

**NOTE: bolded items were selected for 2024-25 implementation**

## Electric Vehicle Acceleration Strategy Workplan

Action ID	Action	Status	Department	Timeframe	Staff Time
OE-1	Conduct EV outreach and education utilizing City/Town newsletters, social media, traditional media, websites, webinars, and events.	Current Practice	Sustainability Digital Services	Near-Term (by 2025)	Low (less than 80 hours)
<b>OE-2</b>	Work with other jurisdictions to develop, implement, and support countywide EV acceleration marketing campaigns that address barriers to EV adoption and focus on the benefits of transitioning to clean, low-carbon transportation.	<b>Current Practice</b>	Sustainability Digital Services	Near-Term (by 2025)	
OE-3	Support consumer awareness programs such as ride-and-drives and targeted outreach.	Current Practice	Sustainability	Near-Term (by 2025)	Low (less than 80 hours)
OE-4	Promote the use of existing EV, e-bike, and charging infrastructure rebates, incentives, and technical support for multi-family development and workplaces.	Current Practice	Sustainability Community Development	Near-Term (by 2025)	Low (less than 80 hours)
<b>PC-1</b>	Update municipal capital improvement project plans to identify locations for public EV charging installations, including cost and timeframe for advancing installations. a. Maintain an updated list of proposed EV charging infrastructure projects and indicate priority projects to advance. b. Include EV charging installations in planning process for new public facilities and coordinate early with funding agencies to maximize funding opportunities and leveraging of local funds.	<b>New</b>	Sustainability Public Works Parking	Near-Term (by 2025)	Low (less than 80 hours)
<b>PC-2</b>	Direct municipal investment in EV charging infrastructure to frequently used municipal properties, prioritizing locations at high-use community centers and near multifamily buildings.	<b>New</b>	Sustainability Public Works Parking	Near-Term (by 2025)	Low (less than 80 hours)

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PC-3	Adopt comprehensive building standards and reach codes that facilitate the transition to EVs, micro-mobility, and reduced car dependence, and ensure new construction can meet future demand to avoid unnecessary retrofitting costs. Work with other Marin jurisdictions to develop a model reach code for EV charging requirements that goes beyond State building code requirements.	Complete	Community Development	Near-Term (by 2025)	Low (less than 80 hours)
PC-5	Ensure equitable access to public EV charging infrastructure in low-income and/or underserved communities.	New	Sustainability Public Works Parking	Near-Term (by 2025)	Low (less than 80 hours)
PC-6	Utilize available assistance for municipal EV charging site analysis, equipment selection, financing, and installation.	Current Practice	Sustainability Public Works Parking	Near-Term (by 2025)	Low (less than 80 hours)
PC-9	Coordinate with local public utilities to prepare the grid for more on-demand and consider the benefits of reverse charging.	New	Sustainability	Near-Term (by 2025)	Low (less than 80 hours)
PC-10	Engage large employers and multifamily property owners to encourage EV charging infrastructure deployment.	New	Sustainability	Near-Term (by 2025)	Low (less than 80 hours)
PC-12	Consider partnering with EV charging vendors to identify potential City/Town-owned locations for EV chargers that may be installed at a reduced cost. Include reliability requirements in any such agreements.	New	Sustainability Public Works Parking	Near-Term (by 2025)	Low (less than 80 hours)
PC-16	Promote and/or incentivize use of 100% renewable energy for public charging sites.	Current Practice	Sustainability	Near-Term (by 2025)	Low (less than 80 hours)

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<b>MF-2</b>	Develop a Fleet Replacement Plan that includes updating existing fleet management tracking, identifies vehicles with short haul or existing available ZEV replacement, a timeframe for replacement, and funding requirements to convert the public fleet to 100% ZEV, inclusive of anticipated charging needs to support fleet conversion. Consider bidirectional charging capability and lifecycle costs.	<b>New</b>	Sustainability Public Works Finance	Near-Term (by 2025)	Medium (80-500 hours)
MF-3	Identify a fleet manager responsible for tracking and monitoring fleet procurement and coordinating with funding agencies for ZEV opportunities on an annual basis.	Current Practice	Sustainability Public Works Finance	Near-Term (by 2025)	Low (less than 80 hours)
<b>MF-6</b>	Identify local fire and police conversion opportunities for mission critical and non-emergency fleet vehicles.	<b>New</b>	Sustainability Public Works Finance Police & Fire	Near-Term (by 2025)	Medium (80-500 hours)
MF-9	Support or advocate for countywide assistance to jurisdictions for fleet replacement analysis, purchase, and financing.	Current Practice	Sustainability	Near-Term (by 2025)	Low (less than 80 hours)
<b>MF-11</b>	Issue press releases on municipal EV purchases to encourage wider community EV adoption.	<b>New</b>	Sustainability Digital Services	Near-Term (by 2025)	Low (less than 80 hours)
PL-1	Support and advocate for EV programs that focus investment in low-income and/or underserved communities.	Current Practice	Sustainability	Near-Term (by 2025)	Low (less than 80 hours)
<b>PL-3</b>	Consider revisions to procurement policies to allow for joint procurements for technical assistance, engineering, vehicles, and charging equipment across county jurisdictions and special districts including fire, police, and schools.	<b>New</b>	Sustainability	Near-Term (by 2025)	Low (less than 80 hours)