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Central Sierra Zero Emission Vehicle Readiness Plan Project

December 21, 2017

Submitted to
Tuolumne County Transportation Council

Submitted by
Center for Sustainable Energy



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1. Introduction

The Center for Sustainable Energy (CSE) is pleased to submit our proposal in response to the Tuolumne County Transportation Council Request for Proposals (RFP) Central Sierra Zero Emission Vehicle Readiness Plan Project.

A 501(c)(3) nonprofit organization, CSE plays a unique role in clean transportation market development, through successful administration of highly visible clean vehicle incentive and education programs, municipal and regional infrastructure planning, cutting-edge research, and government and other key stakeholder engagement. CSE's partnerships include industry associations and key stakeholders whose collective reach includes all major automotive original equipment manufacturers (OEMs), the California new car dealers association, community based organizations, air districts, state investor-owned utilities and major publicly-owned utilities. With the support of the clean vehicle industry, CSE is a leader in all facets of clean vehicle market development and barrier reduction efforts.

As an established leader in assisting public agencies develop zero emission vehicle (ZEV) readiness and implementation plans, we understand the constraints and opportunities facing public agencies like **SBCOG** and have the broad expertise as well as the staffing capacity and resources necessary to meet and exceed project deliverables. Our unique background sets us apart from other firms.

- **Administration and Implementation Experience.** Over its 20-year history, CSE has worked with hundreds of jurisdictions and agencies at all levels of government to develop strategies and implement programs related to sustainable energy technologies. In the transportation space, CSE is the implementer of statewide electric vehicle rebate programs in California and three other states. CSE has also worked on numerous electric vehicle and alternative fuel infrastructure planning projects. CSE staff are experts on clean transportation policy, ZEV vehicle and infrastructure technologies, and have extensively engaged with stakeholders and the community through these projects. As administrator of EV rebate programs in multiple states, CSE also brings experience tracking and analyzing trends in electric vehicle markets, and thus knowledge of the type, distribution and rate of growth of demand for charging infrastructure.
- **California Energy Commission Zero-Emission Vehicle Regional Readiness and Planning Grant Experience.** Since 2010, CSE team members have been continuously engaged in regional alternative fuel readiness planning and implementation in partnership with the San Diego Association of Governments (SANDAG) and the San Joaquin Valley Air Pollution Control District (SJVAPCD) on their California Energy Commission (CEC) Zero-Emission Vehicle Regional Readiness and Planning grant awards. CSE has been instrumental in developing plans for both regions, engaging diverse stakeholder groups, conducting awareness and training activities, developing implementation best practices and providing technical support to all EV stakeholders.
- **Detailed Industry Expertise.** CSE has assembled a team of well-established, experienced electric vehicle experts, project managers, research and data analysts and program implementers. Our team of industry experts bring a wide breadth of clean energy expertise and experience as well as critical relationships with stakeholders in all facets of EV market development.

We understand the project requirements and are highly capable of delivering the requested scope of work. Further, the project team understands the challenges that the rural Central Sierra Region faces in successfully deploying ZEVs. Based on the team's experience conducting transportation planning activities in Tuolumne County, as well as our experience conducting ZEV-related outreach in rural communities throughout the state, the project team is well-prepared to strategically address these challenges and develop viable solutions to overcome these barriers.

2. Qualifications, Expertise and Past Work Experience

Firm Profile

The Center for Sustainable Energy is an independent 501(c)(3) nonprofit, mission-driven organization that has designed and successfully implemented dozens of innovative sustainable energy market development, research and incentive programs in support of our mission to accelerate the transition to a world powered by clean energy. For over two decades, CSE has managed numerous regional and statewide energy projects, applying on-the-ground experience and stakeholder connections to facilitate the adoption of sustainable energy technologies and address market barriers. The projects we oversee range from targeted technical consulting projects with utilities and local public agencies, to large regional and statewide market transformation programs. Our areas of specialization include clean transportation, energy efficiency and distributed generation (solar, wind, energy storage, fuel cells and combined heat and power). CSE's clients include federal, state and local public agencies such as regional planning and transportation agencies, state energy and air quality offices, the US Department of Energy, workforce/industry energy training organizations, ports, utilities, schools, transit agencies, regional energy partnerships and others.

CSE was founded in 1996 in response to the need for third-party strategic energy planning support and technical assistance in Southern California, and now works in six states: California, Massachusetts, New York, Connecticut, Hawaii and Nevada. CSE has four office locations; headquarters in San Diego, with additional offices in Los Angeles, and Berkeley, California and Boston, Massachusetts.

CSE is an established leader in helping public agencies implement clean transportation projects in support of sustainability and GHG reduction goals. We understand the opportunities, barriers and best practices for incentivizing clean transportation technologies based on our extensive market development program design and implementation experience.

Rincon Consultants, Inc. (Rincon) is a local full-service environmental consulting firm established in 1994. Rincon currently employs over 200 professionals in ten offices in California. Over the past 23 years, Rincon has established a history of serving local governments throughout the state and has become a leader in planning, sustainability, environmental impact assessment, biological resources, and contamination assessment and remediation.

Rincon's Sustainability Services Group offers extensive experience in climate action planning, GHG emissions inventorying and analysis, life cycle assessment, CEQA compliance, energy efficiency and conservation, green building, land use and transportation planning, environmental legislation and policy, and public education and outreach related to these services. Rincon staff includes climate change and energy efficiency experts, certified urban planners, California Air Resources Board (ARB)-accredited GHG emissions and off-set verifiers, LEED® and Envision® accredited green building professionals, policy analysts and CEQA specialists. As a recognized leader in environmental and sustainability issues, and having prepared hundreds of climate change-related plans, technical studies, and impact assessments, the Rincon team brings reliable expertise and creativity to every project.

Qualification and Expertise

Regional EV Infrastructure Planning and Implementation

CSE has worked on numerous U.S. Department of Energy- (DOE) and CEC-funded regional EV and alternative fuel infrastructure planning projects, including projects that have progressed from planning to implementation:

- DOE-funded planning and implementation in Southern California, the Central Coast, and Sacramento regions, 2010-2014. Project initiatives included conducting workshops for, cities, employers, and fleets on electric vehicle, hydrogen, and natural gas infrastructure and vehicle best practices; providing one-on-one assistance to fleets to support deployment of alternative fuel vehicles (AFV); and completing needs assessment on alternative fuel vehicle training for first responders and fleet technicians
- CEC-funded Regional Readiness Planning and Implementation since 2010 in the San Diego, San Francisco and San Joaquin Valley regions.
 - Includes two planning and two implementation projects in San Diego, and one planning and one implementation project in San Joaquin Valley.
 - Additional assistance to projects in the Bay Area, Central Coast, and Southern California

Incentive Program Administration

CSE has a proven track record of collaboratively developing and efficiently implementing four statewide and two regional EV incentive programs, resulting in the administration of over \$480 million in rebates to more than 219,000 clean vehicle owners:

- Statewide EV incentive programs include [California's Clean Vehicle Rebate Project \(CVRP\)](#), the [Massachusetts Offers Rebates for Electric Vehicles \(MOR-EV\)](#) program, [Connecticut's Hydrogen and Electric Automobile Purchase Rebate \(CHEAPR\)](#) program, and New York's [Drive Clean Rebate](#) program.
- Regional EV incentive programs include the [Sonoma Clean Power Drive EverGreen](#) project and the [SoCal Edison Clean Fuels Rewards Program](#).

Fleet Technical Assistance

CSE has engagement with fleets across the State of California to share best practices and provide technical assistance.

- As part of CARB's Public Fleet Pilot Project CSE produced electric vehicle suitability assessments for jurisdictions throughout California to identify vehicles most suitable for replacement with ZEVs.
- Developed County of San Diego Green Fleet Action Plan with engagement with stakeholders across County departments to identify vehicles and technologies that could meet operational needs and performed analysis showing the potential costs.
- CSE worked with the San Diego Regional Airport Authority to facilitate the conversion of all commercial ground transportation operators at San Diego International Airport to clean vehicles, including hybrid, electric, biodiesel, propane and compressed natural gas vehicles.

Stakeholder Engagement and Outreach

CSE's deep experience engaging and managing stakeholder networks has led to our project success.

- We successfully lead ongoing public-private working groups, including the regional Plug-In Electric Vehicle Coordinating Councils (PEVCC) and statewide Solar Permitting Task Force.

- We conduct outreach to a variety of alternative-fuel vehicle and infrastructure industry stakeholders as 1) the [Department of Energy \(DOE\) Clean Cities San Diego affiliate](#), 2) California representative on the Clean Cities national council and 3) a satellite office of the Southern California Advanced Transportation Center.
- We regularly engage with and conduct outreach initiatives for small businesses, rural communities, and disadvantaged communities through CVRP equity initiatives and [Valley Takes Charge](#) outreach and training programs.
- As administrators of the CVRP, CSE conducts activities that aim to increase awareness, knowledge and participation in underserved communities. We work with local community-based organizations to educate community members on clean vehicle technology and available regional incentives at existing meetings and events. These local partnerships foster community leadership and buy-in, increasing the likelihood of message retention and acceptance. For public engagement broadly, we distribute messaging across a variety of channels including community events, digital marketing, community meetings, tailored engagement tools and multilingual messaging. To-date, we have reached over 80,000 consumers through community meetings and events.
- Through ARB's Increased Incentives for Public Fleets Pilot Project (PFPP), CSE performs stakeholder engagement and outreach to rural and disadvantaged communities via direct mail and email marketing, presentations at local meetings, and through distance learning events (e.g., live streamed trainings and webinars) to better reach organizations while minimizing administrative costs. In 2016, the PFPP administered funding to 100 DACs and engaged with dozens more to build awareness and technical knowledge of PEVs among public agencies and fleet staff. PFPP has provided detailed PEV suitability assessments for eight public fleets in some of California's most disadvantaged communities and continues to serve as a valuable resource on the technical, practical, and financial aspects of PEV fleet deployment.
- The San Joaquin Valley ZEV Readiness Implementation project led by CSE, Valley Takes Charge!, supports the deployment of EVs and infrastructure in rural and disadvantaged communities through the development of resources and trainings for jurisdictional staff as well as area EV charging station installers. The program operates across eight counties throughout the San Joaquin Valley region and organizes workshops, awareness events and monthly one-on-one meetings. The program also operates a hotline for questions on EV charging station installation.

EV Charger Equipment Deployment Facilitation

The CSE project team brings extensive experience working in and with the EV charging infrastructure sector.

- CSE was selected by the California Energy Commission in early 2017 to administer the statewide \$200 million Electric Vehicle Infrastructure Pilot (CalEVIP) program.
- EV charging infrastructure deployments facilitated and led by the public sector, including the DOE EV Project and the NRG EVgo California infrastructure settlement.
- Research on understanding, planning for, and future deployment of EV infrastructure and the correlation between charging infrastructure, travel behavior and the demand for EVs.
- Technical assistance for public agency, workplace, and multi-family sites interesting in hosting electric vehicle charging infrastructure.

In addition, CSE's Transportation program team members are the recipients of numerous awards for the clean energy programs they manage, including two awards for the MTC Experience Electric Campaign: the Breathe California's 2015 *Clean Air Award for Public Awareness* and the California Transportation Foundation's *Transportation Award for Public Outreach Program of the Year*.

Past Work Experience

Since 2010, CSE team members have been continuously engaged in regional alternative fuel readiness planning and implementation across multiple regions in California (San Diego, San Joaquin Valley, Los Angeles and the Bay Area), as well as in various forms of statewide EV market assessment, which informs charging demand and utilization assumptions. Our work on the following projects has involved assessment and intimate understanding of the market factors affecting market trends and needs within the EV charging infrastructure sector:

San Joaquin Valley Regional Plug-In Electric Vehicle Readiness Plan and Implementation. Working with the San Joaquin Valley Air Pollution Control District (SJV APCD), CSE developed a comprehensive plug-in electric readiness plan that identifies, reduces and resolves barriers to the widespread deployment of private and public EV charging stations in the region. Efforts included creation of best practices and educational materials that address updating zoning and parking policies, streamlining permitting and inspection processes and updating building codes for electric vehicle infrastructure. CSE also developed regional market reports on electric vehicle adoption, regional use of clean vehicle incentives and the air quality and economic impacts of regional adoption of electric vehicles, and provided a detailed regional charging station siting analysis locating optimal locations for public charging infrastructure in the Central Valley. This siting analysis resulted in multiple funding awards for the region to deploy infrastructure.

Subsequent implementation work has focused on providing trainings for building officials on streamlined permitting of EV infrastructure, engagement with electrical installers to increase knowledge on infrastructure installations, and awareness activities aimed at decision makers throughout the San Joaquin Valley.

San Diego Plug-In Electric Vehicle (PEV) Readiness Plan and Implementation Project "Plug-In SD". In 2015, the San Diego Association of Governments (SANDAG) received funding from the CEC to streamline electric vehicle charging station (EVCS) permit processes, further the knowledge about EVCS installations and increase PEV awareness among local governments, contractors, multi-unit dwelling (MUD) and workplace building owners, and EV dealerships in support of continued growth of PEVs in the region. With this funding, CSE was contracted to implement the recommendations of CSE's 2013 San Diego Region PEV Readiness Plan, and provide recommendations for San Diego's aforementioned stakeholders to prepare for increased PEV deployment and EVCS installations. Implementation consists of breaking down barriers to PEV and EVCS deployment in the San Diego region through regional coordination, technical assistance, planning and analysis, and general PEV awareness activities. CSE's efforts included responding to complex inquiries from MUDs and workplace sites in the region. CSE conducts in-field assessments and provides design assistance (such as ADA compliance for accessibility) through EV Expert services. CSE's 2013 PEV Readiness Plan and siting analysis informed the areas of interest for Plug-In SD and the end-users of this program's resources. These areas of interests include permitting and building codes, installations and inspections, general PEV awareness through MUD, and workplace and dealership engagement. Supported

by the regional readiness plan, SANDAG acted and made a commitment to execute a regional charging program through their most recent Regional Transportation Plan and Sustainable Communities' Strategy.

Plug-in SD received continuation funding in 2017 to provide expanded technical assistance and refine regional planning. The EV Expert service aims to reach a greater number of and diversity site hosts and site types; addressing questions and finding appropriate solutions. Additional mapping analysis is also included in support of SANDAG's planned regional EV charger program. This consists of funding analysis, helping to find funding sources and considerations for additional investments in disadvantaged communities.

Bear Valley Electric Service Transportation Electrification Program. A key component to greater EV adoption in California is establishing their reliability for vacation and recreation travel outside of urban centers to rural and mountainous areas. This project for the Bear Valley Electrical Service in San Bernardino County introduces public charging infrastructure and favorable utility rates in a major recreational destination within driving range for millions of visitors living in a South Coast air basin with severe pollution. CSE is directing two pilot programs to demonstrate the effectiveness of providing incentives for make-ready EV charging infrastructure at recreation destinations and time-of-use electricity rates for EV owners as well as public education, marketing and outreach.

Sonoma Clean Power Workplace and MUD Technical Assistance. CSE is working with Sonoma Clean Power (SCP) to provide EVCS Technical Assistance programs, a targeted effort to provide workplace and MUD customers in SCP service territory with customized analysis and engineering support in evaluating the potential costs and benefits of hosting electric vehicle charging at their properties. Property owners and managers evaluating whether to install and host EV charging face many challenges - questions about siting and permitting, installation costs, equipment utilization, electric rates, bill impacts, ownership and operation responsibilities, determining protocols for plug-sharing among residents, and understanding current incentives for electric vehicle charging stations (EVCS). While network EVCS providers and contractors can help potential site hosts with some of these issues, they are often unequipped and/or uninterested in dealing with the full range of issues. CSE's technical assistance addresses these challenges and combined with incentive programs, support the expansion of EVCS infrastructure at workplaces and MUDs in SCP service territory.

City and County of San Francisco – Electric Vehicle Charging at Multiunit Dwellings Project. The City of San Francisco is using a three-pronged multimodal approach at reducing CO₂ emissions. They are first focusing on reducing vehicle miles-traveled, encouraging less intensive travel modes such as transit, and lastly, switching drivers from internal combustion engines to zero-emission vehicles. However, with two-thirds of its residents living in multi-unit dwellings (MUDs), the City and County of San Francisco understands, as with most large cities, bringing charging infrastructure to MUDs or to people without onsite access to overnight charging is one of the major challenges to EV adoption.

In partnership with the City and County of San Francisco, CSE is developing a modeling tool to identify and prioritize sites for EV charging installations. Inputs include travel demand data, existing EV infrastructure near MUDs, electrical grid capacity, and EV adoption clusters to identify and prioritize sites for EV charging installations. Many MUD residents do not have parking at their residence. The intent of the project is to identify both on- and off-parcel parking available to MUD residents for charging opportunities.

