



# Memorandum

**TO:** CITY COUNCIL

**FROM:** Mayor Sam Liccardo  
Vice Mayor Chappie Jones  
Councilmember Magdalena Carrasco  
Councilmember Dev Davis

**SUBJECT:** ELECTRIFYING SAN JOSE      **DATE:** January 10, 2020

Approved

Date

1/10/20

## RECOMMENDATION

Accept the staff report with the following additional direction:

1. Return to the Transportation and Environment Committee by June 2020 with a:
  - a. Draft ordinance allowing for one-way carsharing that could provide flexibility for these vehicles to park in residential parking permit zones; and a
  - b. Fee structure for one-way carsharing vendors; and a
  - c. List of potential requirements new vendors who would like to serve communities in San José must comply with, including:
    - i. Establishing a low-income discount program that offers discounted memberships to individuals at or below 200% of the federal poverty level; and
    - ii. Including communities of concern in the home zone; and
    - iii. Providing outreach and marketing materials in Spanish and Vietnamese, and to tenants in multi-family housing.
2. Explore options for incentivizing electric vehicle (EV) carsharing programs by, among other things:
  - a. Reducing parking and permit fees; and
  - b. Ensuring access to EV charging; and
  - c. Identifying and pursuing grant opportunities.
3. Explore a pilot program with an EV infrastructure manufacturer, carsharing company, and an affordable housing developer to operate an EV carsharing program in a new affordable housing project.

4. Return by June 2020 with an updated Green Fleet policy that includes an “electrification first” requirement for the city’s non-emergency fleet that aligns with our Climate Smart goals.
5. Return to the Transportation and Environment Committee by June 2020 with recommendations for electrifying the city’s remaining non-electric fleet where technologically feasible.
  - a. The analysis should include:
    - i. A lifecycle cost analysis of replacing all non-electric vehicles with EVs within the next 5 years, and the charging infrastructure required to support it.
    - b. For vehicle types where there isn’t a commercially available battery electric option available, identify and pursue grant funding for pilot programs.
6. Explore an electric school bus demonstration project in partnership with Prospect Silicon Valley, San José Clean Energy, DOT, and a school district. The project will explore additional benefits for the school bus to provide backup power to critical facilities in the event of a Public Safety Power Shutoff.
7. Where relevant, ensure marketing strategy, community engagement, and education efforts on all recommendations under the Electric Mobility Roadmap are culturally competent, with a specific focus on environmental justice, including communities of color, monolingual communities, and low-income communities.
  - a. This work should leverage existing community engagement efforts underway as part of Climate Smart San José.
8. Explore the creation of a Financial Counseling Program, in partnership with a community-based organization and San José Clean Energy, that promotes the economic empowerment and feasibility of electric mobility for low-income communities.

## **BACKGROUND**

We thank staff for their work bringing forward a roadmap for ensuring an electric future for San José. Transportation emissions remain the largest source of emissions in San José. We must begin the work now to set the stage for the equitable electric future we want to see.

Carsharing provides an opportunity to create a bridge for communities without extensive access to public transportation or mobility options. A one-way carsharing program would provide the flexibility for residents to get to where they need to go. Existing programs in cities like Berkeley and Oakland are growing, and we must create the necessary environment to attract programs to San José. As part of our commitment under the American Cities Climate Challenge to pilot an electric vehicle (EV) carsharing program, we must emphasize the need to create a program that serves low-income communities. An EV carsharing program will help clean the air, increase mobility, and save families money.

Engaging our diverse community will be a key component of the success of the plan. Staff should ensure that the work that will go into implementing the Electric Mobility Roadmap, including marketing, community engagement, and education, is culturally inclusive and prioritizes communities of high concern. We should explore partnerships with community-based organizations and nonprofits serving low-income, moderate-income, and disadvantaged communities to identify potential barriers to EV adoption. As part of the work, staff should



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explore the creation of a Financial Counseling Program that would promote the economic empowerment and feasibility of electric mobility for low-income communities.

We appreciate staff's effort to continue to electrify the city's fleet, but more must be done to show our community our commitment to an EV future. Staff should return with recommendations for electrifying the city's remaining non-electric fleet where technologically feasible. This work should identify cost-savings, such as reduced fuel usage and reduced maintenance costs of EVs. Apart from the city's fleet, Climate Smart San José lays out the need for commercial fleet innovation in San José to drive down emissions. To that end, we should begin to explore opportunities for mandating the use of EVs by ride hailing companies operating in the airport as other cities like Los Angeles are exploring.

The City Council affirmed their commitment to addressing climate change by declaring a Climate Emergency last year. Our work under the roadmap must be reflective of the need for urgency and innovation in addressing the largest source of emissions in San José. More work must be done in the coming years to ensure an equitable and inclusive electric future in San José. We must be at the forefront of that change.