

Appendix D – Promotion and Awareness Activities

D.1 Presentations

October 27, 2016: Central Coast Sustainability Summit

Hydrogen Vehicle Readiness on the Central Coast

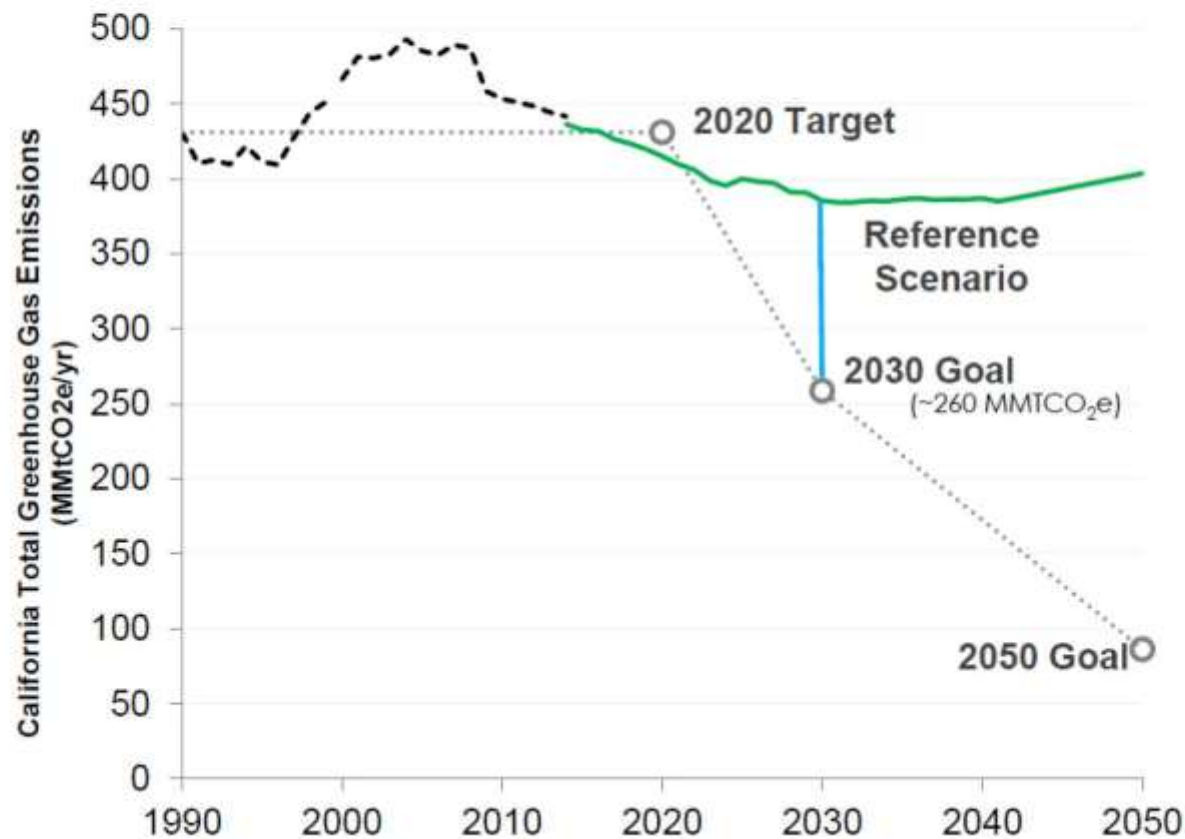
Ben Ellenberger
Santa Barbara County Air
Pollution Control District



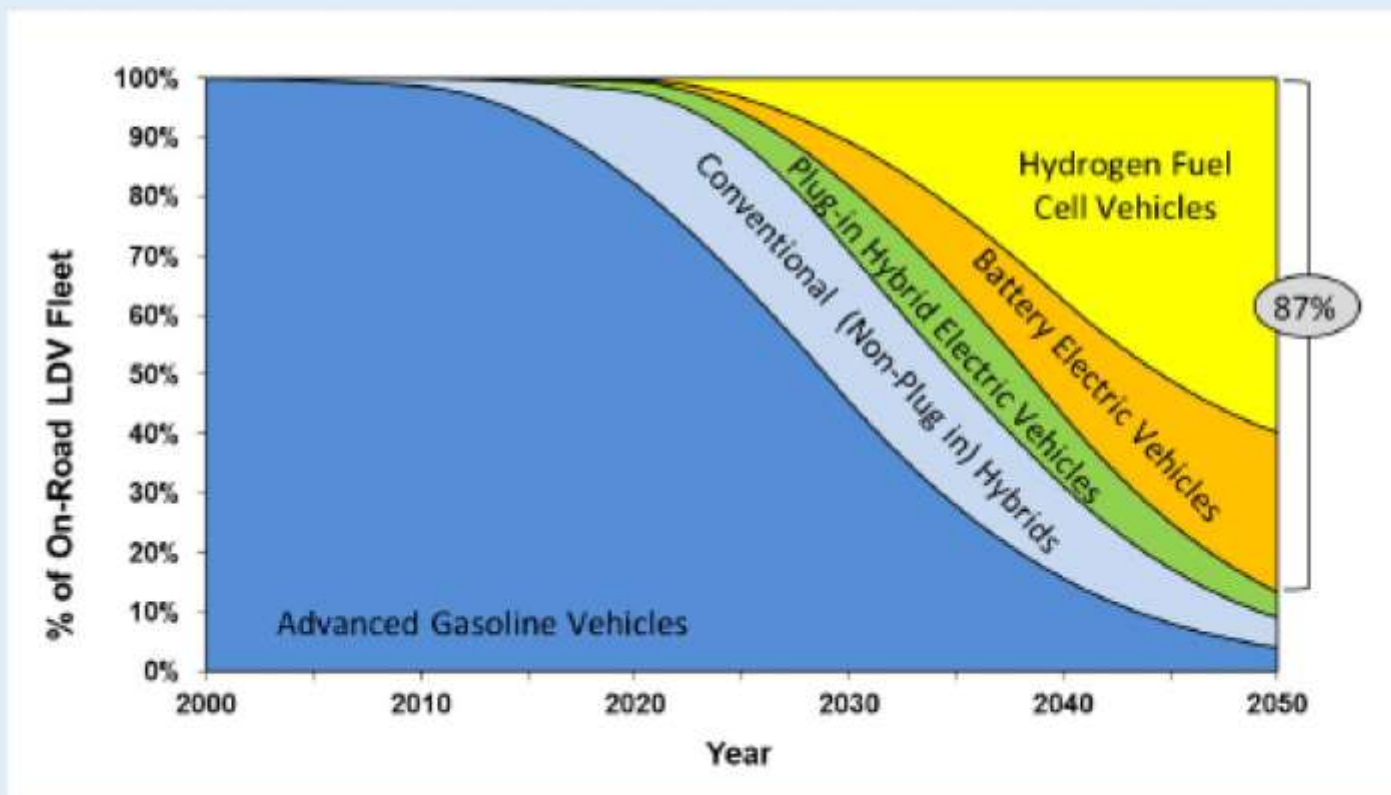
Overview

- Statewide Goals
- Why Hydrogen
- Statewide Efforts
- Local Efforts

California climate change goals



How do hydrogen cars help meet these goals?





California Environmental Protection Agency
 **Air Resources Board**



ENERGY
INDEPENDENCE
NOW

TOYOTA

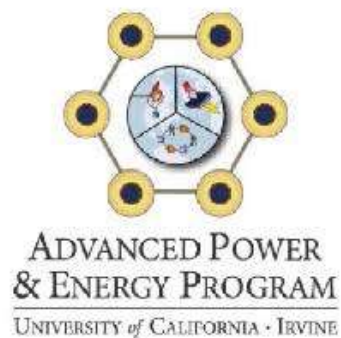
HONDA







ENERGY
INDEPENDENCE
NOW





How can we support local communities and agencies?

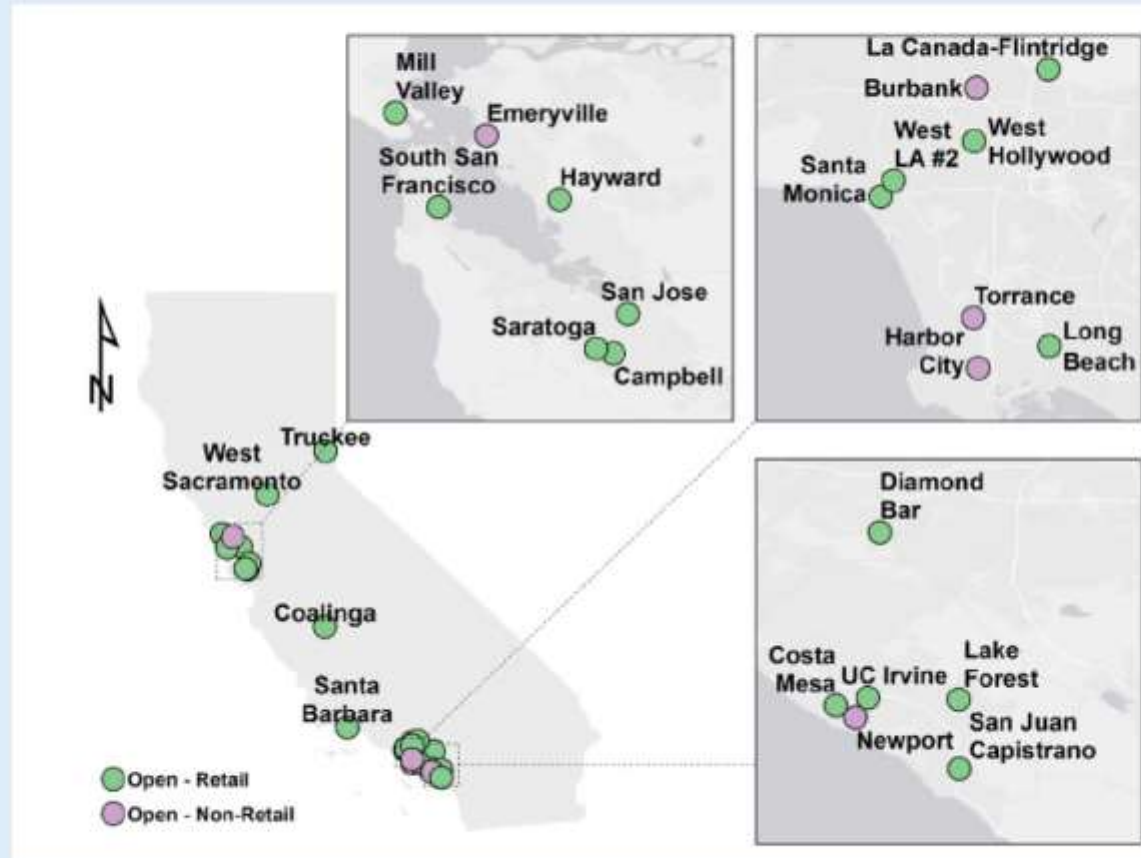
- People
- Fire Departments
- Planning Departments
- Permitting Agencies
- Emergency Responders