Additionally, CSE is developing technology specifications and standards document to help MUDs narrow down charging system technologies that can reduce electrical upgrade costs and maximize features such as load management and vehicle-to-grid capabilities, to best suit charging locations specific needs.

Plug-In and Get Ready. CSE has developed a [general resource website](#) for PEV industry stakeholders to provide PEV industry updates. This website serves as a one-stop shop for homeowners, business owners, contractors, municipality staff and EV enthusiasts, providing answers about community readiness and planning for PEVs, charging infrastructure and electric vehicle siting equipment (EVSE). Resources by stakeholder group include:

- **Local Governments** - Resources for planners, engineers, plan checkers, project managers and building officials to help their city become PEV ready
- **Homeowners** - Guidelines for PEV owners on how to install a charging station and sign up for discounted utility rates
- **Businesses** - Information for employers, property owners and businesses interested in providing PEV charging for customers and employees
- **Installers** - Training opportunities and guidelines for EVSE installation and inspection

Statewide Research and Data Analysis. As administrator of EV rebate programs in multiple states, CSE also brings experience tracking and analyzing trends in electric vehicle markets, and thus knowledge of the type, distribution, and rate of growth of demand for charging infrastructure. For example:

- CSE has supported the California Air Resources Board (CARB) in long-range planning for CVRP. This has included leading the analysis of rebate and vehicle-registration data with high spatial and temporal resolution to create vehicle projections by technology type over three timescales: near-term projections for funding-availability analysis, three-year projections for funding-needs assessments, and long-term projections for examination of state goal compliance.
- CSE management and analysis of high-resolution vehicle sales data also allows CSE to support regional and local efforts to plan for EV commercialization, for example, through periodic presentations to stakeholders focusing on different geographic territories.
- From broad multi-state market surveys to tightly focused studies on the charging behavior of EV drivers at workplace settings, CSE team members have years of experience conducting and publishing primary research to inform the market on EV charging needs.

Tuolumne County Regional Transportation Plan Environmental Impact Report. Rincon recently completed the Transportation Council's Regional Transportation Plan (RTP) update. The Program EIR focused on the updates to the RTP including the Rural Sustainable Communities Strategy and the proposed growth in the region associated with the Distinctive Communities Growth Scenario that emphasizes how new communities must contain a well-defined, cohesive, and compact housing area built around an appropriately-sized urban core with gathering places. Thus, a key component to the environmental analysis was the air quality, greenhouse gas emissions, and noise associated with traffic as a result of proposed policies as they relate to the County's preferred growth scenario. As part of the analysis, Rincon performed updates to the existing and proposed noise contour maps countywide. We also completed noise surveys/measurements and performed noise modeling (using the Federal Highway

Administration's Traffic Noise Model) to estimate both existing and future traffic noise on approximately 37 major roadways throughout the County.

Tuolumne County Regional GHG Inventory and Reduction Plan. The Tuolumne County Transportation Council hired Rincon to develop a regional GHG Study and Reduction Plan in conjunction with the Regional Blueprint Planning Program, a regional planning effort studying alternative land use development patterns for Tuolumne County. As part of the project, Rincon (1) prepared a countywide (including incorporated and unincorporated areas) GHG emissions inventory, which evaluates existing (2010) GHG emissions, and projected (2020, 2030, and 2040) emissions for three growth scenarios; (2) utilized the results of the GHG study to compare recent trends and the alternative growth scenarios; (3) developed a countywide GHG reduction target and project-level threshold consistent with AB 32; (4) developed a list of program- and project-level GHG reduction measures to meet the target; and (5) developed two sets of screening criteria for future land use projects. If a project meets either set of screening criteria, then the lead agency or project applicant would not need to perform a detailed assessment of the project's GHG emissions and emissions would be consistent with AB 32.

Peralta Community College District Sustainability Master Plan. Rincon is currently working with the Peralta Community College District to develop an integrated, comprehensive, and transformative Sustainability Master Plan to outline and reach aggressive emission reduction and sustainability-related goals and account for potential vulnerabilities associated with the onset of global climate change. The plan is intended to be applied district wide across four Colleges, satellite campuses, and District Administrative Center. Rincon is developing baseline inventory, forecast, and analysis of GHG emissions that can be utilized to help identify and evaluate feasible, cost-effective, and measurable emissions reduction measures to meet the campuses reduction target. Following the completion of the baseline inventory Rincon will work with the district to establish GHG emissions and reduction targets that will provide the plan and information necessary to begin the process of reducing the District's carbon footprint to zero. To achieve this ambitious goal Rincon is developing a Net Zero Energy Analysis Plan and focusing on policies that will reduce the campuses reliance of hydrocarbon fuels, lower water usage, reduce waste generation, improve transportation emissions, and establish green building policies and redirect financial investments towards green investment options. The Plan is intended to be integrated in to the District's Education Master Plan and will do the following:

- Improve learning, teaching, and the working environment
- Conserve resources
- Establish a goal of net-zero and then go beyond that through regeneration
- Reduce utility and maintenance costs
- Promote community health, equity, and goodwill

References

Client Organization: San Joaquin Valley Air Pollution Control District

Contact Name and Title: Colette Kincaid, Senior Air Quality Specialist

Address, Email and Phone: 1990 E. Gettysburg Avenue, Fresno, CA 93726;

Colette.Kincaid@valleyair.org; (559) 230-5814

Project Description: Valley Takes Charge! The San Joaquin Valley Air Pollution Control District and CSE launched Valley Takes Charge! to implement PEV awareness and training programs in the San Joaquin Valley as identified in the Air District's Readiness Plan. Funded by the CEC, this project supports local governments by raising awareness of PEVs and their benefits with decision-makers, providing targeted training and toolkits for local governments to be PEV ready, and training local electricians to be ready to meet the increasing demand of EVCS installations.

Client Organization: San Diego Association of Governments

Contact Name and Title: Anna Lowe, Associate Regional Energy / Climate Planner

Address, Email and Phone: 401 B Street, Suite 800, San Diego, CA 92101; Anna.Lowe@sandag.org;
(619) 595-5603

Project Description: Plug-In SD: CSE is working with SANDAG to help local governments in the San Diego region develop a regionally consistent, streamlined process for permitting and installing residential and commercial electric vehicle charging stations (EVCS), assisting multifamily communities with EVCS siting and working to increase awareness of EV benefits at workplaces and auto dealerships. CSE provides technical support to all EV stakeholders, including public agencies, workplaces, apartments and HOAs, through outreach, education and workshops and offers the services of a regional EV Expert for direct assistance.

Client Organization: Bear Valley Electric Service

Contact Name and Title: Paul Marconi, Director

Address, Email and Phone: 42020 Garstin Drive, Big Bear Lake, CA 92315; Paul.Marconi@bves.com
866.4678 x100

Project Description: CSE is directing two pilot programs to demonstrate the effectiveness of providing incentives for make-ready EV charging infrastructure at recreation destinations and time-of-use electricity rates for EV owners as well as public education, marketing and outreach.

Client Organization: Tuolumne County Transportation Council/Tuolumne County Transit Agency

Contact Name and Title: Alex Padilla, Transportation Planner II

Address, Email and Phone: 48 W Yaney Avenue, Sonora, California 95370; 209-533-6564

Project Description: Rincon recently completed the Transportation Council's Regional Transportation Plan (RTP) update and develop a regional GHG Study and Reduction Plan in conjunction with the Regional Blueprint Planning Program, a regional planning effort studying alternative land use development patterns for Tuolumne County.

Client Organization: Peralta Community College District

Contact Name and Title: Charles Neal, Director of Sustainability

Address, Email and Phone: 501 5th Avenue, Oakland, California 94606; 510-587-7894

Project Description: Rincon is currently working with the Peralta Community College District to develop an integrated, comprehensive, and transformative Sustainability Master Plan to outline and reach aggressive emission reduction and sustainability-related goals and account for potential vulnerabilities associated with the onset of global climate change.

3. Project Management Plan

Project Management

Project management is a core competency at CSE. Our organizational structure and staffing are designed to maximize effective management and implementation of complex energy projects and programs. CSE currently manages more than 50 major energy programs and projects, most of which involve coordination with multiple partners, subcontractors and other stakeholders. Projects include regional, statewide and multi-state efforts, many requiring sophisticated operational processes and quality controls that are subject to state and federal audit standards. All projects are housed under CSE's programs department and are governed by a formal Project Management Office (PMO) that is aligned with industry best standards defined by the Project Management Institute (PMI). Our project management teams follow established professional project management principles, including dedicated and accountable staff, tracking of goals and metrics, strict budget control and ongoing client reporting. The project team will meet regularly to measure progress on contract deliverables and engage SBCOG, partners and other stakeholders to ensure work products and deliverables are high quality and on time. Issues and concerns will be flagged for immediate resolution and/or escalation as needed. Kevin Wood, Alternative Fuel Specialist, brings extensive subject matter experience advising project teams to ensure the team delivers the highest quality work. Andy Hoskinson will serve as a senior project manager, providing clear communication channels and primary oversight of team functions.

Approach

CSE's primary goal for the proposed project is to develop a locally informed, actionable ZEV Readiness Plan, that includes municipal fleet vehicles as a key part of meeting 2025 regional ZEV adoption.. To accomplish this goal, the project will focus on the following objectives.

- Objective 1: Develop and engage an active, diverse regional working group to inform plan development and create ownership more likely to lead to action.
- Objective 2: Leverage learnings and tools from past similar planning efforts and data sources to support high quality analysis.
- Objective 3: Weave the discrete planning and research efforts (e.g. Literature review, demand analysis, etc.) together into a compelling and actionable plan.
- Objective 4: Engrain Equity (e.g. DACs) elements into the planning process by including Equity perspectives on the Informal Working Group and by ensuring research efforts include Equity factors within the core analysis.
- Objective 5: Provide actionable recommendations to support municipal fleets in ZEV adoption, recognizing their visible leadership role in the region and opportunity to leverage cooperative purchase and shared use of infrastructure.

CSE has carefully considered the best approach to delivering the services required by TCTC. Our approach is designed to provide the highest quality of service delivery to the TCTC and its stakeholders rather than just meet the requirements in the RFP. Above all, our team provides both broad and deep expertise in this area to provide solutions that will position the Tuolumne County stakeholders to successfully meet the

2025 charging needs of the residents and businesses in Tuolumne County. Highlights of key elements of our approach are as follows.

- Staff the project with a well-established, experienced team of professionals with over 100 years' combined experience conducting regional planning studies, EV readiness planning and analysis;
- Apply significant and directly relevant lessons learned from recent and on-going complementary programs that allow us to efficiently and effectively work directly with local government staff and stakeholders;
- Leverage existing resources and tools developed for similar work to deliver greater impact from the fixed project resources and provide consistency with regional and statewide efforts;
- Coordinate a diverse and regionally representative working group toward the purpose of guiding all facets of plan development and locally filtering and applying external data and analyses to meet the unique and specific needs of the stakeholders of the Central Sierra region.

Task Activities

In the following sections, we describe our technical approach to each statement of work requirement presented in the RFP. The proposed work plan includes three major tasks: Develop a Background Assessment Report, Create an Outreach Strategy and Education Plan, and Deliver a Central Sierra ZEV Readiness Plan. Key personnel and strategies for completing project deliverables are described in detail for each task.

Task 1 – Background Assessment Report

Summary: CSE will review literature and data to assess existing ZEV market penetration and infrastructure deployment in the Central Sierra Region and project infrastructure needs in coming years.

Approach:

Task 1.1 – Baseline conditions: CSE will assess existing ZEV infrastructure in the region by analyzing data from the Department of Energy's Alternative Fuel Data Center and, if license costs are approved, PlugShare. We will assess ZEV market penetration by using new vehicle sales data from IHS/Markit (if license costs approved).

Task 1.2 – Literature and case study review: CSE will conduct a literature review on consumer charging behavior and best practices/case studies for ZEV infrastructure deployment. In some instances, these case studies will be drawn from regions for which we prepared ZEV readiness or transportation electrification plans and have firsthand knowledge (e.g., San Diego, San Joaquin Valley, San Francisco, Bear Valley).

Task 1.3 – Gap analysis and high-level feasibility analysis: CSE will project ZEV market growth and analyze regional travel demand models to project ZEV infrastructure needs and identify gaps. CSE will design and administer a survey of workplaces in the region to identify their interest in and perceived barriers to hosting ZEV charging stations; the survey will be administered through partnerships with local Chambers of Commerce and/or other business networks or government agencies. CSE will assess the availability of charging stations with solar panels, estimate the investment required to install needed ZEV infrastructure,

and identify policies, programs, incentives or other resources that can be leveraged to meet ZEV infrastructure goals.

Deliverables:

- Draft Background Assessment Report - August 2018
- Final Background Assessment Report - October 2018

Task 2 – Outreach Plan and Toolkits

Summary: CSE and Rincon will heavily leverage our deep experience and existing resources to economically develop an effective outreach plan and tool kits that will be intelligently matched to their audience needs.

Approach:

2.1. Create promotional toolkits with economic and environmental benefits of switch to electric vehicles

Up to four (4) toolkits will be developed with agency input that will present relevant environmental and economic content in a design and format targeted for each audience. All materials will rely heavily on graphic rich presentation to communicate key information in an effective and digestible manner. Utilizing various metrics to highlight economic benefits, including fuel/energy cost savings, infrastructure maintenance costs, time savings for vehicle charging stations, and eligible grant funding available for installation of electric vehicle supply equipment (EVSE), the toolkits will provide a simplified cost/benefit analysis of switching to electric vehicles and investing in EVSE in the Central Sierra region. In addition, from an environmental perspective, the toolkits will provide estimates of the potential energy savings (fossil fuel use compared to electricity use) and the anticipated reduction in air emissions which help the region meet specific local, state and federal policies and goals to improve air quality and reduce greenhouse gases (GHGs). The following summarizes the anticipated toolkits for each of the key sectors:

- **Local government agencies:** Brief report highlighting key aspects of the Central Sierra ZEV Program, statistics to share with local residents regarding economic and environmental benefits of ZEV, key program dates, implications of the program for local governments, local government roles and requirements, and links to resources to help local governments implement the Program.
- **Businesses:** Pamphlet and webpage content highlighting key aspects of the Central Sierra ZEV Program, incentives for purchasing ZEVs, vehicle type availability, key dates for program implementation, applicable requirements (if any), graphics showing applicable information, such as a map of future charging sites, and links to resources (e.g., where to procure fleet ZEVs, Central Sierra ZEV Readiness Plan, grant availability).
- **Residents:** Webpage content and brochure highlighting key aspects of the Central Sierra ZEV Program, statistics regarding local economic and environmental benefits of end-user switch to electric vehicles, information on incentives to purchase ZEVs, links to resources on the program, and graphics showing applicable information, such as a map of future charging sites.
- **Tourists, chamber of commerce, Visitor Bureaus:** Webpage content and brochure celebrating the Central Sierra ZEV Program with a guide to available ZEV resources for visiting ZEV-owners, maps of future charging sites, and links to additional resources on the program.

To aid the toolkits with information regarding environmental impacts, Rincon will conduct an environmental constraints analysis that identifies the key benefits of switching to electric vehicles as well as any potential environmental impacts that may require mitigation and/or environmental permitting. Rincon will review and compile existing information from multiple sources, including the existing Regional Transportation Planning Agencies, Caltrans, Alpine County, Calaveras County, Tuolumne County, Amador County, utility providers and state agencies (PG&E, Tuolumne Public Power Agency, Liberty Utilities, California Public Utilities Commission, California Energy Commission), Regional Water Quality Control Board, Department of Toxic Substances Control, the National Park Service and other sources, such as California Department of Fish and Wildlife (CDFW) and California Native Plant Society to identify major environmental constraints and fatal flaws from an environmental resources perspective. Where relevant, Rincon will provide maps and GIS figures that demonstrate the location of key environmental resources in relation to potential EVSE locations. Based on the infrastructure needs generally associated with EVSE, we anticipate that the environmental constraints analysis will consider the major constraints associated with the following environmental issue areas:

- Aesthetics
- Agricultural Resources
- Air Quality/GHG Emissions
- Land Use
- Biological Resources
- Cultural Resources
- Geology/Soils
- Hazards/ Hazardous Materials
- Land Use
- Noise
- Water Quality

The results and findings of the Environmental Constraints Analysis will be prepared in a memorandum-format report. Using a tabular format, the report will include a summary of the major environmental constraints associated with each of the issue areas associated with identified EVSE improvements. The report will additionally identify anticipated future studies or permits which may be required to comply with the California Environmental Quality Act (CEQA), National Environmental Policy Act (NEPA), federal Clean Water Act (CWA), California Fish and Game Code, and other applicable laws, ordinances, regulations, and statutes. The report will be available for download and will be linked in a number of the Toolkits for reference and review by each of the key sectors listed above. In addition, the analysis is available for consultation by local agencies when reviewing individual permit applications for EVSE installation to expedite environmental review by identifying key issues, impacts and potential mitigation measures to ensure impacts are reduced to a less than significant level.

