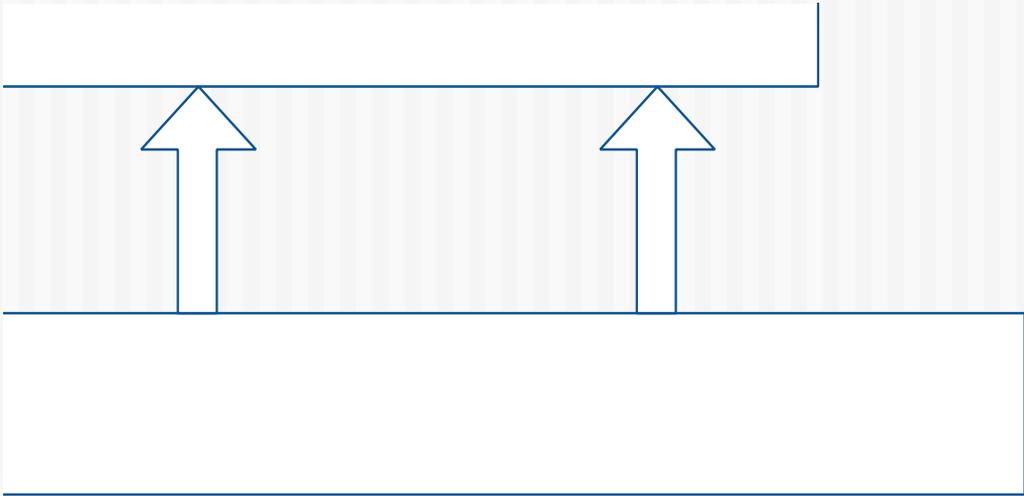


***EV Project Update
for
MAG
Building Codes Committee***

September 15, 2010

Micro-Climate Building Blocks



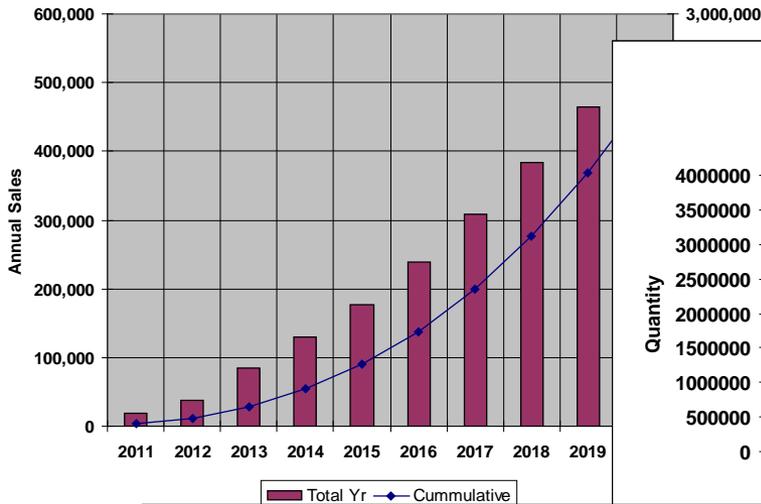
Micro-Climate Long Range Plan



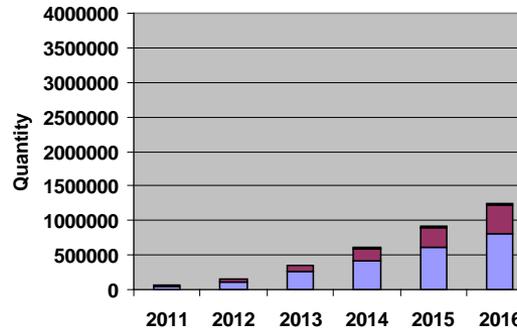
- **Long term look at EV deployment**
 - **Projected EV Penetration**
 - **EVSE required for EV Penetration**
 - **Area demographics**
 - **Destinations for EV owners**
 - **Utility and Stakeholder Input**

