

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



January 25, 2017

Terry O'Day
EVgo
11390 West Olympic Boulevard, Suite 250
Los Angeles, CA 90064

RE: EV Opportunity Program pursuant to CPUC/NRG Settlement

Dear Mr. O'Day:

This letter approves an NRG/EVgo proposal for an EV Opportunity Program project to be implemented by EVgo pursuant to the CPUC/NRG Settlement. The Green Raiteros Project budget is \$519,400.

Background

In March 2012, the CPUC approved a Settlement of the claim against Dynegy Power Marketing, Inc. resolving certain long-term contracts executed during the California Energy Crisis in 2001. The Settlement was approved by the Federal Energy Regulatory Commission in late 2012 and became effective December 5, 2012. Due to contractual commitments, NRG has performed the Dynegy Parties' obligations under the Settlement. On June 17, 2016, NRG closed the sale of a portion of its interest in EVgo to EV Holdings Investment, Inc., an investment vehicle of Vision Ridge Partners, LLC. NRG retains a significant minority investment in EVgo, and will continue to execute its obligations under the CPUC/NRG Settlement Agreement through EVgo.

Under the Settlement, NRG agreed to invest \$102.5 million in charging infrastructure, of which \$5 million is for "Technology Demonstration" research and development projects and \$4 million is for the "EV Opportunity Program." Per the Settlement, the purpose of the EV Opportunity Program is to "fund projects that enhance appreciation of the social benefits of electric vehicles and create opportunities for residents of under-served communities to benefit from expanded use of electric vehicles in California."

NRG/EVgo Green Raiteros Proposal

NRG staff (now EVgo staff) has worked with Energy Division staff and external partners to develop proposals for the EV Opportunity Program.

EVgo submitted the final proposal for the Green Raiteros Project on November 8, 2016 (see Attachment 1). For the Green Raiteros Project, EVgo will partner with local non-profits to deploy charging infrastructure that enables the use of electric vehicles for ridesharing in the Central Valley.

I approve this project, as the proposal meets the objectives outlined in the Settlement agreement for EV car sharing projects.

Sincerely,

A handwritten signature in blue ink that reads "Timothy J. Sullivan". The signature is written in a cursive style with a long horizontal stroke at the end.

Timothy Sullivan
Executive Director

cc:

Amy Mesrobian, Energy Division
Carrie Sisto, Energy Division
Melicia Charles, Energy Division
Cynthia Walker, Energy Division
Marcelo Poirier, Legal Division

Attachment 1
Green Raiteros Project Proposal

NRG EVgo Electric Vehicle Opportunity Proposal *Green Raiteros Pilot Project*

EV OPPORTUNITY PROGRAM BACKGROUND

In 2012, NRG Energy, Inc. ("NRG") and the California Public Utilities Commission ("CPUC") entered into a Long-Term Contract Settlement Agreement ("NRG / CPUC Agreement")¹ under which NRG will invest approximately \$100,000,000 over four years in electric vehicle charging infrastructure through its subsidiary, NRG EV Services LLC (d/b/a "EVgo"). On June 17, 2016, NRG closed the sale of a portion of its interest in EVgo to EV Holdings Investment, Inc., an investment vehicle of Vision Ridge Partners, LLC. NRG retains a significant minority investment in EVgo, and will continue to execute its obligations under the NRG / CPUC Agreement through EVgo.

As part of the NRG / CPUC Agreement, NRG will invest at least \$4,000,000 in projects that enhance appreciation of the social benefits of electric vehicles and create opportunities for residents of underserved communities to benefit from expanded use of electric vehicles in California (the "EV Opportunity Program").

NRG requests that the CPUC approve up to **\$519,400** for EVgo to implement the ***Green Raiteros Pilot Project*** under the NRG/CPUC Agreement Opportunity Program.

EXECUTIVE SUMMARY

EVgo is proposing a demonstration of the Green Raiteros Pilot Project in partnership with the San Joaquin Valley Latino Environmental Advancement Project (Valley LEAP) and the Fresno County Rural Transit Authority (FCRTA), the Shared Use Mobility Center (SUMC), and West Hills Community College. The Green Raiteros Pilot will build on an existing, grassroots ridesharing program – the *Raiteros* – and will help expand access to carbon-free mobility in the Central Valley by strategically and sustainably introducing Electric Vehicles (EVs) to the Raiteros' services.

