissions (2020 data)
- Passenger vehicles are responsible for 80% of transportation emissions
- Reducing emissions from passenger vehicles is critical to meeting local and state emissions reduction goals

EXISTING CONDITIONS: ZEV ADOPTION



- 12,369 ZEVs in Marin at the end of 2021
- ZEVs include battery electric (66%), plug-in hybrid (33%), and fuel cell electric vehicles (<1%)
- Countywide, 5.8% of registered passenger vehicles are ZEVs

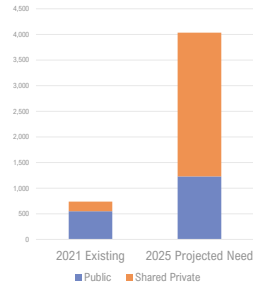
GHG REDUCTION AND ZEV TARGETS

Jurisdiction	GHG Reduction Goal for 2030	ZEV registrations as % of total passenger vehicle registration by 2030
City of Belvedere	40% below 1990 level	35%
Town of Corte Madera	40% below 1990 level	25%
Town of Fairfax	Zero emissions	100%
City of Larkspur	40% below 1990 level	33%
County of Marin	40% below 1990 level (mitigation only)	45%
Town of San Anselmo	45% below 1990 level	25%*
City of San Rafael	40% below 1990 level	25%
City of Sausalito	40% below 1990 level	30%

*The Town of San Anselmo has also adopted a local target of 3,000 ZEVs registered in San Anselmo by 2030.

EV CHARGING NEEDS

- According to California Energy Commission data, there are 739 public (75%) and shared private (25%) chargers in Marin
- The number of single-family home chargers is undoubtedly much higher.
- 71% of housing units in Marin are single family home
- Greatest need is for shared private chargers in multifamily buildings and at workplaces
- Opportunity to ensure new multifamily buildings are ready for an all-electric future



EV CHARGING NEEDS

- TAM's Marin County Electric Vehicle Charging Station Siting Plan (2019)
- Level 2 chargers needed:
 - Southern Marin, especially TAM junction, Mill Valley, Strawberry
 - Frontage roads next to Highway 101
 - Shopping centers
 - School parking lots
 - SMART stations
 - Ferry terminals
 - Park and ride lots
 - Marin City and Canal Neighborhood to support equitable EV access and adoption
- Level 3 chargers needed:
 - Terra Linda, downtown San Rafael, downtown Novato, Sausalito, Point Reyes Station, Larkspur/Corte Madera, Mill Valley

MUNICIPAL FLEETS

Jurisdiction	BEVs
City of Belvedere	2 passenger cars and 1 e-bike
Town of Corte Madera	3 passenger cars and 1 e-bike
County of Marin	13 passenger cars
City of Larkspur	2 passenger cars
City of Mill Valley	6 passenger cars and electric utility carts
City of Novato	3 passenger cars and 5 e-bikes
Town of Ross	1 passenger car
Town of San Anselmo	3 passenger cars and 2 e-bikes
City of San Rafael	1 parking buggy, 1 utility vehicle, and 4 e-bikes
City of Sausalito	None
Town of Tiburon	3 passenger cars, 1 e-bike, and 1 utility cart

BARRIERS TO EV ADOPTION

Vehicle Technology	<ul style="list-style-type: none"> • EV range • Battery degradation (especially in the used EV market) • Lack of diversity in vehicle types (light/heavy duty trucks, police pursuit vehicles) and price points • Lack of vehicle availability
Charging	<ul style="list-style-type: none"> • Not enough publicly accessible charging locations, both Level 2 and 3 • Cost to install chargers, especially for trenching and getting electricity to site • Low grid capacity or connectivity in certain locations • Not enough wayfinding signage for EV charging locations • Difficult to retrofit existing multi-family buildings for EV chargers and lack of parking spaces for EVs • EV charging cost allocation to residents at multi-family buildings can be complicated with electricity meters • Cost and effort to upgrade electrical panel/install Level 2 charger at home • Reliability of public chargers
Economics	<ul style="list-style-type: none"> • Higher initial purchase or lease price of EVs compared to internal combustion engine vehicles • Complicated incentives (vehicles and EV chargers) • Revenue from public EV chargers does not cover cost of subscription, maintenance, electricity, and depreciation
Perceptions and Behavior	<ul style="list-style-type: none"> • Misinformation about EV models, range, charging, etc. • Resistance to change/fear of the unknown • Lack of EV knowledge at car dealerships • Lack of knowledge about best times to charge

EV STRATEGY'S ACTIONS

- 35 actions in four areas
- Expectation is that jurisdictions to identify and prioritize specific actions for implementation and provides a sample workplan for this purpose
- Sample Workplan provided in the appendix for this purpose



EV STRATEGY'S ACTIONS

- **Conduct Robust Community Outreach and Education (4 actions)**
 - Conduct/support marketing campaigns
 - Promote rebates and incentives
- **Accelerate Public Charging Infrastructure (15 actions)**
 - Develop a model reach code
 - Capital Improvement Plans
 - Municipal investment in frequently used properties (community centers, near multifamily buildings)
 - E-bike facilities

EV STRATEGY'S ACTIONS

- **Increase Municipal Fleet Electrification (11 actions)**
 - Fleet replacement strategies
 - Goal to convert to 100% of fleet to EVs by 2030
 - Promote chargers
- **Support and Advocate for Policy and Funding that Accelerates EV Adoption (5 actions)**
 - Additional funding for municipal needs
 - Support equity priority communities

NEXT STEPS

- Seeking input from community groups and Climate Action Committees
- <https://marinclimate.org/wp-content/uploads/2022/08/Marin-Countywide-EV-Acceleration-Strategy-Pubic-Review-Draft-08-04-22.pdf>
- Revise the Strategy
- Bring to city and town councils for acceptance this winter



QUESTIONS?