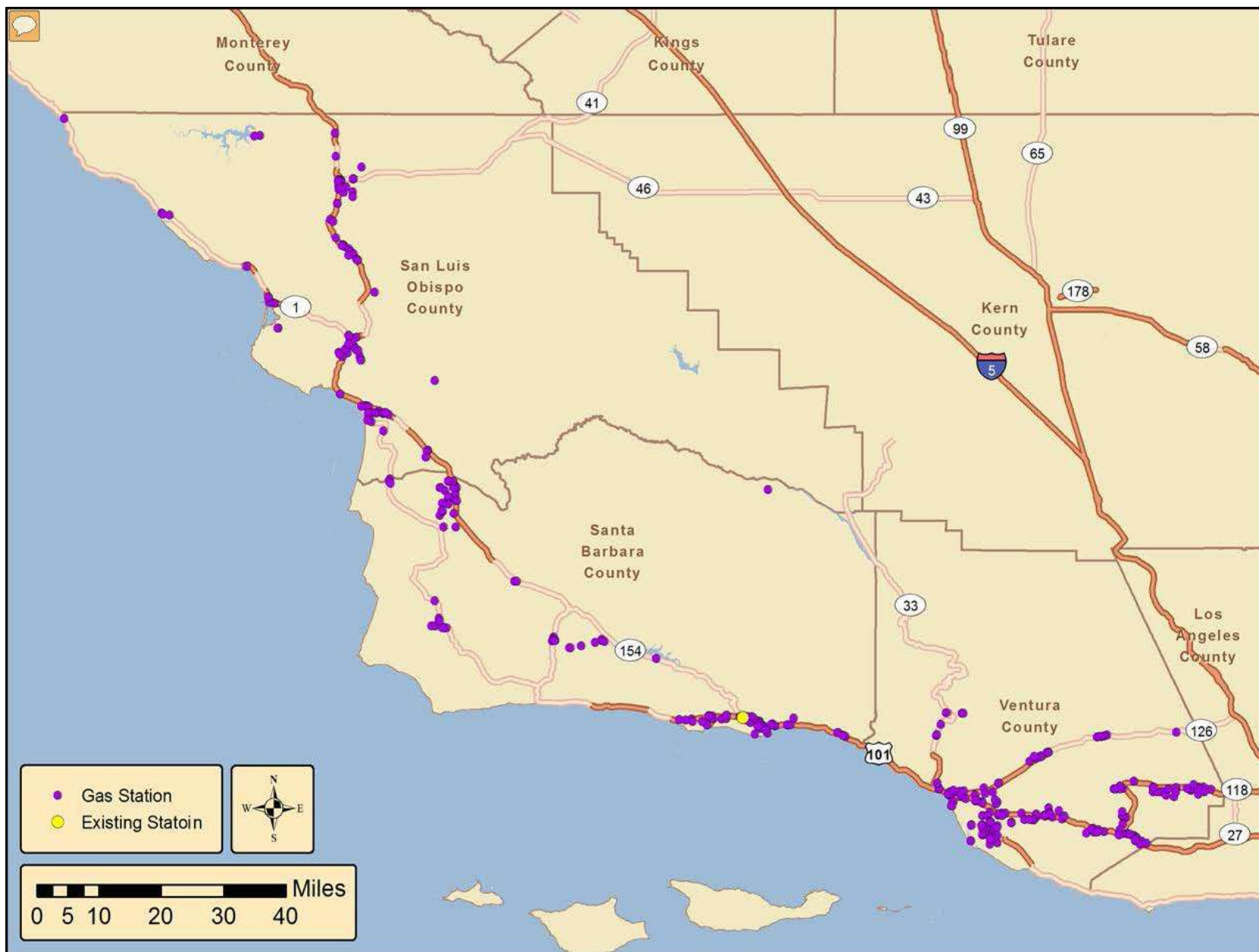


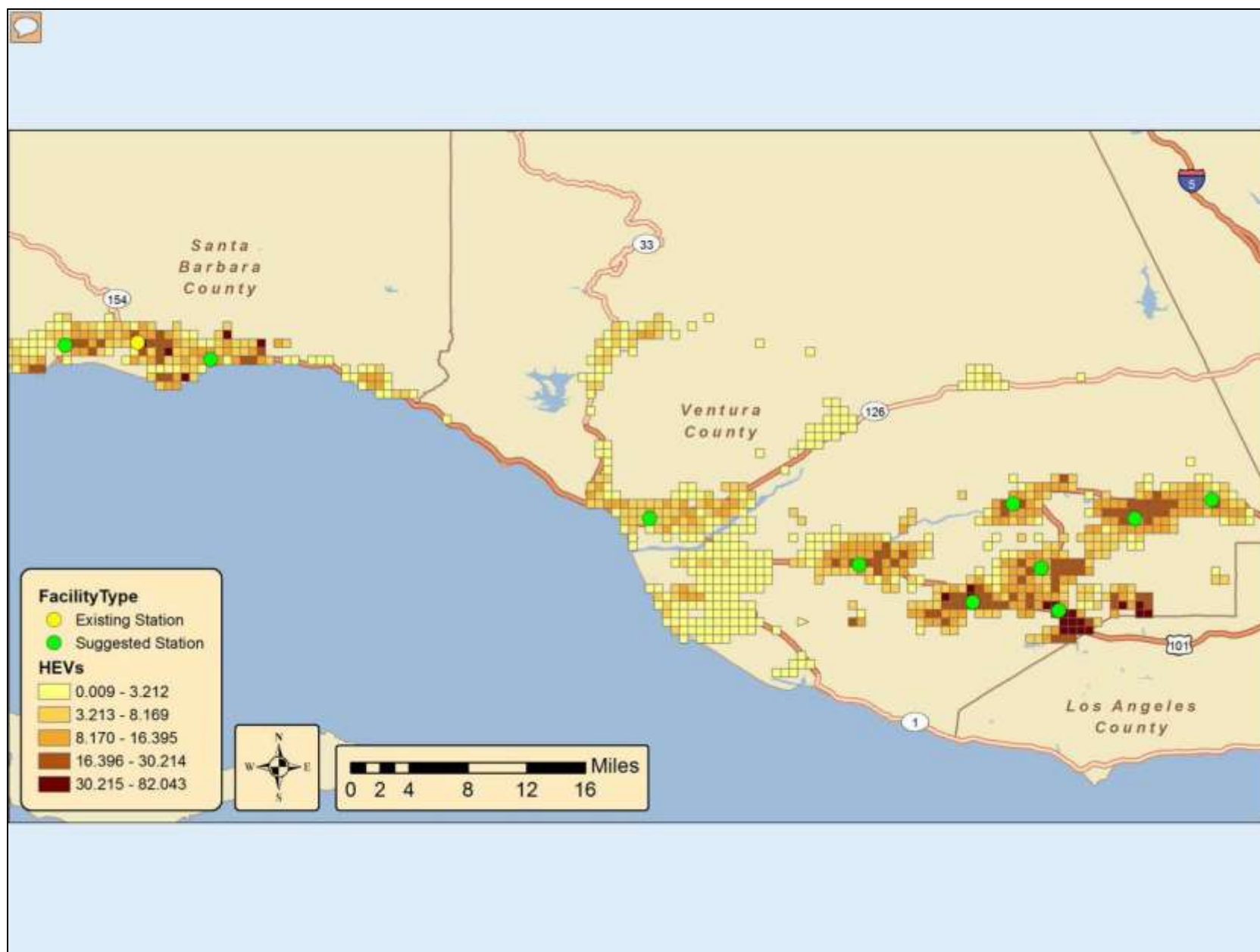
California Energy Commission

- Grants to build stations
- Planning, Permitting, and Safety Questions
- Local and Regional outreach

Why here?









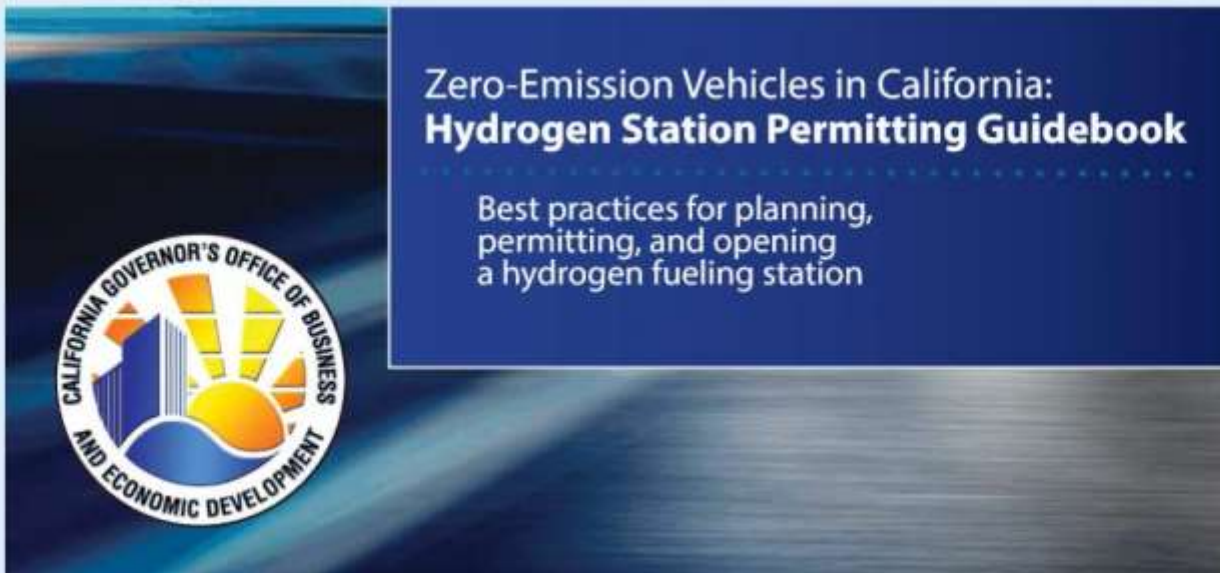
Fire Marshalls/First Responders

- Responsible for safety and permitting
- Experienced with hydrogen storage and transport



Planning/Permitting Agencies

- Zoning
- Building codes
- Appearance/Set-Backs/etc.



Themes

- Coordinating state and local efforts
- Constraints – time, existing responsibilities
- Connecting people to resources
- Working as a region



Where are we now?

- 27 Stations by 2017
- About 50 by 2018
- Still focusing on San Francisco and Los Angeles
- Santa Barbara and San Luis Obispo are lower priority

Where are we going?

- Will station capacity keep up with demand?
- Will local coverage and redundancy support local demand?
- What are our opportunities to be involved locally?

February 22, 2017: Tri-Counties Hydrogen Readiness Forum*

Prezi online presentation link:

http://prezi.com/mmvrvbjzaygd/?utm_campaign=share&utm_medium=copy

* A version of this presentation that did not include Q&A slides was used for the December 7, 2016, Future of Transportation presentation

D.2 Outreach Materials and Collateral

Information Resources	Purpose	Distribution	Reference
Earth Day Festival Guide	The guide promoted the Festival's Green Car Show and Ride & Drive events featuring FCEVs, and provided information about "One Element" workshop on April 16, 2016.	The guide was published in the Santa Barbara Independent, which reaches 135,000 readers in Santa Barbara County each Thursday.	Item 1 in Appendix X
Digital Hydrogen Ribbon Cutting Email Invitation	Developed to inform local officials, elected representatives, and community influencers of the Santa Barbara hydrogen fueling station's opening.	The PDF invite was distributed through a Mail Chimp email campaign.	Item 2 in Appendix X
Hydrogen Ribbon Cutting Campaign	Two press releases were developed for the hydrogen station ribbon-cutting ceremony to notify local and regional news media. A blog post, e-news feature, and social media were also used to promote the event.	Press releases were email to local news outlets and radio stations; additional promotion was web-based.	Items 3, 4, 5, & 6 in Appenix X
National Hydrogen & Fuel Cell Day Campaign	An information campaign was launched to increase awareness of hydrogen and FCEVs for the national celebration.	Included blog post on cecsb.org, an e-news feature, and social media posts.	Items 7 & 8 in Appendix X
Hydrogen & FCEV Webpage	The webpage covers the fundamentals of FCEVs and hydrogen, and is intended to serve a "living resource" that will be updated on a quarterly basis.	Online, with URL included in promotional materials	Item 9 in Appendix X
Santa Barbara Hydrogen Readiness Forum Campaign	Launched to promote a special community forum on hydrogen and FCEVs. Included press release distribution to media; advertising in the Santa Barbara Independent and Santa Barbara News Press; and blog post and e-news features	Press release to media, advertisements, online blog post, story, and social media posts	Item 10, 11 & 12 in Appendix X
Hydrogen & FCEV Handout	The handout address common questions about hydrogen and FCEVs, and supplements print materials made available locally by the California Fuel Cell Partnership	Available at the Santa Barbara Hydrogen Fueling Station, and handed out during outreach events	Item 13 in Appendix X

Appendix D – Promotion & Awareness Activities: Materials and Supplemental Information

Item 1: Earth Day Festival Guide & One Element Event

The poster features a central graphic of two hands cupping a monarch butterfly. Above the hands is a large yellow circle containing the text "EARTH DAY FESTIVAL" in a bold, sans-serif font, with "ONE WORLD" in a smaller, serif font below it. The entire graphic is set against a background of a starry night sky with a colorful nebula on the right side. At the bottom, a white banner contains the event dates and times, and a black banner below that contains the website URL. The bottom left corner features the Community Environmental Council logo, and the bottom right corner lists the festival highlights in three columns.

