

RESOLUTION No. 57-14

**RESOLUTION OF THE RICHMOND CITY COUNCIL IN SUPORT OF
PRIORITIZING AND SEEKING GRANT FUNDING TO IMPLEMENT THE ELECTRI-
CITY PILOT PROJECT WHICH WOULD PROVIDE ADDED CONVENIENCE,
REDUCTION OF RANGE LIMITATIONS AND REDUCTION OF COST IN ORDER
TO SIGNIFICANTLY INCREASE ELECTRIC VEHICLE USAGE IN RICHMOND**

WHEREAS, emissions from gas powered cars contribute to the carbon emissions from transportation, which is the Bay Area's main contributor to Global Warming, and

WHEREAS, pollution emissions from gas powered cars also contribute significantly to air pollution which routinely causes asthma and other serious health risks, and

WHEREAS, the Electri-City pilot project would assist policy makers elsewhere (nationally and internationally) by showing what exactly has to be done/subsidized to make a significant (e.g. 20-40%) number of drivers switch to EVs (Electric Vehicles), and

WHEREAS, as the Global Warming crisis worsens, and as low hanging carbon reduction projects are done, this information could assist policy makers in being willing to make fairly large infrastructure investments because they have seen real payoff (widespread EV adoption) in Richmond for similar investments, and

WHEREAS, what our country is doing now, in spite of leadership and commitment all the way from grassroots groups to President Obama is not going to be enough to prevent the tragic consequences of Global Warming.

NOW THEREFORE BE IT RESOLVED that the City Council declares that developing a road map to significantly increase electric vehicle usage in Richmond would be an extremely important part of the City's efforts to reduce carbon emissions and combat Global Warming and air pollution, and

BE IT FURTHER RESOLVED that the City Council believes that the City Manager and his Staff should write a grant proposal based on the following principles, and seek out potential donors:

A) ELECTRI-CITY 6 STEP PROGRAM:

A 6 Step Autoholics Anonymous Program for kicking our addiction to fossil fueled autos and making Richmond the Electri-City:

- 1) Increase convenience by having quick charging stations at numerous places in Richmond, e.g large employers, BART, City properties, restaurants, retail, hospitals, etc.
- 2) Drive the cost down by letting EV users (whether buyers or leasers, personal or business) rent their car when not being used to the following:
 - A) Richmond's Easy Go carsharing program
 - B) large employers e.g. City of Richmond
 - C) users of a Take My Car program that lets people pick up the car from the owner's driveway and return it there.
- 3) Provide, perhaps working with Easy Go, neighborhood carsharing options for EVs. This is important to get people familiar with the EV technology, so they feel comfortable buying or renting their own EV. (Thanks to BAAQMD's Executive Director Jack Broadbent for this suggestion.)

- 4) Greatly reduce the problem of limited range by having the Easy Go carsharing program provide a convenient and economical system to let the user get a longer range vehicle when needed. (Preferably a greener vehicle, e.g Volt or hybrid, and preferably delivered to users who are not near an Easy Go site.)
- 5) Test whether the widespread robust charging system could spur significant usage of NEVs (Neighborhood Electric Vehicles). These smaller NEVs with a range of less than 10 miles have virtually no carbon or air pollution emissions and cost less, however consumers have not adopted them in any meaningful numbers.
- 6) Conduct a robust informational campaign, especially in low and middle income communities that have low rates of EV adoption:
 - * EV rental is already significantly cheaper than regular cars.
 - * The payback period (the date when the lower EV operational costs save enough to make up for the higher purchase price) is a few years, therefore the overall cost over a 10 or 12 year EV lifetime is much lower.
 - * EV maintenance/repair expenses are negligible.
 - * Publicize shared charging access, whether through Plugshare.com or through an Electri-City program. (Thanks to Portland State University's George Beard for his thoughts on publicity/outreach.)

B) CITY HAS SKIN IN THE GAME: To help convince potential funders that the City is serious about this, we would donate, as an in-kind contribution, staff time, publicity resources (e.g. KCRT), and City property not being used for other purposes.

C) OPEN TRANSPARENT PROMPT PUBLIC PROCESS: All payments proposed would be approved by the Finance Committee in open session. This would permit the 99% of non-controversial items to be promptly approved, without having to wait for the item to be heard by the City Council, which often can take weeks or months. Any controversial items would be heard by the Council.

D) ATTEMPT WHENEVER POSSIBLE TO CONTINUE TO WORK WITH COMMUNITY GROUPS:

Easy Go has successfully worked with community groups like Men and Women of Valor, and we would continue and hopefully increase that involvement in the Electri-City outreach/publicity program

E) LONG TERM PROGRAM TO LET RESIDENTS BUY IN: Behavior does not change overnight. Residents need time to find out about and get accustomed to using EVs, and word of mouth is the best advertising.

Further, for residents who are considering switching to EVs need to know that the Electri-City assistance will b there for the long haul.

F) ENOUGH FUNDING TO DO IT RIGHT: Electri_City, as noted above, is a very complicated program with a lot of moving parts, and it is very expensive to figure out the details of a new untested program and to switch gears when the first approach does not work. Although it may not be possible to ask for it all from one source, \$3,000,000-6,000,000 would let us do it right.

I certify that the foregoing resolution was passed and adopted by the Council of the City of Richmond at a regular meeting thereof held on **June 17, 2014**, by the following vote:

AYES: Councilmembers Bates, Butt, Myrick, Rogers, Vice Mayor Beckles, and Mayor McLaughlin.

NOES: Councilmember Boozé.

ABSENT: None.

ABSTENTION: None.

DIANE HOLMES
CLERK OF THE CITY OF RICHMOND

(SEAL)

Approved:

GAYLE MCLAUGHLIN
Mayor

Approved as to form:

BRUCE GOODMILLER
City Attorney

State of California }
County of Contra Costa : ss.
City of Richmond }

I certify that the foregoing is a true copy of **Resolution No. 57-14**, finally passed and adopted by the City Council of the City of Richmond at a regular meeting held on June 17, 2014.