



TESLA MOTORS

101 EVSE Install - Lessons Learned
CARB Public Meeting on Charging Infrastructure

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Background

- Awarded CARB Grant under AFIP for EVSE development, certification, and public install
 - Worked closely with ClipperCreek on 70A EVSE
 - Received prototypes in October 2008
 - Received first production units early 2009
 - Have delivered over 300 units to customers to date
 - Worked closely with Solar City to install 5 units along 101
 - Salinas
 - Atascadero
 - San Luis Obispo
 - Santa Maria
 - Goleta



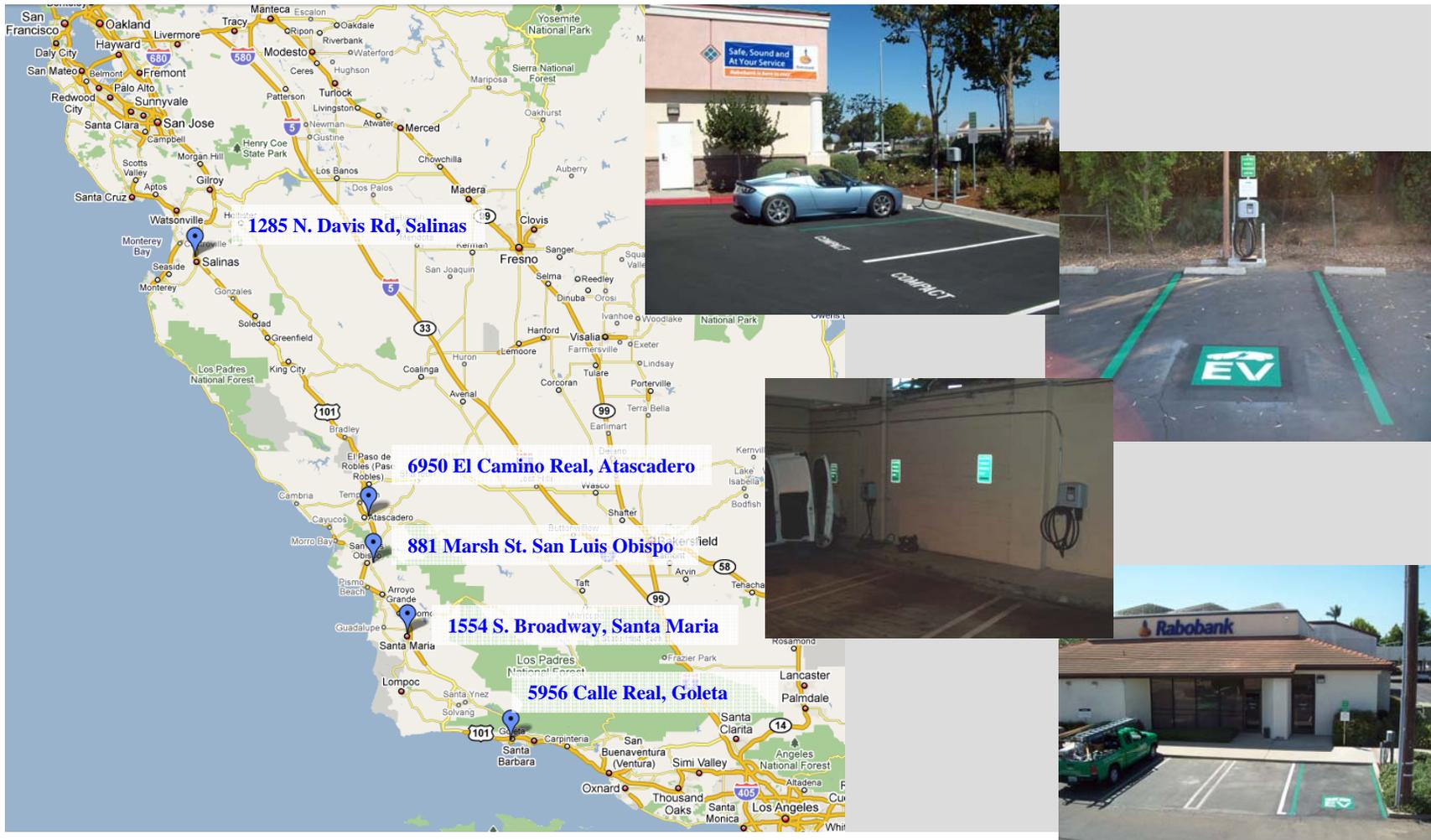
Hwy 101 – Project Objectives

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- Remove long distance electric vehicle range barriers
 - Install Electric Vehicle Supply Equipment in reasonably spaced (~80 mile apart) locations along the Hwy 101 corridor between SF and LA
 - 70A EVSEs will allow Tesla owners to regain more than 50 miles per hour of charge
- Increase community awareness of clean fuel alternatives
 - Select hosts that are engaged in the local community
- Provide community ease of access to EV charging option
 - Select host sites that offer high visibility to the public
 - Select host sites that are close to and increase local business



Public Installations along Highway 101



Public Install – Lessons Learned

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- Locations
 - Good proximity to highway
 - Adequate number of parking spaces
 - Community options while charging
 - Eating, shopping, internet, beach, etc.
- Contract Negotiations – longest time
 - Who pays for electricity?
 - Who is responsible for service?
 - Who owns equipment?
 - Land owner may not be business owner
 - Congestion concerns
- Permits
 - Accurate, standardized prints
 - Wide range of fees and time
- Installs
 - Cost can vary greatly
 - Service upgrade, ditch digging, conduit install
 - Duration can vary greatly
 - Signs and stripes



Thank You

California Air Resources Board



ClipperCreek, Inc.



SolarCity