EVgo will support the Green Raiteros Pilot Project over the duration of 15 months to (1) develop a business model that is tailored to the needs of the Central Valley, (2) build capacity among local communities, (3) deploy charging infrastructure that enables EVs for ridesharing, and (4) expand existing outreach, education, and training programs as a means to demystify EVs. Demonstrating the use case for rural ridesharing and developing a sustainably model for deployment can facilitate the expansion of EV mobility in California's Central Valley, making the benefits of clean technology accessible to all communities.

GOALS

- Implement a pilot program of *Green Raiteros* to demonstrate the business case for all-electric rural ridesharing while exposing more residents of the Central Valley to the social benefits of electric vehicles.
- Build capacity in Central Valley organizations so they can begin to effectively access State-funding programs for clean transportation and expand electric mobility in rural areas.

¹ Capitalized terms not otherwise defined herein shall have the meaning ascribed to such terms in the Long-Term Contract Settlement Agreement.

OBJECTIVES

- Implement best practices in clean-transportation and ridesharing industries to develop a systematic and sustainable model for growth.
- Establish a charging hub based in Huron where the Green Raiteros can charge EVs, support Dispatcher Facilities, and Community Development.
- Create outreach, education, and training programs for both rideshare users and community members to communicate the social benefits of electric mobility.

PROGRAM BACKGROUND

In the heart of the Central Valley is the farmworker community of Huron. Here the people face the realities of poor air quality and strained access to resources. There are grass roots systems that help people manage their situation, such as the Raiteros. Raiteros are retired Valley farmworkers who offer local residents accessible and low-cost transportation to essential appointments². The transportation provided by Raiteros is, in effect, indigenous ridesharing.

The need for ridesharing services in this community is very clear. U.S. Census data show that 35.7 percent of Huron resident's carpool to work, a rate more than double that of California as a whole at 14.5 percent. When Valley LEAP surveyed farmworkers about transportation in 2013, 50 percent said they carpooled – largely because the cost of owning and fueling a vehicle in Huron reduces workers' incomes significantly. A 2013 Fresno County Transportation GAP analysis³ surveyed 573 disadvantaged people using Fresno social and medical services and found that a full 39 percent of rural clients said they'd taken a shared ride to their appointment, making it the dominant mode of travel— more than buses, taxis, and other forms of transportation.

EVgo's goal is to enable the demonstration of a rural ridesharing program using all-electric vehicles and to develop a model that can expand through California's Central Valley and make the benefits of clean technology accessible to all communities. Building capacity in one of the Valley's most underrepresented communities will enable them to begin effectively access state and government clean transportation funding opportunities. EVgo will do this by partnering with Valley LEAP, FCTRA and SUMC to create the Green Raiteros Pilot Project. The Green Raiteros Pilot will assist in building the capacity and infrastructure necessary to provide Raiteros access to PEVs for their ridesharing services, and to develop a business model to expand this clean transportation options in surrounding communities in the Valley.

PROJECT PARTNER

The **San Joaquin Valley Latino Environmental Advancement Project (Valley LEAP)** has nearly a decade of experience connecting state and national policy objectives in the Valley, building coalitions between agencies and the grassroots organizations. Leveraging Huron's existing network of Raiteros, Valley LEAP will work with experts in the transportation and mobility sector to implement best practices to this emerging rural ridesharing program. By leveraging state and local

² As an example of the current cost and inaccessibility to appointment, residents can access a single public bus service that passes through Huron at 8:35am, reaches the University Medical Center (UMC) in Fresno at 11am, revisits the UMC on the return trip at 3pm, and arrives back in Huron at 5:20pm. This means that Huron residents must take the equivalent of an entire work day to make use of the bus service while also limiting their scheduled appointments to between 11am and 3pm and spending about 5 hours on the bus.

³ Fresno County Public Transportation GAP Analysis and Service Coordination Plan (GAP Analysis).
<http://www.fresno.gov/DiscoverFresno/PublicTransportation/Plans/faxgap.htm>

partnerships with local Huron resources, Valley LEAP will build a model that provides affordable carbon free rideshare services in Huron and can be expanded to regional communities in the Central Valley. For more information about Valley LEAP, please visit their website at www.valleyleap.org.

