

BOARD MEETING DATE: December 5, 2014

AGENDA NO. 4

PROPOSAL: Renew SCAQMD's Membership in CaFCP for Calendar Year 2015, Provide Office Space for CaFCP, and Receive and File California Fuel Cell Partnership Executive Board Meeting Agenda and Quarterly Updates 

SYNOPSIS: The SCAQMD has been a member of the California Fuel Cell Partnership (CaFCP) since March 2000. This action is to renew SCAQMD's membership in the CaFCP in an amount not to exceed \$87,800 for calendar year 2015 and cofund 50 percent of the CaFCP Regional Coordinator position located at SCAQMD, in addition to office space and utilities, in an amount not to exceed \$50,000 from the Clean Fuels Fund (31). Further actions are to continue providing in-kind office space and utilities for CaFCP employees in 2015 in an effort to educate the public and increase CaFCP's presence in Southern California. Finally, this action is to receive and file the CaFCP Executive Board Meeting Agenda and Quarterly Updates.

COMMITTEE: Technology, November 21, 2014; Recommended for Approval

RECOMMENDED ACTIONS:

1. Authorize the Chairman to execute a contract in the amount up to \$137,800 from the Clean Fuels Fund (31) with Bevilacqua-Knight Inc. (BK_i), acting on behalf of the CaFCP, to:
 - a. Continue SCAQMD's membership for calendar year 2015 for a total amount not to exceed \$87,800 for common expenses of the CaFCP;
 - b. Continue support for a Regional Coordinator located at SCAQMD for a total amount not to exceed \$50,000; and
 - c. Continue to provide office space and utilities on a month-to-month basis for four cubicles for CaFCP staff and storage at SCAQMD headquarters.

2. Receive and file the attached Executive Board Meeting Agenda and Quarterly Updates.

Barry R. Wallerstein, D.Env.
Executive Officer

MMM:LHM

Background

The California Fuel Cell Partnership (CaFCP) was initiated in 1999 as a means to accelerate response to the CARB Zero Emission Vehicle (ZEV) regulations, which was a technology-forcing mandate requiring up to 22,000 ZEVs by 2003, which was subsequently amended. In January 2012, CARB approved Advanced Clean Car regulations, which harmonize California requirements with federal requirements from 2017 – 2025 and incorporate GHG emission reductions. The AQMP and the Technology Advancement Office Clean Fuels Program 2015 Plan Update have identified fuel cells for on- and off-road applications as a core technology for attaining and maintaining cleaner air quality. Because of the alignment of the SCAQMD and CaFCP goals for accelerated fuel cell vehicle commercialization, the SCAQMD Board accepted the CaFCP's formal invitation to join as a full member in March 2000.

Initially, the CaFCP Program focused on development of vehicle, infrastructure and outreach plans for future projects. The CaFCP was involved in the demonstration of cars and buses using gaseous and liquid hydrogen and methanol through 2003. A limited number of fleet customer placements began in 2002. In addition, the bus transit partners operated several zero-emission fuel cell buses. CaFCP and members continue to demonstrate fuel cell cars and buses using gaseous hydrogen fuel at 350 bar and 700 bar pressures. Automakers started retail placement of fuel cell vehicles near hydrogen stations in a few early market communities. The CaFCP with member support developed a Roadmap for the introduction of fuel cell passenger vehicles with sufficient hydrogen fueling stations in California and a Bus Roadmap.

With the commitment of funding under AB 8 to develop and operate 100 hydrogen fueling stations in California through 2023, and the collaboration of California with other states to support ZEVs, automakers are planning to ramp up fuel cell vehicle production for market launch starting in 2015. Some automakers are combining efforts to share intellectual property, build component supply chains, and leverage resources; Daimler with Ford and Nissan, Toyota with BMW, and General Motors with Honda. Germany, Japan, and Korea have also committed funding to build more hydrogen stations.

At the request of SCAQMD, the CaFCP has expanded its presence in Southern California due to the increased deployment of vehicles, the largest number of fueling stations and the greatest air quality need in this region. A CaFCP Regional Coordinator is located at SCAQMD headquarters to increase support for member activities and outreach in the district and an Infrastructure Specialist facilitates hydrogen station development.

Major accomplishments during calendar year 2014 include:

- The announcements by several automakers of fuel cell vehicles for model year 2015 retail production and continued demonstration of fuel cell cars and buses in California;
- Update of the Roadmap for passenger vehicle and hydrogen station deployment (HyPPO);
- Provided training for emergency responders to help familiarize communities with fuel cell vehicles and fueling supported by a website focused on their needs and supported transition to national efforts through H2First and H2USA; and
- Increased the presence of the CaFCP in Southern California through coordination of ombudsman activities in early market communities with Regional Coordinator & Infrastructure Specialist staff based at SCAQMD.

