

GRANT REQUEST FORM (GRF)

CEC-270 (Revised 02/13)

CALIFORNIA ENERGY COMMISSION

New Agreement ARV-13-031 (To be completed by CGL Office)

Division	Agreement Manager:	MS-	Phone
600 Fuels and Transportation Division	Michelle Tessier	27	916-653-9662

Recipient's Legal Name	Federal ID Number
Economic Development Corporation of Los Angeles (LAEDC)	95-364339

Title of Project
Southern California Alternative Fuel and Advanced Vehicle Technology Center

Term and Amount	Start Date	End Date	Amount
	06 / 15 / 2014	12 / 31 / 2017	\$ 1,566,274

Business Meeting Information
 ARFVTP agreements under \$75K delegated to Executive Director.

Proposed Business Meeting Date	05 / 14 / 2014	<input type="checkbox"/> Consent	<input checked="" type="checkbox"/> Discussion
Business Meeting Presenter	Michelle Tessier	Time Needed:	5 minutes

Please select one list serve. Altfuels (AB118- ARFVTP)**Agenda Item Subject and Description**

Proposed resolution approving Agreement #ARV-13-031 with LAEDC for a \$1,566,274 grant to create the Southern California Alternative Fuel and Advanced Vehicle Technology Centers. The two physical Centers will be located in downtown Los Angeles and in central San Diego and there will also be a Virtual Center. The Virtual Center will bring together a cutting-edge team of leading organizations spanning the Southern California region with a wide coverage of advanced vehicle and alternative fuel training, outreach, and project development programs.

California Environmental Quality Act (CEQA) Compliance

1. Is Agreement considered a "Project" under CEQA?
 Yes (skip to question 2) No (complete the following (PRC 21065 and 14 CCR 15378)):
 Explain why Agreement is not considered a "Project":
 Agreement will not cause direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment because .
2. If Agreement is considered a "Project" under CEQA:
 a) Agreement **IS** exempt. (Attach draft NOE)
 Statutory Exemption. List PRC and/or CCR section number:
 Categorical Exemption. List CCR 15301 (existing facilities) section number:
 Common Sense Exemption. 14 CCR 15061 (b) (3)
 Explain reason why Agreement is exempt under the above section:
- b) Agreement **IS NOT** exempt. (Consult with the legal office to determine next steps.)
 Check all that apply
 Initial Study Environmental Impact Report
 Negative Declaration Statement of Overriding Considerations
 Mitigated Negative Declaration

List all subcontractors (major and minor) and equipment vendors: (attach additional sheets as necessary)

Legal Company Name:	Budget
IEEP - Inland Empire Economic Partnership	\$ 50,000
Luskin	\$ 30,000
	\$ 0

List all key partners: (attach additional sheets as necessary)

Legal Company Name:
See attached

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CALIFORNIA ENERGY COMMISSION



Budget Information			
Funding Source	Funding Year of Appropriation	Budget List No.	Amount
ARFVTF	12/13	601.118E	\$1,566,274
Funding Source			\$
R&D Program Area:	Select Program Area	TOTAL:	\$1,566,274
Explanation for "Other" selection			
Reimbursement Contract #:		Federal Agreement #:	

Recipient's Administrator/ Officer				Recipient's Project Manager			
Name:	Sonia Estrada			Name:	Joanne Golden-Stewart		
Address:	444 S. Flower Street, 37 th Floor			Address:	444 S. Flower Street, 37 th Floor		
City, State, Zip:	Los Angeles, CA 90071			City, State, Zip:	Los Angeles, CA 90071		
Phone:	213-236-4837	Fax:	213-622-7100	Phone:	213-236-4837	Fax:	213-622-7100
E-Mail:	Sonia.Estrada@laedc.org			E-Mail:	Joanne.Stewart@laedc.org		

Selection Process Used	
<input checked="" type="checkbox"/> Competitive Solicitation	Solicitation #: PON-13-605
<input type="checkbox"/> First Come First Served Solicitation	

The following items should be attached to this GRF			
1. Exhibit A, Scope of Work		<input checked="" type="checkbox"/>	Attached
2. Exhibit B, Budget Detail		<input checked="" type="checkbox"/>	Attached
3. CEC 105, Questionnaire for Identifying Conflicts		<input checked="" type="checkbox"/>	Attached
4. Recipient Resolution		<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> Attached
5. CEQA Documentation		<input type="checkbox"/> N/A	<input checked="" type="checkbox"/> Attached