The **Fresno County Rural Transit Authority (FCRTA)** is a public transit agency serving 13 incorporated cities and 28 unincorporated communities in Fresno County. FCRTA provides services through 18 transit subsystems, including four “demand responsive”⁴ buses for the incorporated cities. The demand responsive buses assist the with intercity transportation needs – however these services do not cover medial, school bus, or other special transportation needs. For the additional services, FCRTA contracts the **Economic Opportunities commission (EOC)** – a Consolidated Transportation Service Agency (CTSA) – to enhance the social services network. As a private non-profit corporation, the EOC is an action agency with the goal to fight poverty. As such, they provide a number of social programs and transit service including bus transportation for the elderly and disabled, school bus transportation, and field trip services for agencies and non-profit groups. The EOC’s mission is to to provide safe, reliable transportation for agencies by promoting improved coordination and consolidation of available resources.

FCRTA and EOC will support the Green Raiteros Pilot Program by providing Raiteros with background checks, defensive driver training, and CPR & First Aid Certification to qualify them as a service provider of ridesharing services. Furthermore, as mandated by the Operations Program Budget⁵, CTAs such as the EOC are required to seek additional social services agencies – such as the Green Raiteros – to be part of the network. The EOC will work with the program to make recommendations on best design of transportation services for rural communities, and move to contract there services of the Green Raiteros to fulfill the community transportation needs and Operations Program Budget mandates.

The **Shared-Use Mobility Center (SUMC)** is the primary national public-interest organization working to foster collaboration in shared mobility and help connect the growing industry with transit agencies, cities, and communities across the U.S. Through piloting programs, conducting new research, and providing advice and expertise to cities and regions, SUMC hopes to extend the benefits of shared mobility for all. The SUMC team brings more than 40 years combined experience in research, policy, and shared mobility system operations.

SUMC is currently managing two carsharing pilot projects: One in partnership with the City of Los Angeles, which features 100 electric vehicles and 200 EV charging stations and focuses on under-served communities, and a second in partnership with the City of Chicago which promotes the expansion of peer-to-peer carsharing in low-income and low density neighborhoods. Leveraging their experience in deployment of ridesharing pilots, SUMC will support the Green Raiteros pilot program with assisting in business model development, first year program advisement, exploration of funding sources, and evaluation or program benefits. For more information about the Shared Use Mobility Center, please visit their website at www.sharedusemobilitycenter.org.

⁴ With demand responsive services, a patron calls a local telephone number, identifies where they are located, where they want to go within the rural transit service area, and when they need to go within regular business hours. A driver is then dispatched to pick up and transport the patron.

⁵ Consolidated Transportation Service Agency: Operations Program & Budget FY 2016/17. Section III, Policy 2C. Prepared by: Fresno Economic Opportunities Commission. April 15, 2016. Pg 6 – 8.

West Hills Community College is based in Coalinga, California offers a number of classes that are geared to training students in Business, Technology, and Human Services. Valley LEAP will work with the College to identify students that can participate the pilot program, and also to train staff members in new skills. The West Hills Lemoore campus is located 25 miles from Huron, and 45 miles from the Valley Children's Hospital – a convenient half-way point for long trips offered by the Raiteros. West Hills has agreed to host a public charging station on their Lemoore campus as a way to mitigate range anxiety between Huron and Fresno. For more information on the programs offered at West Hills Community College, please visit their website at www.westhillscollge.com.

SCOPE OF WORK

Task 0: Project Management

The objective of this first task is to create cohesion between the various project partners on the Green Riteros Pilot as well as to develop a schedule for reporting to the CPUC throughout the term of the program.

- Conduct a project kick-off meeting
- Conducts Stakeholder Meeting and generate quarterly reports for the CPUC
- Hold regular meetings between team partners to address pilot program targets

Task 1: Business Model Development

The objective of this task is to design a plan for operating a small pilot of PEVs. Working with experts from Valley LEAP, FCRTA, and SUMC the team will develop best practices for rural rideshare vehicles and how to develop sustainable plans for growth.