2.2. Coordinate outreach to business sector for implementation

In the numerous electric vehicle and electric vehicle charging outreach and education efforts that CSE has led and executed we have found that a mix of channel partner (e.g. chambers of commerce, industry groups) and direct “champion” communication methods is very effective in reaching and activating target audiences (i.e. business sector). The channel partner portion of the approach will allow for CSE to create a manifold effect where the establishment of several key channel partners will enable us to reach more of our target audience with a reduced level of effort. An additional benefit of this approach is the messaging is generally more effective as it comes from a trusted source (i.e. the channel partner) to the target audience. The direct “champion” communication will involve the identification of several locally

respected businesses or organizations to receive intensified communication and support through the planning effort. This intensified support will allow them to confidently move forward with implementation and support of the plan, and will serve as important examples for other peer businesses and organizations within the Central Sierra region.

2.3. Information on electric vehicle supply equipment (EVSE)

CSE maintains a database of EVSE by manufacturer, type of EVSE, and with important performance and feature information. That database will be leveraged by culling the most relevant EVSE types out for the purposes of this project. The relevant information maintained in the database may be used in a variety of ways, including within information sheets package with each of target audience specific toolkits referenced in Task 2.1.

2.4. Information on EVSE planning permitting and installation

Rincon will prepare an EVSE Planning, Permitting and Installation Guide for local government agencies that provides step by step instruction and an overview of the typical procedures necessary for the siting, design, approval, and installation of an EVSE. The Guide will be developed in coordination with the key government agencies (city, county and regional governments, National Park Service, US Forest Service) in Amador, Alpine, Calaveras and Tuolumne counties and will be specific to these rural counties. The Guide will provide government staff (Planning and/or Public Works departments), businesses, and private property owners specific instructions that must be completed for a successful implementation from pre-planning (site selection, site specific technical studies, applying for permits, potential need for environmental review) to construction (required construction design and permitting) to operation (post-installation inspection and maintenance requirements). While each agency may have unique steps for planning and permitting, the Guide will provide a general systematic check and instruction manual for agency staff or members of the public to follow. It will include a permitting and installation process checklist for EVSE installation and will be supplemented by a summary of applicable regulations and policies regulating the process as well as key resources, contacts and instructions for use.

2.5. Information on electric vehicle market that can replace internal combustible engines (ICE) vehicles

CSE will leverage its engagement in statewide clean vehicle programs to develop resources showing the range of ZEVs now available for consumers and fleets. California hosts the widest selection of vehicles with availability increasing in key market segments such as SUVs and pick-up trucks. There is also growing availability in medium and heavy-duty spaces, including school buses, transit buses, and delivery trucks. Key information includes the range and charging options for the vehicles, costs and incentives, and environmental benefits.

2.6. Information on coordinating with the local electricity providing utility.

As an extension of the EVSE Planning, Permitting and Installation Guide referenced in Task 2.4, CSE will prepare a guide specific to local electric utility coordination (e.g. PG&E, Tuolumne Public Power Agency, Liberty Utilities) that will provide an overview of the typical processes of coordination with the local electric utilities for the siting, design, approval, and installation of an EVSE. The guide will be developed through direct consultation with each utility, and will lay the specific coordination process for each distinct EVSE installation scenarios – local electric utility coordination varies by scenario based on the specific

electric service needs that are requested. It will include a utility coordinating process checklist for EVSE installation and will be supplemented with key resources, contacts and instructions for use.

Task 3 – Central Sierra ZEV Readiness Plan

Summary: CSE and Rincon will prepare an actionable Central Sierra ZEV Readiness Plan by contextualizing state of the industry best practices with local conditions and knowledge. So contextualized, the information and actions recommended within the plan will be more easily accessible and implementable to the various stakeholders in the Central Sierra.

Approach:

Task 3.1 Identify Goals and Candidate Charging Locations

CSE will develop and coordinate a working group, made up of local governments, fleet owners and operators (public and private), vehicle dealers, Central Sierra Region residents, chambers of commerce, and visitor bureaus to inform the development of the plan. A member-driven process to develop goals will be essential at the beginning of the project, recognizing that there will be diverse goals in the Central Sierra with communities, major destinations and interstate travel corridors. CSE staff experience managing plug-in electric vehicle coordinating councils for the San Diego and San Joaquin valley regions will be helpful in completing this task.

Another critical step will be to have the Working Group members fully engaged. Full engagement should include establishing a set representative from each organization, regular meeting participation (in up to four meetings), regular organizational input on analyses and reports. CSE has found from similar past work, several methods to cultivate full engagement that we would use here.

- Flexibly accept the representative the member organization appoints (as opposed to insistence on the representative being a planner or other similar position).
- Clearly articulate the roles and responsibilities of members from time of invitation.
- Share meeting agendas well in advance of each meeting.
- Share regular updates to Informal Working Group members on project process in between meetings.
- Break down the most critical analyses and plan elements into appropriately contextualized and accessible pieces that member representatives can easily gather input on from the full resources (e.g. other appropriate staff/personnel) of their organizations.
- Use technology (e.g. webcasts, collaboration software) to optimize ease of engagement and input for members.

In addition, CSE will conduct a literature review to identify barriers to ZEV adoption and infrastructure deployment, with a focus on rural communities. CSE will leverage our experience preparing ZEV readiness plans for other jurisdictions to establish criteria for charging station locations, including potential usage based on ZEV adoption rates, travel demand patterns, installation costs, and County government preferences for public versus private installations. The plan information will be further contextualized through a desktop analysis of potential sites in the Central Sierra to inform weighting of specific factors,

and through review by the working group. CSE will apply these modified criteria to identify candidate charging station locations and map these locations for the ZEV Readiness Plan.

The Plan will also cover installation costs, which will be estimated using high and low case costs from past deployments in the state (cost factors include the distances from power source to charging port, the types of chargers deployed, need for the creation of accessible parking spaces and meeting other relevant building code requirements).

Task 3.2 Streamlined Permitting

ZEV Local Permitting Process Guidebook. Through a thorough review of local codes and ordinances within each of the jurisdictions where EVSE may be located and through interviews with Planning and/or Public Works department staff in each agency, Rincon will devise an instructional guide for streamlined permitting and installation processes that can be catered to each agency that seeks installation of EVSE projects. Key considerations to review and consider include: jurisdictional control, easements/eminent domain review, environmental permits/review requirements (CEQA/NEPA), overall timing/schedule from pre-planning to operation, permit review process, plan check procedures, granting grading/construction permits, construction monitoring and ongoing monitoring/review.

Utilizing the environmental constraints analysis in Task 2.1 and the EVSE Planning, Permitting and Installation Guide for local governments in Task 2.4, Rincon will develop a guidebook that provides a step-by-step procedure for each agency (city, county, Regional Transportation Agency) that will be utilized as a resource to streamline the environmental review, permitting, installation and inspection processes. The guidebook will detail the various environmental review documentation (CEQA, NEPA, Caltrans specific technical analyses, possible CEQA Exemptions such as Class 3 exemption) that may be required or necessary for each project type, how to determine the appropriate level of review, the steps to ensure compliance with review and methods to streamline the review process to ensure legal adequacy while not hindering overall schedule or timing of installation/operation of an EVSE. The guidebook will discuss the permitting process with local, state or environmental agencies and methods to expedite the process including key contacts, references and standard situations. This will include a review of key building code, zoning code or local ordinance requirements to take into consideration when planning/developing the overall project schedule and how to ensure compliance or consistency with those code requirements. The guidebook will provide key contacts for local utility providers and steps to ensure safety compliance and permit and installation requirements. Finally, the guidebook will provide sample checklists to ensure all key requirements have been met prior to installation and to ensure an expedited project schedule. The guidebook will also include requirements for post-installation monitoring to ensure appropriate inspection occurs in accordance with state and local requirements.

Task 3.3 Fleet Adoption

CSE will begin the task by collecting usage data on all vehicles in the selected public fleets. Fleet operators will be asked to supply data in a standardized format including factors such as vehicle type, odometer reading, fuels usage, weight class, and department duty. Additionally, for transit agencies, route information will be required. Good data is essential in making actionable recommendations, so the analysis will be based on this actual fleet data as opposed to industry averages that may not reflect the conditions of the Central Sierra community.

CSE will outline standard fleet applications based on the data, including but not limited to passenger sedans, special service vehicles, light duty pick-ups, transit busses. Many fleets will have vehicles common to these classes, and consideration will be given to both regular usage and seasonal or emergency situations. CSE will conduct interviews with fleet management staff to understand limitations and unique operating characteristics such as elevation, inclement weather, and interregional travel needs. CSE will inform the expected usage and performance of ZEVs placed into fleet service in the Central Sierra region with benchmarking data CSE maintains for more than 80 public fleets operating ZEVs.

Based on the usage analysis of the selected fleets, CSE will develop a plan for replacing municipal fleets with ZEVs. The plan will include a focus on ensuring that ZEV options are given full consideration during the regular vehicle replacement cycle. ZEV adoption outside the normal replacement schedule is usually not cost effective. The plan will include tools for fleet managers to identify total-cost of ownership benefits as well as full life-cycle emissions savings.

Further, guidance will be provided on all available incentives for vehicles and infrastructure, which are important in maximizing the cost benefits of the vehicles. Best practices for procurement including cooperative purchase agreements and government lease options will also be included. The State of California Department of General Services has been working to streamline fleet purchase of electric vehicles, and the plan can help Central Sierra jurisdictions leverage these efforts.

Matching charging to vehicles is important for successful fleet deployment. CSE will define typical typologies of municipal charging arrangements, and identify best practices and estimated capital and operational costs for each type. Programs which may fund infrastructure deployment will also be identified. Special focus will be given to municipal sites that can serve both fleet vehicles as well as support other public charging needs. CSE expertise in energy projects can help inform how public sites can minimize energy cost impacts while maximizing charging through appropriate tariff selection and management practices.

Many ZEVs will initially be serviced under warranty by OEM-trained technicians, however municipal staff will eventually need to take over maintenance and both vehicles and infrastructure. Although there is some commonality between ZEVs and ICE vehicles, maintenance of ZEVs may require new and expanded skills. The plan will identify training opportunities for this staff, identifying a variety of state-funded and privately offered curricula. The potential purchase of large number of vehicles in the Central Sierra region offers the opportunity to bring trainings that have previously only been offered in the Fresno or Sacramento area with experienced staff from these regions. Finally, the plan will include guidance for fleets to track usage and evaluate the benefits the ZEVs in their operations, ensuring that vehicles are being used effectively and informing future deployment efforts.

Deliverables:

- Outline of ZEV Readiness Plan - August 2018
- Draft of ZEV Readiness Plan - February 2019
- Final ZEV Readiness Plan - August 2019

Detailed Budget and Cost Schedule

The Budget is presented in the Exhibit C forms provided.

CSE's direct labor and non-labor costs have been repeatedly vetted and approved over the past five years by the U.S. Department of Energy, the California Public Utilities Commission, the California Air Resources Board, the California Energy Commission, municipalities and school districts across the state, and both IOU and municipal utilities. CSE's current indirect cost negotiation agreement with the DOE is 123.74% G&A. In Exhibit C, the Indirect Cost tab indicates a maximum indirect cost rate of 159%, but the indirect costs are calculated based on our current DOE-approved rate of 123.74%. CSE's subcontractors are similarly utilizing vetted indirect rates for project labor costs.

Project Schedule

Following is the proposed schedule for the scope of work for completing the project within the total time allowed.

Task	Anticipated Timeline
Task 1: Background Assessment Report	W1 – W31
Milestone 1.1: Completed Analysis and Draft Report	W1-W22
Milestone 1.2: Refined Analysis and Final Report	W22 – W31
Task 2: Outreach Plan and Tool Kits	W5 – W65
Milestone 2.1: Draft Outreach Plan and Materials	W5 – W40
Milestone 2.2: Draft Sector Specific Tool Kits	W5 – W53
Milestone 2.3: Final Outreach Plan & Tool Kits	W53 – W65
Task 3: Central Sierra ZEV Readiness Plan	W12 – W72
Milestone 3.1: Plan Outline	W12 – W22
Milestone 3.2: Draft Plan	W23 – W46
Milestone 3.3: Final Plan	W47 – W72

Category Budget
(see instructions)

Name of Organization

Center for Sustainable Energy

- Contractor/Recipient Subcontractor
 Small Business Micro Business Disabled Veteran Business Enterprise (DVBE)

Cost Category	Energy Commission Reimbursable Share	Match Share	Total
Direct Labor	\$ 42,420	\$ -	\$ 42,420
Fringe Benefits	\$ 17,392	\$ -	\$ 17,392
Total Labor	\$ 59,812	\$ -	\$ 59,812
Travel	\$ 2,450	\$ -	\$ 2,450
Equipment	\$ -	\$ -	\$ -
Materials/Miscellaneous	\$ 8,000	\$ -	\$ 8,000
Subcontractors	\$ 34,710	\$ -	\$ 34,710
Total Other Direct Costs	\$ 45,160	\$ -	\$ 45,160
Indirect Costs	\$ 52,491	\$ -	\$ 52,491
Profit (not allowed for grant recipients)	\$ 12,275	\$ -	\$ 12,275
Total Indirect and Profit	\$ 64,766	\$ -	\$ 64,766
Grand Totals	\$ 169,738	\$ -	\$ 169,738

Direct Labor (Unloaded)
(see instructions)

Center for Sustainable Energy

Hourly Rates

Employee Name	Job Classification / Title	Maximum Labor Rate (\$ per hour)	# of Hours	Energy Commission Funds	Match Share	Total
Andy Hoskinson	Programs, Senior Manager II	\$ 55.00	67	\$ 3,575	\$ -	\$ 3,575
Kevin Wood	Programs, Specialist II	\$ 42.00	274	\$ 10,966	\$ -	\$ 10,966
Laura Parsons	Research & Analysis, Assistant Director	\$ 55.00	16	\$ 845	\$ -	\$ 845
Trevor Wilson	Programs, Associate II	\$ 22.00	289	\$ 5,933	\$ -	\$ 5,933
John Anderson	Research & Analysis, Research Analyst I	\$ 38.00	38	\$ 1,370	\$ -	\$ 1,370
Michelle Jones	Research & Analysis, Research Assistant	\$ 22.00	220	\$ 4,455	\$ -	\$ 4,455
TBH	Research & Analysis, Research Analyst I	\$ 38.00	150	\$ 5,408	\$ -	\$ 5,408
Josh Erwin	Programs, Associate I	\$ 26.00		\$ -	\$ -	\$ -
Roman Partida-Lopez	Programs, Senior Specialist I	\$ 46.00	29	\$ 1,293	\$ -	\$ 1,293
Chuck Colgan	Marketing, Senior Public Relations Specialist/Copywriter	\$ 38.00	22	\$ 811	\$ -	\$ 811
Tim Kleinheider	Marketing, Senior Manager II	\$ 45.00	22	\$ 956	\$ -	\$ 956
Georgina Arreola	Research & Analysis, Research Analyst II	\$ 42.00	44	\$ 1,745	\$ -	\$ 1,745
TBH	Programs, Project Manager II	\$ 42.00	113	\$ 4,552	\$ -	\$ 4,552
Andres Spagarino	Marketing, Senior Web Developer	\$ 55.00		\$ -	\$ -	\$ -
Brett Williams	Programs, Sr. Principal Advisor	\$ 67.00	8	\$ 511	\$ -	\$ 511
Hourly Direct Labor Totals				\$ 42,420	\$ -	\$ 42,420

Monthly Salary Rates

Employee Name	Job Classification / Title	Maximum Labor Rate (\$ per month)	# of Months	Energy Commission Funds	Match Share	Total
		\$ -		\$ -	\$ -	\$ -

		\$ -		\$ -	\$ -	\$ -
		\$ -		\$ -	\$ -	\$ -
		\$ -		\$ -	\$ -	\$ -
		\$ -		\$ -	\$ -	\$ -
		\$ -		\$ -	\$ -	\$ -
Monthly Direct Labor Totals				\$ -	\$ -	\$ -

	Energy Commission Funds	Match Share	Total
Direct Labor Grand Totals	\$ 42,420	\$ -	\$ 42,420

Fringe Benefits

(see instructions)

Center for Sustainable Energy

Fringe Benefit Base Description (Employee or Job Classification/Title)	Max. Fringe Benefit Rate (%)	Direct Labor Costs (\$)	Energy Commission Funds	Match Share	Total
All Classifications	41.00%	\$ 42,420	\$ 17,392	-	\$ 17,392
	0.00%	-	-	-	-
	0.00%	-	-	-	-
	0.00%	-	-	-	-
	0.00%	-	-	-	-
	0.00%	-	-	-	-
	0.00%	-	-	-	-
	0.00%	-	-	-	-
	0.00%	-	-	-	-
	0.00%	-	-	-	-
	0.00%	-	-	-	-
	0.00%	-	-	-	-
Fringe Benefit Totals		\$ 42,420	\$ 17,392	-	\$ 17,392