Micro-Climate Long Range Plan

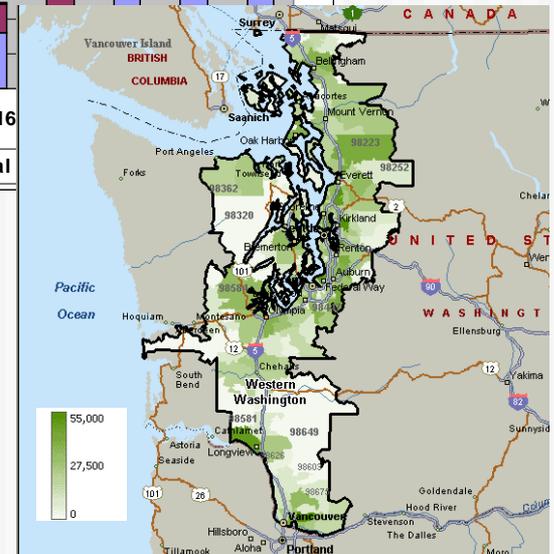
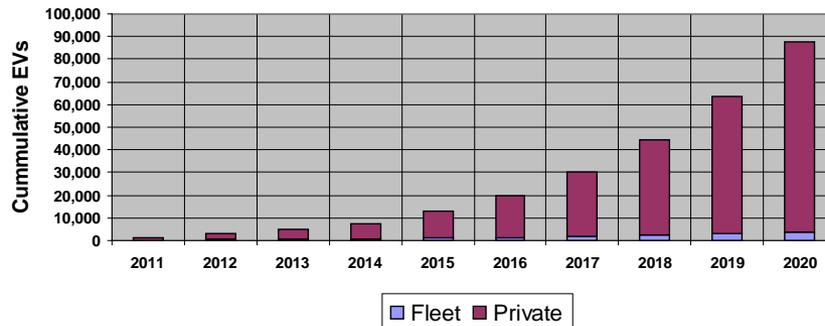
EV Penetration in the United States



Cumulative EVSE Penetration in the United States



EV Penetration Cumulative

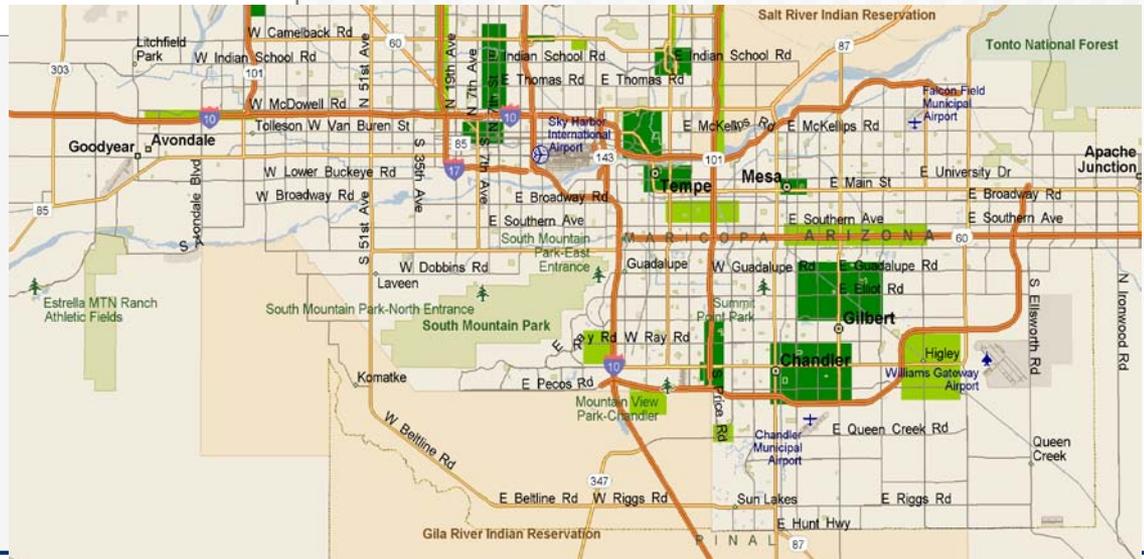
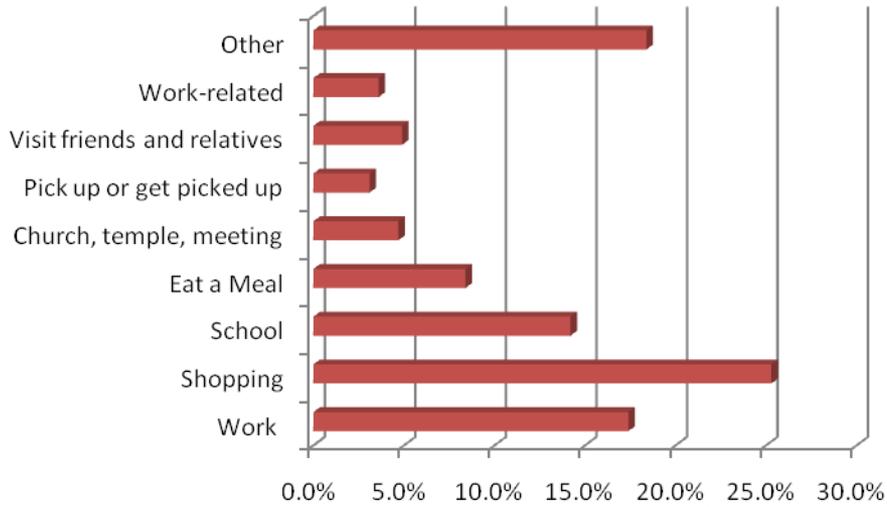