Agreement Manager_____
Date_____
Office Manager_____
Date_____
Deputy Director_____
Date

Exhibit A SCOPE OF WORK

TECHNICAL TASK LIST

Task #	CPR	Task Name
1	N/A	Administration
2	X	Center Operations
3		Branding & Marketing
4		Organizational Development
5		Data Collection and Analysis

KEY NAME LIST

Task #	Key Personnel	Key Subcontractor(s)	Key Partner(s)
1	Sonia Estrada – LAEDC; JoAnne Golden-Stewart – Susan Stel – LAEDC		
2	Neal Anderson – LACI; Michael Boehm – ASI; Mike Ferry – CCSE; Rajit Gadh – SMERC; JoAnne Golden-Stewart – LAEDC	Maral Hernandez – IEEP	Cleantech San Diego; Los Angeles County Office of Sustainability; OC Cleantech; South Coast Air Quality Management District; San Diego Air Pollution Control District
3	Neal Anderson – LACI; Michael Boehm – ASI; Mike Ferry – CCSE; Rajit Gadh – SMERC; JoAnne Golden-Stewart – LAEDC;	JR Deshazo – Luskin; Maral Hernandez – IEEP	Cleantech San Diego; Los Angeles County Office of Sustainability; OC Cleantech; South Coast Air Quality Management District; San Diego Air Pollution Control District
4	David Blekhman – CalState LA; Michael Boehm – ASI; JoAnne Golden-Stewart – LAEDC; Heather Shepard - CCSE		
5	Michael Boehm – ASI; David Flaks – LAEDC; JoAnne Golden-Stewart – LAEDC		

GLOSSARY

Specific terms and acronyms used throughout this scope of work are defined as follows:

Term/ Acronym	Definition
ARFVTP	Alternative and Renewable Fuel and Vehicle Technology Program
CAM	Commission Agreement Manager
CAO	Commission Agreement Officer
CPR	Critical Project Review
FTD	Fuels and Transportation Division
LAEDC	Economic Development Corporation of Los Angeles County LAEDC

Term/ Acronym	Definition
Energy Commission	California Energy Commission
CCSE	California Center for Sustainable Energy
ASI	Advanced Sustainability Institute
LACI	Los Angeles Cleantech Incubator/Cleantech LA
SMERC	UCLA Smart Grid Energy Research Center
IEEP	Inland Empire Economic Partnership
CSU, LA	California State University, Los Angeles
Luskin	UCLA Luskin Center for Innovation
Council	Advisory Council of the Center
Center	Southern California Alternative Fuel and Advanced Vehicle Technology Center

BACKGROUND

Assembly Bill (AB) 118 (Núñez, Chapter 750, Statutes of 2007), created the Alternative and Renewable Fuel and Vehicle Technology Program (ARFVTP). The statute authorizes the California Energy Commission (Energy Commission) to develop and deploy alternative and renewable fuels and advanced transportation technologies to help attain the state’s climate change policies. AB 8 (Perea, Chapter 401, Statutes of 2013) re-authorizes the ARFVTP through January 1, 2024, and specifies that the Energy Commission allocate up to \$20 million per year (or up to 20 percent of each fiscal year’s funds) in funding for hydrogen station development until at least 100 stations are operational. The Energy Commission has an annual program budget of approximately \$100 million and provides financial support for projects that:

- Develop and improve alternative and renewable low-carbon fuels;
- Optimize alternative and renewable fuels for existing and developing engine technologies;
- Produce alternative and renewable low-carbon fuels in California;
- Decrease, on a full fuel cycle basis, the overall impact and carbon footprint of alternative and renewable fuels and increase sustainability;
- Expand fuel infrastructure, fueling stations, and equipment;
- Improve light-, medium-, and heavy-duty vehicle technologies;
- Retrofit medium- and heavy-duty on-road and non-road vehicle fleets;
- Expand infrastructure connected with existing fleets, public transit, and transportation corridors; and
- Establish workforce training programs, conduct public education and promotion, and create technology centers.

The statute requires the Energy Commission to adopt and update annually an investment plan to determine funding priorities and opportunities and describe how program funding will be used to complement other public and private investments. The Energy Commission adopted its most recent investment plan on May 08, 2013. A link to the 2013-2014 Investment Plan Update for the Alternative and renewable Fuel and Vehicle Technology Program (CEC-600-2012-008—CMF) can be found at

In the event of any conflict or inconsistency between the terms of the Solicitation and the terms of the Recipient's Application, the Solicitation shall control. In the event of any conflict or inconsistency between the Recipient's Application and the terms of the Energy Commission's Award, the Commission's Award shall control. Similarly, in the event of any conflict or inconsistency between the terms of this Agreement and the Recipient's Application, the terms of this Agreement shall control.