- Gather data on existing operations of the Raiteros through logging trips and interviewing drivers
- Work with pilot program partners to develop goals and objectives for the Business Model, document business plan deliverables with a Roadmap for Green Raiteros
- Identify the best design for vehicle ownership which is conducive to the needs of the community which the rideshare will operate in
- Evaluate the best practices from similar programs across the country and integrate with the deployment of Green Raiteros
- Educate employees on how to identify clean transportation incentives (ARB's Plus Up, Clean Vehicle Rebate Program, etc), state funding opportunities, and other programs available for the Central Valley
- Identify and implement logistics for operating rideshare services, including vehicle insurance, driver payment processing, operations and maintenance cost, etc.

Task 2: Capacity Development

The first goal of this program is to build capacity in a Central Valley organization so they can begin to effectively access the State's funding and incentive programs for clean transportation for community services implementation. By employing individuals to work with the pilot program, we will cultivate resources that will continue to provide benefits beyond the pilot program end date.

- The roles / responsibilities of these individuals will entail:
 - Identify state and local funding opportunities to obtain pilot EVs
 - Develop proposals and applications to access this funding
 - Develop 1 year and 3 year expansion plans

- Qualify the *Green Raiteros* program for programs such as Measure C⁶
- Set up the logistics of operating a rideshare program, including:
 - Qualifying drivers through FCRTA and the EOC
 - Operational logistics (insurance, registration, maintenance)
 - Collecting data on operations
 - Dispatching Green Raiteros with the scheduling module

Task 3: Infrastructure Deployment

The objective is to install the infrastructure necessary for operating PEVs.

- Identify a facility to host the Green Raiteros PEVs; Proposed sites include the Valley LEAP building in Huron, or the Huron City Manager’s office
- Install infrastructure for Level 2 charging stations
- Install Make-Ready stubs at West Hills Community College, Lemoore and Coalinga campuses
- Install DC Fast Charger with energy storage at West Hills Community College Lemoore campus
- Set up facilities for the Dispatcher to operate from
- Integrate bi-lingual directions on charging stations for safe and effective driver use

Task 4: Outreach and Education

This task will leverage the network that Valley LEAP has in Huron and the Central Valley to educate the community on the services offered by Green Raiteros and the benefits of clean transportation.

- Conduct two test-drive events (bi-lingual facilitators will be available on site)
- Hold two workshops in Huron on EV basics and social benefits of low carbon vehicles (bi-lingual facilitators will be available on site)
- Web and social media development
- Education through Spanish speaking television, radio, and printed news
- Public meetings with the local and regional community,
- Dedicated broadcasting through the Fresno Community Media Access Collaborative, and LEAP radio program on 88.1 FM *Movement of the Americas*
- Tabling at events at Farmers Markets, Swap Meets, Health Fairs, and other cultural events (Earth Day, Day of the Dead)

For additional information on how EVgo is incorporating program design feedback from the CPUC, please see **Appendix I**.

⁶ Fresno Council of Governments offers residents of Fresno County a program entitled Measure C. This program provides alternative, reliable and affordable transportation to residents who are 70 years of age and older. Eligible seniors receive a 75% discount on taxi fares by purchasing taxi scrip. Qualifying Green Raiteros for the Measure C program will help offer residents the same discount for rides taken by the Raiteros.

TIMELINE

| Task # | Category | Deliverable / Task | 2017 | | | | 2018 |
|--------|----------------|--------------------------------------------------|------|----|----|----|------|
| | | | Q1 | Q2 | Q3 | Q4 | Q1 |
| 0.1 | | Kick-off Meeting and Press Release | | | | | |
| 0.2 | Project | Quarterly Stakeholder Meetings & Reporting | | | | | |
| 0.3 | Management | Ribbon Cutting at Huron Charging Hub | | | | | |
| 0.4 | | Regular Meeting with Implementation Team | | | | | |
| 1.1 | | Data Gathering | | | | | |
| 1.2 | | Goals Development | | | | | |
| 1.3 | Business Model | Identification of Best Practices | | | | | |
| 1.4 | Development | Business Model Development | | | | | |
| 1.5 | | Public & Private Funding Identification | | | | | |
| 2.1 | | Proposal Development | | | | | |
| 2.2 | Capacity | Expansion Plan Development | | | | | |
| 2.3 | Development | Qualify Green Raiteros for Incentives | | | | | |
| 2.4 | | Logistics Implementation | | | | | |
| 3.1 | | Site Evaluation | | | | | |
| 3.2 | | Facilities Development | | | | | |
| 3.3 | Infrastructure | L2 Deployment in Huron | | | | | |
| 3.4 | Deployment | DC Fast charger Deployment at West Hills College | | | | | |
| 3.5 | | L2 Deployment at West Hills College | | | | | |
| 4.1 | Outreach & | Raiteros and Local Resources Education | | | | | |
| 4.2 | Education | Test Ride Events | | | | | |
| 4.3 | | Agency Outreach & Education | | | | | |