Micro-Climate Plan

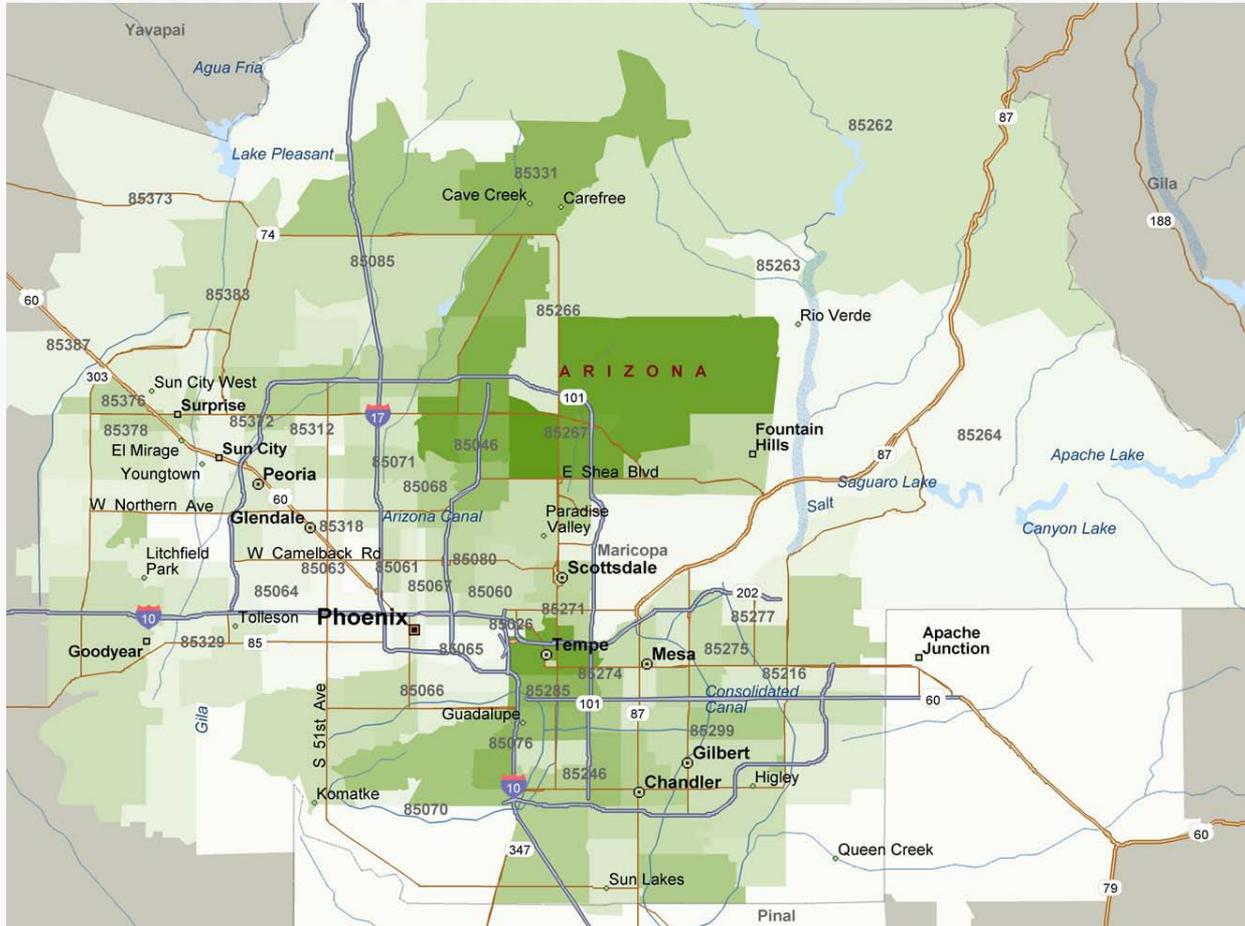


- **2 – 3 year look into the Long Term Plan**
 - **The EV Project resources availability**
 - **Likely EV owners in 2 – 3 years**
 - **Area demographics**
 - **Destinations for these EV owners**
- **Roadmap development**
 - **Identify specific public locations**
 - **Identify specific retail locations**

EV Micro-Climate[®] Roadmap



NISSAN HAND RAISERS



THE PROCESS

- The LRP was used as a starting point to develop the near-term strategy for infrastructure deployment and provides a basis for the direction of future deployment.
- The EV Micro-Climate™ Plan considers the first few years of this LRP, along with available local resources to develop a specific location driven approach to the EV infrastructure.
- We took the projections from the long range plan to predict the EV penetration and EVSE needs to support that penetration in the very near future..

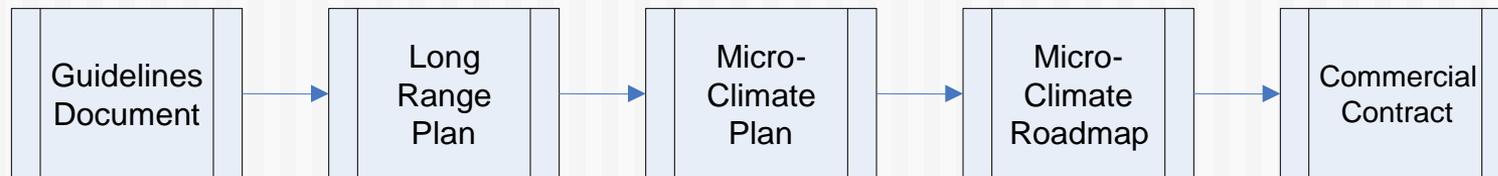
THE PROCESS

- This plan looks at the demographics of the likely innovators and early adopters of EVs to provide the rich EV infrastructure that will continue to encourage the adoption of EVs.
- The objective of this plan is to narrow in to specific geographic locations for the placement of publicly available Level 2 and DC Fast-Charge EVSE infrastructure.
- It becomes specific in that general areas for EVSE are refined down to the individual retailers or public locations.

THE PROCESS

- At this point, the Area Manager works with the Field Services Manager to select locations at each retail location or public location.
- Guidelines provided by Field Services can be used to envision the best location for EVSE at the lowest cost.
- It may be necessary for the Field Services Manager or a member of the Certified Contractor Network to visit the site to assist but ultimately, the site is identified by specific location so that detailed installation planning can commence.

Micro-Climate Plan to Contracts



Roadmap

- Site selection
- Local Input
- National Accounts
- Retailer Interest
- Owner Interest
- Retailer Agreement Review
- Cost/benefit
- Site Assessment
- Contractor Quote
- Install Contract
- Retailer Contract
- Permits
- Installation

TIMELINE

- **Completed Micro-Climate Plan Draft – 9-30-10**
- **First EVSE Installed– Ribbon Cuttings! – 12-10-10**
- **Nissan Leafs delivered to Phoenix – 12-10-10**
- **Completed installation of EV Project EVSE – 8/11**

LEVEL 2 EVSE