Problem Statement:

The Southern California is home to over 22 million people (close to 60% of the state's population); it spans over 45,000 square miles and is home to many of the most economically distressed areas of the state, as well as some of its wealthiest. Each of these present a challenge as it relates to consumer demand for and production of alternative fuels and advanced vehicle technologies. Creating the two physical Center's and a Virtual Center to promote and educate the public about alternative fuels and advanced vehicle technology is one answer to incorporate permanent change in this region.

Goals of the Agreement:

The goals of this agreement are to create and launch two physical Center's and one virtual Center and sustain them for a minimum of five years. The Center's will have dedicated staff and personnel and will leverage the expertise of formal and informal partners to facilitate regional coordination of alternative fuel and advanced vehicle technology. The Center's will strive to provide a central location for companies, researchers, and public agencies to collaborate on alternative fuels, technology development, intellectual property protection, prototyping and technological needs.

Objectives of the Agreement:

The objectives of this Agreement is to have both Center's for members of the public; develop a virtual Center to house the content of physical Center locations and in the future, provide public education opportunities about alternative fuels and advanced vehicle technologies. A Research, Development and Demonstration Council will be established to discuss upcoming trends in the development of technology, regulatory pressures and to share technology needs.

TASK 1 ADMINISTRATION

Task 1.1 Attend Kick-off Meeting

The goal of this task is to establish the lines of communication and procedures for implementing this Agreement. The Commission Agreement Manager (CAM) shall designate the date and location of this meeting and provide an agenda to the Recipient prior to the meeting.

The Recipient shall:

- Attend a "Kick-Off" meeting with the CAM and the Commission Agreement Officer. The Recipient shall bring its Project Manager, Agreement Administrator, Accounting Officer, and others designated by the CAM to this meeting.

- Discuss the following administrative and technical aspects of this Agreement:
 - Agreement Terms and Conditions
 - Critical Project Review (Task 1.2)
 - Match fund documentation (Task 1.6) No reimbursable work may be done until this documentation is in place.
 - Permit documentation (Task 1.7)
 - Subcontracts needed to carry out project (Task 1.8)
 - The CAM's expectations for accomplishing tasks described in the Scope of Work
 - An updated Schedule of Products and Due Dates
 - Monthly Progress Reports (Task 1.4)
 - Technical Products (Product Guidelines located in Section 5 of the Terms and Conditions)
 - Final Report (Task 1.5)

Recipient Products:

- Updated Schedule of Products
- Updated List of Match Funds
- Updated List of Permits

CAM Products:

- Kick-Off Meeting Agenda

Task 1.2 Critical Project Review (CPR) Meetings

CPRs provide the opportunity for frank discussions between the Energy Commission and the Recipient. The goal of this task is to determine if the project should continue to receive Energy Commission funding to complete this Agreement and to identify any needed modifications to the tasks, products, schedule or budget.

The CAM may schedule CPR meetings as necessary, and meeting costs will be borne by the Recipient.

Meeting participants include the CAM and the Recipient and may include the Commission Agreement Officer, the Fuels and Transportation Division (FTD) team lead, other Energy Commission staff and Management as well as other individuals selected by the CAM to provide support to the Energy Commission.

The CAM shall:

- Determine the location, date, and time of each CPR meeting with the Recipient. These meetings generally take place at the Energy Commission, but they may take place at another location.
- Send the Recipient the agenda and a list of expected participants in advance of each CPR. If applicable, the agenda shall include a discussion on both match funding and permits.
- Conduct and make a record of each CPR meeting. Prepare a schedule for providing the written determination described below.

- Determine whether to continue the project, and if continuing, whether or not modifications are needed to the tasks, schedule, products, and/or budget for the remainder of the Agreement. Modifications to the Agreement may require a formal amendment (please see section 8 of the Terms and Conditions). If the CAM concludes that satisfactory progress is not being made, this conclusion will be referred to the Lead Commissioner for Transportation for his or her concurrence.
- Provide the Recipient with a written determination in accordance with the schedule. The written response may include a requirement for the Recipient to revise one or more product(s) that were included in the CPR.