COMMUNITY ENVIRONMENTAL COUNCIL
EARTH DAY FESTIVAL
ONE WORLD

APRIL 16-17, 2016 ALAMEDA PARK.
SANTA BARBARA
SATURDAY 11-7PM • SUNDAY 11-6PM

SBEARTHDAY.ORG

Community Environmental Council

FESTIVAL HIGHLIGHTS

KIDS CORNER	FREE BIKE VALET	LIVE MUSIC & ENTERTAINMENT
CLIMBING TOWER	SUSTAINABLE FOOD COURT	MAIN STAGE + 2 MINI STAGES
ECO VILLAGE	BEER & WINE GARDEN	GREEN CAR SHOW
KIDS MONARCH MARCH	OVER 250 EXHIBITORS	RIDE & DRIVE
SOLAR CARPORT	VOTER REGISTRATION	ENVIRONMENTAL HERO AWARD



ONE WORLD. CLIMATE. STEP AT A TIME.

EARTH DAY 2016 APRIL 16-17 SBEARTHDAY.ORG



ONE DRIVE

Where: GREEN CAR SHOW and
RIDE & DRIVE on Santa Barbara



One of the biggest steps you can take in California is to green your drive, and there's no better place to learn about cutting-edge, climate-friendly technologies than CEC's **SANTA BARBARA GREEN CAR SHOW** – the largest annual public showcase of battery electric, hydrogen, and other alt-fuel automobiles on the West Coast.

Get up close to the Toyota Mirai – a hydrogen fuel cell vehicle that leaves nothing behind but water. See the latest electric vehicles from manufacturers like Nissan, Chevy, and Ford, alongside a cutting-edge solar carport. Head to the **OWNERS CIRCLE** to talk to locals who made the jump to clean-fuel vehicles and see their cars, including the Tesla Roadster, Model S, and new Model X.

RIDE & DRIVE

WHERE: Corner of Micheltorena and Santa Barbara

WHEN: Saturday 11am-6pm; Sunday 11am-5pm

Take one ride toward a low-carbon future by testing out the quiet ride and quick acceleration of the latest electric vehicles at **RIDE & DRIVE**. Cruise a few blocks in clean fuel cars like the Nissan Leaf and the hydrogen fuel cell 2016 Toyota Mirai, recent winner of World Green Car of the Year.

ONE ELEMENT

WHERE: CEC Booth on west side of festival near Gazebo

WHEN: Saturday, April 16, 3:30pm

Hear about Santa Barbara's first hydrogen fueling station from experts at the California Fuel Cell Partnership, Central Coast Clean Cities Coalition, and CEC. The talk will conclude with a tour of the latest hydrogen fuel cell electric vehicles on display at the festival's Green Car Show.



ONE PURCHASE

Where: ECO VILLAGE on west side of
festival between Santa Barbara & Sola



Step up to the responsibility of being an eco-citizen with the green goods and services in our **ECO VILLAGE**. Meet your day-to-day needs with upcycled clothing and handmade shoes that give cast-aside tires more miles and make your body look, feel, and smell great with natural remedies, handpressed oils, chiropractic services, and fair trade bath products.

You'll also find ways to give your home a green scrub with solar-powered LED lights, a wide variety of natural household cleaners, and local companies here to work with you on maximizing sustainability in your home and garden through solar energy, water conservation, green home improvements, and more.



Item 2: Hydrogen Ribbon Cutting Email Invitation



The invitation features a blue background with a hexagonal pattern. At the top left is the True Zero logo. The main title is 'Ribbon-Cutting for the Central Coast Region's FIRST HYDROGEN FUELING STATION MAY 13, 2016'. A central image shows a hydrogen fueling station with a rainbow in the background. The text describes the significance of the event and provides details on when and where to attend. It also includes an RSVP deadline and contact information. The bottom of the invitation displays logos for various participating organizations.

 Ribbon-Cutting for the Central Coast Region's
FIRST HYDROGEN FUELING STATION
MAY 13, 2016

Mark the opening of the first hydrogen fueling station in the Central Coast region with **True Zero**. Increasing the number of **hydrogen fuel cell electric vehicles (FCEVs)** on California's roads is a cornerstone of the state's strategy for **improving air quality** and **reducing greenhouse gas emissions** from transportation.

WHEN
Friday, May 13, 2016
10:00 – 11:00 AM

WHERE
Conserv Fuel
150 S La Cumbre Rd
Santa Barbara, CA 93105
(Just off Highway 101)
[Google Maps link](#)

RSVP (by Wednesday, May 11)
Cameron Gray, Energy Program Associate, Community Environmental Council cgray@cecmail.org

Item 3: Pre-Event Press Release for Santa Barbara Hydrogen Fueling Station Ribbon-Cutting Ceremony



FOR IMMEDIATE RELEASE
May 9, 2016

Contact:

Air Pollution Control District: Lyz Hoffman, Public Information & Education Specialist (805) 961-8819
Community Environmental Council: Cameron Gray, Energy Program Associate (805) 963-0583 x111

Ribbon-Cutting for the Central Coast's First Hydrogen Fueling Station

SANTA BARBARA, Calif. — The Santa Barbara County Air Pollution Control District and Community Environmental Council, along with other supporters and vehicle owners, will celebrate the opening of True Zero's Santa Barbara hydrogen fueling station on Friday, May 13. Supporters include the California Air Resources Board, California Energy Commission, California Governor's Office, Central Coast Clean Cities Coalition, and California Fuel Cell Partnership.

"We are grateful to our supporters for working with us to develop one of California's first hydrogen stations in Santa Barbara," said Joel Ewanick, Founder and CEO of True Zero. "This station is an essential part of our hydrogen network, which shows that hydrogen fuel cell electric vehicles can be driven throughout the state, just like gasoline cars, but with zero tailpipe emissions."

This is the first retail hydrogen fueling station in Santa Barbara County and on the Central Coast. The station will allow drivers of hydrogen fuel cell electric vehicles (FCEVs) to travel between Los Angeles and the Bay Area on Highway 101, and the station increases the range of travel for all FCEV drivers in the state. As more FCEVs replace traditional cars on California's roads, air quality will improve and greenhouse gas emissions and pollutants from transportation will decline.

"The opening of this station puts Santa Barbara County on the map. We support fuel and vehicle technologies that provide clean-air solutions," said Aeron Arlin Genet, Director of the Air Pollution Control District. "It's great for fleets and local residents who want to drive cars with zero tailpipe emissions, and it strengthens California's clean-fuel corridor."

"More than a third of all greenhouse gas emissions in California are from transportation. Transitioning from petroleum to cleaner fuels, including hydrogen, is one of the most effective ways that regions like the Central Coast can reduce their contribution to climate change," said Sigrid Wright, CEO/Executive Director of the Community Environmental Council. "The hydrogen fueling station — part of a larger effort to lower the carbon footprint of transportation in the Tri-Counties region — stands as a great example of how groups are coming together to create local solutions to climate change."

What: True Zero hydrogen fueling station ribbon-cutting*

Where: 150 S. La Cumbre Road, Santa Barbara, 93105

When: Friday, May 13, 10am

Who: Aeron Arlin Genet, Director, Air Pollution Control District; Sigrid Wright, Executive Director, Community Environmental Council; Chief Pat McElroy, Santa Barbara City Fire Department; Peter Adam, County Supervisor and Air Pollution Control District Boardmember; and representatives from True Zero, California Governor's Office of Business and Economic Development, and California Energy Commission.

Visuals: FCEVs on static display and on the road

**There will be ride and drive opportunities following the ceremony, and media are encouraged to speak with FCEV owners in attendance.*

For a map of current and planned hydrogen stations, visit www.cafrp.org/stationmap.

For more information on the Air Pollution Control District, visit www.cbar.org.

For more information on the Community Environmental Council, visit www.ccecal.org.

###

Item 4: Post-Event Press Release for Santa Barbara Hydrogen Fueling Station Ribbon-Cutting Ceremony



FOR IMMEDIATE RELEASE

May 13, 2016

Contact:

Air Pollution Control District: Lyz Hoffman, Public Information & Education Specialist (805) 961-8819

Community Environmental Council: Cameron Gray, Energy Program Associate (805) 963-0583 x111

Central Coast Celebrates Its First Hydrogen Fueling Station

SANTA BARBARA, Calif. — The Santa Barbara County Air Pollution Control District and Community Environmental Council — along with dozens of supporters and 10 hydrogen fuel cell electric vehicles of different makes and models — celebrated the opening of True Zero's Santa Barbara hydrogen fueling station on Friday, May 13. Supporters include True Zero, California Air Resources Board, California Energy Commission, California Fuel Cell Partnership, Central Coast Clean Cities Coalition, California Governor's Office, Toyota, Honda, Hyundai, Mercedes-Benz, and Conserv Fuel.

This is the first retail hydrogen fueling station in Santa Barbara County and on the Central Coast, and among 17 in California. The station strengthens the state's growing hydrogen station network and increases the range of travel for all drivers of hydrogen fuel cell electric vehicles (FCEVs), which produce zero tailpipe emissions. As more FCEVs replace traditional cars on California's roads, air quality will improve and greenhouse gas emissions and pollutants from transportation will decline.

"It's an exciting day. The opening of this hydrogen station here in Santa Barbara definitely puts Santa Barbara County and the Central Coast on the hydrogen map," said Aeron Arlin Genet, Director of the Santa Barbara County Air Pollution Control District. "We have a lot of individuals here on the Central Coast who are interested in promoting and driving clean vehicle technologies."

Tyson Eckerle, Deputy Director of Zero Emission Vehicle Infrastructure in the Governor's Office of Business & Economic Development, remarked on additional benefits of the clean-air cars. "You can pull up to the station and within 3-to-5 minutes, you're on your way with 300 miles of range. It opens up a whole new market."

Tim Brown, Founder and Chief Operating Officer of True Zero, remarked on the station's role on the growing hydrogen map. "It's a big step to broaden the network in California and to allowing these vehicles to stretch their legs and realize their full potential. It's a big step for this area."

"We look forward to making this city not just a destination but a true market for these vehicles. People can make this part of their everyday life — driving hydrogen fuel cell electric vehicles," said Stephen Ellis, Manager of Fuel Cell Electric Vehicles Marketing for Honda. Added David Raney, Corporate Manager of Regulatory Affairs and Powertrain Planning for Toyota, "I encourage all of you to continually watch hydrogen in the news. It is here to stay. It's going to grow."

"The Energy Commission helps to fund hydrogen refueling infrastructure like the station opening today in Santa Barbara," stated California Energy Commissioner Janea A. Scott, who could not attend the ribbon-cutting but sent a representative in her place. "Transitioning California's transportation sector to zero emission vehicles — vehicles with no tailpipe pollution — is a key component to achieving federal clean air standards and the state's ambitious climate targets. This Santa Barbara hydrogen refueling station will enable fuel cell drivers to travel north and south along California's coast."