Travel
(see instructions)

Center for Sustainable Energy

Task No.	Traveler's Name and/or Classification	Departure and Destination	Trip Purpose	Energy Commission Funds	Match Share	Total
3	<i>All Classifications</i>	San Diego, CA to Tuolumne County	Working group meeting	\$ 490	\$ -	\$ 490
3	<i>All Classifications</i>	San Diego, CA to Tuolumne County	Report meetings	\$ 1,960	\$ -	\$ 1,960
				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
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				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
Total:				\$ 2,450	\$ -	\$ 2,450

Equipment
(see instructions)

Center for Sustainable Energy

Task No.	Description	Purpose	# Units	Unit Cost	Energy Commission Funds	Match Share	Total
				\$ -	\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -	\$ -
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				\$ -	\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -	\$ -
Total:					\$ -	\$ -	\$ -

Materials & Miscellaneous
(see instructions)

Center for Sustainable Energy

Task No.	Description	Purpose	# Units	Unit Cost	Energy Commission Funds	Match Share	Total
1	HIS/Markit new car sales data	new vehicle sales data to assess ZEV market penetration	1	\$ 2,000	\$ 2,000	\$ -	\$ 2,000
1	Plugshare EVSE data	data to help assess existing ZEV infrastructure in the region	1	\$ 4,000	\$ 4,000	\$ -	\$ 4,000
2	Outreach materials	materials for creation of promotional toolkits	1	\$ 2,000	\$ 2,000	\$ -	\$ 2,000
				\$ -	\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -	\$ -
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				\$ -	\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -	\$ -
Total:					\$ 8,000	\$ -	\$ 8,000

Subcontracts
(see instructions)

Center for Sustainable Energy

Task No.	Subcontractor Name	Purpose	CA Business Certifications DVBE/SB/MB/None	Energy Commission Funds	Match Share	Total
2,3	Rincon Consultants, Inc.	Develop EVSE planning, permitting and installation guide; ZEV local permitting process guidebook; outreach plan and toolkits; stakeholder engagement; assess economic and environmental benefits of transition to EVs	None	\$ 34,710	\$ -	\$ 34,710
				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
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				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
				\$ -	\$ -	\$ -
Total:				\$ 34,710	\$ -	\$ 34,710

Indirect Costs and Profit

(see instructions)

Center for Sustainable Energy

Indirect Cost(s)

Name of Indirect Cost	Maximum Rate	Indirect Cost Base Description	Indirect Cost Base Amount	Energy Commission Funds	Match Share	Total
G&A	159.00%	DL*G&A (Employee Training, Professional Development, Recruiting, Postage, Supplies, Audit, Legal and Payroll Services, Memberships, Subscriptions, Utilities, Corporate Insurance, Policy Wages & Salary, Office Rent & Storage, Telephone & Communications, Network/IT/Internet, Administrative Wages & Salary)	\$ 42,420	\$ 52,491	-	\$ 52,491
	0.00%		-	-	-	-
Total:				\$ 52,491	-	\$ 52,491

Profit

(Profit is not allowed for Grant Recipients)

Profit Rate	Profit Base Description	Profit Base Amount	Energy Commission Funds	Match Share	Total
10.00%	CSE allowable expenses including staff labor, fringe and indirect costs, travel; profit funds mission-driven activities and projects	\$ 122,753	\$ 12,275	-	\$ 12,275
Total:			\$ 12,275	-	\$ 12,275

4. Project Personnel

Qualifications and Proposed Duties of Project Personnel

CSE has assembled a team of well-established, experienced electric vehicle subject matter experts and data analysts. Our team of industry experts bring a wide breadth of EV infrastructure market development expertise and experience as well as critical relationships with stakeholders in the EV industry. The key personnel assigned to this project and their qualifications are as follows.

Andy Hoskinson is Senior Manager for EV Initiatives at CSE, where he leads a team of clean transportation experts in developing and delivering highly actionable electric vehicle policy, plans and studies. At CSE, Andy manages electric vehicle charging technology development projects, alternative fuel education and implementation projects. He also participates as an advisory committee member on investor-owned utility electric vehicle charging infrastructure programs. Andy brings more than 16 years' experience in program and project management focused on a variety of sustainability issues, and strong expertise in EV infrastructure market development. This expertise includes leading strategic early market development work in the San Diego region, preparing and executing an overall outreach strategy for electric vehicle infrastructure development with residential, commercial, institutional, governmental, and retail partners. He also has designed hundreds of electric vehicle infrastructure installations for multi-unit dwelling, commercial, and retail partners, balancing company interests with host needs and property and utility limitations. Andy earned an M.B.A. from San Diego State University, and a B.A. in Urban Studies and Planning from the University of California, San Diego. Andy will serve as the Project Manager coordinating with Tuolumne County Transportation Council, planning and guiding the full team to completion of high quality project deliverables.

Kevin Wood is an Alternative Fuels Specialist at CSE, where he works with a diverse group of public and private stakeholders to expand infrastructure and increase the use of alternative fuels in the San Diego region. Kevin also performs outreach and analysis to help fleet operators and consumers make informed decisions about vehicle and fuel options. He manages alternative fuel market development initiatives under California Energy Commission and U.S Department of Energy programs, executing barrier reduction initiatives, including market assessment, best practices development, training coordination and technical assistance. He also serves as Coordinator of the San Diego Regional Clean Cities Coalition, a partnership of public, private, and non-profit organizations dedicated to increasing the deployment of alternative fuel vehicles in the San Diego region as part of the U.S DOE's Clean Cities Program. Kevin earned an M.A. in Urban Planning from the Sol Price School of Public Policy at University of Southern California, and a B.A. in Political Science from the University of California, San Diego. Kevin will serve as the ZEV specialist functionally leading the working group, preparing portions of the market analysis, tool kits, and will develop and execute the public outreach plan.

Brett Williams, Senior Principal Advisor, is a researcher, speaker, teacher and adviser with training from universities in the U.S. and U.K. and a mixed science/technology, innovation and policy perspective. He has worked for over two decades with leading companies, government agencies, and academic researchers in the U.S. and Europe to investigate the wide, rapid, and responsible commercialization of electric-drive vehicles, alternative fuels, and efficient, green power systems. At CSE, Brett leads efforts to

increase the transparency, understandability and equity of electric-drive vehicle markets and the California Air Resources Board Clean Vehicle Rebate Project. Brett regularly engages with a variety of high-level EV and alternative-fuel industry, policy, planning and other stakeholders, and develops new initiatives related to advanced-vehicle and alternative-fuel markets and products, infrastructure analysis and energy storage. Brett holds a Ph.D. in Transportation Technology & Policy from University of California, Davis; an M.Phil. (1st equiv. thesis), Environment & Development from Cambridge University, and a B.A. (thesis with distinct) in Physics/ Public Policy Analysis from Pomona College. Brett will serve as a senior advisor on Task 1 activities.

Román Partida-López, Senior Equity Specialist at CSE, is an experienced sustainability and equity professional working to advance policy and initiatives for the benefit of underserved communities. Román is a member of the Clean Transportation Equity Team, where he ensures CSE's clean transportation initiatives are available and appropriately focused in all communities throughout the state, in particular, disadvantaged, low- and moderate- income communities. He also engages various stakeholders to help increase awareness, knowledge and participation of clean transportation incentive programs. Román holds a J.D. from Thomas Jefferson School of Law, San Diego, and a B.A. from University of San Diego. He is a native speaker and writer of Spanish. Román will serve as an Equity advisor ensuring Equity perspectives are integrated elements of the planning.

Trevor Wilson, Project Coordinator, provides cross-functional support to a variety of electric vehicle charging station deployment projects. His expertise includes managing client communications, data collection, training and technical report writing. Trevor currently supports the City of San Francisco's Multi-Unit Dwelling EVCS Siting Study, where he focuses on data collection, client communication and technical report writing. He also supports the Sonoma Clean Power Workplace Charging Technical Assistance Program where he focuses on data collection, site assessment, and high-level siting analyses. Trevor holds a B.A. in International Relations from Michigan State University and an M.S. in Environmental Management & Sustainability from James Madison University. Trevor will support most aspects of the project including working group engagement, report writing and preparation, and public outreach plan execution.

Laura Parsons, Assistant Director, Research and Analysis, manages CSE's research and analysis efforts related to energy efficiency, distributed generation and clean transportation. Her team conducts qualitative and quantitative research design and implementation, program evaluation, data visualizations and online dashboards, GIS mapping and analysis, rate/tariff analysis and data process automation. She ensures efficient and cost-effective allocation of research analyst resources to support CSE projects, and develops and confirms adherence to quality assurance protocols. Laura is committed to producing high quality analysis and communicating actionable, accessible results. Laura also manages research projects funded by the California Energy Commission and Lawrence Berkeley National Laboratory. Laura is a Certified Project Management Professional (PMP) and holds a B.A. in Mathematics from University of California San Diego. Laura will advise on the research and analysis components of the projects.

Georgina Arreola, Research Analyst, has over 10 years of experience in statistics and advanced quantitative research methods. Her work focuses on the survey development process and survey design as well as the use of statistical survey data analysis methods and market research techniques to study the

adoption and diffusion of renewable energy technologies. Additionally, Georgina has over five years of experience in renewable energy research, policy and analysis. She has worked in a consulting capacity with various public agencies and private companies. Georgina has an MPP, International Development Policy & Energy Policy, from Georgetown University and a B.S. in Management Science from University of California, San Diego. Georgina will lead the design and analysis of the workplace survey.

John Anderson, Research Analyst, leverages more than five years of experience working on Clean Transportation projects to support the CSE Transportation team's analytical needs. Recent projects include an EV charging equipment siting analysis for the City of San Francisco Department of the Environment, and an analysis of community-level factors related to EV adoption and its application to program outreach efforts. He also forecasts clean vehicle markets and incentive program demand, assesses program participation, completes spatial analyses, and creates data visualizations and tools. John holds a B.A. in International Security and Conflict Resolution from San Diego State University. John will lead the assessment of baseline conditions, ZEV gap analysis, and identification of candidate charging station locations.

Michelle Jones, Research Analyst Assistant, is a member of the Research and Analysis team, where she specializes in data visualization and analysis, including script writing, querying, and maintenance. She writes and executes data analysis and calculation using R and Stata; creates data visualizations to illustrate and reinforce research findings and inform further action or discussion; and assists senior research analysts with data quality analysis, cleaning, and organization. Her recent projects at CSE include a literature review on energy-related behavioral change strategies for the City of Carlsbad and an analysis of CVRP survey respondents living in disadvantaged communities. Michelle holds a B.A. in Environmental Studies: Sustainability and Social Justice, from San Francisco State University. Michelle will support several aspects of the project, including GIS spatial analysis and mapping, literature reviews and survey data analysis.

Erik Feldman, MS, CPSWQ, LEED AP, is a Principal with Rincon's Environmental Planning and Sustainability Department. He oversees Rincon's statewide greenhouse gas reporting and carbon verification programs and is responsible for the leadership and development of Rincon's sustainability services. Mr. Feldman's experience includes GHG modeling and auditing, climate action planning and environmental site assessment and remediation. Additionally, he is involved in a wide range of urban planning and land use studies, sustainable development review, California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) environmental documentation, and permitting activities. Erik applies this experience in the successful management of environmental and sustainability projects for variety of clients in the public and private sectors. Eric will serve as Principal-in-Charge.

Matt Maddox, MESM, AICP, serves as a Senior Program Manager within Rincon's Environmental Science and Planning group and the Sustainable Consulting Group. He is located in Rincon's Sacramento office and has expertise in CEQA compliance, impact analysis, environmental regulation, and transportation planning. He is involved in a wide range of urban planning and land use studies, as well as community involvement and permitting activities. Mr. Maddox has developed a focus in the area of urban planning and reduction of greenhouse gas emissions related to land use. He is currently managing the Stanislaus Council of Governments Regional Transportation Plan and Sustainable Communities Strategy EIR, and

recently managed the El Dorado County Capital Improvement Program (CIP)/Traffic Impact Mitigation (TIM) Fee Update EIR as well as the Humboldt County Association of Governments RTP EIR. As part of these projects, Matt led the public outreach components of the EIR process including directing scoping meetings, conducting stakeholder information sessions, and presenting impact analysis associated with the projects to the regional government agencies. Matt will serve as Rincon's Project Manager, coordinating closely with CSE and leading the Rincon team to manage the project effectively to deliver the highest quality work products.

Ryan Gardner, MESM, LEED GA, ENV SP serves as a Sustainability Project Manager and an Environmental Scientist with Rincon's Sustainability Services Group. He is experienced in greenhouse gas reporting and audits, life cycle analysis, green building strategies, carbon accounting, carbon sequestration and sustainable infrastructure. His responsibilities include green building consulting, sustainability plans, GHG verification for AB-32, GHG reporting for corporate initiatives, LEED certification, energy audits, construction and mitigation monitoring and regulatory compliance. He has contributed to a variety of successful projects, including climate action plans, GHG emissions inventories, energy studies, environmental impact reports, and public outreach and education programs. Ryan will serve as an environmental analyst and sustainability specialist.

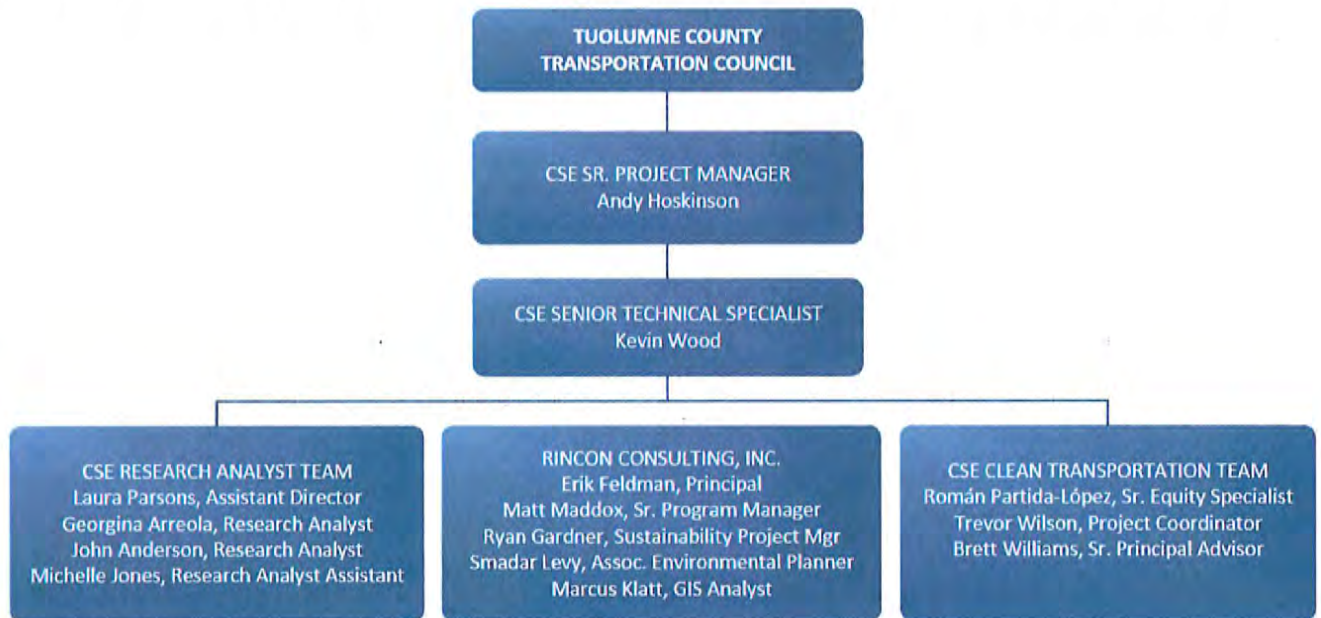
Smadar Levy, MESM an Associate Environmental Planner with Rincon's Environmental Planning and Sustainability Group in Sacramento. Ms. Levy is responsible for assisting with policy analysis and outreach for planning projects, as well as conducting and reviewing CEQA and NEPA environmental assessments. She brings a strong background in biology, environmental policy, economics, and strategic communications to her work. Smadar will serve as an environmental analyst and sustainability specialist.

Marcus Klatt is a GIS Analyst at Rincon, specializing in geospatial analysis, development, and mapping for a wide range of project types including environmental assessments, planning, urban design, and land development. He has experience in aerial imagery interpretation and mapping, georectification, spatial statistics, impact analysis, database development/management, version control and tracking, QA/QC, methodology development, ArcPy python programming, Adobe products, CAD, web mapping, and mobile GIS applications. Through his 10 years of GIS experience he has worked with nonprofits, city, state and federal agencies, as well as in the private sector to provide GIS and spatial data solutions. Marcus will serve as GIS/Graphics Specialist.

