

File No. 160323

Committee Item No. 2  
Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Sub-Committee

Date April 13, 2016

Board of Supervisors Meeting

Date \_\_\_\_\_

#### Cmte Board

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| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Introduction Form                            |
| <input type="checkbox"/>            | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | MOU  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Grant Information Form                       |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Public Correspondence                        |

OTHER (Use back side if additional space is needed)

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Completed by: Linda Wong Date April 8, 2016  
Completed by: Linda Wong Date \_\_\_\_\_

1 [Accept and Expend Gift - Envisions Solar International - Solar Powered Electric Vehicle  
2 Chargers - \$139,650]

3 **Resolution authorizing the San Francisco Department of the Environment to accept a**  
4 **gift from Envisions Solar International of three solar-powered electric vehicle chargers**  
5 **with a value of \$139,650.**

6  
7 WHEREAS, Envision Solar International has agreed to provide the City with three  
8 Solar-Powered Electric Vehicle Chargers; and

9 WHEREAS, The three donated Solar Electric Vehicle Chargers will complement and  
10 contribute to the City's public and municipal fleet electric vehicle infrastructure; and

11 WHEREAS, Electric vehicles significantly reduce greenhouse gases compared to  
12 vehicles with internal combustion engines; and

13 WHEREAS, Forty per cent of the greenhouse gases generated in San Francisco are  
14 attributable to transportation; and

15 WHEREAS, In 2004, the Department of the Environment and the San Francisco Public  
16 Utilities Commission released a "Climate Action Plan for San Francisco" identifying  
17 transportation, energy efficiency, renewable energy, and solid waste measures that could  
18 achieve significant greenhouse gas reductions; and

19 WHEREAS, Creating the infrastructure necessary to support the market for electric  
20 vehicles in San Francisco is an important element of San Francisco's strategy for reducing  
21 greenhouse gases; and

22 WHEREAS, These Solar-Powered Electric Vehicle Chargers have been part of a  
23 successful nine-month, grant-funded pilot program managed by Charge Across Town, in  
24 partnership with the San Francisco Department of Environment and Envision Solar  
25 International, and funded by the 11th Hour Foundation; and

1 WHEREAS, The Solar-Powered Electric Vehicle Chargers are being donated to the  
2 City and County of San Francisco as per the original grant agreement; and

3 WHEREAS, Installation of a variety of electric vehicle charging options is essential to  
4 the adoption of electric vehicles and that this pilot has demonstrated that electric vehicles can  
5 be charged using clean renewable energy; and

6 WHEREAS, The electric vehicle charging stations will serve residents from all parts of  
7 San Francisco by being publicly available and/or used to charge City-owned vehicles; and

8 WHEREAS, The Municipal Transportation Agency, the Port of San Francisco, and San  
9 Francisco Recreation & Parks Department have been involved with this pilot program and  
10 have agreed to take possession of these units; and

11 WHEREAS, The award consists of equipment and does not include indirect costs; and

12 WHEREAS, The term of the transfer agreement from Envision Solar International is  
13 from April 15, 2016 to May 15, 2016; and

14 WHEREAS, The grant does not require an amendment to the Annual Salary Ordinance  
15 (ASO); now, therefore, be it

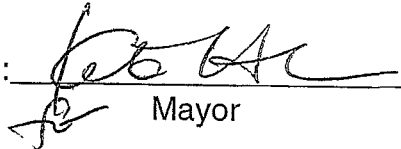
16 RESOLVED, That the Board of Supervisors authorizes the Department of the  
17 Environment to accept an award of three solar-powered electric vehicle chargers from  
18 Envision Solar International; and, be it

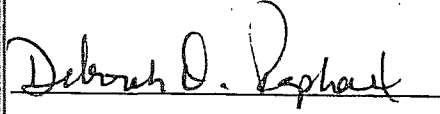
19 FURTHER RESOLVED, That the Board of Supervisors authorizes the Director of the  
20 Department of the Environment, or her designee, to transfer some or all of the chargers to  
21 various City departments for implementation of the program; and, be it

22 FURTHER RESOLVED, That the Board of Supervisors waives inclusion of indirect  
23 costs as part of the award.

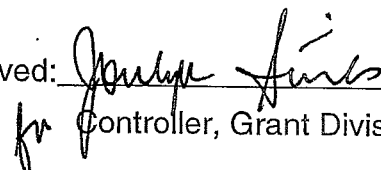
1 Recommended:

2 Approved:

3  Mayor

4   
5 Department Head

6 Approved:

7   
8 for Controller, Grant Division

File Number: \_\_\_\_\_  
(Provided by Clerk of Board of Supervisors)

**Grant Resolution Information Form**  
(Effective July 2011)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend grant funds.