Speaking on behalf of the City of Santa Barbara, City Fire Chief Pat McElroy remarked, "This is the future. We're really proud to be a part of the future here today in Santa Barbara."

Said County Supervisor and Air Pollution Control District Board Chair Peter Adam of FCEVs, "They are fantastic to drive. As you all know, the beauty of the fuel cell car is that it takes just the same amount of time to refuel as do regular gasoline-powered cars." Of the technology, Salud Carbajal, County Supervisor and Air Pollution Control District Boardmember said, "It's good for our economy, good for our public health, and good for the environment. Thank you to everybody who's played a role in this public-private partnership."

Concluding the ceremony, Community Environmental Council Executive Director Sigrid Wright spoke about the Tri-Counties Hydrogen Readiness Plan, a project partnering the Community Environmental Council, the Santa Barbara County Air Pollution Control District, neighboring air districts, and others with the goal of expanding hydrogen infrastructure in the region. "The planning that we're doing is really important. Planning is just the first step. Today is an amazing opportunity to celebrate implementation."

*For a map of current and planned hydrogen stations, visit www.calcp.org/stationmap.
For more information on the Air Pollution Control District, visit www.OurAir.org.
For more information on the Community Environmental Council, visit www.cecsb.org.*



Item 5: Ribbon-Cutting Blog Post and e-News Feature

May 9, 2016: e-News Hydrogen Station Ribbon-Cutting Feature

[http://us2.campaign-archive2.com/?u=6e984b366297ce64347238270&id=d21054efa7&e=\[UNIQID\]](http://us2.campaign-archive2.com/?u=6e984b366297ce64347238270&id=d21054efa7&e=[UNIQID])

June 5, 2016: Central Coast's First Hydrogen Fueling Station

<http://www.cecsb.org/first-hydrogen-fueling-station/>

Item 6: Hydrogen Ribbon Cutting Facebook Posts



Item 7: National Hydrogen & Fuel Cell Day Promotions

October 5, 2016, Blog Post: Hydrogen: Celebrating The Fuel of Today

<http://www.cecsb.org/hydrogen-celebrating-fuel-today-chooseselectric/>


October 5, 2016, e-News Feature

<http://us2.campaign-archive1.com/?u=6e984b366297ce64347238270&id=c8d4f5c9c1&e=89ffe1e00b>

Item 8: National Hydrogen & FCEV Day Facebook Post




Item 9: Community Environmental Council Hydrogen & FCEV Webpage

Community
Environmental
Council

[Drive Less](#) [Drive Clean](#) [Go Solar](#) [Ditch Plastic](#) [Rethink Food](#) [About CEC](#) [DONATE!](#) [Q](#)

Fuel Cell Electric Vehicles



© 2016 Andrew Hill


WHY FUEL CELL ELECTRIC VEHICLES MATTER

In California, nearly 40 percent of all greenhouse gas (GHG) emissions come from transportation. Transitioning to cleaner Fuel Cell Electric Vehicles (FCEVs) will provide important air quality and climate benefits to our communities. These hydrogen-fueled vehicles produce 30 to 60 percent fewer GHG emissions than conventional gasoline-powered automobiles, and emit no harmful air pollutants.

The Vehicles

FCEVs use compressed hydrogen gas for fuel. When hydrogen is combined with air in the vehicle's fuel cell, electricity is created and used to power the car's electric motor. The most recent FCEVs can travel over 250 miles on a single tank of hydrogen. FCEVs can


How a Fuel Cell Works



Drive Clean

[Driving on Sunshine](#)
[Fuel Cell Electric Vehicles](#)
[Green Car Shows](#)
[Plug in Santa Barbara](#)

Drive Clean Stories



FCEV and Hydrogen Readiness on the Central Coast #driveclean

February 2, 2017

Webpage URL: <http://www.cecsb.org/fcev/>

Item 10: Santa Barbara Hydrogen Forum Press Release

February 15, 2017 Press Release to Media: <http://eepurl.com/cCcUWH>

February 21, 2017 Media Advisory: <http://eepurl.com/cC9XHD>

Item 11: Hydrogen Forum Advertisements

Design

DRIVE CLEAN:
THE ROAD AHEAD FOR
FCEVS AND HYDROGEN

Wednesday
February 22, 2017
6:30 - 8:00pm

Faulkner Gallery
SB Public Library
40 E Anapamu St

**A FREE
HYDROGEN
READINESS
COMMUNITY
FORUM**

*Learn about the
benefits, challenges,
and opportunities
for hydrogen-fueled
transportation*

MORE INFO: CECSB.ORG/FCEV

Community Environmental Council
California Air Resources Board
Santa Barbara County Air Pollution Control District
Central Coast Clean Cities Coalition

again, and again," Mr. Springare wrote of those arrested.

Mr. Springare, who was briefly investigated for possible hate crime incident based on his post, managed to elucidate what Mr. Trump only hinted at during a Florida campaign speech — somewhat opaquely.

"You look at what's happening last night in Sweden," Mr. Trump said. "Sweden. Who would believe this? Sweden. They took in large numbers. They're having problems like they never thought possible."

Many analysts took issue with Mr. Trump's "last night" framing, and immediately compared the line to recent misstatements by Trump spokespeople, such as counselor Kellyanne Conway's infamous "Bowling

Green" claim about the number of protesters in Washington, D.C., and the immigration policies of Western Europe," Mr. Carlson said on "Fox & Friends" on Monday morning.

He added: "Fifty years of immigration policy is coming to flower in Europe. We're not paying any attention. We're not drawing any of the obvious lessons from it. It's not working. That's the real point here."

Mr. Trump tweeted again on Monday morning, blasting media outlets that failed to report on Sweden's migrant crime epidemic.

"Give the public a break — The FAKE NEWS media is trying to say that large scale immigration in Sweden is working out just beautifully. NOT!" Mr. Trump wrote.

Fox News reached out to the Swedish Embassy for comment, however,

and the Swedish Police Authority said that about 40 percent of Malmö's occupants are migrants, although it is not clear what role migrants play in the crime wave.

"We cannot do it on our own," Chief Stefan Sinteus wrote in an open letter about the "upward spiral of violence."

And Chief Sinteus is not merely dealing with typical crimes that any modern city would witness.

Malmö had 52 hand grenade attacks in 2016 alone, a jump from 48 attacks in 2015, according to figures provided by the Swedish Police Authority.

Nationwide, the terror threat level is at "elevated" and police believe at least 300 Swedish nationals have traveled to Syria and Iraq for jihadi

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Loan Amount	Payment	APR
\$300,000	\$1390	3.94%
\$400,000	\$1853	3.91%
\$500,000	\$2316	3.93%
\$600,000	\$2778	3.92%



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Anti-Trump protests 'Not My President'

By CHRIS FRANCESCANI
REUTERS

NEW YORK — Renewed protests against President Donald Trump flared on the President's Day holiday on Monday, with grassroots activists vowing to take to the streets in dozens of cities in "Not My President's Day" rallies.

Protest leaders had said they expected thousands to rally in about 28 cities ranging from Los Angeles and Chicago to Grand Rapids, Michigan, in the latest round of demonstrations to voice displeasure with Mr. Trump's policies and pronouncements.



People take part in an "Not My President" protest yesterday.

DRIVE CLEAN:
THE ROAD AHEAD FOR
FCEVs AND HYDROGEN

Wednesday
February 22, 2017
6:30 - 8:00pm

Faulkner Gallery
SB Public Library
40 E Anapamu St

Learn about the
benefits, challenges,
and opportunities
for hydrogen-fueled
transportation

MORE INFO: CCESB.ORG/FCEV







OLIVE

BIG NAMES. SMALL ROOM.

g 20
the
atre



FEBRUARY 19
2 & 6:30 PM

IT'S MAGIC!

Santa Barbara's favorite comedy and magic show returns to the Lobero to delight audiences with an all-new lineup of top illusionists direct from exotic showrooms and Hollywood's famous Magic Castle.

SPONSORS: RYVATURE, MONSTER FOUNDATION, UnionBank, LOBERO ASSOCIATES, Monterey Bank & Trust

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"The pre-eminent large ensemble of our time."
— *The New York Times*

FEBRUARY 20

MARIA SCHNEIDER ORCHESTRA

Maria Schneider has developed a personal way of writing for her 17-member collective made up of many of the finest musicians in jazz today, tailoring compositions to distinctly highlight the uniquely creative voices of the group.

DRIVE CLEAN: THE ROAD AHEAD FOR FCEVS AND HYDROGEN

A FREE HYDROGEN READINESS COMMUNITY FORUM

Wed, Feb 22, 2017
6:30 - 8:00pm

Faulkner Gallery
SB Public Library
40 E Anapamu St

Learn about the benefits, challenges, and opportunities for hydrogen-fueled transportation

Community Foundation of Santa Barbara, Santa Barbara County Office of Environmental Health, Santa Barbara County Office of Planning and Economic Development, Santa Barbara County Office of Transportation, Santa Barbara County Office of Water Resources, Santa Barbara County Office of Air Quality

MORE INFO: CECSB.ORG/FCEV

Concert For Nabutas Center

An Evening With

JIM MESSINA

with John McFee "Sittin' In"
& Jackson Gillies

MARCH 4
7 PM

Jim Messina will be joined by special guest John McFee and Jackson Gillies.



KCRW 100.7

THE HUMAN FACE OF DROUGHT

A PBS KIDS' SUPERHERO STORY AND A MIDDLE SCHOOL PLAY

Live KCRW broadcast, hosted by Jonathan Bastian

Item 12: Hydrogen Forum Blog Post & E-news Features

February 2, 2017, Blog Post, "FCEVs & Hydrogen on the Central Coast #driveclean":
<http://www.cecsb.org/hydrogen-readiness-central-coast/>

February 2, 2017, E-news Feature: <http://eepurl.com/cz-MAb>



Fuel cell electric vehicles (FCEVs) are incredibly **efficient** and generate **zero-tailpipe emissions**, making them one of the **cleanest** and **climate-friendly** vehicles available today. When pure hydrogen gas – which new technologies now allow us to produce more efficiently – is combined with air in the vehicle’s fuel cell, it creates clean electricity that powers the vehicle’s electric motor.



WHY FCEVS?

In California, nearly 40% of greenhouse gas (GHG) emissions come from transportation, and automobiles are the largest source. Transitioning off conventional gas to zero-emission vehicles like FCEVs will reduce GHG emissions by 30-60%, putting us on the path to cleaner air and a healthier climate.

WHERE CAN I BUY OR LEASE FCEVS? ARE THERE INCENTIVES?

Toyota, Honda, Mercedes-Benz, and Hyundai are already offering FCEVs for lease and sale. Audi, Chevy, and Nissan all plan to release models by 2020.

The State of California currently offers FCEV buyers a \$5,000 to \$7,000 rebate, depending on income. Some manufactures also cover fueling costs and offer special discounts for early adopters.

MANUFACTURER PHOTOS



HOW DO YOU FUEL AN FCEV, AND WHAT'S THE MILEAGE LIKE?

The newest generation of FCEVs can travel over 300 miles on a single tank of hydrogen and refuel in 3 to 5 minutes. Fueling is easy, and will feel familiar to anyone who has used gasoline or diesel.

1. Swipe your credit card.

2. Attach the nozzle and fill.

3. Hang the nozzle back up.

WHERE CAN I REFUEL?

Located just off La Cumbre Road in Santa Barbara, the Central Coast's first hydrogen fueling station opened in May 2016. It is one of 25 stations operating in California today.

About 50 more are expected by the end of 2017, including one in Thousand Oaks. These are being funded by the State of California, with up to \$20 million of investment per year until the state's target of 100 stations is met.



WANT TO LEARN MORE?