Resumes for key personnel have been provided as Appendix A.

Organization Chart

The organization chart below delineates communication and reporting relationships among project staff.



5. Project Summaries and Project Cost and Quality Control

Project Summaries

Projects similar in nature to this project have been described above in section 2. Qualifications. Key projects have been highlighted in the project summaries below.

Quality Control, Budget and Schedule Control

Project management is a core competency at CSE. Our organizational structure and staffing are designed to maximize effective management and implementation of complex energy projects and programs. This project will be within CSE's programs department and will benefit from support of a formal Project Management Office (PMO) that is aligned with industry best standards defined by the Project Management Institute (PMI). From project initiation through all five project phases including project close our team will follow established professional project management principles, including dedicated and accountable staff, tracking of goals and metrics, strict budget control and ongoing client reporting. The project team will meet regularly to measure progress on contract deliverables and engage SBCOG, partners and other stakeholders to ensure work products and deliverables are high quality and on time. Much of the work under Task 2 and Task 3 will be completed by existing Standard Operating Procedures (SOPs) that have been designed with quality control steps, such as early escalation of issues and mandatory review gates for deliverables.

San Joaquin Valley PEV Implementation Project



Client

San Joaquin Valley Air
Pollution Control District
(SJVAPCD)

CSE Role

Subcontractor

**Percentage of Work CSE
Responsible For:** 100%

Location: Central Valley

Duration: 2012-2017

Total Cost: \$600,000

**Adherence to
Schedule/Budget**
Yes

Client Contact Information

Colette Kincaid
(559) 230-5814
Colette.kincaid@valleyair.org
<http://www.valleyair.org>

Project Summary

The San Joaquin Valley Air Pollution Control District and CSE launched Valley Takes Charge! to implement PEV awareness and training programs in the San Joaquin Valley as identified in the Air District's Readiness Plan. Funded by the CEC, this project supports local governments by raising awareness of PEVs and their benefits with decision-makers, providing targeted training and toolkits for local governments to be PEV ready, and training local electricians to be ready to meet the increasing demand of EVCS installations.

Working with the San Joaquin Valley Air Pollution Control District (SJV APCD), CSE developed a comprehensive plug-in electric readiness plan that identifies, reduces and resolves barriers to the widespread deployment of private and public EV charging stations in the region. Efforts included creation of best practices and educational materials that address updating zoning and parking policies, streamlining permitting and inspection processes and updating building codes for electric vehicle infrastructure. CSE also developed regional market reports on electric vehicle adoption, regional use of clean vehicle incentives and the air quality and economic impacts of regional adoption of electric vehicles, and provided a detailed regional charging station siting analysis locating optimal locations for public charging infrastructure in the Central Valley. This siting analysis resulted in multiple funding awards for the region to deploy infrastructure.

Key Project Deliverables

- EVCS Permitting & Inspection Best Practices Report
- EVCS Installation Best Practices Report
- EVCS Permitting & Inspection Website Language for local governments
- Regional Workshops for local governments
- EV Charging Installation Training
- Permitting Toolkits and Hotline

Scope of Services Area Addressed

The Readiness Plan and siting analysis informed the areas of focus for Valley Takes Charge! and the end-users of this program's resources. Implementation work has focused on providing trainings for building officials on streamlined permitting of EV infrastructure, engagement with electrical installers to increase knowledge on infrastructure installations, and awareness activities aimed at decision makers.

San Diego Plug-In Electric Vehicle (PEV) Readiness Plan and Implementation Project (“Plug-In SD”)



Client

San Diego Association of Governments (SANDAG)

Project Team

Andy Hoskinson
Marissa Spata
Kevin Wood
Candace Chu

CSE Role

Subcontractor

Percentage of Work CSE Responsible For: 100%

Location: San Diego Region (all 19 jurisdictions, electrical contractors, and EV dealerships)

Duration: 2015-2020

Total Cost: \$600,000/
\$425,000 awarded to CSE

Adherence to Schedule/Budget
Yes

Client Contact Information

Allison Wood, SANDAG
(619) 699-1973
allison.wood@sandag.org
www.sandag.org/energy

In 2015, the San Diego Association of Governments (SANDAG) received funding from the California Energy Commission (CEC) to streamline electric vehicle charging station (EVCS) permit processes, further the knowledge about EVCS installations and increase PEV awareness among local governments, contractors, multi-unit dwelling (MUD) and workplace building owners, and EV dealerships in support of continued growth of PEVs in the region. With this funding, the Center for Sustainable Energy was contracted to implement the recommendations of CSE's 2013 San Diego Region PEV Readiness Plan, and provide recommendations for San Diego's aforementioned stakeholders to prepare for increased PEV deployment and EVCS installations.

Key Project Deliverables

- EVCS Permitting & Inspection Best Practices Report
- EVCS Installation Best Practices Report
- EVCS Permitting & Inspection Correction Lists
- EVCS Installation Checklists
- EVCS Permitting & Inspection Website Language for local governments
- Subregional Workshops for local governments (to distribute developed resources)
- EVCS siting and “PEV 101” presentation for MUDs and Workplace Seminars
- On-call EV Expert Technical Assistance
- EV Expert Effectiveness Survey
- EV Dealership Brochure

Scope of Services Area Addressed

CSE's 2013 PEV Readiness Plan and siting analysis informed the areas of interest for Plug-In SD and the end-users of this program's resources. These areas of interests include permitting and building codes, installations and inspections, general PEV awareness through MUD, and workplace and dealership engagement.

Results/Outcomes

The project launched in July 2015 and continuation funding was secured for another three years in 2017.

Clean Vehicle Rebate Project (CVRP)



Client

California Air Resources Board

CSE Role

Prime

Percentage of Work CSE Responsible For: 100%

Location: California

Duration: 2009 - present

Total rebate funding:
\$472,688,222

Total admin funding:
\$13,973,161

Client Contact Information

Sara Dastoum

(916) 323-1696

sara.dastoum@arb.ca.gov

<http://www.arb.ca.gov/>

Project Summary

Funded by the California Environmental Protection Agency's Air Resources Board (ARB) and administered state-wide by CSE, CVRP provides rebates of up to \$7,000 for the purchase or lease of zero-emission and plug-in hybrid light-duty vehicles. CVRP encourages technologies and innovations that provide immediate air pollution emission reductions and that stimulate development and deployment of sustainable transportation.

Key Project Deliverables

- Provide education and outreach on the clean vehicle market through web resources, print materials, and statewide community events to consumers and stakeholders
- Establish eligibility for and disburse rebate payments to consumers who purchase or lease eligible clean vehicles

Scope of Services Area Addressed

Providing outreach and educational information on the clean vehicle market to California residents. Administering rebates to eligible vehicle owners.



Results/Outcomes

Since 2009, CSE has distributed over \$472M in rebates to over 214,000 vehicle owners, fleet operators, and businesses in California. In 2014 EVs made up almost 3% of new comparable light-duty vehicle sales in California¹. CSE increased the project's outreach component by attending successful events throughout the state such as Earth Day gatherings, auto shows, PEV ride and drives, and other public venues. CSE also held informative webinars on a quarterly basis to help dealers understand how the rebate project works and how they can help their customers take advantage of it.

¹Santulli, C., & Williams, B. (2015). "CVRP Implementation Status Update," Presentation to CVRP Long-Term Planning Workshop, 8 December, Sacramento, CA. Retrieved from http://www.arb.ca.gov/msprog/aqip/cvrp/120815_cvrp_workshop_presentation_cse.pdf

CVRP Influence on Adoption Analysis



Client

California Air Resources Board

Project Team

Clair Johnson, Brett Williams

CSE Role

Prime contractor

Percentage of Work CSE

Responsible For: 100%

Location: San Diego, CA

Duration: 2016–2017

Project Summary

CSE conducted regression analyses on CVRP consumer survey data that explored how vehicle, transactional, and consumer characteristics were related to: 1) whether consumers identified the CVRP rebate as essential to their purchase/lease of an electric vehicle (EV), and 2) consumer interest in EVs at the beginning of the shopping process. CSE used the results of the analyses to develop consumer profiles helpful for targeted outreach efforts.

Key Project Deliverables

- Collection, cleaning, and analysis of survey data
- Multiple presentations with EV market stakeholders
- Paper published in the Transportation Research Record

Scope of Services

On an ongoing basis, CSE provides expertise on survey design, administers the CVRP consumer survey, and utilizes quality control procedures to ensure that survey data are high quality. CSE built on this foundation to conduct a robust analysis and provide thorough documentation that made the results accessible to stakeholders while ensuring their responsible use.

Results/Outcomes

Through a published paper and multiple presentations, CSE shared the results of the analysis with program staff, program funders, and other external stakeholders. In this way, CSE demonstrated a commitment to optimizing the programs it administers, while also contributing to broader conversation to promote the EV market. CVRP outreach teams utilized the results of the analysis to inform a strategic outreach plan for fiscal year 2016-2017.

Bear Valley Transportation Electrification Program



Client

Bear Valley Electric Service

Project Team

Trevor Wilson, Clean
Transportation Staff

CSE Role

Prime contractor

**Percentage of Work CSE
Responsible For:** 100%

Location: San Bernardino
County, CA

Duration: 2017 - 2018

Total Project Budget: \$93,000

Client Contact Information

Paul Marconi, Director
866.4678 x100
Paul.Marconi@bves.com
<https://www.bves.com/>

Project Summary

A key component to greater EV adoption in California is establishing their reliability for vacation and recreation travel outside of urban centers to rural and mountainous areas.

This project for the Bear Valley Electrical Service in San Bernardino County introduces public charging infrastructure and favorable utility rates in a major recreational destination within driving range for millions of visitors living in a South Coast air basin with severe pollution.

Key Project Deliverables

- Development and documentation of program design
- Case study review
- Outreach materials
- Final program recommendations report

Scope of Services

CSE is directing two pilot programs to demonstrate the effectiveness of providing incentives for make-ready EV charging infrastructure at recreation destinations and time-of-use electricity rates for EV owners as well as public education, marketing and outreach.

6. Past Public Sector Clients

As Prime recipients of eight grant agreement awards with the California Energy Commission valued at over \$29.3M, CSE has extensive experience working with the Energy Commission to deliver highly successful research and demonstration and technology deployment projects. As such, we are well-versed in the nuances of Energy Commission contracting, the reporting and invoicing requirements and the importance of close coordination and communication with the Contract Award Manger (CAM). We currently partner with SANDAG and San Joaquin Valley Air Pollution Control District to deliver implementation planning technical support as part of their Energy Commission Zero-Emission Vehicle Regional Readiness and Planning grand awards.

CSE Public Sector Clients

- US Department of Energy
- California Air Resources Board
- California Energy Commission
- California Public Utilities Commission
- Massachusetts Executive Office of Energy and Environmental Affairs
- New York State Energy Research & Development Authority
- State of Connecticut Department of Energy & Environmental Protection
- Pacific Gas & Electric
- Southern California Edison
- Pacific Power
- Los Angeles Department of Water and Power
- Bay Area Air Quality Management District
- Bay Area Rapid Transit (BART)
- County of Los Angeles
- County of San Diego
- Metropolitan Transportation Commission
- Pasadena Water and Power
- Rancho California Water District
- Bear Valley Electric Service
- San Diego Association of Governments (SANDAG)
- San Diego Gas & Electric
- San Joaquin Valley Air Pollution Control District
- Sonoma Clean Power
- Southern California Public Power Authority
- City of Chula Vista
- City of San Diego
- City of Palo Alto
- City of Del Mar
- City and County of San Francisco
- County of Sonoma
- Port of Long Beach

- Port of San Diego
- San Diego Regional Airport Authority
- San Diego Unified School District

Rincon Public Sector Clients

- Alameda-Contra Costa Transit District
- Butte County Association of Governments
- California State University, Office of the Chancellor, Land Use Planning and Environmental Review
- City of Antioch, Community Development Department
- City of Berkeley Planning and Development
- City of Concord, Planning and Development
- City of Gilroy Community Development Department - Environmental Review
- City of Lincoln, Community Development Department
- City of Manteca, Public Works Department – Engineering Division
- City of Merced, Public Works
- City of Palo Alto, Planning and Community Environment
- City of Redding, Environmental Services
- City of Redwood City, Community Development
- City of Sacramento, Source Water Protection Consultation, Department of Utilities
- City of San Leandro, Planning Services Division of the Community Development Department
- City of San Ramon, Planning/ Community Development
- City of Shasta Lake, Environmental Services
- City of Turlock, Development Services Department
- County of Monterey, Public Works
- County of Monterey, Resource Management Agency
- County of San Benito, Public Works
- County of Santa Cruz, Public Works
- County of Tuolumne, Community Development Department
- County of El Dorado, Community Development Agency, Long Range Planning
- Napa County Transportation Planning Agency
- San Francisco Mayor’s Office of Housing and Community Development
- San Joaquin Council of Governments
- Stanislaus Council of Governments

7. Proposed Public Outreach Plan

Every effective plan requires an integrated public outreach plan to effectively raise awareness of the goals of the plan, educate market actors sufficiently to build confidence necessary to act and inspire them to action. As such, CSE and Rincon have fully integrated the proposed public outreach plan within the scope of work, specifically within Tasks 2.2 and 3.1. While the outreach approach proposed in Task 2.2 more obviously fits as typical elements of a public outreach plan, the formation and engagement of a working group (as described in Task 3.1) is also a key element of the plan. Engaging with working group members across a variety of sectors within Central Sierra begins socialization of the plan before it is complete, and working group input into the plan will shape the language and message of the plan to better resonate with businesses and organizations in Central Sierra. Finally, members of the working group may either become or help identify key “champions” that are noted in Task 2.2 as part of the overall outreach strategy.

Appendix A – Resumes

Andrew Hoskinson

Senior Project Manager, EV Initiatives



Education & Training

- M.B.A., San Diego State University
- B.A., Urban Studies and Planning, University of California San Diego

Office Location

9325 Sky Park Court, Ste 100,
San Diego, CA 92123

Andrew Hoskinson is Senior Project Manager for Electric Vehicle (EV) Initiatives at the Center for Sustainable Energy, where he leads a team of professionals developing and delivering highly actionable electric vehicle policy, plans and studies. He brings a background of more than 16 years' experience in program and project management focused on a variety of sustainability issues, and strong expertise in EV infrastructure market development. Andrew earned an M.B.A. from San Diego State University, and a B.A. in Urban Studies and Planning from the University of California at San Diego.

Andrew brings more than 16 years of experience in program and project management, as well as a strong background in market development for EV infrastructure in the San Diego region.

Center for Sustainable Energy, San Diego, CA

Senior Project Manager, EV Initiatives (2016–present)

- Leading a team of subject matter experts in developing and implementing electric vehicle charging policy and infrastructure planning at regional, local and property specific levels.
- Managing electric vehicle charging technology development projects, alternative fuel education and implementation projects.
- Participating advisory committee member on investor owned utility electric vehicle charging infrastructure programs.
- Developing and implementing dealer engagement strategy; managing dealer outreach team; establishing, maintaining and leveraging OEM and new car dealer association relationships; and managing development and distribution of all dealer support resources for the Clean Vehicle Rebate Project.

NRG EVgo, San Diego, CA

San Diego Market Manager (2013 –2016)

- Led electric vehicle infrastructure development in the San Diego region.
- Designed hundreds of electric vehicle infrastructure installations for multi-unit dwelling, commercial, and retail partners, balancing company interests with host needs and property and utility limitations.
- Identified and executed on new business opportunities through legislative and regulatory policy review.

ECOtality, San Diego, CA

San Diego Area Manager (2010 –2013)

- Developed and implemented a market development strategy for EV Project's electric vehicle infrastructure in the San Diego region.
- Formed and led a multi-organizational group comprised of government, utilities, and private sector business to usher in electric vehicles and electric vehicle infrastructure in the San Diego region.
- Led strategic early market development activities preparing and executing overall outreach strategy for electric vehicle infrastructure development with residential, commercial, institutional, governmental, and retail partners.

Hofman Planning & Engineering, San Diego, CA

Senior Planner to Principal Planner (2006 –2010)

- Lead project management responsibilities for pre-construction design, development and permitting of institutional, medical, retail, office and hospitality development projects.
- Prepared various complex planning studies and development projects (e.g. land use studies, development impact fee programs, etc.).

City of National City, National City, CA

Planning Technician to Associate Planner (2000 –2006)

- Led a small team of planners in carrying out current planning responsibilities for a city with a diverse mix of residential, industrial, and retail uses.
- Prepared staff reports, departmental policy documents, public information handouts, internal process documents, client/public/inter-agency correspondence, and land use plans.