The following describes the grant referred to in the accompanying resolution:

1. Grant Title: Driving on Sunshine: EV ARC Solar-Powered EV Charging Stations
2. Department: Department of the Environment
3. Contact Person: Rachel Buerkle Telephone: 415-355-3704
4. Grant Approval Status (check one):  
☒ [ X ] Approved by funding agency ☐ [ ] Not yet approved
5. Amount of Grant Funding Approved or Applied for: Equipment equivalent to \$139,650
- 6a. Matching Funds Required: \$ No  
b. Source(s) of matching funds (if applicable):
- 7a. Grant Source Agency: Envisions Solar International  
b. Grant Pass-Through Agency (if applicable): 11<sup>th</sup> Hour Foundation and Charge Across Town, a San Francisco non-profit organization
8. Proposed Grant Project Summary:  
Three EV ARC Solar-Powered EV Charging Stations were part of a pilot program to evaluate site suitability and visibly promote off-grid EV charging at multiple locations in San Francisco. The units are now being donated to San Francisco by Charge Across Town and the 11<sup>th</sup> Hour Foundation. The EV ARCs will expand charging capability for the following departments: SF Port and SF Recreation & Parks Department, and may also be located at additional departments. The units will contribute to San Francisco's strategy for reducing greenhouse gases. Installation costs, in the form of moving the units to their final locations, are covered in the grant and must be completed by May 15, 2016.
9. Grant Project Schedule, as allowed in approval documents, or as proposed: N/A  
Start-Date: April 1, 2016 End-Date: May 15, 2016
- 10a. Amount budgeted for contractual services: \$-0-  
b. Will contractual services be put out to bid? N/A  
c. If so, will contract services help to further the goals of the Department's Local Business Enterprise (LBE) requirements?  
d. Is this likely to be a one-time or ongoing request for contracting out?
- 11a. Does the budget include indirect costs? ☐ [ ] Yes ☒ [ X ] No  
b1. If yes, how much?  
b2. How was the amount calculated?

c1. If no, why are indirect costs not included?.

☐ Not allowed by granting agency

☐ To maximize use of grant funds on direct services

☒ Other (please explain): The gift is of equipment only, no funding is included

c2. If no indirect costs are included, what would have been the indirect costs? N/A

12. Any other significant grant requirements or comments:

**\*\*Disability Access Checklist\*\* (Department must forward a copy of all completed Grant Information Forms to the Mayor's Office of Disability)**

13. This Grant is intended for activities at (check all that apply):

☒ Existing Site(s)

☒ Existing Structure(s)

☐ Existing Program(s) or Service(s)

☐ Rehabilitated Site(s)

☐ Rehabilitated Structure(s)

☐ New Program(s) or Service(s)

☐ New Site(s)

☐ New Structure(s)

14. The Departmental ADA Coordinator or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local disability rights laws and regulations and will allow the full inclusion of persons with disabilities. These requirements include, but are not limited to:

1. Having staff trained in how to provide reasonable modifications in policies, practices and procedures;
2. Having auxiliary aids and services available in a timely manner in order to ensure communication access;
3. Ensuring that any service areas and related facilities open to the public are architecturally accessible and have been inspected and approved by the DPW Access Compliance Officer or the Mayor's Office on Disability Compliance Officers.