The Recipient shall:

- Prepare a CPR Report for each CPR that discusses the progress of the Agreement toward achieving its goals and objectives. This report shall include recommendations and conclusions regarding continued work of the projects. This report shall be submitted along with any other products identified in this scope of work. The Recipient shall submit these documents to the CAM and any other designated reviewers at least 15 working days in advance of each CPR meeting.
- Present the required information at each CPR meeting and participate in a discussion about the Agreement.

CAM Products:

- Agenda and a list of expected participants
- Schedule for written determination
- Written determination

Recipient Product:

- CPR Report(s)

Task 1.3 Final Meeting

The goal of this task is to closeout this Agreement.

The Recipient shall:

- Meet with Energy Commission staff to present the findings, conclusions, and recommendations. The final meeting must be completed during the closeout of this Agreement.

This meeting will be attended by, at a minimum, the Recipient, the Commission Agreement Officer, and the CAM. The technical and administrative aspects of Agreement closeout will be discussed at the meeting, which may be two separate meetings at the discretion of the CAM.

The technical portion of the meeting shall present an assessment of the degree to which project and task goals and objectives were achieved, findings, conclusions, recommended next steps (if any) for the Agreement, and recommendations for improvements. The CAM will determine the appropriate meeting participants.

The administrative portion of the meeting shall be a discussion with the CAM and the Commission Agreement Officer, about the following Agreement closeout items:

- What to do with any equipment purchased with Energy Commission funds (Options)
- Energy Commission's request for specific "generated" data (not already provided in Agreement products)
- Need to document Recipient's disclosure of "subject inventions" developed under the Agreement
- "Surviving" Agreement provisions
- Final invoicing and release of retention
- Prepare a schedule for completing the closeout activities for this Agreement.

Products:

- Written documentation of meeting agreements
- Schedule for completing closeout activities

Task 1.4 Monthly Progress Reports

The goal of this task is to periodically verify that satisfactory and continued progress is made towards achieving the objectives of this Agreement on time and within budget. The objectives of this task are to summarize activities performed during the reporting period, to identify activities planned for the next reporting period, to identify issues that may affect performance and expenditures, and to form the basis for determining whether invoices are consistent with work performed.

The Recipient shall:

- Prepare a Monthly Progress Report which summarizes all Agreement activities conducted by the Recipient for the reporting period, including an assessment of the ability to complete the Agreement within the current budget and any anticipated cost overruns. Each progress report is due to the CAM within 10 days of the end of the reporting period. The recommended specifications for each progress report are contained in Section 6 of the Terms and Conditions of this Agreement.
- In the first Monthly Progress Report and first invoice, document and verify match expenditures and provide a synopsis of project progress, if match funds have been expended or if work funded with match share has occurred after the notice of proposed award but before execution of the Commission Agreement Officer,. If no match funds have been expended or if no work funded with match share has occurred before execution, then state this in the report. All pre-execution match expenditures must conform to the requirements in the Terms and Conditions of this Agreement.

Product:

- Monthly Progress Reports

Task 1.5 Final Report

The goal of the Final Report is to assess the project's success in achieving the Agreement's goals and objectives, advancing science and technology, and providing energy-related and other benefits to California.

The objectives of the Final Report are to clearly and completely describe the project's purpose, approach, activities performed, results, and advancements in science and technology; to present a public assessment of the success of the project as measured by the degree to which goals and objectives were achieved; to make insightful observations based on results obtained; to draw conclusions; and to make recommendations for further projects and improvements to the FTD project management processes.

The Final Report shall be a public document. If the Recipient has obtained confidential status from the Energy Commission and will be preparing a confidential version of the Final Report as well, the Recipient shall perform the following activities for both the public and confidential versions of the Final Report.

The Recipient shall:

- Prepare an Outline of the Final Report, if requested by the CAM.
- Prepare a Final Report following the latest version of the Final Report guidelines which will be provided by the CAM. The CAM shall provide written comments on the Draft Final Report within fifteen (15) working days of receipt. The Final Report must be completed at least 60 days before the end of the Agreement Term.
- Submit one bound copy of the Final Report with the final invoice.

Products:

- Outline of the Final Report, if requested
- Draft Final Report
- Final Report

Task 1.6 Identify and Obtain Matching Funds

The goal of this task is to ensure that the match funds planned for this Agreement are obtained for and applied to this Agreement during the term of this Agreement.

