

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: ZAC BRAND, FLEET SUPERINTENDENT  
TRANSPORTATION AND PUBLIC WORKS  
STEVE KROECK, DEPUTY DIRECTOR – FIELD SERVICES  
TRANSPORTATION AND PUBLIC WORKS  
SUBJECT: ADOPTION OF ELECTRIC VEHICLE CHARGING STATION FEE  
SCHEDULE FOR USE OF CITY-OWNED ELECTRIC VEHICLE  
CHARGING STATIONS

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Transportation and Public Works Department and Finance Department that the Council, by Resolution, adopt an electric vehicle charging station fee schedule for use of City-owned electric vehicle charging stations, effective July 1, 2019.

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EXECUTIVE SUMMARY

The City of Santa Rosa currently owns and operates ten electric vehicle (EV) charge stations (18 charging ports) at various locations, including those recently installed at Courthouse Square. All are available for public use. The existing stations were originally installed through a 2010 county-wide cooperative using American Recovery and Reinvestment Act (ARRA) Energy Efficiency and Community Block Grant (EECBG) funding, and a standardized pricing plan was created at that time. In September 2017, the County of Sonoma updated their pricing plan to meet multiple objectives related to usage data and cost recovery. In January 2018, the *Shift Sonoma County Low Carbon Transportation Action Plan* published by the Sonoma County Transportation Authority (SCTA) and Regional Climate Protection Authority (RCPA), recommended that EV charge station (station) pricing plans be standardized throughout the County. Authorizing the proposed price change would fulfill that recommendation and supports the following City Council Goals:

**Ensure financial stability of City government.**

Santa Rosa sustains a strong, diversified economic base that continually renews itself, and has a structurally balanced

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	budget with sufficient reserves in all funds to weather economic shifts for long term sustainability of City services.
<b>Invest in and sustain infrastructure and transportation.</b>	Santa Rosa regularly invests in its transportation, roads, technology and overall infrastructure to protect and sustain its assets and keep pace with community needs.
<b>Promote environmental sustainability.</b>	Santa Rosa protects and improves the environment through its policies and actions.

More specifically, this action will support the City Council’s Near-Term (6-Month) Priority #5 – *Review Revenue Options*, and Tier-Two Project #2.6 – *Implement Climate Action Plan*.

**BACKGROUND**

On May 1, 2012, the City Council adopted Resolution 28094 authorizing the City Manager to execute a Master Services Subscription Agreement between the City of Santa Rosa and Coulomb Technologies Incorporated (now ChargePoint) regarding the operation of City-owned stations within the City of Santa Rosa.

In addition to manufacturing the stations, ChargePoint provides a subscription-based solution to managing charging operations including online tools, data (for fees, usage, energy consumption, GHG savings, etc.), payment collection and processing, and electric vehicle driver support applications.

The City (subscriber) installed the stations, determined the access level and pricing (User Session Fees), and maintains the stations. ChargePoint (Network Operator) collects all Session Fees and data on behalf of the City, deducting an agreed-upon Authorization Fee and Processing fee for every session.

For stations with public access, the User Session Fee charged by the City flexes based on operational costs plus the agreed-upon Authorization and Processing Fees deducted by ChargePoint. The net fee (for operational costs) is remitted to the City by ChargePoint each month.

**PRIOR CITY COUNCIL REVIEW**

Included under *BACKGROUND* above.

**ANALYSIS**

In 2005, the City Council adopted a resolution establishing Citywide greenhouse gas (GHG) emission reduction targets in response to state goal-setting. Since then, the City

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has adopted a Community Wide Climate Action Plan (CCAP) and a Municipal Climate Action Plan (CMAP).

In 2009, the Regional Climate Protection Authority (RCPA) was formed to coordinate countywide climate planning efforts for Sonoma County jurisdictions, and is governed by a Board of Directors comprised of Councilmembers from each City jurisdiction in addition to County Supervisors.

On May 17, 2016, the Sonoma County Board of Supervisors approved the implementation of a pricing plan for County-owned publicly available stations. The plan went into effect on September 1, 2017 and sought to address multiple objectives based on usage and cost data collected since 2009:

1. Create an incentive that favors longer-distance EV drivers who rely on public charging opportunities and minimize charging by EV drivers who do not require charging as part of their daily commute.
2. Add a cost to drivers looking for a short “opportunity charge” who leave their car parked at the station longer than necessary.
3. Add a time limit for charging to create more equal access for EV drivers by increasing utilization and opportunity for access.
4. Full cost recovery for electricity, administration, maintenance, and operation.
5. Generate revenue for expansion of the program and infrastructure.

In January 2018, the RCPA updated the *Shift Sonoma County Low Carbon Transportation Action Plan* which included specific recommendations pertaining to EV charging infrastructure. One of the recommendations was to standardize the price structure of publicly-owned EV charging stations countywide.

In February 2018, the City replaced original ChargePoint Model 2000 (single port) charging stations with ChargePoint Model 4000 (dual port) stations and concurrently updated the original City-ChargePoint agreement with General Services Agreement F001644 approved by the City Manager.

The *current* City of Santa Rosa pricing plan includes a \$1.00 per hour usage charge, with a minimum fee of \$2.00 and a maximum fee of \$24.00 for a 24-hour period.

The *proposed* pricing plan, which is consistent with other station pricing countywide, includes financial components and time limitations: a \$2.00 flat connection fee and a \$1.00 per hour usage charge for the first four hours, with a minimum fee of \$3.00. Stations will include signage limiting station occupancy to four hours. Violators will be charged \$10.00 per hour beyond the four-hour limit and may also be subject to a citation. This model charges the station user for the energy consumed in addition to infrastructure administration and support costs.

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FISCAL IMPACT

Current City-owned EV charging stations are used approximately 350 times per month, for an average length of less than three hours. The proposed minimum fee of \$3.00 versus the current \$2.00 would increase revenue by an estimated minimum of \$350 per month assuming the current rate of usage. The proposed penalty of \$10.00 per hour for users exceeding four hours would increase revenue by a minimum of \$450 per month if the current frequency of sessions exceeding four hours (45 per month) continues.

After changing their rates, the County experienced a decrease in sessions, individual users, and energy dispensed because, as intended, the rates encourage a higher turnover rate.

Revenue from EV charging stations is not intended to offset the full capital cost of the stations. The City's cost, originally offset by grants, is now budgeted in Project 17466 (Electric Vehicles and Chargers) in Fund 1715 (Equipment Replacement) within the Fleet Services Section of the Transportation and Public Works Department. The rates also do not cover parking fees.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A – Electric Vehicle Charging Station Fee Schedule

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