BUDGET

EVgo is requesting CPUC funding of \$519,400 for the Green Raiteros Pilot Program. Line items are listed below. EVgo, Valley LEAP and the EOC will contribute a combined total of \$167,832 in cost-share through the project completion date of 3/31/2018.

| TASK | TITLE | ITEM | CPUC FUNDING REQUEST | COST SHARE |
|-----------------|---------------------------|---------------------------------------------------------------|----------------------|-----------------|
| 0 | Project Management | Project Management ¹ | \$80,000 | |
| | | Subtotal | \$80,000 | |
| 1 | Business Model | Business Model ² | \$28,378 | |
| | | Logistics Development ³ | \$29,000 | |
| | | Vehicle Insurance ⁴ | \$21,600 | |
| | | Subtotal | \$78,978 | |
| 2 | Capacity Development | Local Dispatcher ⁵ | \$23,400 | |
| | | Local Technician ⁶ | \$23,400 | |
| | | Local Grant Specialist ⁷ | \$23,400 | |
| | | EOC Driver Training ⁸ | | \$5,000 |
| | | Principal Investigator ⁹ | \$52,000 | \$13,000 |
| | | Subtotal | \$122,200 | \$18,000 |
| 3 | Infrastructure Deployment | Charging Hub Demo, Civil and Electrical Upgrade ¹⁰ | \$21,000 | |
| | | Charging Hub Installation ¹¹ | \$19,950 | |
| | | L2 Infrastructure ¹² | | \$17,400 |
| | | L2 Charging Stations ¹³ | \$10,760 | \$3,600 |
| | | Rent of Shop + Utilities ¹⁴ | | \$30,000 |
| | | Computer / Tablet ¹⁵ | \$3,000 | |
| | | Electric Vehicles ¹⁶ | | \$19,072 |
| | | L2 Infrastructure - Lemoore ¹⁷ | | \$30,000 |
| | | L2 Infrastructure - Coalinga ¹⁸ | | \$30,000 |
| | | L3 Site Design & Permitting ¹⁹ | \$10,000 | |
| | | L3 Site Construction ²⁰ | \$30,000 | |
| | | L3 Equipment & Maintenance ²¹ | \$22,575 | \$9,675 |
| | | Electricity Cost Reimbursement ²² | | \$1,625 |
| | | Additional Hardware ²³ | \$1,500 | |
| | | Energy Storage ²⁴ | \$75,000 | \$2,500 |
| Subtotal | \$193,785 | \$143,872 | | |
| 4 | Outreach & Education | Valley LEAP Outreach ²⁵ | \$19,740 | \$8,460 |
| | | Organizational Training ²⁶ | \$24,697 | |
| | | Subtotal | \$44,437 | \$8,460 |