Typically, each CaFCP Partner provides up to \$87,800 or more plus in-kind support for defraying the costs of the CaFCP. Current partners include:

- Eight auto manufacturers (General Motors, Toyota, Daimler, Chrysler, Honda, Hyundai, Nissan and Volkswagen);
- One fuel cell technology company (AFCC); and
- Five government agencies (SCAQMD, CARB, California Energy Commission, U.S. DOE and U.S. EPA).

Corporate Associate Members each pay \$15,000, and Affiliate Members contribute \$3,300 per year but could apply for a two-year waiver (comparable to the CA PEV Collaborative), for 2014-15. There are currently 24 Associate and Affiliate Members, including Bay Area AQMD and US Hybrid (previously UTC Power) who recently joined.

The CaFCP retains Bevilacqua-Knight, Inc. (BK_i) to provide the needed support for the common tasks agreed to by the CaFCP, and each partner/member contracts directly with BK_i acting on behalf of the CaFCP.

Proposal

Members of the CaFCP are committed to the continuation of CaFCP activities through 2016, which is considered the fourth phase “Preparing for Market Launch.” The fee of up to \$87,800 per full member is proposed to support the activities planned for 2015

and beyond, although the fee may be reduced compared to previous years, if possible. The majority of fuel cell vehicle deployment activities are anticipated to be within the South Coast Air Basin over the next few years.

The proposed CaFCP activities for 2015 are to:

- Convene members and stakeholders in a common forum to leverage resources, bring together new players and overcome challenges more quickly than could be accomplished by individual action;
- Communicate, educate, inform and promote hydrogen and fuel cell vehicle benefits and opportunities. Implement and expand hydrogen readiness by focusing outreach in early market communities with a goal of easing station implementation, including community relations, education and outreach to policy-makers, stakeholders and the public.
- Collaborate to identify and address emerging challenges. Support Roadmap progress and hydrogen station implementation by encouraging station codes and standards development and implementation, transitioning emergency responder training to national programs, help address barriers to station implementation, and develop strategies for medium and heavy-duty vehicles.

CY 2015 will be a transitional year for the CaFCP, both organizationally as well as commercially. The long-time and original Executive Director, Catherine Dunwoody, was recently moved back to CARB to manage fuel cell deployments for the state. This has accelerated the need to evaluate the current member structure, dues and staffing at the CaFCP. In addition, fuel cell vehicles are now available commercially by Hyundai and will be available from Toyota in 2015.

This action is to execute a contract with BKi to renew SCAQMD's membership in the CaFCP for calendar year 2015 and continue to cofund the CaFCP Regional Coordinator position located at SCAQMD as well as provide in-kind office space and utilities for CaFCP employees in calendar year 2015. This action is also to receive and file the CaFCP Executive Board Meeting Agenda and Quarterly Updates for April-June and July-September 2014.

Sole Source Justification

Section VIII.B.2. of the Procurement Policy and Procedure identifies provisions under which a sole source award may be justified. This request for a sole source award is made under provision B.2.d.: Other circumstances exist which in the determination of the Executive Officer require such waiver in the best interest of SCAQMD.

Specifically, these circumstances are B.2.d.(1): Projects involving cost sharing by multiple sponsors. The multiple sponsors contributing financially to the CaFCP include eight automakers, one fuel cell technology company and five government agencies.

Benefits to SCAQMD

Membership in the CaFCP is consistent with the *Technology Advancement Office Clean Fuels 2014 Plan Update* under “Hydrogen and Mobile Fuel Cell Technologies & Infrastructure” and “Assessment and Technical Support of Advanced Technologies and Information Dissemination.” SCAQMD supports the development, demonstration and commercialization of zero and near-zero emission vehicles and strives to educate public and private organizations regarding the benefits and characteristics of these vehicles.

Resource Impacts

SCAQMD’s support of the CaFCP for calendar year 2015, provided through a contract with BKi, shall not exceed \$137,800 from the Clean Fuels Fund (31), comprised of \$87,800 for common project costs to cover administrative, technical and program management costs and half the cost or \$50,000 for the Regional Coordinator position located at SCAQMD Headquarters and reporting to the CaFCP Executive Director. SCAQMD is also providing additional in-kind cost-share of office space for CaFCP staff and utilities at SCAQMD headquarters, representing annual foregone rent of approximately \$10,440 for the four cubicles.

Sufficient funds are available from the Clean Fuels Fund, established as a special revenue fund resulting from the state-mandated Clean Fuels Program. The Clean Fuels Program, under Health and Safety Code Sections 40448.5 and 40512 and Vehicle Code Section 9250.11, establishes mechanisms to collect revenues from mobile sources to support projects to increase the utilization of clean fuels, including the development of the necessary advanced enabling technologies. Funds collected from motor vehicles are restricted, by statute, to be used for projects and program activities related to mobile sources that support the objectives of the Clean Fuels Program.