If such access would be technically infeasible, this is described in the comments section below:

Comments:

Departmental ADA Coordinator or Mayor's Office of Disability Reviewer:

Claudia Molina, Departmental ADA Coordinator, Payroll Personnel Clerk

Date Reviewed: 3/10/16

Claudia Molina  
(Signature Required) *KCS*

**Department Head or Designee Approval of Grant Information Form:**

Deborah O. Raphael, Director, Department of the Environment

Date Reviewed: 3/10/16

Deborah O. Raphael  
(Signature Required)

**San Francisco Department of the Environment  
Envisions Equipment Donation**

**Solar Powered Electric Vehicle Charger Equipment**

	Description	Envisions Award
<b>PERSONNEL</b>		
Fringe		
Subtotal Personnel		\$0
<b>EQUIPMENT</b>		
	EV ARC Solar EV Chargers	
	(3) @ \$46,550	\$139,650
Subtotal Equipment		\$139,650
<b>SUPPLIES</b>		
		\$0
Subtotal Supplies		\$0
<b>TOTAL DIRECT COSTS</b>		<b>\$139,650</b>
<b>INDIRECT COSTS</b>		
<b>TOTAL INDIRECT COSTS</b>		<b>\$0</b>
<b>TOTAL PROJECT (Direct + Indirect)</b>		<b>\$139,650</b>





# PROPOSAL



## EV ARC™3

Electric Vehicle Autonomous Renewable  
Charger

Envision Solar thanks you for the opportunity  
donate an EV ARC™3 to the city of San  
Francisco. Please find below a product  
description and pricing. This pricing is valid for  
30 days from the date below.

Please contact the company to place your order:  
[gosolar@envisionsolar.com](mailto:gosolar@envisionsolar.com) or +1866 746 0514

### Customer Information

Name	TBD		
Address			
City, State, Zip			
Phone Number			
Email			

February 12, 2016

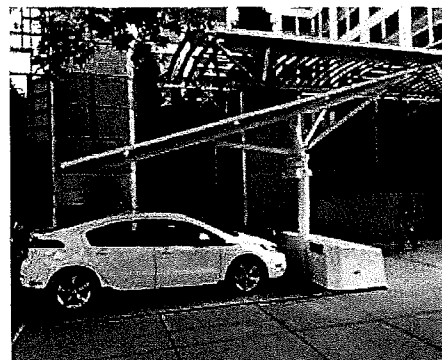
## Product Description

The patented EV ARC™ is the worlds first and only fully autonomous, transportable, solar powered electric vehicle charging station. Designed, engineered and manufactured in the US, the EV ARC™ measures 8' X 18' at the base pad and fits inside a standard parking space without reducing available parking. It is ADA compliant.

An EV ARC™3 will generate enough solar powered electricity to power up to 100 miles of electric driving every day and is an excellent source of emergency/alternative energy. The electricity produced is 100% clean and renewable.

EV ARC™ is deployed in minutes and does not require a building permit in most jurisdictions. It does not require civil or electrical engineering, foundations, trenching, electrical connections or upgrades. It will produce energy reliably and consistently but will not generate a utility bill.

Your EV ARC™ is an American made product and will be fabricated in our San Diego, California facility.



## Description

- Twelve 285 watt solar modules
- Steel canopy and column
- Steel high traction ballast pad
- Patented EnvisionTrak™ sun tracking
- Integrated, timed LED lighting
- 24 kWh on-board battery storage
- CDMA wireless WAN or WiFi LAN connectivity\*
- Remote System Monitoring\*
- GRP thermal electronics enclosure
- More information <http://www.envisionsolar.com/ev-arc/ev-arc-3/>

## EV ARC™3 optional components:

Option	Value	Price
Remote Monitoring Management System	3G cellular based system that provides web based diagnostics and performance data. Required for purchase of extended Maintenance Service Plan (MSP)	\$360 Annually
Maintenance and Service Plan (MSP)	Refer to State Contract Attachment 2	\$582.75 Annually
Relocation Service	Refer to State Contract Attachment 2	\$225 Hourly
Repair Service	Refer to State Contract Attachment 2	M-F 8:00-5:00: \$144 Hourly Other/Holidays: \$216 Hourly

## Recommended configuration:

Description	Quantity	Unit Price	Extended
EV ARC™3	1	DONATED	\$0
RMMS	1	\$ 360	\$360
MSP	1	\$ 582.75	\$582.75
Sales tax (8.75 %)	LOCAL RATE	LOCAL RATE	\$ 82.50

### Notes

Total (sales tax will be added at local rate at time of billing)

**\$1,025.25**

Significant Federal and other incentives can apply. Talk to your tax preparer to get up to 30% of this price back!