COMMUNITY ENVIRONMENTAL COUNCIL

CECSB.org/fcev

CALIFORNIA FUEL CELL PARTNERSHIP

cafcp.org

SANTA BARBARA AIR POLLUTION CONTROL DISTRICT

ourair.org/hydrogen-fuel-cells

CALIFORNIA ENERGY COMMISSION

energy.ca.gov/altfuels



Community Environmental Council

26 West Anapamu St., 2nd Fl, Santa Barbara, CA 93101

805.963.0583 **cecsb.org**

D.3 Outreach to Local Government Officials

Meeting Date	Agency/Org.	Contact(s)	Title
5/31/2016	City of Thousand Oaks	Grahame Watts	Special Projects Manager, Public Works Dept
6/21/2016	City of Thousand Oaks	Grahame Watts	Special Projects Manager, Public Works Dept
6/22/2016	City of Oxnard	Carmen Ramirez	Mayor Pro Tem/City Councilmember
6/22/2016	County of Ventura	Jennifer Ho	Administrative Aide, Supervisor Linda Parks, District 2
7/13/2016	County of Ventura	Linda Parks	County Supervisor, District 2
7/19/2016	City of Thousand Oaks	Jonathan Shepher Larry McKinney Grahame Watts Stan Cowen John Dood Claudi Pedroso	City Planning and Public Works staff
7/29/2016	City of Oxnard	Carmen Ramirez	Mayor Pro Tem/City Councilmember
7/29/2016	City of Simi Valley	Steve Sojka	City Councilmember, VCTC
7/29/2016	City of Simi Valley	Greg Becerra	City Councilmember
7/29/2016	City of Moorpark	Keith Millhouse	City Councilmember, VCTC Chair
8/17/2016	City of Simi Valley	Steve Sojka	City Councilmember, VCTC
8/17/2016	City of Simi Valley	Greg Becerra	City Councilmember
8/17/2016	City of Moorpark	Keith Millhouse	City Councilmember, VCTC Chair
8/18/2016	Ventura County Regional Energy Alliance (VCREA)	Heather Allen Alejandra Tellez	VCREA staff
8/23/2016	City of Oxnard	Carmen Ramirez	Mayor Pro Tem/City Councilmember
8/23/2016	County of Ventura	Damon Wing	Senior Aide, Supervisor Linda Parks, District 2
8/26/2016	County of Ventura	Jennifer Ho	Administrative Aide, Supervisor Linda Parks, District 2
8/29/2016	Ventura County Regional Energy Alliance (VCREA)	Heather Allen	VCREA staff
9/9/2016	Ventura County Transportation Commission	Darren Kettle	Executive Director
9/9/2016	City of Oxnard	Bryan MacDonald	Councilmember
9/9/2016	City of Camarillo	Jan McDonald	Councilmember

Meeting Date	Agency/Org.	Contact(s)	Title
9/9/2016	City of Fillmore	Manual Minjares	Councilmember
9/9/2016	City of Moorpark	Ken Simons	Councilmember
9/9/2016	City of Ojai	Randy Haney	Councilmember
9/9/2016	City of Port Hueneme	Will Berg	Councilmember
9/9/2016	City of Ventura	Carl Morehouse	Councilmember
9/9/2016	City of Santa Paula	Ginger Gherardi	Councilmember
9/9/2016	City of Simi Valley	Mike Judge	Councilmember
9/9/2016	City of Thousand Oaks	Claudia Bill-de la Pena	Councilmember
9/9/2016	County of Ventura	John Zaragoza	District 5 Supervisor
11/16/2016	County of San Luis Obispo	Debbie Arnold	District 5 Supervisor
11/16/2016	City of Grover Beach	Karen Bright	Councilmember
11/16/2016	County of San Luis Obispo	Lynn Compton	District 4 Supervisor
11/16/2016	City of Atascadero	Roberta Fonzi	Councilmember
11/16/2016	County of San Luis Obispo	Bruce Gibson	District 2 Supervisor
11/16/2016	City of Paso Robles	John Hamon	Councilmember
11/16/2016	City of Arroyo Grande	Barbara Harmon	Councilmember
11/16/2016	County of San Luis Obispo	Adam Hill	District 3 Supervisor
11/16/2016	City of San Luis Obispo	Jan Marx	Mayor
11/16/2016	County of San Luis Obispo	Frank Mecham	District 1 Supervisor
11/16/2016	City of Morro Bay	Noah Smukler	Councilmember
11/16/2016	City of Pismo Beach	Ed Waage	Mayor
12/12/2016	Ventura County Transportation Commission	Steve DeGeorge	Planning & Technology Director
12/7/2016	County of Ventura	Mike Powers	Ventura County Executive Officer
12/7/2016	City of Thousand Oaks	Al Adam	Thousand Oaks City Council
12/7/2016	City of Thousand Oaks	Claudia Bill-de la Pena	Mayor, Thousand Oaks City Council

Meeting Date	Agency/Org.	Contact(s)	Title
12/7/2016	Santa Rosa Valley Municipal Advisory Council	Kevin Cannon	Advisory Councilmember
12/7/2016	State Senator Henry Stern	Jeremy Wolf	State Senator Henry Stern's office
12/7/2016	California State Senate	Jeff Pratt	County of Ventura Public Works Director
12/7/2016	City of Thousand Oaks	Jay Spurgin	Thousand Oaks Public Works Director
12/7/2016	County of Ventura	Lourdes Solorzano	Ventura County Supervisor John Zaragoza's office
1/15/2017	City of Santa Barbara	Cathy Murillo	Councilmember
1/15/2017	City of Santa Barbara	Helene Schneider	Mayor
1/15/2017	City of Santa Barbara	Randy Rowse	Councilmember, Chair of Sustainability Committee
1/23/2017	City of Thousand Oaks	Grahame Watts	Special Projects Manager, Public Works Dept
2/22/2017	City of Santa Barbara	Greg Hartt	Councilmember
2/22/2017	County of Santa Barbara	Jefferson Litten	Chief of Staff to District 3 Supervisor Joan Hartman

D.4 Tri-Counties Hydrogen Readiness Local Government Officials List

First	Last	Email	County	Local Government	Title/Role
NA	NA	council@cityofcamarillo.org	Ventura	City of Camarillo	All City Council Members
Dave	Norman	citymanager@cityofcamarillo.org	Ventura	City of Camarillo	City Manager
Manual	Minjares	mminjares@ci.fillmore.ca.us	Ventura	City of Fillmore	City Councilmember
Carrie	Broggie	cbroggie@ci.fillmore.ca.us	Ventura	City of Fillmore	Mayor
Mark	Austin	maustin@ci.fillmore.ca.us	Ventura	City of Fillmore	City Councilmember
Tim	Holmgren	timh@ci.fillmore.ca.us	Ventura	City of Fillmore	City Councilmember
Diane	McCall	dmccall@ci.fillmore.ca.us	Ventura	City of Fillmore	City Councilmember
Deborah	Traffenstedt	dtraffenstedt@moorparkca.gov	Ventura	City of Moorpark	Assistant City Manager
Sean	Corrigan	scorrigan@moorparkca.gov	Ventura	City of Moorpark	Public Works Director
Roseann	Mikos	rmikos@moorparkca.gov	Ventura	City of Moorpark	Councilmember
Ken	Simmons	ksimons@moorparkca.gov	Ventura	City of Moorpark	Councilmember
Mark	Van Dam	mvandam@moorparkca.gov	Ventura	City of Moorpark	Councilmember
Janice	Parvin	jparvin@moorparkca.gov	Ventura	City of Moorpark	Mayor
David	Pollock	dpollock@moorparkca.gov	Ventura	City of Moorpark	Mayor Pro Tem
Suza	Francina	clapp@ojaicity.org	Ventura	City of Ojai	Council Member
Randy	Haney	haney@ojaicity.org	Ventura	City of Ojai	Council Member
Paul	Blatz	lara@ojaicity.org	Ventura	City of Ojai	Council Member
Steve	McClary	mcclary@ci.ojai.ca.us	Ventura	City of Ojai	Assistant City Manager
Johnny	Johnston		Ventura	City of Ojai	Mayor
William	Weirick	weirick@ojaicity.org	Ventura	City of Ojai	Mayor Pro Tem

First	Last	Email	County	Local Government	Title/Role
Ruth	Osuna	ruth.osuna@oxnard.org	Ventura	City of Oxnard	Assistant City Manager
Bryan	MacDonald	bryan.macdonald@oxnard.org	Ventura	City of Oxnard	City Councilmember
Oscar	Madrigal	oscar.madrigal@oxnard.org	Ventura	City of Oxnard	City Councilmember
Bert	Perello	bert.perello@oxnard.org	Ventura	City of Oxnard	City Councilmember
Greg	Nyhoff	Greg.Nyhoff@oxnard.org	Ventura	City of Oxnard	City Manager
Tim	Flynn	timbflynn@gmail.com	Ventura	City of Oxnard	Mayor
Carmen	Ramírez	carmen4oxnard@gmail.com	Ventura	City of Oxnard	Mayor Pro Tem
Daniel	Rydberg	Daniel.Rydberg@ci.oxnard.ca.us	Ventura	City of Oxnard	Public Works Director
Tom	Figg	memberfigg@ci.port-hueneme.ca.us	Ventura	City of Port Hueneme	Mayor
Jim	Hensley	memberhensley@ci.port-hueneme.ca.us	Ventura	City of Port Hueneme	Mayor Pro Tem
Sylvia	Munoz Schnopp	sylviaschnopp@yahoo.com	Ventura	City of Port Hueneme	Council Member
Carmen	Nichols	cityhall@cityofporthueneme.org	Ventura	City of Port Hueneme	Assistant City Manager
Will	Berg	wberg@ci.port-hueneme.ca.us	Ventura	City of Port Hueneme	
Jonathan	Sharkey	membersharkey@ci.port-hueneme.ca.us	Ventura	City of Port Hueneme	Mayor Pro Tem
Ginger	Gherardi	ggherardi@verizon.net	Ventura	City of Santa Paula	City Councilmember
Glen T.	Becerra	gbecerra@simivalley.org	Ventura	City of Simi Valley	Council Member
Mike	Judge	mjudge@simivalley.org	Ventura	City of Simi Valley	Council Member
Steven	Sojka	ssojka@simivalley.org	Ventura	City of Simi Valley	Council Member
Bob	Huber	bhuber@simivalley.org	Ventura	City of Simi Valley	Mayor
Keith	Mashburn	kmashbur@simivalley.org	Ventura	City of Simi Valley	Mayor Pro Tem
Al	Adam	albertcadam@gmail.com	Ventura	City of Thousand Oaks	City Council
Andrew	Fox	cnclmanfox@aol.com	Ventura	City of Thousand Oaks	City Council
Rob	McCoy	rmccoy@toaks.org	Ventura	City of Thousand Oaks	City Council

First	Last	Email	County	Local Government	Title/Role
Scott	Mitnick	City@toaks.org	Ventura	City of Thousand Oaks	City Manager
John	Prescott	communitydevelopment@toaks.org	Ventura	City of Thousand Oaks	Director of Community Development
Joel	Price	jprice@toaks.org	Ventura	City of Thousand Oaks	Mayor
Claudia	Bill-de la Peña	claudia4slowgrowth@roadrunner.com	Ventura	City of Thousand Oaks	Mayor Pro Tem
Mark	Towne	mtowne@toaks.org	Ventura	City of Thousand Oaks	Staff Contact, Planning Commission
Cheryl	Heitmann	cheitmann@ci.ventura.ca.us	Ventura	City of Ventura	City Councilmember
James	Monahan	jmonahan@ci.ventura.ca.us	Ventura	City of Ventura	City Councilmember
Matt	LaVere	mlavere@ci.ventura.ca.us	Ventura	City of Ventura	City Councilmember
Mike	Tracy	mike.tracy@cityofventura.net	Ventura	City of Ventura	City Councilmember
Christy	Weir	cweir@ci.ventura.ca.us	Ventura	City of Ventura	City Councilmember
Mark	Watkins	mwatkins@cityofventura.net	Ventura	City of Ventura	City Manager
Neal	Andrews	nandrews@ci.ventura.ca.us	Ventura	City of Ventura	Deputy Mayor
Erik	Nasarenko	enasarenko@ci.ventura.ca.us	Ventura	City of Ventura	Mayor
Rick	Raives	rraives@cityofventura.net	Ventura	City of Ventura	Public Works Director
Steve	Offerman	steve.offerman@ventura.org	Ventura	County of Ventura	Administrative Assistant, District 1 Supervisor Steve Bennett