Attachments

California Fuel Cell Partnership Executive Board Meeting Agenda
California Fuel Cell Partnership Quarterly Update (April - June 2014)
California Fuel Cell Partnership Quarterly Update (July - September 2014)

AGENDA

CaFCP Executive Board

October 21, 2014 8:00am – 5:30pm

LOCATION: California Energy Commission (CEC), 1516 9th Street, Sacramento, CA 95814 - Hearing Room A

8:00am – 8:30am

Gathering and registration

8:30am – 8:40am

Robert Bienenfeld, Chair

1. Welcome

Welcome and remarks from the CaFCP Chair

8:40am – 9:30am

Daimler

Honda

Hyundai

Toyota

2. Automaker briefing

The market launch of FCEVs has begun and will continue as new automaker products are rolled out in the next few years. Automakers will report on these commercial releases, their actions to prepare customers, communities and dealerships as vehicles are entering the market.

9:30am – 10:30am

GO-Biz (lead)

CEC

CARB

Air Liquide

Air Products

FirstElement Fuel

GTI

H2 Frontier

HTEC

HyGen Industries

ITM Power

Linde

Stratos Fuel

3. Hydrogen station briefing

With the current nine public hydrogen stations set to expand to more than 50 by the end of 2015, California is close to achieving CaFCP's "*A California Roadmap*" goal of 68 stations to enable the initial market launch. Speakers will review progress and present next steps and plans for building the hydrogen network.

10:30am – 10:50 am

BREAK

10:50am – 11:20am

Sandia National Lab,

National Renewable Energy Lab

4. Accelerating hydrogen infrastructure through R&D

H2First is a new collaboration that brings federal, state and other stakeholders together to advance the industry. The speaker will address H2First's initial projects that will address immediate California and long-term national needs.

11:20am – 12:00pm

General Motors (lead)

ARB

CEC

5. Achieving the *Roadmap*: State progress and highlights

In July CaFCP published *Hydrogen Progress, Priorities and Opportunities* that outlines next steps and actions for a successful FCEV and hydrogen station market launch. Speakers will present actions the State of California has taken to support hydrogen infrastructure and FCEV deployment.

12:00pm – 1:00pm

Lunch – on your own

1:00pm – 1:30pm

DMS

ARB

6. Enabling retail hydrogen sales

DMS will present new hydrogen dispenser accuracy standards and information from their testing of hydrogen stations in California.

1:30pm – 2:30pm EIN (lead) CDFA Newport Coast Honda	7. Hydrogen: will customers have sticker shock? How will customers react to fuel that's sold by the kilogram. Is this the "right" unit of measurement? Speakers will review existing regulations and processes for selling units of fuel, and potential impacts.
2:30pm – 3:00pm Daimler	8. The customer experience As Daimler's first F-Cell leases are ending, what did the automaker learn about the FCEV customer experience? Where can CaFCP members work together to change or improve customer experience as more FCEVs come to market?
3:00pm – 3:20pm	BREAK
3:45pm – 5:00pm CaFCP staff	9. Business items CaFCP's executive director will review-progress to 2014 goals and other operational updates. The board will approve or deny affiliate waivers for 2015 & 2016, approve or deny proposal for GOBiz to join, approve or revise the draft 2015 program plan and budget and determine the 2015 executive board chair and vice-chair.
5:00pm – 5:30pm Robert Bienenfeld, Chair	10. Public comment period
5:30pm Robert Bienenfeld, Chair	11. Meeting wrap up

**No-host gathering at Fox and Goose after meeting
1001 R Street in Sacramento**

Antitrust Guidelines

It is the express intent of the CaFCP and its members that none of the organization's activities will violate or be in conflict with any federal, state or local antitrust law, rule or policy (collectively, the antitrust laws). Each member will conduct its affairs in conformity with this intent. Each member is aware that there are significant civil and criminal penalties for violating antitrust laws. To the extent possible, the CaFCP and the members will act in a manner substantially in compliance with the policy entitled "Antitrust Guidelines for Collaboration Among Competitors" issued by the Federal Trade Commission and the Department of Justice and dated April 2000. This document is available for reference on CaFCP's member resources website.

This meeting is open to the public and will not be available by phone. This facility is accessible to persons with disabilities. Deadline for requesting ADA modification is October 7, 2014. Meeting materials will be posted at www.caftp.org.

Agenda items may be taken out of order and times may vary from those listed in the agenda. The board may choose to limit public comment at the chair's discretion.

This facility is accessible by public transit. For transit information, call (909) 839-7000 for Sacramento Regional Transit (916) 321-BUSS (2877), website: <http://www.sacrt.com/schedulesfares.stm>. And California Transit link: <http://www.apta.com/resources/links/unitedstates/Pages/CaliforniaTransitLinks.aspx>.

CaFCP Quarterly Update

April-June 2014

Background

The California Fuel Cell Partnership is a unique collaborative of auto manufacturers, energy companies, fuel cell technology companies and government agencies, including SCAQMD. This report summarizes CaFCP activity in or related to Southern California for April to June 2014.

