



DOWNTOWN COMMISSION AGENDA REPORT

DATE: September 19, 2013

AGENDA OF: September 26, 2013

DEPARTMENT: Public Works

SUBJECT: Electric Vehicle Parking Promotion Program

RECOMMENDATION: That the Downtown Commission recommend to the City Council to extend the Electric Vehicle Parking Promotion Program in the Downtown Parking District for one more year and to discontinue the program after December 31, 2014.

BACKGROUND: On February 26, 2002 the City Council approved authorization of the free parking promotion for electric vehicles in downtown garages and parking meters.

DISCUSSION: This year we have replaced three of our older charging stations with new charging stations and have installed one additional charging station at the Soquel/Front Garage. We have also installed 14 additional charging stations in other downtown lots and garages. With the addition of these new and upgraded charging stations we should revisit our program that subsidizes parking for electric vehicles while also providing free electricity.

We have been tracking electric vehicle subsidized parking in the Soquel/Front Garage since Fiscal Year 2010 and the Downtown Parking District has provided over \$7,700 in free parking for 3,488 vehicles. These amounts do not include the free subsidized parking at parking meters in the Downtown Parking District. Electric vehicles currently must pay for parking at parking meters in the Beach Area, at pay-by-space lots Downtown and throughout the City and on the Santa Cruz Municipal Wharf.

| YEAR | VEHICLES | PARKING SUBSIDES |
|--------|----------|------------------|
| FY10 | 598 | \$880.00 |
| FY11 | 530 | \$776.50 |
| FY12 | 677 | \$1868.00 |
| FY13 | 1,683 | \$4,204.00 |
| TOTALS | 3,488 | \$7,728.50 |

The charging and parking of electric vehicles in the Soquel/Front Garage has grown by over 180% since 2010 and over 148% since last year. Electric vehicles purchases are expected to continue to grow with the inception of new electric vehicles that are now being produced by the automobile manufacturing industry and the by the installation of electric vehicle charging stations across the state and the country.

SUBJECT: Electric Vehicle Parking Promotion Program

DATE: September 26, 2013

PAGE 2

Fourteen electric vehicle chargers (7-240v and 7-110v) were installed in three City parking lots last June. The first usage numbers have been collected. In June, 22 vehicles charged using 87kW of electricity; in July 69 vehicles charged using 328 kW of electricity. To put this in perspective, a Nissan Leaf uses 6.6kW of electricity per hour to charge. So that would mean approximately 13 hours of charging in June and 50 hours of charging in July. The charging of electric vehicles will continue to be subsidized as the PUC does not allow for the sale of electric power except by a utility company. The energy cost subsidies for the parking of electric vehicles at these new locations cost the Parking District \$87. Ecology Action has recently begun to charge people using the charging stations at their parking lot on Church Street. A charging session would cost between \$2.50 and \$7.50 for a four hour charging session depending upon the voltage used.

The Master Transportation Study, as part of transportation demand management strategies, includes supporting sustainability through focusing on making transportation modes other than the private auto convenient and creating a system whereby single occupant vehicle (SOV) drivers pay the true costs of their transportation mode. More efficient and sustainable modes of travel will be encouraged and less efficient and unsustainable modes of travel will no longer be subsidized. The subsidizing of parking for electric vehicles is in direct conflict with this goal.

One of the Climate Action Plan goals is to reduce GHG emission by increasing the use of alternative fuel vehicles it also has a goal of doubling bike ridership and reducing within-town car trips and SOV commutes by 10% by 2020. While the use of electric vehicles does help reduce GHG emission the subsidizing of parking for electric vehicles does not comply with the overall goal of increasing bike ridership or reducing within-town car trips and SOV commutes.

FISCAL IMPACT: Loss of revenue to the Parking Fund from electric vehicle subsidized parking is estimated at over \$5,000 per year.

Prepared and submitted by Marlin Granlund, Parking Program Manager.

Attachments:

Resolution No. NS-25,735

EVSE Usage report