The costs to obtain and document match fund commitments are not reimbursable through this Agreement. Although the Energy Commission budget for this task will be zero dollars, the Recipient may utilize match funds for this task. Match funds shall be spent concurrently or in advance of Energy Commission funds for each task during the term of this Agreement. Match funds must be identified in writing and the associated commitments obtained before the Recipient can incur any costs for which the Recipient will request reimbursement.

The Recipient shall:

- Prepare a letter documenting the match funding committed to this Agreement and submit it to the CAM at least 2 working days prior to the kick-off meeting. If no match funds were part of the proposal that led to the Energy Commission awarding this Agreement and none have been identified at the time this Agreement starts, then state such in the letter. If match funds were a part of the proposal that led to the Energy Commission awarding this Agreement, then provide in the letter a list of the match funds that identifies the:
 - Amount of each cash match fund, its source, including a contact name, address and telephone number and the task(s) to which the match funds will be applied.
 - Amount of each in-kind contribution, a description, documented market or book value, and its source, including a contact name, address and telephone number and the task(s) to which the match funds will be applied. If the in-kind contribution is equipment or other tangible or real property, the Recipient shall identify its owner and provide a contact name, address and telephone number, and the address where the property is located.
- Provide a copy of the letter of commitment from an authorized representative of each source of cash match funding or in-kind contributions that these funds or contributions have been secured. For match funds provided by a grant a copy of the executed grant shall be submitted in place of a letter of commitment.
- Discuss match funds and the implications to the Agreement if they are reduced or not obtained as committed, at the kick-off meeting. If applicable, match funds will be included as a line item in the progress reports and will be a topic at CPR meetings.
- Provide the appropriate information to the CAM if during the course of the Agreement additional match funds are received.
- Notify the CAM within 10 days if during the course of the Agreement existing match funds are reduced. Reduction in match funds must be approved through a formal amendment to the Agreement and may trigger an additional CPR meeting.

Products:

- A letter regarding match funds or stating that no match funds are provided
- Copy(ies) of each match fund commitment letter(s) (if applicable)
- Letter(s) for new match funds (if applicable)
- Letter that match funds were reduced (if applicable)

Task 1.7 Identify and Obtain Required Permits

The goal of this task is to obtain all permits required for work completed under this Agreement in advance of the date they are needed to keep the Agreement schedule on track.

Permit costs and the expenses associated with obtaining permits are not reimbursable under this Agreement. Although the Energy Commission budget for this task will be zero dollars, the Recipient shall budget match funds for any expected expenditures associated with obtaining permits. Permits must be identified in writing and obtained before the Recipient can make any expenditure for which a permit is required.

The Recipient shall:

- Prepare a letter documenting the permits required to conduct this Agreement and submit it to the CAM at least 2 working days prior to the kick-off meeting. If there are no permits required at the start of this Agreement, then state such in the letter. If it is known at the beginning of the Agreement that permits will be required during the course of the Agreement, provide in the letter:
 - A list of the permits that identifies the:
 - Type of permit
 - Name, address and telephone number of the permitting jurisdictions or lead agencies
 - The schedule the Recipient will follow in applying for and obtaining these permits.
- Discuss the list of permits and the schedule for obtaining them at the kick-off meeting and develop a timetable for submitting the updated list, schedule and the copies of the permits. The implications to the Agreement if the permits are not obtained in a timely fashion or are denied will also be discussed. If applicable, permits will be included as a line item in the Progress Reports and will be a topic at CPR meetings.
- If during the course of the Agreement additional permits become necessary, provide the appropriate information on each permit and an updated schedule to the CAM.
- As permits are obtained, send a copy of each approved permit to the CAM.
- If during the course of the Agreement permits are not obtained on time or are denied, notify the CAM within 5 working days. Either of these events may trigger an additional CPR.

Products:

- Letter documenting the permits or stating that no permits are required
- A copy of each approved permit (if applicable)
- Updated list of permits as they change during the term of the Agreement (if applicable)
- Updated schedule for acquiring permits as changes occur during the term of the Agreement (if applicable)

Task 1.8 Obtain and Execute Subcontracts

The goal of this task is to ensure quality products and to procure subcontractors required to carry out the tasks under this Agreement consistent with the Agreement Terms and Conditions and the Recipient's own procurement policies and procedures. It will also provide the Energy Commission an opportunity to review the subcontracts to ensure that the tasks are consistent with this Agreement, and that the budgeted expenditures are reasonable and consistent with applicable cost principles.