In its fourth phase, 2013-2016, CaFCP members, individually or in groups, will focus on meeting these goals to achieve market launch:

- Prepare for larger-scale manufacturing, which encompasses cost reduction, supply chain and production.
- Work on the customer channel, including identifying and training dealers and service technicians.
- Reduce costs of station equipment, increase supply of renewable hydrogen at lower cost, and develop new retail station approaches.
- Support cost reduction through incentives and targeted RD&D projects
- Continue research, development and demonstration of advanced concepts in renewable and other low-carbon hydrogen.
- Provide education and outreach to the public and community stakeholders on the role of FCVs and hydrogen in the evolution to electric drive.

CaFCP and members' activities fall within three main strategic directions:

1. Support hydrogen station and vehicle deployment to enable commercial market launch in 2015 timeframe
2. Show feasibility and a clear value proposition to consumers, businesses and communities
3. Focus existing resources, engage new groups and pursue innovative concepts to overcome early market challenges




To successfully implement the vision, CaFCP activities must focus on technical, communications and business operations/strategies that require collaboration and coordination. A detailed CaFCP implementation plan is available as a separate document.




2014 Program Plan
Q2 accomplishments


1. Facilitate member collaboration The California Fuel Cell Partnership facilitates members and stakeholder coordination on projects and activities of common interest in order to leverage resources, communicate progress, bring together new players, and overcome challenges more quickly than could be accomplished by individual action.	
Heavy duty Fuel Cell Program	<ul style="list-style-type: none"> • Medium and heavy-duty FCEV Roadmap initiative launched • Facilitated CaFCP Bus Team meeting at SunLine Transit on April 24 • Led SAE task force SAE TIR J2601/2 “Fueling Protocol for Gaseous Hydrogen Powered Heavy Duty Vehicles” – document passed affirmation ballot in June
Strategic Initiatives	<ul style="list-style-type: none"> • Participated in two H2USA meetings
2. Support Station implementation CaFCP will monitor, coordinate and execute the activities to deploy stations for commercialization as outlined in the roadmap document.	
National ER Program	<ul style="list-style-type: none"> • Working with NFPA and DOE on updates to online training program • Participated in DOE planning meetings for Hydrogen Safety Resource Tools • Coordinated and participated in NFPA hydrogen station filming for safety and ER training
Station Performance Codes & Standards	<ul style="list-style-type: none"> • SAE J2601 went through affirmation-ballot and is currently (end of June) in ballot with SAE Motor Vehicle Council
Fuel retailers	<ul style="list-style-type: none"> • Presented on OEM FCEV progress and H2 fueling infrastructure development plans at SIGMA Spring Convention in addition to conducting a FCEV ride & drive • Presented on OEM FCEV progress and H2 fueling infrastructure development plans at the Fuels Institute board meeting
Station implementation	<ul style="list-style-type: none"> • Participated in DOE/NREL workshop on H2 Transmission and Generation • Participated in DOE/Industry Canada H2 Energy Storage workshop • Participated in DOE H2 Contamination Detector workshop
Workforce development	<ul style="list-style-type: none"> • Participated in Corona Auto X • Conducted workshop in Sacramento on Permitting and H2 Fueling Practices • Participated in GO-BIZ/Toyota Permitting Event in Torrance • Coordinated and participated in NREL permitting workshops in Huntington Beach and Culver City

3. Implement hydrogen readiness




CaFCP will focus outreach in early market communities with a goal of easing station implementation, including community acceptance and accessibility of funding. The ultimate goal is to increase awareness and understanding of hydrogen and fuel cells, especially regarding progress and next steps in California, with government officials in Sacramento and Washington, D.C.


Activity	Description	Picture
Corona AutoX April 4 Corona, CA	Presenter & exhibitor	
American Lung Association – Stair Climb, April 5 Sacramento, CA	Exhibitor	
11th Annual Theodore Payne Native Plant Garden Tour, April 5-6 Los Angeles, CA	Exhibitor	



GoBiz/Toyota H2 Community Workshop, April 14 Torrance, CA	Presenter & exhibitor	
JPL Earth Day Event, April 22 La Canada Flintridge, CA	Exhibitor	
County of Los Angeles Public Works Earth Day, Los Angeles, CA	Exhibitor	No photo available.
Long Beach Clean Cities and Municipal Equipment Mgmt Assn (MEMA) meeting, April 24 Long Beach, CA	Presenter	No photo available.
Tour of Fuel Cell Buses at ElDorado National, April 25 Riverside, CA	Tour	