Kevin Wood

Clean Transportation
Specialist



Education & Training

- M.A., Urban Planning, Sol Price School of Public Policy, University of Southern California
- B.A., Political Science, University of California, San Diego

Office Location

9325 Sky Park Court, Ste 100,
San Diego, CA 92123

Kevin works with a diverse group of public and private stakeholders to expand infrastructure and increase the use of alternative fuels in the region. Kevin also performs outreach and analysis to help fleet operators and consumers make informed decisions about vehicle and fuel options. Kevin previously worked as a Transportation Planner and has extensive experience with local government sustainability initiatives with San Diego Association of Governments and the City of Los Angeles.

Kevin has a decade of experience in transportation planning, alternative fuels, and outreach and analysis to help fleet operators and consumers make informed decisions about vehicle and fuel options.

Center for Sustainable Energy, San Diego, CA
Clean Transportation Specialist (2017-present)
Project Manager (2013–Present)

- Lead fleet efforts for the Clean Vehicle Rebate Project (CVRP). Develop program structure and metrics to support deployment of clean vehicles by public agencies. Provide information and analysis on CVRP eligible vehicle technologies. Ensure compliance in rebate issuance. Complete regular reporting and program evaluation.
- Manage alternative fuel market development under California Energy Commission and U.S Department of Energy programs. Execute barrier reduction initiatives, including market assessment, best practices development, training coordination and technical assistance.
- Coordinator of the San Diego Regional Clean Cities Coalition, a partnership of public, private, and non-profit organizations dedicated to increasing the deployment of alternative fuel vehicles in the San Diego region as part of the U.S. DOE's Clean Cities Program. Manage education programs targeted to fleets and consumers, including events, web, and social media-based outreach. Collect

data on alternative fuel vehicle adoption and analyzed fuel pricing trends.

Associate Program Manager, Transportation (2011-2013)

- Supported alternative fuel vehicle conversion among San Diego International Airport's ground transportation fleets. Establish industry partnerships, and offered guidance and outreach on vehicle technologies, infrastructure, regulatory requirements.
- Provided municipal fleets with analysis quantifying the fuel savings and environmental benefits of alternative fuel adoption as part of SANDAG's Energy Roadmap program. Used fleet-specific data to identify the most suitable duty cycles for alternative fuel vehicles and opportunities for vehicle deployment as part of normal procurement processes.
- Worked with a large public sector fleet to develop greenhouse gas emissions inventory. Developed green fleet plan with scenarios to reduce fleet emissions through adoption of alternative fuels. Identified ROI for infrastructure and vehicle deployment under different scenarios.

Alta Planning + Design Inc., San Diego CA

Transportation Planner (2010-2011)

- Developed non-motorized transportation plans for municipalities and universities including research, writing, and document production/editing.
- Analyzed travel data and trends to identify priorities for infrastructure investment. Modeled emissions reductions from modal shifts and performed basic mapping tasks in GIS.
- Managed public outreach for planning efforts. Organized public workshops, developed displays and handouts, created and maintained project websites. Developed and administered travel surveys and analyzed results.

City of Los Angeles, Environmental Affairs Department, Los Angeles, CA

Sustainability Programs Assistant (2008-2010)

- Responsible for development of framework sustainability plan for the City of Los Angeles. Researched best practices from other jurisdictions and analyzed existing city policy in the areas including fleet management, energy efficiency, water usage, recycling, and green economy. Developed metrics to track progress towards sustainability goals.
- Organized and facilitated meetings for the Sustainability Task Force and updated the framework plan to incorporate feedback from experts and policymakers.
- Assisted with the formation and distribution of an RFP and supporting materials for the Certified Green Business Program to recognize businesses exceeding environmental standards.

San Diego Association of Governments, San Diego CA

Environmental Programs Assistant (2007-2008)

- Performed research for Regional Climate Action Plan, Alternative Fuels Toolkit, other planning projects; developed regional guidelines for alternative fuel vehicle and infrastructure deployment.
- Managed public outreach for the Coastal Regional Sediment Management Plan.
- Supported CEQA/NEPA review of Regional Transportation Plan and other programs.
- Assisted in writing federal environmental grants. Administered state grants for non-profits doing community planning work, including budgeting and reporting requirements.

**Brett Williams,
MPhil(cantab), PhD**

Principal Advisor,
Clean Transportation



Education & Training

- Postdoctoral Scholar, Transportation Sustainability Research Center, University of California, Berkeley
- Ph.D., Transportation Technology & Policy, University of California, Davis
- Business Development Certificate, Graduate School of Management, University of California, Davis
- M.Phil. (1st equiv. thesis), Environment & Development, Cambridge University
- B.A. (thesis with distinct), Physics/ Public Policy Analysis, Pomona College

Office Location

San Diego Headquarters

Professional Affiliations

Member of Transportation Research Board Alternative Fuels Committee

Brett is a researcher, speaker, teacher, and adviser with training from universities in the U.S. and U.K. and a mixed science/technology, innovation, and policy perspective. He has worked for two decades with leading companies, government agencies, and academic researchers in the U.S. and Europe to investigate the wide, rapid, and responsible commercialization of electric-drive vehicles, alternative fuels, and efficient, green power systems.

Center for Sustainable Energy, San Diego, CA –

Principal Advisor, Clean Transportation (2016- present)

Senior Project Manager (2014-2016)

- Leading efforts to increase the transparency, understandability, and equity of electric-drive vehicle markets and the California Air Resources Board Clean Vehicle Rebate Project (CVRP).
- Managing staff responsible for processing, analysis, and accessibility of CVRP rebate and survey data.
- Engaging with a variety of high-level EV and alternative-fuel industry, policy, planning, and other stakeholders.
- Developing new initiatives related to advanced-vehicle and alternative-fuel markets and products, infrastructure analysis, and energy storage.

Luskin Center for Innovation, University of California, Los Angeles (UCLA), Los Angeles, CA –

Program Director, Electric Vehicles & Alternative Fuels (2012 – 2014)

Analyzed advanced-vehicle and alternative-fuel markets and products, published net-present-valuation and uncertainty analysis of workplace charging cost-recovery, engaged in regional plug-in electric vehicle (PEV) readiness planning, and explored vehicle-to-grid (V2G), battery second life, and smart charging.

Department of Public Policy, University of California, Los Angeles (UCLA), Los Angeles, CA –

Assistant Adjunct Professor (2012 – 2014)

Teaching duties included a self-designed new course to teach fossil-fuel, combustion, electric, and hydrogen technologies and policies to policy, planning, and business students: “Electric-drive Vehicles: Technology & Policy” (Spring 2013).

Publications

- Williams, B. D.; DeShazo, J. R., Pricing Workplace Charging: Financial Viability and Fueling Costs. Transportation Research Record (forthcoming), Transportation Research Board: Washington DC, 2014.
- Williams, B. D.; DeShazo, JR; Ben-Yehuda, A. Early Plug-in Electric Vehicle Sales: Trends, Forecasts, and Determinants; Deliverable 04 to the Southern California Association of Governments, 2012.
- Williams, B. D. "Plug-In-Vehicle Battery Second Life: the Effect of Post-Vehicle, Distributed-Grid-Energy-Storage Value on Battery-Lease Payments." Transportation Research Record 2012, 2287, 64–71.
- DeShazo, J., A. Ben-Yehuda, et al. (2012). Southern California Plug-in Electric Vehicle Readiness Plan; UCLA Luskin Center for Innovation: Los Angeles, luskin.ucla.edu/ev
- Williams, B. D.; Martin, E.; Lipman, T.; Kammen, D. "Plug-in-Hybrid Vehicle Use, Energy Consumption, and Greenhouse Emissions: An Analysis of Household Vehicle Placements in Northern California." Energies 2011, 4, (3), 435-457.

Transportation Sustainability Research Center, University of California, Berkeley –

Assistant Research Engineer (2010 – 2012)

Postdoctoral Scholar (2008 – 2010)

Senior Researcher investigating electric-drive vehicles (plug-in-hybrid, fuel-cell, and battery). Research included: Electric-fuel and plug-in-vehicle commercialization for the California Energy Commission (including battery secondary use in collaboration with NREL, UC Davis, CSE, SDG&E, and AeroVironment); lifecycle emissions analysis; and analysis of real-world vehicle deployments: study of the household use of Toyota-made plug-in-hybrid and fuel-cell prototypes in partnership with Toyota, government agencies, and other organizations

Ford Motor Company, California Fuel Cell Partnership Office, West Sacramento, California –

Vehicle & Fuel Analyst (2003 – 2004)

Supported education and outreach events (including a Fuel-Cell-Vehicle Road Rally down the California coast), vehicle placements, and early commercialization planning

Rocky Mountain Institute, Old Snowmass, Colorado

Senior Research Associate (1995 – 2000)

RMI's principal analyst of fuel-cell and alternative-fuel technology and infrastructure. Helped create and spin-off Hypercar, Inc. (now FiberForge.com), a provider of lightweight, efficient automotive design solutions; Consulted for automotive, electronics, and energy firms (including the founders of Shell Hydrogen); Advised government agencies in the U.S. and Europe; Member of the U.S. delegation to the 1999 G8 Environmental Futures Summit; Media: contributed to radio, print, and online features, including Wired, E, and Environmental Health Perspectives magazines and ABCNews.com.

Other

- Contributed to and quoted on radio and other media such as Wired and E magazines, the Wall Street Journal Online, New York Times Online, Business Week, and New Scientist Online.
- Invited expert for workshops to develop both the State of California's multi-agency ZEV Action Plan and V2G Roadmap and the U.S. DOE EV Everywhere Grand Challenge, expert Advisory Panel member, RAND evaluation project of a state alt-fuel program.

Román Partida-López

Project Manager, Clean
Transportation Equity



Education & Training

- JD, Thomas Jefferson School of Law, San Diego
- BA, University of San Diego, San Diego, CA
- Native speaker and writer of Spanish

Professional Affiliations

San Diego La Raza Lawyers Association

Presentations

Imperial Valley Renewable Energy Summit 2014

Office Location

9325 Sky Park Court, Ste. 100,
San Diego, CA 92123

Román Partida-López, Equity Specialist at CSE, is an experienced sustainability and equity professional working to advance policy and initiatives for the benefit of underserved communities.

With over a decade of experience in Sustainability, Roman Partida-Lopez works to advance clean transportation policy and initiatives in low and moderate income communities

Center for Sustainable Energy, San Diego, CA

Clean Transportation Equity Project Manager (2014–present)

- Ensure CSE’s clean transportation initiatives are available and appropriately focused in all communities throughout the state, in particular, disadvantaged, low and moderate income communities;
- Engage various stakeholders to help increase awareness, knowledge and participation of clean transportation incentive programs.

The Greenlining Institute, Berkeley, CA

Environmental Equity Legal Fellow (2013 -2014)

- Advocate in legislative and administrative venues for environmental solutions to reduce poverty and pollution within communities of color.
- Draft internal memoranda advising management on the impact of proposed policies.
- Help develop a statewide campaign and related legislation (SB 1275).
- Present to Governor’s office and Legislators on provisions related to SB 1275 to improve access by disadvantaged communities.
- Co-chair a subcommittee of transportation policy experts.
- Report back to Steering Committee of SB 1275 recommendations presented during subcommittee calls.
- Manage development of research contract.
- Participate in Greenlining’s rigorous leadership development programming.
- Manage and mentor summer associate and several undergraduate members of the Greenlining Academy.

Employee Rights Center, San Diego CA

Law Clerk (2012 –2013)

- Conducted research and analysis for employees having disputes involving wage and hour, overtime and unemployment insurance claims;
- Advocated on employees' behalf before administrative law judges for reinstatement of unemployment insurance.

San Diego Coastkeeper and San Diego Legal Aid Society, San Diego, CA

Legal Intern (June-October, 2011, 2012)

- Drafted legal memoranda for complaints brought by Coastkeeper.
- Analyzed requirements under the California Environmental Quality Act.
- Obtained and reviewed public records regarding San Diego Stormwater Pollution Discharges.
- Developed and solicited support letters for environmental legislation.
- Met with community stakeholders to initiate litigation related to environmental harms.
- Assisted *In Pro Per* participants prepare necessary documents for Domestic Violence, Civil Restraining Order and Unlawful Detainer hearings.

California Center for Sustainable Energy, San Diego, CA

Associate Program Manager, Energy Resource Center (2008 –2010)

- Researched, developed and coordinated logistics for Energy Resource Center workshops;
- Monitored budget, expenses and reporting.
- Helped manage energy information, resources and programs.
- Provided technical assistance on energy design, energy savings and identification of financing opportunities.
- Delivered workshops and created newsletter to communicate information on energy efficiency publications, videos, and data-logging instruments.

City of Chula Vista, Dept. of Conservation and Environmental Services, Chula Vista, CA

Conservation Specialist, (2006 –2008)

- Developed and implemented community-based programs to enhance habitat for wildlife.
- Determined eligibility of potential recipients for NatureScape Program and Urban Shade Tree Project.
- Performed energy audits of residential homes for the Residential Energy Program.
- Researched and collected data for Greenhouse Gas Emissions Reduction Inventory Report.

Trevor Wison

Project Coordinator – Clean Transportation



Education & Training

- B.A. International Relations, Michigan State University
- M.S. Environmental Management & Sustainability, James Madison University

Office Location

9325 Sky Park Court, Ste 100,
San Diego, CA 92123

As a Project Coordinator for Center for Sustainable Energy's Clean Transportation team, Trevor provides cross-functional support to a variety of electric vehicle charging station deployment projects. His expertise includes managing client communications, data collection, training, and technical report writing.

Trevor Wison is involved in multiple electric vehicle charging station deployment projects across the State of California

Center for Sustainable Energy, San Diego, CA

Project Coordinator, Clean Transportation (2017–Present)

City of San Francisco's Multi-Unit Dwelling EVCS Siting Study

- Project Description: In depth analysis of the City's existing EVCS/parking infrastructure and inventory of passenger vehicles operated in the city to create a working demand model showing multi-unit dwelling sites in the city that offer the greatest opportunity for replacing VMTs with eVMTs through the deployment of EVCS.
- Primary Responsibilities: Data collection, client communication, and technical report writing

Valley Takes Charge (VTC)

- Program Description: A resource promoting plug-in electric vehicles (PEVs) in the San Joaquin Valley that empowers local governments and their constituents to adopt greater numbers of clean cars and helps reduce transportation emissions. VTC calls for innovative strategies to make PEVs and EVCS affordable, equitable and accessible to Valley residents.
- Primary Responsibilities: Conduct training seminars and promote events across the Valley, network building, data collection, and client communication

Sonoma Clean Power Workplace Charging Technical Assistance

Program

- **Project Description:** For selected sites in Sonoma County, creation of a feasibility and siting analysis for workplace EVCS installation. This includes a cost-benefit analysis under certain installation and use scenarios, an engineering analysis which includes an analysis of the electrical capacity of the facility and its ability to handle additional load, and implications of parking requirements and ADA/California Building Code compliance.
- **Primary Responsibilities:** Data collection, site assessment, client communications, technical report writing, and high-level siting analysis.

CivicSpark Americorps Fellow, Fresno, CA

Local Government Commission (2015-2016)

- Assist businesses in the San Joaquin Valley with acquiring electric vehicle chargers through a grant program from the San Joaquin Valley Air Pollution Control District that provides funding to establish public electric vehicle charging stations.
- Developed an in-depth and complete cost analysis for electric vehicles compared to their gas-powered counterparts, or other gas-powered vehicles. This tool is cost-specific to the San Joaquin Valley and shows complete purchase and ownership costs associated with these vehicles and covers every single expected expense that any driver will incur.
- Provided background research and completed a proposal for funding to establish a new branch of the San Joaquin Valley EV Partnership in Fresno. This new branch will provide daily outreach and engagement of businesses, public agencies, and residents to provide much-needed education on the benefits associated with purchasing and owning electric vehicles.
- Established a base of partners for the Water-Energy Community Action Network (WECAN) program, which provides funding to residents, businesses, and public agencies to replace their grass lawns with a drought tolerant landscape or upgrade their irrigation/gray water systems.
- Completed an existing conditions portfolio for buildings along a major travel corridor in Fresno to support a \$1.5 million grant recently received by a host of organizations in the San Joaquin Valley region. This grant provides necessary funds to transform certain nodes of Fresno into “advanced energy communities.”
- Developed and delivered an in-depth training seminar to local government and regional water agency staff regarding community-based water conservation approaches and the water-energy nexus which gives city planners and water agency staff vital information that will transform their energy and water conservation programs and allow them to meet state regulations on GHG emissions and water use.

Grüne Liga Berlin e.V., Berlin, Germany

Internship (2015)

- Project management and coordination of IGA-Campus (International Garden Exhibition planned for 2017) in the following areas: Development Policy, Environmental Education, Social Media Marketing, and Event Planning.