First	Last	Email	County	Local Government	Title/Role
Lourdes	Solorzano	lourdes.solorzano@ventura.org	Ventura	County of Ventura	Administrative Assistant, District 5 Supervisor John C. Zaragova
Bill	Gallagher	bill.gallagher@ventura.org	Ventura	County of Ventura	Chief of Staff, District 5 Supervisor John C. Zaragova
Steve	Bennett	steve.bennett@ventura.org	Ventura	County of Ventura	District 1 Supervisor
Linda	Parks	Linda.Parks@ventura.org	Ventura	County of Ventura	District 2 Supervisor
Cruz	Benitez	cruz.benitez@ventura.org	Ventura	County of Ventura	Executive Aide, District 1 Supervisor Steve Bennett
Jennifer	Ho	jennifer.ho@ventura.org	Ventura	County of Ventura	Senior Executive Aide, District 2 Supervisor Linda Parks
Damon	Wing	damon.wing@ventura.org	Ventura	County of Ventura	Senior Administrative Assistant, District 2 Supervisor Linda Parks
Kelly	Long	kelly.long@ventura.org	Ventura	County of Ventura	District 3 Supervisor
Paul	Grossgold	Paul.Grossgold@ventura.org	Ventura	County of Ventura	Chief of Staff to 3rd District Supervisor Kelly Long

First	Last	Email	County	Local Government	Title/Role
Peter	Foy	supervisor.foy@ventura.org	Ventura	County of Ventura	District 4 Supervisor
Darren	Kettle	dkettle@goventura.org	Ventura	Ventura County Transportation Commission	Executive Director
Steve	DeGeorge	sdegeorge@goventura.org	Ventura	Ventura County Transportation Commission	Planning and Technology Director
Joe	Costello	Joe.Costello@oes.ca.gov	SLO	City of Arroyo Grande	APCD Board Member
Kelly	Wetmore	kwetmore@arroyogrande.org	SLO	City of Arroyo Grande	City Clerk
Kristen	Barneich	kbarneich@arroyogrande.org	SLO	City of Arroyo Grande	City Councilperson
Tim	Brown	tbrown@arroyogrande.org	SLO	City of Arroyo Grande	City Councilperson
Jim	Guthrie	jguthrie@arroyogrande.org	SLO	City of Arroyo Grande	City Councilperson
Dianne	Thompson	dthompson@arroyogrande.org	SLO	City of Arroyo Grande	City Manager
Kitty	Norton	knorton@arroyogrande.org	SLO	City of Arroyo Grande	Executive Assistant/Deputy Clerk
Teresa	McClish	tmcclish@arroyogrande.org	SLO	City of Arroyo Grande Community Develop Dept	Director
Doug	Perrin	dperrin@arroyogrande.org	SLO	City of Arroyo Grande Recreation & Maint. Dept.	Director
Marcia	Torgerson	mtorgerson@atascadero.org	SLO	City of Atascadero	City Clerk
Bob	Kelly	bkelly@atascadero.org	SLO	City of Atascadero	City Councilperson
Heather	Moreno	hmoreno@atascadero.org	SLO	City of Atascadero	City Councilperson
Brian	Sturtevant	bsturtevant@atascadero.org	SLO	City of Atascadero	City Councilperson
Rachelle	Rickard	rrickard@atascadero.org	SLO	City of Atascadero	City Manager
Tom	O'Malley	tomalley@atascadero.org	SLO	City of Atascadero	Mayor
Donna	McMahon	dmcMahon@grover.org	SLO	City of Grover Beach	City Clerk

First	Last	Email	County	Local Government	Title/Role
Karen	Bright	kbright@slcusd.org	SLO	City of Grover Beach	City Councilmember
Bill	Nicolls	gbadmin@grover.org	SLO	City of Grover Beach	City Councilperson
Bob	Perrault	gbadmin@grover.org	SLO	City of Grover Beach	City Manager
Gregory	Ray	gray@grover.org	SLO	City of Grover Beach Public Works Dept.	Director
Noah	Smukler	nsmukler@morro-bay.ca.us	SLO	City of Morro Bay	APCD Board Member
Dana	Swanson	dswanson@morrobayca.gov	SLO	City of Morro Bay	City Clerk
Christine	Johnson	cjohnson@morro-bay.ca.us	SLO	City of Morro Bay	City Councilperson
Nancy	Johnson	nanj93442@yahoo.com	SLO	City of Morro Bay	City Councilperson
George	Leage	gwleage@aol.com	SLO	City of Morro Bay	City Councilperson
Jamie	Irons	jirons@morro-bay.ca.us	SLO	City of Morro Bay	Mayor
Joseph	Woods	jwoods@morro-bay.ca.us	SLO	City of Morro Bay Parks & Recreation Dept.	Director
Scot	Graham	sgraham@morro-bay.ca.us	SLO	City of Morro Bay Planning Division	Manager
Rob	Livick	rlivick@morro-bay.ca.us	SLO	City of Morro Bay Public Services Dept.	Director
John	Hamon	jhamon@prcity.com	SLO	City of Paso Robles	APCD Board Member
Ed	Steinbeck	esteinbeck@prcity.com	SLO	City of Paso Robles	City Councilmember
Steve	Martin	smartin@prcity.com	SLO	City of Paso Robles	City Councilperson
Fred	Strong	fstrong@prcity.com	SLO	City of Paso Robles	City Councilperson
James	App	japp@prcity.com	SLO	City of Paso Robles	City Manager
Duane	Picanco	dpicanco@prcity.com	SLO	City of Paso Robles	Mayor
Dick	McKinley	PWdirector@prcity.com	SLO	City of Paso Robles Public Works Dept.	Director

First	Last	Email	County	Local Government	Title/Role
Erik	Howell	ehowell@pismobeach.org	SLO	City of Pismo Beach	City Councilperson
Mary Ann	Reiss	mreiss@pismobeach.org	SLO	City of Pismo Beach	City Councilperson
Kris	Vardas	kvardas@pismobeach.org	SLO	City of Pismo Beach	City Councilperson
James	Lewis	jlewis@pismobeach.org	SLO	City of Pismo Beach	City Manager
Shelly	Higgenbotham	shelhigginbotham@aol.com	SLO	City of Pismo Beach	Mayor
Benjamin	Fine	bfine@pismobeach.org	SLO	City of Pismo Beach Public Works Dept.	Director
Kathy	Smith	ksmith@slocity.org	SLO	City of San Luis Obispo	City Councilmember
Anthony	Mejia	amejia@slocity.org	SLO	City of San Luis Obispo	City Clerk
John	Ashbaugh	jashbaugh@slocity.org	SLO	City of San Luis Obispo	City Councilperson
Dan	Carpenter	dcarpent@slocity.org	SLO	City of San Luis Obispo	City Councilperson
Carlyn	Christianson	cchristi@slocity.org	SLO	City of San Luis Obispo	City Councilperson
Katie	Lichtig	klichtig@slocity.org	SLO	City of San Luis Obispo	City Manager
Tim	Bochum	tbochum@slocity.org	SLO	City of San Luis Obispo	Deputy Public Works Director
Jan	Marx	jmarx@slocity.org	SLO	City of San Luis Obispo	Mayor
Michael	Codron	mcodron@slocity.org	SLO	City of San Luis Obispo Community Development Dept	Director
Daryl	Grigsby	dgrigsby@slocity.org	SLO	City of San Luis Obispo Public Works	Director
Jay	Walter	jwalter@slocity.org	SLO	City of SLO Public Works Dept.	Director
James	Bergman	jbergman@co.slo.ca.us	SLO	County Department of Planning and Building	Director
Shelly	Stanwyck	sstanwyck@slocity.org	SLO	San Luis Obispo Parks & Rec Dept.	Director
Chris	Henson	chenson@countyofsb.org	SB	Chief of Staff, District 3 Supervisor Doreen Farr	

First	Last	Email	County	Local Government	Title/Role
Marc	Bierdzinski	marchb@cityofbuellton.com	SB	City of Buellton	City Manager/Planning Director
John	Connolly	jconnolly@syvuhd.org	SB	City of Buellton	Council Member
Leo	Elovitz	lelovitz@gmail.com	SB	City of Buellton	Council Member
Holly	Sierra	hollys@cityofbuellton.com	SB	City of Buellton	Council Member
Ed	Andrisek	eda1248@comcast.net	SB	City of Buellton	Mayor
Rose	Hess	roseh@cityofbuellton.com	SB	City of Buellton	Public Works Director/City Engineer
Dan	Baumann	danb@cityofbuellton.com	SB	City of Buellton	Vice Mayor
Kevin	Silk	kevins@ci.carpinteria.ca.us	SB	City of Carpinteria	Assistant to City Manager
Al	Clark	AlClark@ci.carpinteria.ca.us	SB	City of Carpinteria	Council Member
Wade	Nomura	WadeNomura@ci.carpinteria.ca.us	SB	City of Carpinteria	Council Member
Bradley	Stein	BradStein@ci.carpinteria.ca.us	SB	City of Carpinteria	Council Member
Gregg	Carty	GreggCarty@ci.carpinteria.ca.us	SB	City of Carpinteria	Mayor
Charlie	Ebeling	cebeling@ci.carpinteria.ca.us	SB	City of Carpinteria	Public Works Director
Fred	Shaw	FredShaw@ci.carpinteria.ca.us	SB	City of Carpinteria	Vice Mayor
Michelle	Green	mgreene@cityofgoleta.org	SB	City of Goleta	City Manager
Donna	Quaglia	dquaglia@cityofgoleta.org	SB	City of Goleta	City Manager's Executive Secretary
Roger	Aceves	raceves@cityofgoleta.org	SB	City of Goleta	Council Member
Michael	Bennett	mbennett@cityofgoleta.org	SB	City of Goleta	Council Member
Paula	Perotte	pperotte@cityofgoleta.org	SB	City of Goleta	Council Member
Tony	Vallejo	tvallejo@cityofgoleta.org	SB	City of Goleta	Council Member
Jim	Farr	jfarr@cityofgoleta.org	SB	City of Goleta	Mayor

First	Last	Email	County	Local Government	Title/Role
Jennifer	Carman	jcarman@cityofgoleta.org	SB	City of Goleta	Planning and Environmental Review Director
Cindy	Moore	cmoore@cityofgoleta.org	SB	City of Goleta	Sustainability Coordinator
DeWayne	Holmdahl	d_holmdahl@ci.lompoc.ca.us	SB	City of Lompoc	Councilmember
Jim	Mosby	j_mosby@ci.lompoc.ca.us	SB	City of Lompoc	Councilmember
Dirk	Starbuck	d_starbuck@ci.lompoc.ca.us	SB	City of Lompoc	Councilmember
Victor	Vega	v_vega@ci.lompoc.ca.us	SB	City of Lompoc	Councilmember
Bob	Lingl	b_lingl@ci.lompoc.ca.us	SB	City of Lompoc	Mayor
Karen	Poggione	k_poggione@ci.lompoc.ca.us	SB	City of Lompoc	Public Works Director
Nina	Johnson	njohnson@SantaBarbaraca.gov	SB	City of Santa Barbara	Assistant to the City Administrator
Paul	Casey	pcasey@santabarbaraca.gov	SB	City of Santa Barbara	City manager
Jason	Dominguez	jdominguez@santabarbaraca.gov	SB	City of Santa Barbara	Council Member
Frank	Hotchkiss	fhotchkiss@santabarbaraca.gov	SB	City of Santa Barbara	Council Member
Bendy	White	hwhite@santabarbaraca.gov	SB	City of Santa Barbara	Council Member
Cathy	Murillo	cmurillo@santabarbaraca.gov	SB	City of Santa Barbara	Councilmember
Helene	Schneider	hschneider@santabarbaraca.gov	SB	City of Santa Barbara	Mayor
Gregg	Hart	ghart@santabarbaraca.gov	SB	City of Santa Barbara	Mayor Pro Tempore
Randy	Rowse	rrowse@santabarbaraca.gov	SB	City of Santa Barbara	Ordinance Committee Chair
Rebecca	Bjork	RBjork@SantaBarbaraCa.gov	SB	City of Santa Barbara	Public Works Director
Rick	Haydon	rhaydon@cityofsantamaria.org	SB	City of Santa Maria	City Manager
Jack	Boysen	jboysen@cityofsantamaria.org	SB	City of Santa Maria	Councilmember
Bob	Orach	borach@cityofsantamaria.org	SB	City of Santa Maria	Councilmember
Terri	Zuniga	tzuniga@cityofsantamaria.org	SB	City of Santa Maria	Councilmember

