

City of Colton Electric Utility Curbside Electric Vehicle (EV) Charging for Low-Income Multifamily Residents



1 CHALLENGES

- Large portions of Colton Electric's customers rent in multifamily housing where **parking is limited**.
- Infrastructure costs to get EV charging inside the complexes was **cost prohibitive**. The apartment complex managers have to go through a property board, and it is a slow process to get on their agenda.
- The majority of the renters are **low income** and all were in a State-designated DAC per CalEnviro Score 2.0 (as of Jan 2017, CalEnviroScreen release ver. 3.0).

2 SOLUTIONS & OPPORTUNITIES

- **Seek grants** at the State Level or Federal Level.
- Curbside installation **eliminates taking parking spaces** in Multifamily housing.
- Many transformers are located outside of Multifamily complexes, making trenching & installation **less expensive**.

3 PARTNERSHIPS

- **South Coast Air Quality Management District** through the **Mobile Source Air Pollution Review** funded the installation of **3 curbside Level II charging stations** for Colton's multifamily area serving three large complexes strategically located near curbside power.
- Partnered with the **three nearby property managers** for assistance with marketing the chargers.



4 MARKETING

- **Promotional/info poster** was put in all the laundry facilities of the 3 large multifamily complexes.
- **Flyers** distributed in the community.
- **Maintain awareness** through bill stuffers and social media content
- Added to **EV charging GIS map** on City website.