Santa Barbara Earth Day, April 26-27 Santa Barbara, CA	Exhibitor	
Monterey Park Earth Day, April 26 Monterey Park, CA	Exhibitor	
Santa Monica Sustainable Quality Awards, April 30 Santa Monica, CA	Exhibitor	No photo available.
Ca Hydrogen Business Council Spring Summit, May 5 Long Beach, CA	Presenter	No photo available.
ACT Expo, May 5-8 Long Beach, CA	Presenter, Moderator & Exhibitor	

Cal State L.A. hydrogen fueling station ribbon cutting, May 7 Los Angeles, CA	Member support	
DOE- International Hydrogen Infrastructure Workshop, May 7 Torrance, CA	Member support & organizer	No photo available.
American Society of Mechanical Engineers, May 15 Los Angeles, CA	Presenter	No photo available.
NREL/GO-Biz Permitting Workshop, May 19 Huntington Beach, CA	Member support and presenter	

Carthay Center Elementary Science Fair & Environmental Expo, May 22 Los Angeles, CA	Exhibitor	
SEAL Convention (Solar Activity Energy Laboratory) SEAL- CON, May 24 Pasadena, CA	Exhibitor	
NREL/GO-Biz Permitting Workshop, May 27 Culver City, CA	Member support & organizer	

CalTech Lunch Display, May 30 Pasadena, CA	Exhibitor	
Torrance Environmental Fair, June 7 Torrance, CA	Exhibitor	
SunLine Unveiling of Fuel Cell Electric Buses, June 9 Palm Springs, CA	Member support	

Hyundai Tucson Lease Program Launch, June 8 Tustin, CA	Member support	
Rio Hondo College and L.A. Clean Cities First/Second Responder Alternative Fuel Vehicle, June 11 Los Angeles, CA	Exhibitor	No photo available.
Los Angeles Economic Development Corp. panel on fuel cell bus manufacturers, June 12 Century City, CA	Presenter & Exhibitor	No photo available.
Clean Tech OC Transportation Symposium, June 17 Irvine, CA	Presenter & Exhibitor	
World Hydrogen Energy Conference 2014, June 16 Gwangju, South Korea	Presenter	No photo available.
Western Riverside Clean Cities Coalition, June 18 Riverside, CA	Presenter	No photo available.
Air Quality Awards, Coalition for Clean Air, June 20 Los Angeles, CA	Networking	

NFPA filming for Safety and ER training curriculum, June 23 , Burbank, Torrance and Harbor City, CA	Organizer	
Electric Vehicle Day sponsored by Charge Ahead Coalition and State Senator Kevin deLeon, June 29 Boyle Heights, CA	Exhibitor	

Legislative, NGO & Policy

Event name	Meeting Date	Meeting with
Legislative encounter	4/2/2014	Assembly Member Nancy Skinner (D-Berkeley) Christine Frey, legislative aide to Los Angeles City Council
City Hall meeting	4/9/2014	Member Felipe Fuentes Arcelia Arce, legislative aide to Los Angeles City Council
City Hall meeting	4/9/2014	Member Nury Martinez
Legislative encounter	4/22/2014	State Senator Kevin deLeon (D-Los Angeles)
Community meeting	4/24/2014	Assembly Member Anthony Rendon (D-South Gate)
Community event	4/26/2014	Monterey Park City Council Member Teresa Real Sebastian

Capitol meeting	5/1/2014	Michael Bedard, legislative director to Assembly Member Nancy Skinner (D-Berkeley)
Capitol meeting	5/1/2014	Bret Williams, legislative director to Assembly Member Al Muratsuchi (D-Torrance)
Capitol meeting	5/1/2014	Nidia Bautista, legislative aide to State Senator Kevin De Leon (D-Echo Park)
Capitol meeting	5/1/2014	Daniel Seeman, senior legislative assistant, to State Senator Mark Leno (D-San Francisco)
Community meeting	5/8/2014	Marcos Sanchez, district representative, Assembly Member Raul Bocanegra (D-San Fernando Valley)
Capitol meeting	5/20/2014	State Senator Fran Pavley (D-Woodland Hills)
Capitol meeting	5/20/2014	Assembly Member Eric Lindner (R-Corona)
Capitol meeting	5/20/2014	Assembly Member Rocky Chavez (R-Carlsbad)
Capitol meeting	5/20/2014	Assembly Member Jeff Gorell (R-Camarillo) and Jonathan Hughes, legislative fellow
Capitol meeting	5/20/2014	Assembly Member Jim Frazier (D-Fairfield) and Zachary Leary, legislative assistant.
District meeting	6/5/2014	Sarah Rascon and Roberto Gama, office of Assembly Member Jimmie Gomez (D-Los Angeles)
District meeting	6/21/2014	Assembly Member Freddie Rodriguez (D-Pomona), and Robert Torres, district director, and Jordan Wright, field representative to Assembly Member Rodriguez
District meeting	6/29/2014	Frine Medrano, field representative to State Senator Kevin deLeon (D-Los Angeles), Bahram Fazeli, policy director, and Roberto Corrales, organizer, Communities for a Better Environment, and Michelle Kinman, Environment California
District meeting	6/30/2014	District office staff of Assembly Member Sharon Quirk-Silva: Javiera Cartagena, district director and Calvin Sung, Tige Richardson, Daisy Campos, Michael Quibuyen, Amy Ramos, Sophie Tran and intern Mariela.