### Payment Terms:

50% upon placing order  
50% COD

Please contact the company to place your order:  
[gosolar@envisionsolar.com](mailto:gosolar@envisionsolar.com) or +1 866 746 0514  
Use Proposal number **EVARC1752**

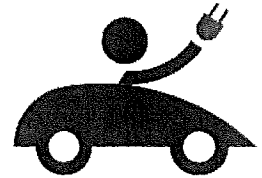
\* Customer responsible for data plan and cellular coverage on a separate contract direct with plan provider  
\*\* Current limited while EV charger is in operation  
\*\*\* Requires additional hydraulic ram and power pack

1. Term of Lease expires on 4/15/16
2. 3 EV ARCs are to be donated to City of San Francisco organizations identified by Charge Across Town at the conclusion of the term of the lease.
3. Envision Solar remains responsible for cost of delivery of 3 EV ARCs to new locations provided they are within San Francisco city limits and all deliveries are scheduled within a 24 hour time period. Locations outside of San Francisco city limits will be subject to relocation service charges stipulated above. Relocations that occur outside of the 24 hour window will also be subject to relocation service charges.
4. Charge Across Town is responsible for determining EV ARC deliveries to inheriting owners and will remain the Point of Contact with Envision Solar for scheduling of deliveries.
5. A 30 day time period will exist from the conclusion of the term of the lease for relocation of units to occur. At the end of the 30 day period, Envision Solar retains the right to relocate any EV ARCs to which it still holds title to locations deemed suitable for temporary holding by Envision Solar.
6. At 90 days post term of lease, Envision Solar will retain the right to determine all issues pertaining to donation and relocation of EV ARCs to which it still holds title.
7. Charge Across Town reserves the right to assume ownership of the 3 leased EV ARCs before the conclusion of the 90 day post term of lease period by providing to Envision Solar proof of insurance and assuming title.
8. Should RMMS service be discontinued, Maintenance and Service Plan will also be discontinued.



# Charge Across Town™

965 Mission Street, Suite 500 · San Francisco, CA 94103 · [www.chargeacrosstown.com](http://www.chargeacrosstown.com)



## Charge Across Town RFP Submission, Driving on Sunshine

### 1. Goals of the Project

The goal of the 11<sup>th</sup> Hour grant is to advance the adoption of electric vehicles in urban areas. While adoption rates across the country have increased 100% year over year, electric vehicles still represent one half of one percent of all cars sold. There are many causes hindering EV adoption and this proposal addresses a major one – **limited access to easy and affordable EV charging in urban environments.**

In 2011, the U.S. Department of Energy's electric vehicle and charging infrastructure grants deployed EV charging units in major cities around the country. Today, the City of San Francisco has over 100 public electric vehicle charging stations installed and available to the general public in city parking garages, at the airport, and in municipal facilities. Additionally, there are more than 200 public chargers installed in the City at workplaces and parking facilities. While this is significant, one of the major complaints from EV drivers is the lack of EV charging available to them when they need it, and the gap in EV infrastructure locations. One of the top reasons, cited by consumers not to buy an EV, is the perceived lack of accessible charging stations. Most EV charging is invisible – it cannot be seen from the street, and though smart phone apps or intelligent vehicles might aid people who already own an EV, the general public does not notice EV chargers in the same way they do gas stations. The result is that they are left with the impression that the infrastructure is not available and therefore do not choose an EV.

A secondary impediment to EV adoption is the perception that electric vehicles are really not that clean, as they rely on fossil fuel from another source – electricity. However, California and the Bay Area boasts one of the cleanest grids in the nation – with over 20% of its energy coming from solar, wind, geothermal and non nuclear resources – an electric car emits a quarter of the amount of harmful carbon pollution per mile as the average new vehicle. According to NRDC, electric cars are cleaner today and will only get cleaner tomorrow.