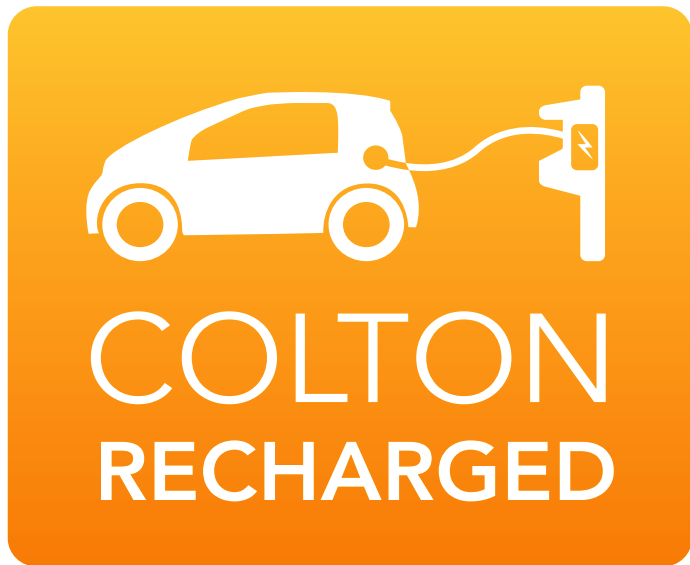


For more information visit
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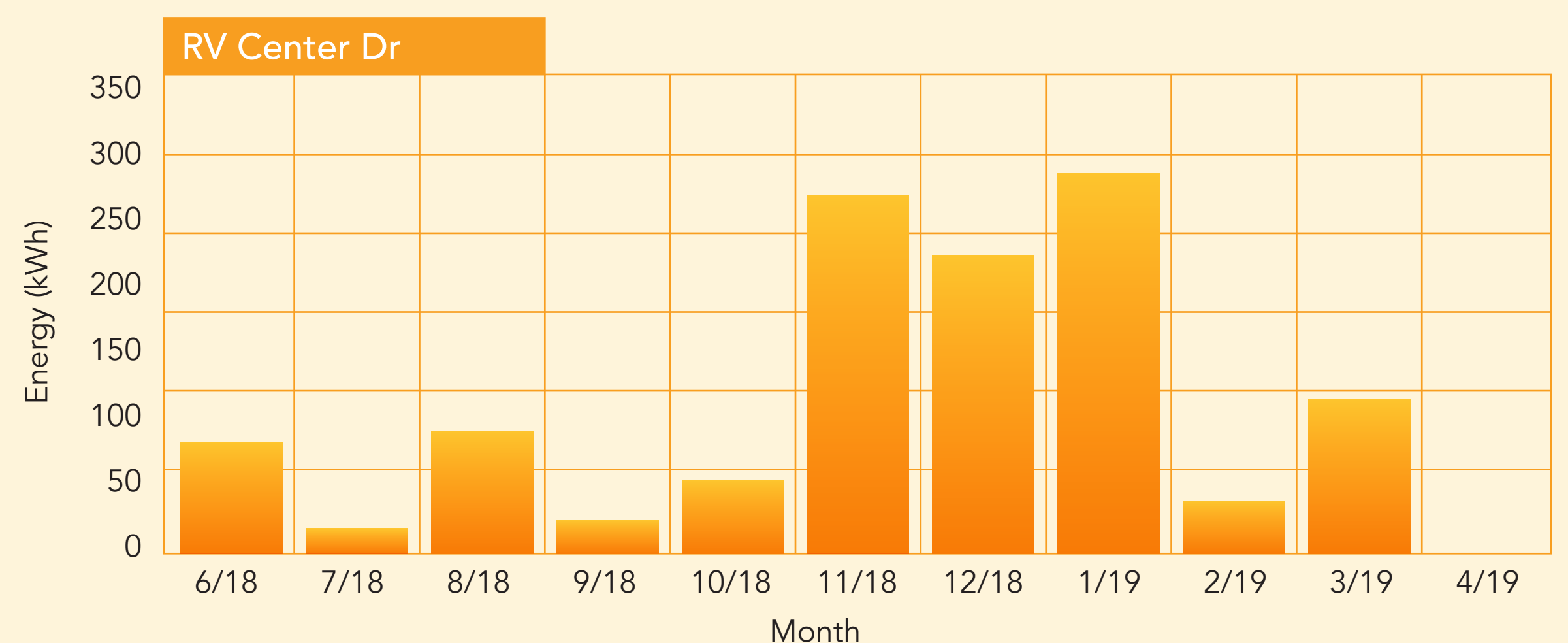
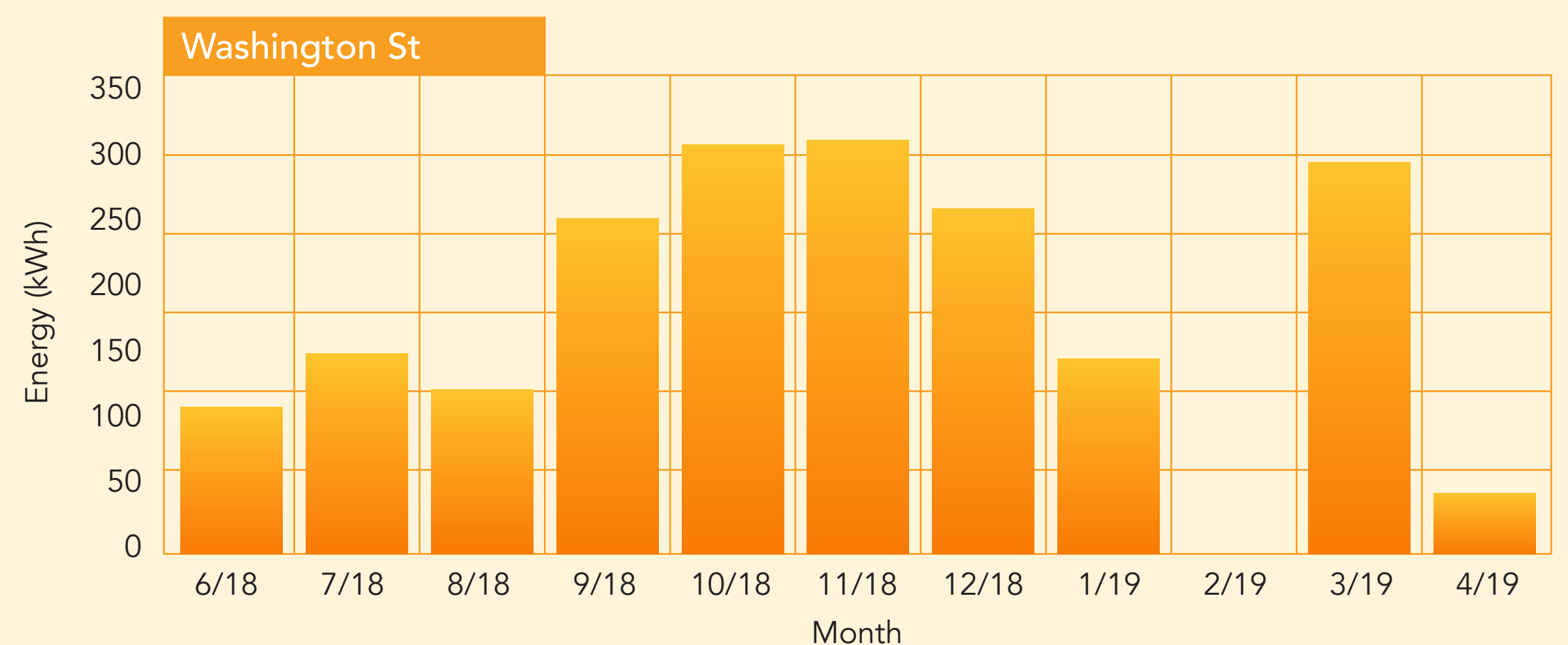
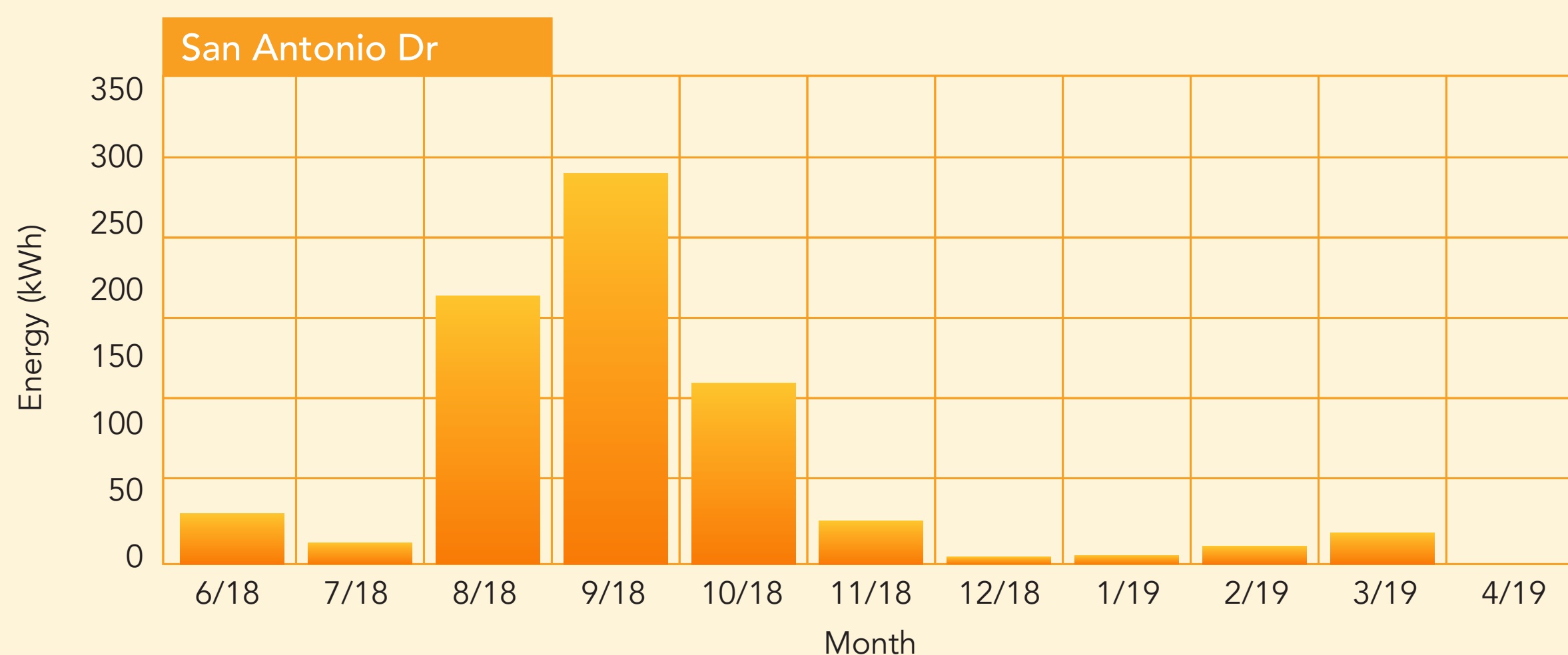
5 INCENTIVES & REBATES

- Encourage the adoption of EVs by Colton residents. Gasoline engines can cost more than **50% extra** per mile.
- EV owners qualify for savings with Colton Electric's EV Rate Program. Qualifying participants will receive **250 kWh added to Tier 2** on their electric bill.
- Residents who own a used EV are eligible to receive a **\$1,000 rebate**. Customers enrolled in the low-income program are eligible to receive an **increased rebate of \$1,500**.
- Colton Electric customers who install **Level II (240-Volt AC) plug-in chargers** at their residence are eligible for a rebate of up to **\$500**.



6 RESULTS

In the 11 months since their implementation, the three EV chargers installed by Colton Electric near Multifamily residential areas have seen regular use by local residents.



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