Community Relations (Station-related outreach)

Activity	Meeting Date
Meeting with staff of Los Angeles City Council Member Felipe	4/9/2014
Cal State LA H2 Station Ribbon Cutting	5/7/2014
Permitting Workshop, Huntington Beach	5/19/2014
Permitting Workshop, Culver City	5/27/2014

Website and social media metrics

PUBLIC WEBSITE	Apr-14	May-14	Jun-14
Number of unique visits	8,471	9,066	7,618
Visits (Cpanel)	61,534	61,894	53,695
Average time spent on site	1:53	1:59	2:00
Most visited pages	Station map Home page FAQ 10 facts about hydrogen CaFCP Executive Board Meeting	Station map Home page FAQ 10 facts about hydrogen Blog: CEC Announces...	Station map Home page FAQ A California Road Map Blog: Catherine Dunwoody Moving
Most searched keywords on Google to land on CaFCP website	where does hydrogen come from california fuel cell partnership cafc.org where does hydrogen fuel come from cafc.org	where does hydrogen come from california fuel cell partnership difference between fuel cell and battery cafc.org	california fuel cell partnership where does hydrogen come from cafc.org hydrogen fueling stations hydrogen fueling stations in California
Most searched keywords on cafc.org search engine	chris white plug power 5 different jobs created from hydrogen energy board meeting cost	wells to wheels hydrogen safety roadmap well to wheels ab 8	careers cost board career chris white
Most referred websites	google.com bing arb.ca.gov stocktwits.com yahoo	google.com stocktwits.com bing yahoo arb.ca.gov	google.com bing yahoo arb.ca.gov stocktwits.com
FACEBOOK	Apr-14	May-14	Jun-14
New likes	29	43	35
Lifetime likes	2,488	2,523	2,550
Lifetime Post Total Reach	23,943	10,505	32,027
Lifetime Engaged Users	2,388	755	1890
TWITTER	Apr-14	May-14	Jun-14
Total Followers	1563	1609	1660
Total Lifetime Tweets	8424	8611	8967
Link Clicks	206	414	549

CaFCP Quarterly Update
July-September 2014**Background**

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2014 Program Plan
Q3 accomplishments



1. Facilitate member collaboration The California Fuel Cell Partnership facilitates members and stakeholder coordination on projects and activities of common interest in order to leverage resources, communicate progress, bring together new players, and overcome challenges more quickly than could be accomplished by individual action.	
Heavy duty Fuel Cell Program	<ul style="list-style-type: none"> Medium and heavy-duty FCEV Roadmap initiative underway, renaming to “Action Plan” due to status MD/HD FCEV technology SAE published SAE TIR J2601/2 “Fueling Protocol for Gaseous Hydrogen Powered Heavy Duty Vehicles” on September 24.
Strategic Initiatives	<ul style="list-style-type: none"> Participated in one H2USA meeting.
2. Support Station implementation CaFCP will monitor, coordinate and execute the activities to deploy stations for commercialization as outlined in the roadmap document.	
National ER Program	<ul style="list-style-type: none"> Phase I of program is available (by request) and soon for download on www.h2tools.org Beginning Phase II development -kickoff meeting Wed. Oct. 29 <ul style="list-style-type: none"> Identify additional resources Being supported by the National Fire Academy
Station Performance Codes & Standards	<ul style="list-style-type: none"> NFPA 2 Second Draft, 2nd meeting (Oct. 23rd) SAE International in-person meetings first week of November <ul style="list-style-type: none"> FC Interface Working Group <ul style="list-style-type: none"> SAE J2601/2 (Bus Fueling Technical Information Report) has been published In progress: J2719/1 Application Guideline for Use of Hydrogen Quality Specification and J2600 Compressed Hydrogen Surface Vehicle Fueling Connection Devices (revision)- target for ballot 2014 FC Safety Task Force: <ul style="list-style-type: none"> J2990/1 (Gaseous Hydrogen and Fuel Cell Vehicle First and Second Responder Recommended Practice) expected to be a draft by the end of 2014, and go to ballot Q1, 2015. SAE J2579 Standard for Fuel Systems in Fuel Cell and Other Hydrogen Vehicles (revision)
Fuel retailers	<ul style="list-style-type: none"> Pacific Oil Conference (POC) Aug. 26-28 in LA <ul style="list-style-type: none"> Staff and members presented on current initiatives CaFCP exhibited at the trade show (1,400 people attended the event) Toyota FCV on static display Ride-and-drive opportunities in Hyundai Tucson and tour of Cal State LA hydrogen station
Station implementation	<ul style="list-style-type: none"> Added the AC Transit Emeryville station to online Station Operational Status System and updated SOSS platform to increase data update frequency <i>“A California Road Map: The Commercialization of Hydrogen Fuel</i>