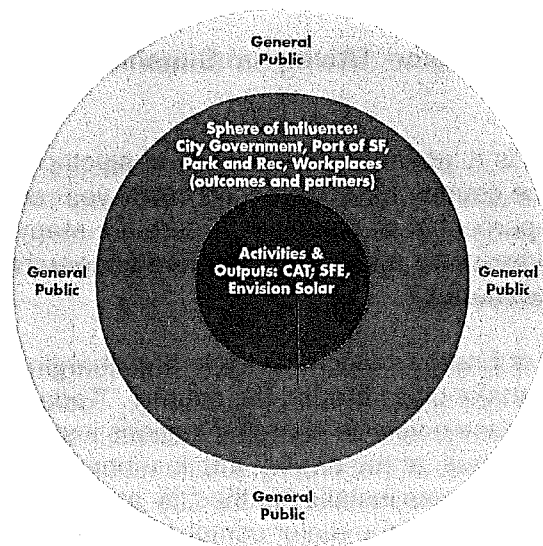
*Driving on Sunshine* addresses the needs for visible urban EV charging stations as well as demonstrating that driving on renewable electricity is virtually emissions-free, and here today. The solar powered EV chargers presented in this proposal address the need for highly visible urban EV charging stations while demonstrating that driving on clean and renewably generated electricity is possible today. Solar powered EV charging with local battery storage has the additional benefit of being incredibly reliable. During a weather caused or man made power outage users of the EV ARC™ will not be stranded while those relying on grid tied infrastructure might not make it home.

The short-term goal of this program is to place 3 Envision Solar EV ARCs™ in multiple locations across San Francisco for 3-month periods. Working with SF City Government, (including the Department of Environment, Port of San Francisco and Recreation and Parks Department), car sharing services, and local businesses and workplaces, CAT will select locations that offer the highest visibility and deliver the most valuable data.

The long-term goal of this project is to educate and excite the general public about the future of EVs and the move from fossil fuels to cleaner, greener forms of personal transportation. Through strategic marketing, public relations, and consumer outreach, the *Driving on Sunshine*

program will attract attention, educate the public on electric vehicles and charging, and help change consumer behavior. **Initial reaction to this EV solar charging project from key city departments, non-profits and key influencers has been tremendous!**

#### Outcomes Mapping:



## **2. Implementation**

The EV ARC™ easily provides ready-to-use EV charging in urban settings as it requires no foundation, trenching, permitting, or utility grid connection. This allows for the deployment of EV charging where it's not possible to deliver a grid tied electrical circuit – according to the City and many local businesses, there are many such locations in San Francisco. Without the EV ARC™ it would be impossible to have EV charging in these highly visible and iconic locations.

The integrated EnvisionTrak™ tracking system, is designed to increase electrical generation by 18 to 25% over traditional static solar arrays. This unique, patented technology solution should deliver approximately 12,000 extra EV Miles from sunshine to Bay Area EV drivers each year.

The *Driving on Sunshine* program takes a novel approach to measuring, evaluating and placing the EV ARCs in San Francisco for long-term benefits. For a one-year period (Fall 2014 – Fall 2015) the solar charging units will be placed throughout the City at predetermined sites for a 3-month period, and Envision Solar will operate and maintain the units. At the end of this period, Charge Across Town and SF Environment will use the program's evaluation and measurement reports, along with SFE data, to determine where the units had the most impact. The EV ARCs will then be donated to City departments, organizations, car sharing services, where the EV ARCs were most successfully deployed. The EV ARCs have a 20+ year lifecycle, so this is a huge win for the City, for the 3 organizations that will take ownership, and the people of SF.

Envision Solar will operate, maintain and insure the units (up to commercially reasonable limits) during the yearlong program. Additionally, Envision will move the units according to the site schedule (every 90 days). Envision Solar will donate these in-kind services.

The EV ARCs will be networked through a ChargePoint program subscription. Participation in the ChargePoint program will allow coordinated management of the chargers and production of reports generated with data from the EV ARC™s. While FREE, drivers use ChargePoint or other affiliated membership cards to access the chargers. Most EV drivers subscribe to the ChargePoint or affiliated EV charging networks, but drivers who do not, can call a toll free number on the EV ARC to connect to the network in order to charge their vehicles for FREE.