Laura Parsons

Assistant Director, Research and Analysis



Education & Training

- B.A. Mathematics, University of California San Diego
- Certified Project Management Professional (PMP)
- Building Science Principles Certificate of Knowledge, Building Performance Institute (BPI)
- Analytic Techniques for Business, Specialization, Duke University via Coursera
- Certificate in Environmental Studies, San Diego State University

Office Location

9325 Sky Park Court, Suite 100, San Diego, CA 92123

Laura Parsons manages CSE's research and analysis efforts related to energy efficiency, distributed generation and clean transportation. Her team conducts qualitative and quantitative research design and implementation, program evaluation, data visualizations and online dashboards, GIS mapping and analysis, rate/tariff analysis and data process automation. Laura is committed to producing high quality analysis and communicating actionable, accessible results. Laura also manages research projects funded by the California Energy Commission and Lawrence Berkeley National Laboratory.

With a decade of experience in sustainable energy, Laura is a PMP-certified manager who leads CSE's research and analysis department.

Center for Sustainable Energy, San Diego, CA -

Assistant Director, Research and Analysis (2017-Present)

Senior Manager, Research and Analysis (2016-2017)

- Manages team of research analysts who conduct qualitative and quantitative research design and implementation, program evaluation, data visualizations and online dashboards, GIS mapping and analysis, rate/tariff analysis and data process automation.
- Ensures efficient and cost-effective allocation of research analyst resources to support CSE projects.
- Develops and ensures adherence to quality assurance protocols.
- Communicates findings in actionable, accessible manner for non-technical stakeholders.
- Manages a research study funded by the California Energy Commission to analyze the influence of sociocultural factors on the adoption of home energy efficiency retrofits.
- Manages CSE's research on behalf of Lawrence Berkeley National Laboratory to identify methods for auto-populating solar PV data into home sales listings.

Senior Project Manager (2014-2016), Project Manager (2013-2014), Program Associate (2011-2013), Building Performance Department

- Applied knowledge of behavioral science, building science and energy efficiency market to design and implement outreach, training, policy development and research projects.
- Applied PMP principles to produce high quality project deliverables on time and within budget.

Laura Parsons (cont.)

Publications

- Stukel, L. et. al., 2016. "Capturing the Sun: A Roadmap for Navigating Data-Access Challenges and Auto-Populating Solar Home Sales Listings." Lawrence Berkeley National Laboratory.
- Langheim, R., Parsons, L., 2016. "Accelerating Market Transformation with Energy Program Data Visualizations." Paper presented at ACEEE 2016 Summer Study on Energy Efficiency in Buildings, Pacific Grove, CA.
- Center for Sustainable Energy, 2015. "Zero Net Energy Buildings: How California's Local Jurisdictions Can Lead the Way."

- Built and maintained relationships with home performance contractors, raters, utilities, local governments, lenders, real estate agents, homeowners and other stakeholders.
- Analyzed data and stakeholder feedback to improve program design and provide metrics to funders.
- Managed annual budgets totaling more than \$500,000.
- Lead communications strategy for CSE's Building Performance department.
- Project clients included San Diego Regional Energy Partnership, City of San Diego, City of Chula Vista, California Energy Commission and U.S. Department of Energy.

Environmental and Energy Study Institute, Washington, D.C - Communications Director (2008 –2011)

- Developed relationships with Congressional offices and the policy community to facilitate greater understanding of research, best practices, and stakeholder feedback to advance effective energy policy.
- Developed content, organized logistics, and conducted outreach for dozens of briefings on topics such as energy efficient buildings, renewable energy, public transit, electric vehicles, alternative fuels, and climate change. Staff from 300 Congressional offices attended EESI briefings in 2009.
- Worked closely with Executive Director and Development Director to determine organizational priorities and action plans. Trained and managed several staff members and interns to help achieve objectives on a tight schedule and budget.
- Wrote and edited articles, web content, and fact sheets about energy technology and policy issues. Produced EESI Update newsletter and 2010 annual report.
- Designed, built, and maintained new website. Implemented online streaming video and social media presence to heighten EESI's visibility at low cost. Web visitors doubled between 2008 and 2011.

Environmental and Energy Study Institute, Washington, D.C - Bioenergy Policy Staff (2007-2008)

- Served as principal researcher and author of a guidebook for state governments on effective policies to encourage sustainable, commercial-scale production of advanced low-carbon biofuels. Contributed to the research and writing for two of EESI's testimonies before Congress about biofuels.
- Worked with an advisory committee of biofuel and policy experts from government, industry, and non-profits around the country.

Georgina Arreola

Research Analyst



Education & Training

- MPP, International Development Policy & Energy Policy, Georgetown University – McCourt School of Public Policy
- B.S., Management Science, University of California San Diego

Publications

“Survey of Buyers, Sellers and Realtors Involved In San Diego Third-Party Owned Solar Home Transactions – A Qualitative Assessment”
Berkeley LBNL-1003917.
December 2015

“Energy Efficiency Motivations and Actions of California Solar Homeowners,” ACEE Conference Paper. August 2014

Office Location

9325 Sky Park Court, Ste 100,
San Diego, CA 92123

Georgina has over ten years of experience in statistics and advanced quantitative research methods. Her work focuses on the survey development process and survey design as well as the use of statistical survey data analysis methods and market research techniques to study the adoption and diffusion of renewable energy technologies for the purposes of policy analysis and incentive program evaluation and design.

She has supported research projects funded by the Department of Energy, the National Institute of Health, the MA Department of Energy Resources, the CA Energy Commission and the CA Air Resources Board. Additionally, Georgina has over five years of experience in renewable energy research, policy and analysis. She has worked in a consulting capacity with various public agencies and private companies.

With more than a decade experience in advanced statistics and quantitative research methods, Georgina supports multiple statewide clean energy programs.

Center for Sustainable Energy, San Diego, CA

Research Analyst (2011–present)

- Provide quantitative/qualitative research support for program teams to develop and analyze primary and secondary data to study the diffusion of renewable technologies in order to stimulate market growth through program design and/or policy interventions.
- Design & administer multiple statewide (CA, MA, CT) Clean Vehicle Owner Surveys to study the motivations, behaviors and demographics of clean vehicle adopters.
- Develop analytical tools for program assessment, tracking and evaluation and work with external counterparts to coordinate collection and data integrity and transparency for statewide databases like California Solar Statistics and the Clean Vehicle Rebate Project.

Georgina Arreola (cont.)

- Team member on Dept. of Energy and CA Energy Commission grants to study the determinants of solar PV and energy efficiency adoption.

Independent Research & Consulting/Self-Employed, San Diego CA Expert Witness, Researcher & Economic Analyst (2005 –present)

- Research and analyze financial and economic loss claims and counterclaims in civil and commercial litigation.
- Develop sampling design, and conduct sampling and parameter estimation including confidence intervals to calculate industry wage bills and estimate recovery of bad loans.
- Generate and edit economic analysis reports, industry outlook reports and cost-benefit-
- Perform forensic/fraud accounting analysis, including: investigate bookkeeping practices for misrepresentation, misstatement and deception.
- Provide expert witness opinion on owed wages and penalties per violations of CA Labor Code in labor disputes.

University of California San Diego, School of Medicine San Diego CA

Lecturer (Fall 2012)

- Taught introductory graduate level statistics course in the Leadership of Healthcare Organization Master's Program (LHCO 212).
- Topics covered: elementary probability theory, sampling, the development and use of confidence intervals, hypothesis testing, analysis of variance, simple regression and decision-making under uncertainty.

Corporate Recovery Associates, San Diego CA

Financial Analyst (2009 –2011)

- Assisted creditors to maximize the recovery of debts from highly leveraged, distressed companies in Chapter 11 Bankruptcy matters.
- Conducted special purpose audits (both in and out of bankruptcy) regarding the compliance with business agreements as well as the identification and recovery of overpayments.

California Center for Sustainable Energy, San Diego, CA

Public Affairs Intern (2011)

- Managed the submission and writing of DOE SunShot Rooftop Solar Proposal. (Funded)
- Maintained database of CA energy legislation for CCSE Public Affairs website.
- Developed and administered program evaluation surveys for the CARB Clean Vehicle Rebate Project.
- Performed project level modeling and financial analysis for renewable energy and energy efficiency projects.

John Anderson

Research Analyst



Education & Training

- B.A., International Security and Conflict Resolution, San Diego State University

Skills

Python
R and Stata
QGIS, ArcMap, ArcGIS Server
HTML, CSS, JavaScript
PostgreSQL, PostGIS
Salesforce, SOQL, CiviCRM
Apache, IIS, Drupal, WordPress
Windows and Ubuntu Linux

Publications

Williams, B., Anderson, J. (2016), "Clean Vehicle Rebate Project Long Term Planning: Funding Needs for Fiscal Years 2016–2017 thru 2018–2019"

Clean Vehicle Rebate Project
EV Consumer Survey
Dashboard

Williams, B., Anderson, J., Santulli, C., and Arreola, G. (2015), "Clean Vehicle Rebate Project Participation Rates: The First Five Years (March 2010–March 2015)"

John leverages more than 5 years of experience working on Clean Transportation projects to support the Transportation Team's analytical needs. Recent projects include an EV charging equipment siting analysis for the City of San Francisco Department of the Environment, and an analysis of community-level factors related to EV adoption and its application to program outreach efforts. He also forecasts clean vehicle markets and incentive program demand, assesses program participation, completes spatial analyses, and creates data visualizations and tools.

With over 5 years of experience in Clean Transportation, John has a passion for solving environmental problems.

Center for Sustainable Energy, San Diego, CA

Research Analyst (2017–present)

Junior Research Analyst (2016–2017)

- Responsible for developing, contextualizing, performing, and reporting on research efforts in support of programs and with the goal of informing policy.
- Responsible for the development and maintenance of dynamic and interactive data visualization tools, as well as static visualizations and reports.
- Support program evaluation and assessment efforts, as well as planning and program implementation.
- Conduct analyses and construct tools using programming languages such as R, Python, JavaScript, SQL, and SOQL, and using tools such as Tableau, QGIS, and Stata.

Project Associate (2013–2016)

- Primarily responsible for assisting with Clean Vehicle Rebate Project data transparency and initiatives efforts.
- Developed and implemented data visualization tools – including CVRP's EV Consumer Survey Dashboard – for use

John Anderson (cont.)

Presentations

Identifying Areas with High Proclivity for EV Adoption (BECC 2017)

Early Plug-In Electric Vehicle Consumers: Comparisons across Three States (BECC 2016, Poster)

Interactive Dashboard of Electric Vehicle Consumer Survey Data (EUEC 2015)

Office Location

9325 Sky Park Court, Ste 100,
San Diego, CA 92123

in market facilitation and greater project transparency, both internally and publically. The public data transparency tools have an international user base, with more than 1,500 monthly page views. Both the data and visualizations have been cited in national and regional news articles, as well as in development of local, regional, and statewide EV policy.

- Contributed to rebate program design in California and Connecticut.
- Other responsibilities include developing and preparing internal and external reports, metrics and statistics related to the CVRP and PEV adoption in California. Metrics are used to support strategic planning, targeted marketing, and CVRP process improvements.

Project Assistant (2011-2013)

- Responsible for assisting with project management, data transparency, outreach, and other CVRP initiatives.
- Directly processed, assisted with, or oversaw completion of more than 60,000 CVRP rebate applications, amounting to more than \$120 million in incentives.
- Assisted in planning, designing, and executing numerous project enhancements, including tighter online application controls, an enhanced database and contact management system, and enhanced data reporting.

Citizens Climate Lobby, Encinitas, CA

Intern (2012)

The Daily Aztec, San Diego, CA

Entertainment Editor (2011-2012)

Michelle Jones

Research Analyst Assistant



Education & Training

- B.A., Environmental Studies: Sustainability and Social Justice, San Francisco State University

Skills

R and Stata
QGIS, ArcGis 10.3
SQL
Microsoft Office Suite

Office Location

9325 Sky Park Court, Ste 100,
San Diego, CA 92123

Michelle Jones is a member of the Research and Analysis team at the Center for Sustainable Energy (CSE). She holds a B.A. in Environmental Studies from San Francisco State University, where she focused her studies in sustainability, urban planning, and social justice work. Her recent projects at CSE include a literature review on energy-related behavioral change strategies for the City of Carlsbad and an analysis of CVRP survey respondents living in disadvantaged communities. She specializes in data visualization and analysis, including script writing, querying, and maintenance.

Michelle specializes in data visualization and analysis, including script writing, querying, and maintenance.

Center for Sustainable Energy, San Diego, CA

Research Analyst Assistant (2017–present)

- Write and execute data analysis and calculation using R and Stata.
- Create data visualizations to illustrate and reinforce research findings and inform further action or discussion.
- Assist senior research analysts with data quality analysis, cleaning, and organization.
- Identify and explore potential trends in energy, socioeconomic, and related data.

Notable Work:

- CVRP Disadvantaged Community (DAC) 2013-2015 survey analysis
- City of Carlsbad Behavior Change Literature Review

Citizen's Climate Lobby, San Diego, CA

Membership Coordinator Intern (2014)

- Assisted Membership Coordinator with Salesforce database management and research.



Erik D. Feldman, MS, LEED AP

PRINCIPAL

Erik Feldman is a Principal with Rincon's Environmental Planning and Sustainability Department. He oversees Rincon's statewide greenhouse gas reporting and carbon verification programs and is responsible for the leadership and development of Rincon's sustainability services. Mr. Feldman's experience includes GHG modeling and auditing, climate action planning and environmental site assessment and remediation. Additionally, he is involved in a wide range of urban planning and land use studies, sustainable development review, California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) environmental documentation, and permitting activities. Erik applies this experience in the successful management of environmental and sustainability projects for variety of clients in the public and private sectors. He has managed and serves as contributing consultant for a range of environmental and planning studies involving land/infrastructure development, sustainable design review, and in-fill development. Mr. Feldman is an experienced assessor of sustainable design, energy efficiency, and renewable energy in regard to the environmental effects of development projects and sustainable certifications such as LEED and GreenMarine. He also has experience managing remedial projects, including site investigations, regulatory agency and permit compliance, system design and implementation, and field oversight of groundwater and soil contamination. Mr. Feldman has been designated as an expert in matters of heavy metals and chlorinated solvent related contaminants. He has provided in-court testimony for both plaintiffs and defendants related to property disputes.

EDUCATION

M.S., Environmental Science and Management, University of Sydney; Sydney, Australia

B.S., Business and Administration, University of Colorado

Minor in Science equivalent University of California, Santa Barbara and Santa Barbara City College

CERTIFICATIONS

Accredited Lead Greenhouse Gas Verifier, California Air Resource Board (EO# H-10-043)

LEED Accredited Professional (2008)

Licensed General Engineering Contractor - (#921378)

40 Hour Hazardous Waste Operations and Emergency Response Certification - Current 8 Hour Refresher

EXPERIENCE

Rincon Consultants, Inc. (2005 - present)

PW Environmental (2003 - 2005)

PROJECT EXPERIENCE

SUSTAINABILITY PROGRAMS AND STUDIES

- Peralta Community College District- Sustainability Plan
- Port of Hueneme Green Marine Program & Environmental Management Framework
- Hillside House Energy Conservation and Sustainable Development/Smart Growth Evaluation
- California Conservation Corps- Water Inventory and Design Review
- Los Angeles Community Development Commission On-Call Sustainability Design Consulting Services
- Todco- Energy and Water Inventory
- ASHRAE Energy Assessment and LEED EBOM Certification - Ventura Office Building Silver LEED Certification
- Claremont Village Apartments - Sustainable Development Project Review

INDUSTRIAL GHG AND CARBON CONSULTING

- Chevron State-wide Facilities
- Imerys Minerals Corp- Diatomaceous Earth Plant
- Pro Petroleum- Transportation Fuel Sales
- HJ Baker Sulfur Production Facilities Port of Stockton and Los Angeles-
- BreitBurn Energy Los Angeles Oil Production



PROJECT EXPERIENCE, CONT'D

- Freeport MacMoRan State-wide Facilities
- Transmontaigne California Fuel Sales
- Kyocera America Inc.- Cogeneration Facility
- Badlands Landfill-Gas-to-Energy Facility
- WellHead Services Inc. AB32 Reporting
- Shell Oil Products Statewide Transportation Fuel Sales
- Procter and Gamble Oxnard Paper Facility
- JPower USA- Orange Grove Energy
- Ingomar Tomato Processing Facility
- Molycorp Rare-earth Mining Facility
- Flyers Energy Transportation Fuel Sales
- Pacific Coast Energy Company- Oil Production
- Tesoro Oil Refining- Carson Facility

AGENCY GHG AND CARBON CONSULTING

- City of Pasadena Climate Action Plan
- San Jose/ Santa Clara Regional Waste Water Treatment Plant Cogeneration System
- La Canada Flintridge Climate Action Plan
- Fresno Clovis Wastewater Treatment Facility- Cogeneration Plant
- Ventura County Community College District- GHG Inventory
- County of Orange Public Works Department Central Utilities Facility
- Kings County Regional Climate Action Plan City
- City of Calabasas Carbon Sequestration Project
- Stanford University GHG Inventory
- Ventura Regional Sanitation District- Solid Waste Management/Cogeneration GHG Emission Verification
- South Orange County Wastewater Authority-Cogeneration Plant