	<i>Cell Vehicles - 2014 Update: Hydrogen Progress, Priorities and Opportunities (HyPPO) Report</i> completed and published on July 25.
Workforce development	<ul style="list-style-type: none">• Workforce Opportunities in alternative fuels and advanced vehicle technology July 29 at Hyundai<ul style="list-style-type: none">○ Pacific Gateway Workforce Investment Network (PGWIN), Orange County Workforce Investment Board (WIB), and the Orange County Business Council on Workforce Opportunities in alternative fuels and advanced vehicle technology



3. Implement hydrogen readiness

CaFCP will focus outreach in early market communities with a goal of easing station implementation, including community acceptance and accessibility of funding. The ultimate goal is to increase awareness and understanding of hydrogen and fuel cells, especially regarding progress and next steps in California, with government officials in Sacramento and Washington, D.C.

Activity	Description	Picture
SEMICON WEST, San Francisco April 8-10	Exhibitor	
Sacramento Sustainability Forum, Sacramento July 14	Presenter, exhibitor, ride-and-drive	NA
Glendale Cruise Night, Glendale July 19	Exhibitor	
CEC Business Meeting Test Drive July 23	Ride and drive	NA

National Night Out in Hayward with Assembly Member Bill Quirk, Hayward July 28	Drive/Exhibitor	
Northern California GO-Biz Community Readiness Workshop, San Jose July 31	Presenter, Exhibitor, Ride and Drive	
South San Francisco Multi-Chamber Expo, South San Francisco August 6	Presenter	NA

Pacific Oil Conference, Los Angeles August 25-28	Presenter, Exhibitor	 
Continuing Challenge, Sacramento September 9-4	Exhibitor	
League of California Cities Annual Conference, Los Angeles September 3-5	Exhibitor	
Silicon Valley Green Fall Festival, Cupertino September 13	Exhibitor	NA

Huntington Beach Green Expo, Huntington Beach September 13	Exhibitor	
A Gathering of Green Teams, Downey September 14	Exhibitor	NA
HyPPO Webinar September 15	Presenter	NA
Santa Monica Alt Car Expo, Santa Monica September 18-21	Exhibitor	
SVLG Game Changers, Mountain View September 24	Sponsor and exhibitor	NA

<p>Advancing the Choice, Temecula September 25</p>	<p>Presenter and exhibitor</p>	
<p>Cruzin for Roses, South Pasadena September 28</p>	<p>Exhibitor</p>	

Legislative, NGO & Policy

Conduct one-on-one meetings with California state and federal elected officials and their staff in district and capitol offices. Conduct one-on-one meetings with influential NGOs at the local, state and national levels. Emphasize California's commitment to hydrogen and provide information about progress and plans. Provide education and information to policy makers.

2014 Q3 Statistics – Meetings and encounter

Elected officials: 5 (2014 to date: 20)

Legislative staff: 20 (2014 to date: 109)

NGOs: 0 (2014 to date: 10)

Event name	Meeting Date	Meeting with
District meeting	7/15/2014	Environmental roundtable hosted by Assembly Member Sharon Quirk-Silva and field representative Michael Quibuyen.
Capitol meeting	7/15/2014	Assembly Member Adam Gray (D-Modesto), legislative director Brendan Hughes and constituent
GO-Biz briefing	7/31/2014	Rocky Fernandez, district director to Assembly Member Bob Wieckowski (D-Fremont)
GO-Biz briefing	7/31/2014	Carolina Salazar, district director to Assembly Member Bill Quirk (D-Hayward)
GO-Biz briefing	7/31/2014	Ahmed Mostafa, field representative to Assembly Member Rich Gordon (D-Palo Alto)
District meeting	8/7/2014	Jesus Diaz, field representative for State Senator Ricardo Lara (D-Long Beach)
District meeting	8/7/2014	Cory Allen, consultant, Select Committee on California Ports & Goods Movement, office of State Senator Ricardo Lara (D-Long Beach)
District meeting	8/7/2014	Marcos Alamillo, field representative to Assembly Member Cristina Garcia (D-Downey)