TOTAL \$519,400 \$170,332

BUDGET NOTES

| No. | Notes | Facilitator |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| 1 | Project management for 15 months at \$64,000/year | TBN |
| 2 | Growth plan development; 1, 3 and 5 year mapping for Green Raiteros Central Valley carshare / rideshare business model | SUMC |
| 3 | Logistics planning for program: hiring, vehicle procurement, insurance, etc. | SUMC |
| 4 | Insurance coverage estimated at \$300/vehicle, 3 yrs (term of lease in cost share, No. 16); only required for third-party vehicle ownership | Insurance Provider, TBD |
| 5 | Local dispatcher for Green Raiteros vehicles and drivers; 15 months part time at \$18/hour | Employee TBN |
| 6 | Local software and hardware technician (for scheduling module, EVs, and charging infrastructure); 15 months part time at \$18/hour | Employee TBN |
| 7 | Grant Specialist for identifying pilot vehicles funding opportunities and determining sustainable resources beyond 2017; 15 months part time at \$18/hour | Employee TBN |
| 8 | In-kind service to certify Green Raiteros drivers | EOC |
| 9 | Program director, 15 months part time at \$40/hr; In-kind services 15 months, 5 hours per week, \$40/hr; include formalizing the partner organization - Valley LEAP - as a non-profit in California, required for Green Raiteros activities beyond 2017. | Valley LEAP |
| 10 to 15 | Charging hub development in Huron, CA (community where Green Raiteros originate their trips). Charging hub is used for EV Charging, Dispatcher Services, and Community Development. Level 2 infrastructure cost share from EVgo Make Ready program, L2 charging station cost share from manufacturer discount, shop rent and utilities cost share from Valley LEAP - \$1,500 rent + \$500 utilities/month | EVgo Build Out |
| 16 | Cost Share to be identified by Grant Specialist, two 2016 Nissan LEAF 3-year leases | TBN |
| 17 to 18 | Level 2 infrastructure development under the EVgo Make Ready program | EVgo Build Out |
| 19 to 22 | Level 3 development at West Hills Community College Lemoore campus; half-way between Valley Children's Hospital (frequent Raiteros destination) and Huron. One 50 kW dual-house station and maintenance plan at \$32,250K per charger; cost share is 30% discount from manufacture Electricity cost share \$0.36/kWh, 10 sessions/day, 12kWh/session | EVgo Build Out |
| 23 | Batteries are added as a way to manage grid load and mitigate operational cost in high demand charge territory. \$42,500 for 80kWh Nissan 2 nd life batteries + balance of plant; \$30,000 for EPC power converter; \$2,500 for shipping and commissioning; \$2,500 controller license cost share | EVgo Build Out |
| 24 | Marketing and outreach activities | Valley LEAP |
| 25 | Test-drive events and Educational programming | Plug-In America |

Appendix I

The following is a set of questions presented to EVgo by the CPUC. EVgo has made its best effort to address all questions within the proposal itself, below is a direct response to each concern brought to attention.

- 1. Are the Raiteros volunteers, or are they paid for their services? I'm concerned that payment could introduce additional complexity into the program.**

The Raiteros are retired farmworkers who supplement their social security assistance by providing the social service of rural ridesharing; patrons who use this service pay the Raiteros for the trip, and Raiteros often offer discount based on the rider's need. The intent for Green Raiteros pilot is to develop a business model that builds on the Raiteros model in serving the community with accessible and cost effective transportation, while improving the means of transportation with with a carbon-free alternatives.

- 2. Has Valley LEAP already begun formalizing the ride sharing program? I don't want the community to feel like we're coming in and taking over their informal network.**

The Raiteros in Huron conceived the Green Raiteros program. Raiteros have existed in Huron for multiple decades and provide a service grown out of necessity and community. EVgo and Valley LEAP consulted with the Raiteros to develop the proposed plan for electrifying the rideshare service and drivers are looking forward to it. The program and services offered will largely remain the same. The Green Raiteros Pilot will introduce venues to decarbonize the means of transportation and formalize the rideshare services offered.

- 3. Does the Green Raiteros program already have 2 Chevy Volts, or is that the proposal for the program?**

At this time, Valley LEAP does not have any vehicles for the Green Raiteros program; the vehicles that are used for ridesharing belong to the drivers. In this proposal, EVgo will work with Valley LEAP, FCTRA, and SUMC to identify the best ownership structure for the vehicles (ownership by drivers or ownership by third party organization) and identify the funding necessary to acquire those vehicles.

EVgo will promote the acquisition of all-electric vehicles for the Green Raiteros program. From consultation with the Raiteros, the furthest trip that they make for customers is between Huron and the Valley Children's Hospital in Fresno - this is a 62-mile trip one way, the 2016 LEAF offering an 84-mile range. Within 8 miles of the Hospital there are 3 EVgo Freedom Stations offering three standards for charging. For emergency purposes, EVgo will also install a public DC Fast Charging station at the West Hills College Lemoore Campus as a midway point between Huron and Fresno.