Deployment of the EV ARC takes about 2 minutes and the unit is ready to charge vehicles immediately. It fits perfectly in a standard parking spot and does not reduce total parking space in any way because vehicles park on it. The solar support structure (SSS) and ballast pad is fabricated with welded steel components and all connections and sections have been spec'd by a licensed independent engineer to survive 110mph winds. The SSS is coated using the latest anti corrosive coatings and should last for 50 years.



### 3. Evaluation: Metrics and Mobility

The Driving on Sunshine evaluation will focus in three areas:

1. 'eMiles' Delivered
2. Mobility
3. Public Opinion

The Driving on Sunshine "Use Case" study focuses on 'eMiles delivered', rather than number of cars charged. The study will focus on *top-off events* promoting the idea that EV charging is not an all-day event, sending a community message to share resources. Each EV ARC™ will control user charge and limit the offering to a 2-hour timeframe. The data will be acquired using onboard metrics that can be accessed remotely from the EV ARC™.

The EV ARC™ comes equipped with a standard Level II charger, and can charge any model of EV. It can fully charge a Chevrolet Volt in 3-4 hours. Other models may take more or less time. The charging experience will be similar to any grid tied Level II charger. The on-board battery storage allows for charging day or night and the EV ARC™ will typically deliver more than 60 *eMiles-a-day*, whether allocated for 1 car or multiple cars as a top-off throughout a given day. The average American drives 36.4 miles per day and 8 out of 10 employees need to take less than 15 e-miles from work place chargers.

Since the EV ARC™ is transportable, it will be used as a tool to find out where the most charging can be accomplished - how to get the most "e-miles" delivered. Data will be collected at each location regarding the start/stop times of each charging session, how much power was transferred, zip code of the driver, etc. This data will help the City of San Francisco determine optimum locations for solar charging, the frequency and popularity of solar charging, and the cost savings of off-grid EV chargers. Additionally, data will show the environmental impact of solar charging and the reduction in GHG emissions due to fueling with solar generated electricity.

One of the unique features and benefits of the EV ARC™ is its mobility, which drives the implementation plan for this campaign. ARC mobility means installation costs don't have to be weighed into decision making, providing more flexibility in determining options for locations. As

a result, the program will use the EV ARC as a tool to gather data in locations where either no other EVSE can be used or in locations where insufficient data exists on which to base a deployment decision and to showcase solar charging in the most visible locations. The EV ARC can be tried out in different locations to see which locations are optimum for EV charging. If at first, a location does not work for reasons such as lack of visibility or low usage, the EV ARC can be moved to a location where more charging will take place.

Because the EV ARC™ does not have to be connected to a source of electricity, it can be placed in locations where installation costs for standard EVSEs are so high that installation is not feasible or it is impossible to connect to a source of electricity. This opens up the possibility of showcasing the technology at sites where there is more visibility and more exposure to the public. During the *Driving on Sunshine* program, the EV ARCs will be moved so the most people can be reached at press events located in high profile sites such as San Francisco's City Hall. By providing FREE charging at locations where no other EVSE can be used, more drivers will have opportunities to charge their vehicles, which will reduce range anxiety and demonstrate to those who are considering an EV that they are a viable solution.

Gauging Public Opinion is critical to the success of this project. Monitoring the program's impact will go hand in hand with the educational and outreach efforts. By putting a QR code on each EV ARC, individuals who use the EV ARCs or merely read the messaging can connect to a survey through their smart phones. The survey will ask participants to provide qualitative information about the impact of the program. The survey will gather important information about how the EV ARC changed the survey participant's perceptions of EVs and charging. The effectiveness of the campaign can be measured and changes made as required.

Impact on the communities involved: Because the EV ARCs can be moved from one location to another, demand for chargers can be tested at neighborhood sites where there is suspected insufficient public charging infrastructure. Importantly, the location trials will be done in a way that demonstrates to the public the connection between driving and solar power.

#### 4. EV ARC Locations:

The EV ARC deployment plan sets forth prime locations and moving times for the EV ARCs to optimize the benefits and minimize the costs. Experienced Envision Solar employees will use a specially designed trailer with a hydraulic lift to transport the EV ARC to and from each location. Most importantly, Envision Solar has agreed to move the EV ARCs at least every 90 days for no additional cost.