First	Last	Email	County	Local Government	Title/Role
Larry	Appel	lappel@cityofsantamaria.org	SB	City of Santa Maria	Director of Community Development
Alice	Patino	apatino@cityofsantamaria.org	SB	City of Santa Maria	Mayor
Etta	Waterfield	ewaterfield@cityofsantamaria.org	SB	City of Santa Maria	Mayor Pro Tem
Hans	Duus	hansduus@gmail.com	SB	City of Solvang	Councilmember
Joan	Jamieson	joan.jamieson@cityofsolvang.com	SB	City of Solvang	Councilmember
Edwin	Skytt	rci@dock.net	SB	City of Solvang	Councilmember
Jim	Richardson	jimr@cityofsolvang.com	SB	City of Solvang	Mayor
Matt	van der Linden	mattv@cityofsolvang.com	SB	City of Solvang	Public Works Director/City Engineer
Peter	Adam	peter.adam@countyofsb.org	SB	County of Santa Barbara	4th District Supervisor
Steve	Lavagnino	steve.lavagnino@countyofsb.org	SB	County of Santa Barbara	5th District Supervisor
Renee	Bahl	cao@co.santa-barbara.ca.us	SB	County of Santa Barbara	Assistant CEO
Hilda	Lopez	hclopez@countyofsb.org	SB	County of Santa Barbara	Board Adminstrative Assistant
Mona	Miyasato	cao@co.santa-barbara.ca.us	SB	County of Santa Barbara	CEO
Bob	Nelson	bob.nelson@countyofsb.org	SB	County of Santa Barbara	Chief of Staff to 4th District Supervisor Peter Adams
Cory	Bantilan	cory.bantilan@countyofsb.org	SB	County of Santa Barbara	Chief of Staff, 5th District Supervisor Steve Lavagnino
Mary	O'Gorman	mogorman@countyofsb.org	SB	County of Santa Barbara	Chief of Staff, Distric 2 Supervisor

First	Last	Email	County	Local Government	Title/Role
Matt	Schneider	mschneider@co.santa-barbara.ca.us	SB	County of Santa Barbara	Deputy Director of Long Range Planning
George	Chapjian	gchapjian@co.santa-barbara.ca.us	SB	County of Santa Barbara	Director of Community Services
Salud	Carbajal	SupervisorCarbajal@sbcbos1.org	SB	County of Santa Barbara	District 1 Supervisor
Janet	Wolf	jwolf@sbcbos2.org	SB	County of Santa Barbara	District 2 Supervisor
Doreen	Farr	dfarr@countyofsb.org	SB	County of Santa Barbara	District 3 Supervisor
Eric	Friedman	efriedman@sbcbos1.org	SB	County of Santa Barbara	District 1 Representative for Salud Carbajal
Jeremy	Tittle	jtittle@sbcbos1.org	SB	County of Santa Barbara	District 1 Representative for Salud Carbajal
Naomi	Kovacs	nkovacs@countyofsb.org	SB	County of Santa Barbara	District 2 Representative for Janet Wolf
Roy	Hapeman	RHAPEMA@CO.SANTA-BARBARA.CA.US	SB	County of Santa Barbara	General Services Manager
Peter	Imhof	pimhof@sbcag.org	SB	SBCAG	Deputy Executive Director, Planning

D.5 Tri-Counties Hydrogen Readiness Advisory Panel

Matt Renner, World Business Academy, Santa Barbara

Paul Relis, Environmental and Energy Expert, Santa Barbara

Gregg Hart, Santa Barbara CAG and City Council

Jim Dewey, Facilities Manager, City of Santa Barbara

Dave Davis, Santa Barbara MTD Board Chair

Michael Morgan, Ventura APCD Board Member, Mayor of Camarillo

Rocky Buoy, County of San Luis Obispo General Services

Kaila Anderson/Melissa James, Economic Vitality Corporation, San Luis Obispo

Hal Conklin, former Mayor of Santa Barbara, and VP Public Affairs for SoCal Edison

Keith Malone, California Fuel Cell Partnership

Craig Scott/David Raney, Alternative Fuel Sales Managers, Toyota

T Gillham, San Luis Obispo Organization of Governments

Tri-Counties Hydrogen Readiness Plan

Advisory Panel Presentation

Meeting #2

September 30, 2016

Ivor John, Project Coordinator



THRP Presentation Topics

- Introductions
- Context and Project Recap
- Progress to Date
- Current/Ongoing Activities
- Lessons Learned
- Comments, Questions, Discussion



California Context

“The commercial market for Fuel Cell Electric Vehicles has begun” (CaFCP, Aug)

- Over 300 FCEVs registered, August (Toyota, Hyundai - Honda by year end)
- OEMs project that there will be 13,500 FCEVs by 2019, 43,600 by 2022
- There are now 21 retail hydrogen stations open, 6 more by year end; expect 49 by year-end 2017; CEC is about to award a further \$33m
- California has made a commitment to fund at least 100 stations
- First medium and heavy duty Fuel Cell vehicles (buses) now in service



Project Recap

- Tri-Counties Hydrogen Readiness Plan (THRP)
- Funded by California Energy Commission
- Main elements are:
 - *Siting analysis for hydrogen re-fueling stations ✓*
 - *Streamlining permitting process for hydrogen stations ✓*
 - *Helping firefighters and responders prepare for hydrogen ✓*
 - *Promotion of hydrogen and Fuel Cell Electric Vehicles*



Progress to Date

- Tasks 1/2 – Project management and administration – ongoing
- Task 3 – Infrastructure planning – station siting – task complete
- Task 4 – Streamlining the permit process – task complete
- Task 6 – Awareness training for permit agencies – ongoing
- Task 7 – Safety – awareness training for first responders – ongoing
- Task 5 – Promotion of FCEVs – ramping up now
- Task 8 – Potential for use of FCEVs in municipal fleets – ongoing

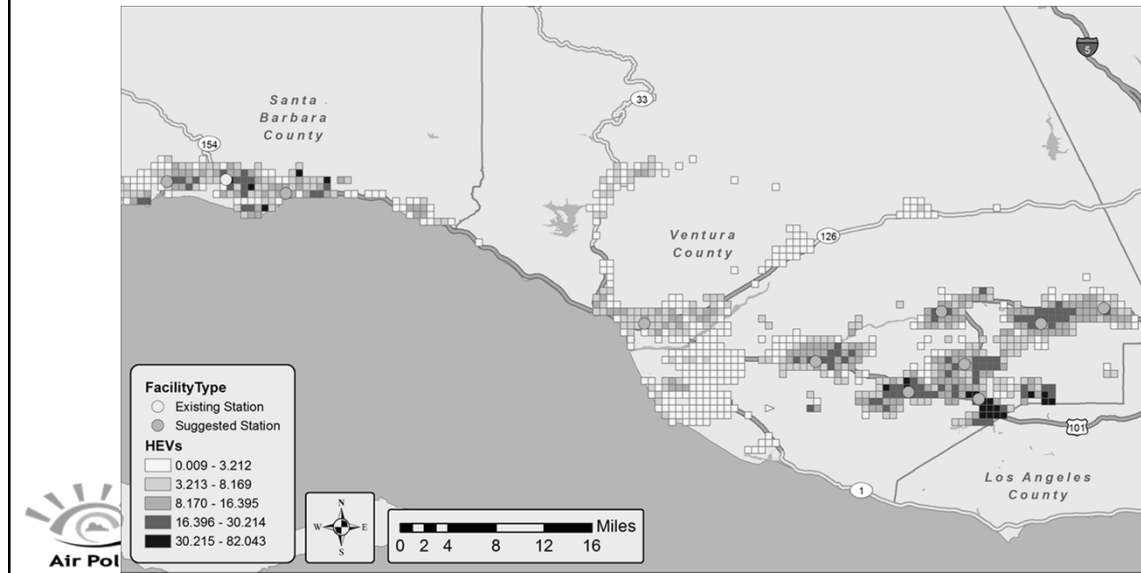


Hydrogen Station Siting Analysis (“Part 1”)

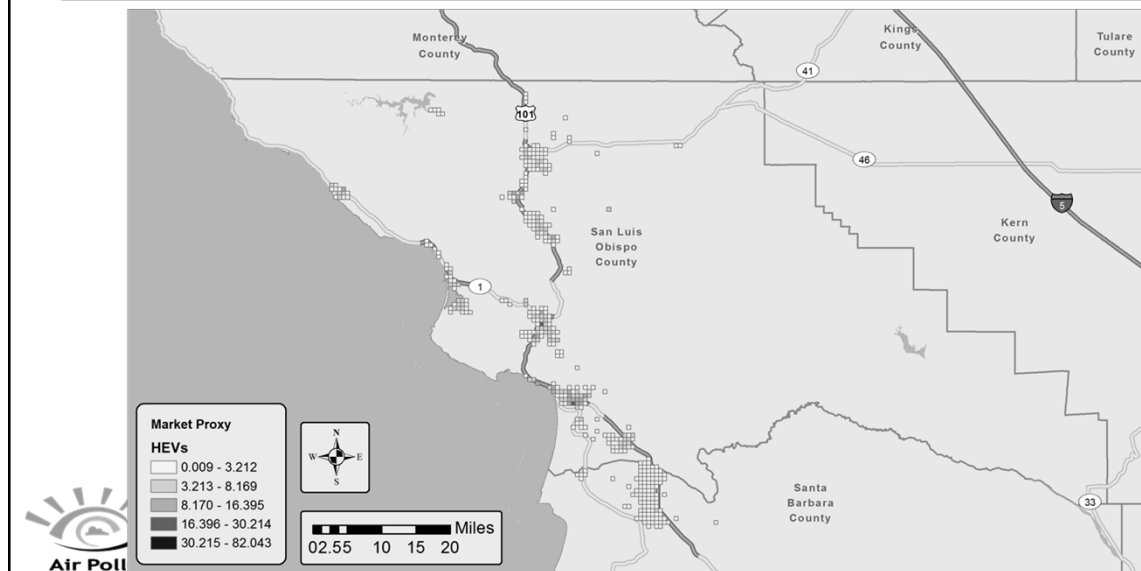
- Vehicle count projections for Tri-Counties over time
- Priority areas – proxy data analysis
- Connector and destination stations
- Redundancy
- Hydrogen production/delivery alternatives



Hydrogen Station Siting Analysis Analysis (“Part 1”)



Hydrogen Station Siting Analysis (“Part 1”)



Hydrogen Station Priorities

- Thousand Oaks, Newberry Park, Westlake Village
- Moorpark, Simi Valley
- Santa Barbara County South Coast
- Camarillo/Ventura/Oxnard
- San Luis Obispo

Considerations: retail demand, connector and destination locations, redundancy, availability of suitable sites