- 4. Program could install charging stations at Valley LEAP parking lot and keep the cars there. Couldn't allow the Raiteros to take cars home with them if the program is funding them.**

The Valley LEAP facility will be upgraded to host parking and charging infrastructure for PEVs. The facility is conveniently located in the neighborhood where most Raiteros live, and

just 0.2 miles from the City Manager / Huron Police Department. Additional charging facilities will be developed at the West Hills Community College campus to mitigate range anxiety between rider origin and destination.

EVgo will not purchase the vehicles for the Green Raiteros program, rather facilitate the identifications of incentives and funds available through public and private venues. During the first quarter of the program, the program team will identify which ownership structure is best fit for the use of the Raiteros – either ownership by the driver or ownership by a third party organization. After which, the team will identify the best incentive and funding opportunities for acquisition of the vehicles.

5. Who owns the vehicles? EVgo may help them find incentives to purchase new PEVs but should not buy vehicles.

A critical part of Task 1: Business Model Development in the program is for the Green Raiteros team to identify the most appropriate ownership structure and vehicle incentives for a rural rideshare program. In one model the rideshare driver may own the vehicle and receive incentives to reduce cost of ownership through federal, state, and ARB funding sources. Another option is to design a program where the vehicle is owned by a third party organization and the drivers will rent the vehicle from this organization. EVgo, Valley LEAP, FCRTA, and SUMC will work to build capacity in the area of identifying clean transportation incentive programs and other opportunities available to the Central Valley.

6. Will Valley LEAP check licenses or do background checks on Raiteros to ensure safety?

The Green Raiteros will undergo the same filters and certified trainings as required for the current Fresno county transit drivers. This is one of the cost share contributions the FCRTA and EOC under Task 2: Capacity Development.

7. How will residents find out about the Green Raiteros program?

Valley LEAP is an expert at Latino, rural and Valley outreach. Apart from building on the web presence and social media outlets, the Green Raitero team will conduct outreach through various Spanish speaking television, radio and printed news venues. Valley LEAP has developed a close relationships with Univision and local radio stations including Radio Campesina, Radio Bilingue, Radio Gallito, Radio Lobo and many others. Outreach will also take place through community spaces such as churches, schools, cities using marketing materials including but not limited to flyers, posters and post-cards. Further public education with free electric-ride events will take place through venues at festivals, farmers markets, and other community events.

8. CPUC will accept some funds for Education & Outreach.

Demystifying electric vehicles and the Green economic future is a critical component to introducing this pilot in Huron. \$44,437 in the budget is dedicated for Task 4: Education and Outreach between the efforts of Valley LEAP and SUMC. Valley LEAP will be the main lead on conducting education and outreach through the channels of community development they have build over the past decade. Valley LEAP will leverage the following outlets to communicate and education the public:

- Web and social media channels
- Education through Spanish speaking television, radio, and printed news
- Print Promotion through postcards, flyers and posters
- Present to established groups, churches, social service institutions
- Public meetings with the local and regional community,
- Dedicated broadcasting through the Fresno Community Media Access Collaborative, and LEAP radio program on 88.1 FM *Movement of the Americas*
- Tabling at events at Farmers Markets, Swap Meets, Health Fairs, and other cultural events (Earth Day, Day of the Dead)

9. What is the expected budget? Would pay for charging station installation, EVs, anything else? Would Valley LEAP handle the operations/logistics?

EVgo is requesting CPUC funding of \$520,228 for the Green Raiteros Pilot Program. Line items are listed in the budget table on pages 7 and 8. EVgo, Valley LEAP and the Economic Opportunities commission will contribute a combined total of \$143,532 in cost-share through the project completion date of 3/31/2018. The requested amount includes \$80,000 to complete Task 0: Project Management, \$79,081 on Task 1: Business Model Development, \$110,500 on Task 2: Capacity Development, \$206,210 on Task 3: Infrastructure Deployment, and \$44,437 on Task 4: Outreach and Education.

Operations and logistics will be handled under Task 1 and Task 2, this will be a collaborative effort between EVgo, Valley LEAP, the FCRTA, and the SUMC. Key efforts will include developing capacity with organizations such as Valley Leap and the EOC so that Central Valley organizations can continue to develop the rural ridesharing services and access California incentives and funding opportunities.

10. What portion of the budget will be used for Education and Outreach, and what channels will be used?

Please see response in Appendix I, Question 8.