*Driving on Sunshine* has been met with excitement by many organizations in San Francisco, especially those unable to install grid tied chargers. Given the high level of interest in hosting a mobile, solar EV charging unit, we believe the sites will provide a broad range of opportunities and high educational value to the general public.

*Sample Deployment of locations under consideration*

ARC Deployment Timeline	Oct-Dec	Jan - Mar	April-June	July-Sept	Oct - Dec
	2014	2015			
ARC #1	Launch - City Hall Press Event, October 6, Siting Period Car Sharing Services car sharing	Phase One CCS	Phase Two ZipCar	Phase Three DriveNow	Evaluation & site donation donation
ARC #2	SF Port/Rec and Park	Alcatraz	Ferry Bldg	Marina	donation



ARC #3	<i>general public</i>	Ferries		Green/Zoo	
	SFMTA parking	Pier 33 1/2	Pier 3	Parking area	
	<i>neighborhood parking</i>	SFMTA	SFMTA	SFMTA	donation
		Castro	Richmond	Sunset	

Site's that have been contacted and are candidates for an ARC installation include:

**SFMTA and Neighborhood Parking Lots:** The parking lots that have been identified are in neighborhoods where there are few if any public chargers:

- 2450 California St (between Fillmore and Steiner) – a busy shopping area with lots of townhouse and MDU residential nearby
- 4116 18th St (at Castro) – epicenter of commercial and residential traffic in Castro District
- 324 8th Ave (near Clement St) – very busy commercial and residential zone (many without garages) in Inner Richmond District
- 1325 9th Ave (near Irving) -- very busy commercial and residential zone (many without garages) in Inner Sunset District, very close to GG Park (Botanical Garden area)

**SF Rec & Park and SF Port:** The Marina Green parking area, SF Zoo public parking, and some possible Port sites along the Embarcadero. **Hornblower (Alcatraz Cruises)** is interested in hosting an EV ARC™ deployed at Pier 3 and Pier 33 1/2. Both these locations would be seen by masses of SF citizens and tourists alike so the educational value would be huge.

**Car Sharing Services:** **City Car Share**, which has the largest fleet of EVs, is interested in installing an EV ARC in one of it's two car sharing spaces outside San Francisco City Hall – one of the highest visibility locations in the city. **Zipcar and DriveNow**, with access to street parking, are very interested in having the ARC for use and education during this period.

## 5. Marketing and Outreach Efforts:

A critical portion of the program is the marketing and outreach efforts to the general public, garnering positive press coverage and building a social media audience. Charge Across Town will engage its network of marketing, public relations and social media professionals to launch the *Driving on Sunshine* marketing campaign. Our efforts will include launching the campaign at a press event with San Francisco's Mayor Ed Lee, displaying educational branding and signage to bring attention to the EV ARCs, using social media to engage the public, and surveying the users and public to monitor the impact of the campaign.

The Launch event will coincide with the high visibility **EV Week 2014**, October 6-10, with a press conference at San Francisco's City Hall Plaza. EV ARCs will be on display and one will be located in the green showcase parking spaces. Mayor Lee, who has opened EV Week in the last two years, is anticipated to kick-off this year's event including the launch of *Driving on Sunshine*. This press event provides the perfect venue for announcing the *Driving on Sunshine* campaign's major site installations and goals of the project. It is also attended by industry influencers, OEMs, most major local broadcast media, print and EV journalists, online and EV bloggers.

At each EV ARC site, there will be educational signage about the *Driving on Sunshine* program, the use of the EV ARC, and the benefits of using solar to power their vehicles. A goal is to empower people to share their experience and foster positive conversation about EVs and a new way of fueling vehicles. With a QR Code as part of the ARC branding and signage, we will be able to capture baseline information on knowledge and attitudes toward EVs and solar charging, including measuring people's consideration of an electric vehicle purchase.

Moving the campaign online to social media will build momentum throughout the year. Engaging the public with an ARC naming contest, interactive games and competitions on Google, Facebook and Twitter, will broaden the reach of the campaign. During the campaign, electric vehicle drivers can share their personal stories, photos and videos, about how *Driving on Sunshine* has transformed the way they get around town.