AIR QUALITY AND GHG STUDIES FOR DEVELOPMENT

- Camarillo Airport Health Risk Assessment
- LEGOLAND Hotel GHG Study
- Florence Affordable Housing Air Quality And GHG Study
- Hal Phillips Health Risk Assessment
- Cisterra 7th & Market Hotel GHG Study and CAP Checklist
- AERO Drive GHG Study
- Clarendon Residential Development Air Quality and GHG Study
- 7th and Island GHG Study
- Hofman Engineering GHG Study

ENERGY REPORTS

- ASHRAE Energy Assessment and LEED EBOM Certification - Ventura Office Building Silver LEED Certification, Ventura County
- Hillside House Energy Conservation and Sustainable Development/Smart Growth Evaluation , Santa Barbara County



- Energy and GHG Audit- Chevron El Segundo Refinery and San Joaquin Valley Oil and Gas Projection Facilities
- Energy and GHG Inventory- Port of Hueneme
- Energy and GHG Inventory- Ventura County Community College District
- Energy and GHG Inventory- Stanford Medical
- Energy and GHG Audit- Procter and Gamble Paper Production Facility
- LADWP Energy Audit- Sungevity Sunland Project
- AB 1103 Energy Disclosure- Selective Real Estate Investments Woodland Hills and Hollywood Projects
- GHG Inventory Update and Climate action plan- City of Pasadena
- Climate Action Plan- City of La Canada Flintridge





Matt Maddox, MESM, AICP

SENIOR PROGRAM MANAGER

Matt Maddox serves as a Senior Program Manager within Rincon's Environmental Science and Planning group and the Sustainable Consulting Group. He is located in Rincon's Sacramento office and has expertise in CEQA compliance, impact analysis, environmental regulation, and transportation planning. He is involved in a wide range of urban planning and land use studies, as well as community involvement and permitting activities. Mr. Maddox has developed a focus in the area of urban planning and reduction of greenhouse gas emissions related to land use. He is currently managing the Stanislaus Council of Governments Regional Transportation Plan and Sustainable Communities Strategy EIR, and recently managed the El Dorado County Capital Improvement Program (CIP)/Traffic Impact Mitigation (TIM) Fee Update EIR as well as the Humboldt County Association of Governments RTP EIR. As part of these projects, Matt led the public outreach components of the EIR process including directing scoping meetings, conducting stakeholder information sessions, and presenting impact analysis associated with the projects to the regional government agencies.

EDUCATION

MESM, Bren School of Environmental Science and Management, University of California, Santa Barbara
B.A., Political Science, Cal Poly-San Luis Obispo

CERTIFICATIONS

American Planning Association – AICP Certified
Accredited Greenhouse Gas Emissions Lead Verifier – California Air Resources Board

EXPERIENCE

Rincon Consultants, Inc.,
Ventura, CA (2007 – present)
California State University,
Sacramento, CA (2005 – 2006)

PROJECT EXPERIENCE

REGIONAL PLANS

- Tuolumne County Regional Transportation Plan EIR, Tuolumne County Transportation Council
- Stanislaus County Regional Transportation Plan and Sustainable Communities Strategy EIR, Kimley Horn/ Stanislaus Council of Governments
- Butte County Regional Transportation Plan / Sustainable Communities Strategy EIR, Butte County Association of Governments
- El Dorado County Capital Improvement Program (CIP)/Traffic Impact Mitigation (TIM) Fee Update EIR, Kittelson and Associates/El Dorado County
- Shasta County 2015 Regional Transportation Plan / Sustainable Communities Strategy EIR, Shasta Regional Transportation Agency
- Humboldt County Regional Transportation Plan EIR, Humboldt County Association of Governments
- Calabasas 2030 General and EIR, City of Calabasas
- Avalon 2030 General Plan and EIR, City of Avalon
- County of Fresno General Plan Update, Fresno County
- Novato 2035 General Plan EIR, City of Novato
- Windsor General Plan Update, City of Windsor
- Rio d' Oro Specific Plan EIR, Butte County

AIR QUALITY STUDIES AND GREENHOUSE GAS ANALYSIS

- Greenhouse Gas Analyses for General Plan Housing Elements – Cities of Glendora, Lomita, Glendale, Lawndale, Lake Forest, Hayward, and Walnut
- Transportation Fuel Supplier Greenhouse Gas Verification, Flyers Energy
- Outlets at the Border EIR – Air Quality and Greenhouse Gas Study, City of San Diego



PROJECT EXPERIENCE, CONT'D

- Los Robles Regional Medical Center – Air Quality Study, City of Thousand Oaks
- Transportation Fuel Supplier Greenhouse Gas Verification, Robinson Oil Supply and Transport
- Dos Colinas Senior Housing Project Greenhouse Gas Study, City of Carlsbad County of Santa Barbara Orcutt Key Site 3 – Health Risk Assessment
- Santa Paula Rock, Gravel, and Sand CUP and Reclamation Plan – Health Risk Assessment
- Downtown San Diego Courtyard by Marriott Greenhouse Gas Study, City of San Diego
- Badlands Landfill-Gas-to-Energy Facility Greenhouse Gas Verification, Riverside County
- Industrial Cogeneration Facility Greenhouse Gas Verification, Kyocera America
- Oil and Gas Facilities Greenhouse Gas Verification, Plains Exploration & Production Company
- Transportation Fuel Supplier Greenhouse Gas Verification, Pro Petroleum, Inc.
- Electricity Generation Facility Greenhouse Gas Verification, Orange Grove Energy
- Cabrillo Economic Development Corporation Farmworker Housing Project, County of Ventura
- Peninsula Pointe Resort Air Quality Study, City of Oxnard
- Channel Islands Harbor Mixed Use Development Air Quality Study, City of Oxnard
- LA Water, LLC Chemical Manufacturing Facility Air Quality Study, City of South Gate
- Wilshire Boulevard Mixed-Use Project Air Quality Study, City of Santa Monica

GREENHOUSE GAS VERIFICATION

- Badlands Landfill-Gas-to-Energy Facility Greenhouse Gas Verification, Riverside County
- Cogeneration Facility Greenhouse Gas Verification, South Orange County Wastewater Authority
- Industrial Cogeneration Facility Greenhouse Gas Verification, Kyocera America
- Oil and Gas Facilities Greenhouse Gas Verification, Plains Exploration & Production Company
- Seneca Resources- 2 Oil and Gas Production Facilities
- Ventura Regional Sanitation District – Solid Waste Management/Cogeneration
- Riverside Waste Management Department-Badlands Sanitary Landfill in Riverside County
- Flyers Energy GHG Verification – Fuel Transaction
- Robinson Oil GHG Verification – Fuel Transaction
- Pro Petroleum GHG Verification – Fuel Transaction
- TransMontaigne GHG Verification – Fuel Transaction
- Orange County Public Works GHG Verification – Cogeneration
- Orange Grove Energy GHG Verification – Electricity Generation

ON-CALL CONTRACTS

- Robla School District CEQA/DTSC Compliance, Caldwell Winter Flores
- City of Turlock Environmental Study Services As-Needed
- Manteca On-Call Environmental Services
- Placer County/Alto - On-Call Park, Trail and Landscape Services
- City of Lincoln On-Call Environmental Review Services
- City of Redding On-Call Environmental Services
- City of Shasta Lake On-Call Services





Ryan Gardner, MESM, LEED AP, ENV SP

SUSTAINABILITY PROJECT MANAGER

Mr. Gardner serves as a Sustainability Project Manager and an Environmental Scientist with Rincon's Sustainability Services Group. He is experienced in greenhouse gas reporting and audits, life cycle analysis, green building strategies, carbon accounting, carbon sequestration and sustainable infrastructure. His responsibilities include green building consulting, sustainability plans, GHG verification for AB-32, GHG reporting for corporate initiatives, LEED certification, energy audits, construction and mitigation monitoring and regulatory compliance. He has contributed to a variety of successful projects, including multiple construction projects in the Bay Area, climate action plans, GHG emissions inventories, energy studies, environmental impact reports, and public outreach and education programs. Mr. Gardner has developed green building and sustainability review guidelines for Community Bank of the Bay and the Peralta Community College District. Using cost benefit analysis and life-cycle assessment methods, he determined which projects were economically viable for both short term and capital investment projects. He has also developed climate action plans and sustainability master plans for a variety of districts and municipalities, and has developed cloud based monitoring tools and dashboards. He has experience in assessing complex operations and determining methodologies for tracking KPI's and emissions from Scope 1, 2, and 3 sources. He has experience leading public outreach for projects, including the creation of publically accessible presentations and reports on technical subjects for a wide range of audiences. Additionally, he has a background in construction which provides a well rounded understanding of building technologies, constraints, and opportunities.

EDUCATION

MESM, Energy and Climate,
Bren School of Environmental
Science and Management,
University of California, Santa
Barbara

B.A., Biology, Kalamazoo
College, Kalamazoo, Michigan

CERTIFICATIONS

LEED AP O+M

ISI Envision Sustainable
Professional

40-hour Hazardous Waste
Operations Emergency
Response (HAZWOPER)
Certification

AFFILIATIONS

Member, Green Building
Association

EXPERIENCE

Rincon Consultants, Inc. (2012
– present)

Woody's Construction Corp
(2008 – 2011)

PROJECT EXPERIENCE

SUSTAINABILITY CONSULTING

- Peralta Community College Sustainability Master Plan
- City of West Hollywood Climate Action Implementation and Monitoring Plan
- BuildZig 6300 Shattuck Ave Sustainable Building and Marketing Support Services, Oakland
- BuildZig 350 4th Street Sustainable Building Support Services, Oakland
- BuildZig MacArthur Project Sustainable Building Support Services, Oakland
- Stanford Medical Center Carbon Footprint Study
- Hronis Farms Sustainability Plan and Report
- California Conservation Corps. Water Audits (multiple sites)
- Pasadena Climate Action Plan
- Multi-Campus GHG Emissions Inventory Study for the Ventura County Community College District
- LEED Certification, Existing Building Operation and Maintenance, Ventura CA
- City of Sacramento Single-Use Plastic Bag Ordinance, Sacramento, CA
- Community Bank of the Bay – Bay Area Green Fund
- City of Calabasas Carbon Sequestration Study
- San Luis Obispo Six Cities Climate Action and Implementation Plans



PROJECT EXPERIENCE, CONT'D

GHG VERIFICATION

- AB-32 Verification, Chevron Richmond Refinery, Richmond, CA
- AB-32 Verification, Tesoro LAR Refinery, Long Beach, CA
- AB-32 Verification Shell Martinez Refinery, Martinez, CA
- AB-32 Verification, Chevron Cogeneration Facilities (statewide)
- AB-32 Verification, Pro Petroleum, Multiple Counties, CA
- AB-32 Verification, Jaco Oil, Kern County, CA
- AB-32 Verification, Robinson Oil, Santa Clara County, CA
- AB-32 Verification, Flyers Oil, Placer County, CA AB-32 Verification, Freeport-McMoRan Oil & Gas, Gaviota, San Joaquin Valley and Arroyo Grande, CA
- CDP Reporting, Delta Oil Refinery, Philadelphia, PA
- GHG Protocol Corporate Reporting, Sulfur Processing, Stockton, CA
- GHG Protocol Corporate Reporting, Private Manufacturing, San Diego CA
- GHG Study, Ralphs Gas Station, Riverside, CA
- Madea Creek River Restoration, GHG Study, Agoura Hills, CA
- Casey Road Assisted Living Project, GHG Study, Moorpark, CA





Marcus Klatt, GIS Supervisor/Analyst

Mr. Klatt is a GIS Analyst specializing in geospatial analysis, development, and mapping for a wide range of project types including environmental assessments, planning, urban design, and land development. He has experience in aerial imagery interpretation and mapping, georectification, spatial statistics, impact analysis, database development/management, version control and tracking, QA/QC, methodology development, ArcPy python programming, Adobe products, CAD, web mapping, and mobile GIS applications. Through his 10 years of GIS experience he has worked with nonprofits, city, state and federal agencies, as well as in the private sector to provide GIS and spatial data solutions. Mr. Klatt provides professional GIS products through his strong foundation in GIS and his knowledge of all the leading and emerging GIS technologies.

EDUCATION

B.A., Geography, University of California, Santa Barbara (2005)

EXPERIENCE

Rincon Consultants, Inc. (2015 – present)

BioResource Consultants (2014 – 2015)

RWQCB – San Francisco Bay Region (2011 – 2014)

San Francisco Estuary Institute (2008 – 2014)

Frey Environmental (2006 – 2008)

Spacegraph – Spatial Graphics (2004 – 2005)

PROJECT EXPERIENCE

PLANNING MAPPING

- Tuolumne County Regional Transportation Plan
- City of Rancho Mirage General Plan update

INFRASTRUCTURE MAPPING

- California High Speed Rail Project (multiple Segments)
- Los Angeles Metro West Santa Ana Branch
- Various projects for Southern California Gas Company and Southern California Edison
- East Bay Discharge Authority Effluent pipeline mapping

GIS DEVELOPMENT/SPATIAL ANALYSIS

- Weighted overlay analysis tool development utilizing Arcpy Python coding
- Developed web maps using for an interactive general plan document utilizing ArcGIS online mapping
- Field photo interactive map using Google Maps JavaScript API
- Mobile field data collection app deployment and integration into a real-time web map tracking tool utilizing Google Maps API

WETLAND AND BIOLOGICAL MAPPING

- California High Speed Rail Project – Jurisdictional wetlands mapping.
- Santa Barbara County Reliability Project
- Jurisdictional Wetlands and Bay Area Aquatic Resource Inventory (BARI), Regional wetland mapping
- North Coast Aquatic Resource Inventory (NCARI), Regional wetland mapping
- Tahoe Aquatic Resource Inventory (TARI), Regional wetland mapping
- RWQCB San Francisco Bay Region Basin Plan, 2012





Smadar Levy, MESM

ASSOCIATE ENVIRONMENTAL PLANNER

Smadar Levy is an Associate Environmental Planner with Rincon's Environmental Planning and Sustainability Group in Sacramento. Ms. Levy is responsible for assisting with policy analysis and outreach for planning projects, as well as conducting and reviewing CEQA and NEPA environmental assessments. She brings a strong background in biology, environmental policy, economics, and strategic communications to her work.

PROJECT EXPERIENCE

TRANSPORTATION

- Vine Transit Bus Facility IS-MND and NEPA Environmental Justice Analysis, Napa Valley Transportation Authority
- Alamitos Road Diet Improvement Project IS-NOP and EIR, City of Long Beach

DEVELOPMENT

- Specific Reuse Plan Amendment and Phase 2 Development of the East Campus Residential Neighborhood EIR, California State University, Channel Islands
- Promenade Development Project IS-MND, AQ & GHG Study, City of Hawthorne
- 7985 Santa Monica Boulevard IS and EIR, City of West Hollywood
- 923-931 North Palm Avenue Congregate Care Facility IS-ND, City of West Hollywood
- Ashley Subdivision IS-NOP and EIR, City of Hidden Hills
- Castro Valley IS-MND, County of Alameda
- Hawthorne Promenade IS, City of Hawthorne
- 9200 Wilshire Mixed-Use, City of Beverly Hills
- San Luis Ranch EIR, City of San Luis Obispo
- Shattuck Avenue UP and EIR, City of Berkeley
- Monte Vista Assets New Warehouse Project Technical Studies, Landin & Associates

GOVERNMENT

- Tate/Hasan/Righello General Plan Amendment and Zone Changes IS-MND, City of Marina
- CAR Overlay Zone MND, City of Calabasas

GENERAL PLANS AND ELEMENTS

- Novato General Plan Update EIR, City of Novato

EDUCATIONAL FACILITIES

- CSU Channel Island IS-NOP and EIR, CSU Channel Island
- Jay Willard Gymnasium Replacement Project EIR, Eureka City Schools
- USC Student Housing IS-MND, City of Los Angeles/Canfield Development
- Cherry Avenue Charter School IS-MND, City of Long Beach

EDUCATION

MESM, Environmental Science & Management Bren School-University of California, Santa Barbara Specialization: Economics & Politics of the Environment, Strategic Communications & Media, 2016

B.A., Biological Sciences, Wellesley College, MA, 2009

EXPERIENCE

Rincon Consultants, Inc. (Aug. 2016–present)

UC, Santa Barbara (2014–2016)

National Geographic (2015)

Berklee College of Music (2012)

Duke University (2010)

Cincinnati Nature Center (2009)



PROJECT EXPERIENCE, CONT'D

NEPA COMPLIANCE

- Vine Transit Bus Facility Environmental Justice Analysis, Napa Valley Transportation Authority
- AMTEX HUD EAs, City of Fort Worth