Streamlining the Permit Process ("Part 2")

- Approach used was to prepare "permitting manual"
- Use available resources (CaFCP, DOE, NFPA, GoBiz); no intention of "re-inventing the wheel"
- Discussions and meetings with stakeholders
- In the last year, First Element has demonstrated that permitting can be accomplished in a timely manner -16 stations in the last year including Santa Barbara. Currently going through process at Thousand Oaks
- Hydrogen is becoming less of an "unknown"



Streamlining the Permit Process (“Part 2”)

- Governor’s office of Business (GoBiz) Hydrogen Permit Guide is key resource, and includes extensive reference to the NFPA-2 hydrogen code



TABLE OF CONTENTS

Why is Hydrogen Important?
Fuel Cell Electric Vehicles.
Hydrogen Stations/Selling Hydrogen in California
Permitting Process
Phase 1: Pre-application Outreach
Phase 2: Planning Review (Zoning, CEQA, Fire Dept. Approval, etc)
Phase 3: Building Review and Best Practices for Timely Construction
Phase 4: Construction
Phase 5: Commissioning
Additional Topics
Appendices
Codes and Standards



Outreach Activities – Permitting and Plan Check

- Setting up one-on-one meetings with agencies in priority locations
 - *Civic leaders*
 - *Permit agencies*
 - *Fire Prevention (Fire Marshalls)*
- Helping to link permitting staff with others who have hydrogen station permitting experience



Awareness training for First Responders

- Resources developed by DOE (H2Tools website), specifically for first responder training:
 - L1 – Overview, basic awareness of hydrogen and fuel cell technologies
 - L2 – Short course, focused on response operations
 - L3 – Full day long course
- Established relationships with SoCal Fire Prevention Offices Association and NFPA-2 liaison
- One-on-one meetings with Fire Departments in priority locations (ongoing)
- Collaborating closely with the California Fuel Cell Partnership



Schedule and Status

Task	Jul-Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	J-M 17
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	
Administration/Coordination																	
1 Kick-Off Meeting																	
1 Monthly Reports (Energy Commission)																	
1 Final Report/Meeting (Energy Commission)																	
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3 Hydrogen Station Siting Analysis - UCI/APEP																	
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FCEV Promotion Plan																	
5 Orientation for Civic Leaders																	
2 Advisory Panel - Meetings																	
5 Promotion of FCEVs - General Public																	
8 Promotion of FCEVs - Municipal Reets																	



Refer to THRP-Schedule-072516.XLS

Lessons Learned

- Local planning needs to be carefully aligned with existing state policies (ZEV)
- Good understanding of locations where early demand for hydrogen is likely to be highest
- Local agencies and organizations are generally receptive to hydrogen, and welcome the conversations we are having
- Fire departments have extensive training obligations, so they are not enthusiastic about the full day-long course for responders
- As of now, there are no hydrogen vehicles for sale in local dealerships
- The Tri-Counties does not get high ratings for station funding from the CEC; a more pro-active approach may be warranted
- Hydrogen production and delivery options are key issues across the board



Comments, Questions and Discussion

- Any questions or comments on progress to date?
- How can we stimulate increased demand for FCEVs in the Tri-Counties? – retail and fleet. Is it desirable to accelerate growth compared with status quo?
- Looking ahead, how can the Tri-Counties help with the financing of new stations?
- What steps should we take now to make sure this plan is not left on the shelf when complete?



Advisory Panel Members

- Matt Renner, World Business Academy, Santa Barbara
- Paul Relis, Environmental and Energy Expert, Santa Barbara
- Gregg Hart, Santa Barbara County Association of Governments and SB City Council
- Jim Dewey, Facilities Manager, City of Santa Barbara
- Dave Davis, Santa Barbara MTD Board Chair
- Michael Morgan, Ventura APCD Board Member, Mayor of Camarillo
- Rocky Buoy, County of San Luis Obispo General Services
- Kaila Anderson/ Melissa James, Economic Vitality Corporation, San Luis Obispo
- Tim Gillham, San Luis Obispo Council of Governments
- Hal Conklin, former Mayor of Santa Barbara, and VP Public Affairs for SoCal Edison
- Keith Malone, California Fuel Cell Partnership
- Craig Scott/David Raney, Alternative Fuel Sales Managers, Toyota



Tri-Counties Hydrogen Readiness Plan

Advisory Panel Introductory Meeting

March 7, 2016

Ben Ellenberger, Project Director
Santa Barbara County APCD

Ivor John, Project Coordinator



Tri-Counties Hydrogen Readiness Plan – Agenda

- Introductions
- Project Overview
- Project Team
- Advisory Panel
- Schedule and Status
- Discussion



Project Overview

- Tri-Counties Hydrogen Readiness Plan (THRP)
- Our project is funded by California Energy Commission
- Grantee is Santa Barbara APCD
- Main elements are:
 - *Siting analysis for hydrogen re-fueling stations*
 - *Streamlining permitting process for hydrogen stations*
 - *Helping firefighters and responders be ready for hydrogen*
 - *Promotion of hydrogen and Fuel Cell Electric Vehicles*



Project Objectives

- The goal is to develop the “hydrogen pathway” out from an urban center (Los Angeles metropolis) to the Tri-Counties region, a more rural community, but one with great potential for FCEV adoption
- The objective is to prepare a detailed readiness plan for developing a hydrogen infrastructure in the Tri-Counties region
 - Tri-Counties Regional Hydrogen Refueling Infrastructure Plan that creates a vision and pathway for introducing hydrogen as a transportation fuel.
 - Hydrogen Station Installation Manual for local government entities to use when permitting new hydrogen refueling stations
 - FCEV Promotion Plan



Technical Work Tasks

- Tasks 1 and 2 – Project Management and Administration
- Task 3 – Infrastructure planning
- Task 4 – Streamlining the permitting process
- Task 5 – Promotion of FCEVs
- Task 6 – Fire Codes (training for permit agencies)
- Task 7 – Safety Assessments (training for responders)
- Task 8 – FCEVs in Municipal Fleets



Success Factors

- Meet Energy Commission expectations and requirements – within budget and on schedule
- Successfully hand off the plan to appropriate agencies for implementation
- High level of awareness of hydrogen in all three counties
- Potential benefit to other regional communities planning for hydrogen



Project Management Team

- Santa Barbara APCD is lead and holds signed agreement with Energy Commission
- Management team:
 - Ben Ellenberger – Project Director
 - Jim Frederickson – Project Manager
 - Ivor John – Project Coordinator
- Santa Barbara APCD administers subcontracts and partners
- Tri-Counties – co-ordination with Ventura and SLO
- Coordination among project team members is critical



Project Team

- Santa Barbara APCD – Ben Ellenberger, Jim Fredrickson
- Ivor John, Independent Consultant
- Stan Cowen, Ventura County Air Pollution Control District
- Melissa Guise, Central Coast Clean Cities Coalition (SLO)
- Brendan Shaffer, UC Irvine, APEP
- Brian Goldstein, Energy Independence Now
- Cameron Gray, Community Environmental Council
- Jack Armstrong, A-Z Safety



Advisory Panel - Intent

- Intent for the Advisory Panel is to engage with civic leaders to extend awareness of the planning effort at a high level
- We will share program updates to the Panel members and we will request feedback that will be used to guide our process
- Introducing new, cleaner fuels to a region is complex, and presents a many implementation challenges; Advisory Panel can help with engagement of key stakeholders at multiple levels



Advisory Panel - Basics

- Three meetings – in person or call-in
 - Introductory meeting
 - Meeting to discuss deliverables
 - Final meeting to discuss roll-out of plan
- Update emails monthly to the point our deliverables are drafted
- Ad hoc communication between our management team and Panel members as project proceeds



Advisory Panel Members

- Matt Renner, World Business Academy, Santa Barbara
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Stakeholder Engagement - Local

- Local governments, especially in “high priority” locations
- Fire Chiefs, Fire Marshalls, Permitting departments
- Owners and operators of “high priority” sites
- Potential customers for hydrogen vehicle sales
- Local businesses that have a history of using hydrogen
- Civic and business groups like the chambers, economic vitality, service groups
- Environmental and energy non-profit organizations



Stakeholder Engagement – Other

- Auto OEMs
- Infrastructure providers
- Hydrogen production R&D – academic and private sector
- California Fuel Cell Partnership
- Governor's office (GO-Biz)
- California Energy Commission
- California Air Resources Board



Schedule

Schedule of Activities - Tri-counties Hydrogen Readiness Planning

Updated March 2016

Task	Jul-Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan/Feb 17
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3 Regional Infrastructure Plan - APEP																	
3 Regional Infrastructure Plan - Local																	
8 FCEVs in Municipal Fleets																	
Hydrogen Station Installation Manual																	
4 Streamlining Permit Process																	
6 Training - First Responders																	
7 Safety Assessments - First Responders																	
FCEV Promotion Plan																	
5 Orientation for Civic Leaders																	
5 Promotion of FCEV Use																	



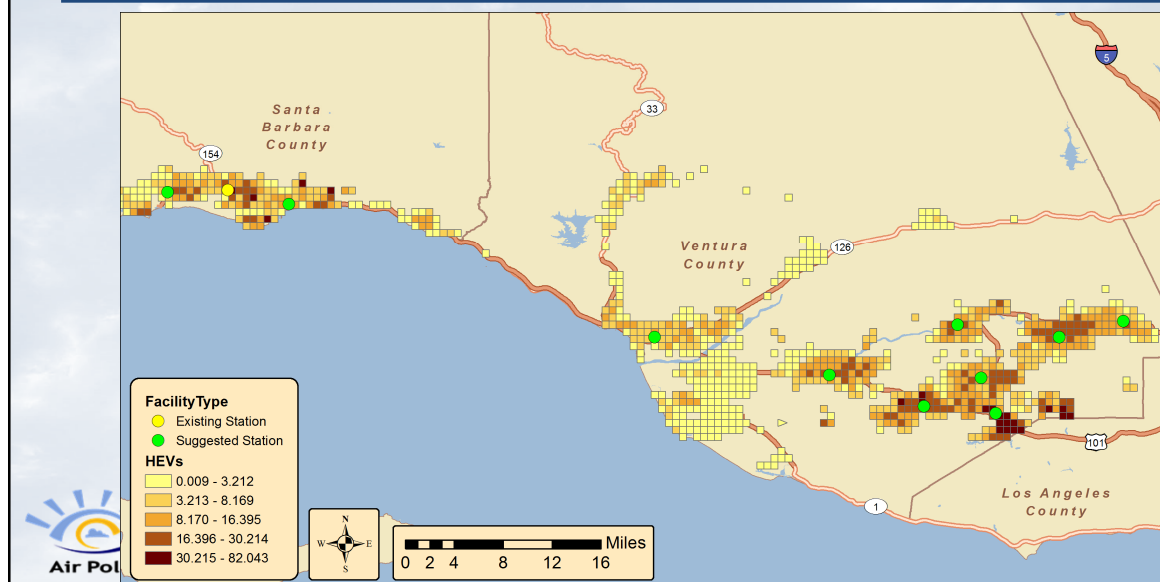
Refer to THRP-Schedule-030116.PDF

Factors being considered in siting process

- Siting decision criteria will address:
 - Market projections for FCEV sales
 - Fleet opportunities (government and commercial)
 - Reliability and redundancy
 - Hydrogen highway
- Growth of FCEV market in the Tri-Counties – 5-10 years
- R&D related to hydrogen production and station design



UCI Irvine preliminary results – market proxy



Permitting and response planning

- SB City now has experience permitting the first station locally
- Feedback from City Fire and Planning and Development
- Early work is focused on Santa Barbara (City and County) – focus will shift to “high priority” areas in all three counties
- Cooperation and support from California Fuel Cell Partnership
- Adapting Governor’s office Hydrogen Permit Guide (Go-Biz) for local application
- Assembling resource guide based on literature review



Questions and Discussion