Program Partners will have an important role in the *Driving on Sunshine* marketing efforts and will utilize a variety of communications channels such as public display space, email bulletins, and social media communities.

## **6. Program Leadership**

**The collaboration of Charge Across Town, San Francisco Department of the Environment, and Envision Solar will ensure the success of this project.**

Charge Across Town (CAT), led by Maureen Blanc, will oversee the grant and act as lead project manager. CAT oversees and manages large urban events and projects and produces EV Week every year in the bay area. CAT has been the key partner in the current Metropolitan Transportation Commission's Experience Electric campaign, targeting major urban cities with educational ride and drive events. CAT will be responsible for managing project partners, implementation, budgeting and workflow. Additionally, CAT brings expertise in strategic marketing, branding and social media, oversees success measurements and outcomes, and acts as liaison with campaign influencers, City Government, and the general public.

San Francisco Department of Environment (SFE) led by the Department's Transportation Manager, Bob Hayden, will direct the project's efforts within the City of San Francisco, acting as EV ambassador to other City departments and agencies involved in the project. SFE will advise on site placement, help with permitting and/or any regulatory hurdles. Additionally, *Driving on Sunshine* will be an important part of SFE's Electric Vehicle initiative to increase public charging infrastructure.

Envision Solar International (OTC: ENVI), led by Desmond Wheatley, is a publicly traded company based in San Diego with multiple EV ARC installations. Envision Solar will be involved in the on site installation and implementation of the EV ARCs in San Francisco. Erin Geegan, employed by Envision Solar, is a solar and transportation expert who received President Obama's Champion of Change for Renewable Energy award for her vision to build a sustainable fuel infrastructure for American cities. Ms. Geegan will oversee the EV ARC output data and evaluation metrics and work with Charge Across Town on project goals and outcomes.

# Introduction Form

By a Member of the Board of Supervisors or the Mayor

Time stamp  
or meeting date \_\_\_\_\_

I hereby submit the following item for introduction (select only one):

- ☒ 1. For reference to Committee. (An Ordinance, Resolution, Motion, or Charter Amendment)
- ☐ 2. Request for next printed agenda Without Reference to Committee.
- ☐ 3. Request for hearing on a subject matter at Committee.
- ☐ 4. Request for letter beginning "Supervisor [ ] inquires"
- ☐ 5. City Attorney request.
- ☐ 6. Call File No. [ ] from Committee.
- ☐ 7. Budget Analyst request (attach written motion).
- ☐ 8. Substitute Legislation File No. [ ]
- ☐ 9. Reactivate File No. [ ]
- ☐ 10. Question(s) submitted for Mayoral Appearance before the BOS on [ ]

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- ☐ Small Business Commission    ☐ Youth Commission    ☐ Ethics Commission
- ☐ Planning Commission    ☐ Building Inspection Commission

**Note: For the Imperative Agenda (a resolution not on the printed agenda), use a Imperative Form.**

**Sponsor(s):**

Supervisor Mark Farrell

**Subject:**

Accept and Expend Grant - Envisions Solar International - \$139,650

**The text is listed below or attached:**

Attached.

Signature of Sponsoring Supervisor: \_\_\_\_\_

**For Clerk's Use Only:**

**TO:** Angela Calvillo, Clerk of the Board of Supervisors  
**FROM:** The Department of the Environment  
**DATE:** March 4, 2016  
**SUBJECT:** Accept and Expend Resolution for Private Grant  
**GRANT TITLE:** Envision Solar Electric Vehicle (EV) Chargers

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Attached please find the original and 4 copies of each of the following:

- ☒ Proposed grant resolution; original signed by Department, Mayor, Controller
- ☒ Grant information form, including disability checklist
- ☒ Grant budget
- ☒ Grant application
- ☒ Grant award letter from funding agency
- ☐ Other (Explain):

**Special Timeline Requirements:**

**Departmental representative to receive a copy of the adopted resolution:**

Name: Rachel Buerkle

Phone: 415-355-3704

Interoffice Mail Address:

Certified copy required Yes ☐

No ☒

(Note: certified copies have the seal of the City/County affixed and are occasionally required by funding agencies. In most cases ordinary copies without the seal are sufficient).