District meeting	8/7/2014	Irving Pacheco, field representative to State Senator Ted Lieu (D-Redondo Beach)
District meeting	8/7/2014	Susan Kennedy and Ben Cohn, field representatives to Assembly Member Rich Gordon
District meeting	8/7/2014	Ronald Gonzales-Lawrence, Assembly Member Anthony Rendon
Inquiry	8/21/2014	Calvin Sung, field representative to Assembly Member Sharon Quirk-Silva
CaFCP office visit	9/5/2014	New Jersey Assembly Members Gordon Johnson and Raj Mukherji
Hyppo Webinar	9/15/2014	Vickere Murphy, deputy to State Senator Carol Liu (D-Glendale) and Allen Chiu, deputy to Congressman Mike Honda (D-San Jose)
Community meeting	9/17/2014	Henry Stern, office of State Senator Fran Pavley (D-Woodland Hills)
Community meeting	9/17/2014	Jan Perry, general manager, Los Angeles Dept of Economic & Workforce Development
Community Meeting	9/20/2014	Assembly Member Bonnie Lowenthal (D-Long Beach)
Community meeting	9/20/2014	Tim Pershing, field representative to Assembly Member Richard Bloom (D-Santa Monica)
District meeting	9/22/2014	Carolina Salazar, district director to Assemblyman Bill Quirk (D-Hayward)
District contact	9/24/2014	Paul Backstrom, transportation policy to LA City Councilman Mike Bonin (West LA)

Community Relations (Station-related outreach)

Activity	Meeting Date
GO-Biz and CaFCP briefing for local elected officials	July 31
Meeting with Rohnert Park city officials	September 10
Meeting with Emeryville city officials	September 10
Meeting with Irvine city officials	September 16

Website and Social Media

We provide outreach and education through events, materials, video, web and social media that increase awareness in the general public, build support in early market communities and support other projects' specific goals. Our online strategy is to deliver real-world information about FCEVs and hydrogen stations to early adopter audiences. We use email, blogs, Twitter, YouTube and Facebook to share messages about FCEV commercialization and technology with different audience types.

www.cafcp.org	Jul-14	Aug-14	Sep-14
Number of visits	8,471	9,066	7,618
Average time users spent on site	2:14	2:13	1:58
Most visited pages	Station map Home page FAQ A California Road Map Toolkits Stations	Station map Home page FAQ A California Road Map 10 facts about hydrogen	Station map Home page FAQ 10 facts about hydrogen A California Road Map
Most searched keywords on Google to land on CaFCP website	cafcp california fuel cell partnership http://cafcp.org/ where does hydrogen come from hydrogen fueling stations california	cafcp california fuel cell partnership where does hydrogen come from hydrogen fueling stations difference between fuel cell and battery	where does hydrogen come from cafcp california fuel cell partnership fuel cell ca fuel cell partnership
Most searched keywords on cafcp.org search engine	well to wheels budget cost fuel internship	careers Diamond Bar Station HRS fuel cell hydrogen price Roadmap	ceo Classes fuel cell h2nip HyPPO
Most referred websites	google.com yahoo bing arb.ca.gov t.co	google.com arb.ca.gov bing yahoo.com green.autoblog.com	google.com yahoo bing arb.ca.gov t.co

FACEBOOK	Jul-14	Aug-14	Sep-14
New likes	31	14	17
Lifetime likes	2,568	2,574	2,584
Lifetime Post Total Reach	19,306	10,104	25,266
Lifetime Engaged Users	613	766	1,106

TWITTER	Jul-14	Aug-14	Sep-14
Total Followers	1,710	1,743	1,806
Total Lifetime Tweets	9,146	9,354	9,629
Link Clicks	649	509	439

YouTube – Draw My Life	Jul-14	Aug-14	Sep-14
Total Views	601	12,736	2,089
Estimated Minutes Watched	1,657	24,970	4,902

E-blast – Well to Wheels	
Air Benefits – Sept. 16, 2014	
Contacts:	8,564
Opened:	15% - 1,285 contacts
Bounced:	1.7% - 149 contacts
No Info:	83.3% - 7,130
Clicked:	1% - 107 contacts
Unsubscribed:	13

E-blast – Well to Wheels	
Water Consumption – Oct. 6, 2014	
Contacts:	8,506
Opened:	15.0% - 1,276 contacts
Bounced:	1.4% - 120 contacts
No Info:	83.6% - 7,110 contacts
Clicked:	1% - 126 contacts
Unsubscribed:	9

E-blast – Well to Wheels	
Climate Change – Sept. 22, 2014	
Contacts:	8,530
Opened:	13.8% - 1,173 contacts
Bounced:	1.7% - 147 contacts
No Info:	84.5% - 7,210 contacts
Clicked:	1% - 95 contacts
Unsubscribed:	6

E-blast – Well to Wheels	
Energy Security – Oct. 13, 2014	
Contacts:	8,443
Opened:	12.4% - 1,051 contacts
Bounced:	1.9% - 162 contacts
No Info:	85.6% - 7,230 contacts
Clicked:	1% - 53 contacts
Unsubscribed:	6

E-blast – Well to Wheels	
Energy Efficiency – Sept. 29, 2014	
Contacts:	8,504
Opened:	14.6% - 1,239 contacts
Bounced:	1.7% - 145 contacts
No Info:	83.7% - 7,120 contacts
Clicked:	2% - 146 contacts
Unsubscribed:	11