The Recipient shall:

- Manage and coordinate subcontractor activities.
- Submit a draft of each subcontract required to conduct the work under this Agreement to the CAM for review.
- Submit a final copy of the executed subcontract.

- If Recipient decides to add new subcontractors, then the Recipient shall notify the CAM.

Products:

- Draft subcontracts
- Final subcontracts

TECHNICAL TASKS

TASK 2 CENTER OPERATIONS

Task 2.1 Operate Physical Center Locations

The goal of this task is to administer the San Diego and Los Angeles Center locations and their operational, financial, information technology and human resources activities and to ensure their commitment to customer service is fulfilled, so that staff is present to answer calls and welcome walk-ins to each of the locations and to address any questions related to alternative fuels and advanced vehicle technology.

The Recipient shall:

- Designate a Director (senior-level personnel who supervises other physical Center location staff and is responsible for overseeing the entire physical Center location and reporting requirements) and Manager (provides technical assistance to members of the public and stakeholders on ARFVTP and manages day-to-day operations) at both the San Diego and Los Angeles locations.
- Develop protocols to handle calls and walk-ins, including email signatures, voicemail messages, and phone scripts.
- Develop protocols and resource lists to direct public inquiries for follow-up.
- Develop physical displays, branding, and racks for public information.
- Develop a database to capture partners, outreach, and fleet adoption metrics.
- Create a calendar of activities for Centers, such as fleet convenings, Advisory Council meetings, workshops
- Prepare a log of calls and walk-ins.
- Conduct internal meetings with all formal partners to discuss day-to-day operations at San Diego and Los Angeles locations as well as the virtual Center website to ensure both physical locations and the virtual website staff are aware of the activities and unique issues or problems presented at the Centers, such as call volumes, emails, walk-ins, and requests from stakeholders.

Products:

- Protocols and scripts for calls and walk-ins
- Calendar of activities
- Log of calls and walk-ins of physical Center locations

[CPR will occur during this Task. See Task 1.2 for details]

Task 2.2 Develop Virtual Center Website

The goal of this task is to develop the layout and framework of a virtual Center website for future information about alternative fuels and advanced vehicle technologies in Southern California. It will feature and promote all activities of and details about the two physical Center locations.

The Recipient shall:

- Procure site URLs for the Southern California Alternative Fuel and Advanced Vehicle Technology Center, including similar URLs (such as SoCalAltFuels.org and SoCalAltFuels.com).
- Develop a list of needs for website design and management company (TBD), which will be selected pursuant to the terms and conditions of this contract.
- Manage subcontract with website design and management company, which will be selected pursuant to the terms and conditions of this contract.
- Manage, analyze, and report on site statistics, such as time spent on website and unique visitors to benchmark and measure interest.

Products:

- Virtual Center specified site URL and other URLs that redirect to that site

Task 2.3 Develop Online Training Center Structure as Component of Virtual Center Website

Develop structure for an online training center, which will be made available as a component of the virtual Center website, for the future use of the public and industry alike to see and understand the energy flow, timing, and performance of Electric Vehicle Supply Equipment (EVSE for charging electric vehicles) and its impact on the electrical grid.

The Recipient shall:

- Install and configure the software, including but not limited to: specifying and procuring hardware; downloading and installing software; configuring software to identify what information will be captured; specifying types, ports, and links for the server to communicate with field installed systems, which allows the server to communicate with electric vehicle charging equipment; and establishing authorities and permissions for various roles as needed, such as administrator and end-user (which means future viewing).
- Ensure full functionality prior to deployment with the use of test equipment in a controlled setting.
- Upload the test system (described in previous bullet) to internet-based servers.
- Configure and modify the visualization system.
- Create a back-end system (an easy-to-use application that can be used by non experts without interruption to the full functionality of the system) for future use.
- Conduct quality assurance, testing, and bug fixes, as well as the creation of a user guide for future content development.

Products:

- User guide for future content development
- Live model website with a specified URL

TASK 3 BRANDING & MARKETING**Task 3.1 Develop Brand for Physical Center Locations and Virtual Center Website**

The goal of this task is to develop a cohesive and coordinated brand that clearly communicates how targeted audiences will benefit from the physical Center locations in Los Angeles and San Diego as well as the Virtual Center website.

The Recipient shall:

- Manage subcontract with graphic design and marketing company.
- Create a variety of logos for different uses, such as website, newsletter, letters and emails.
- Create and print different sized banners and booth fixtures.
- Create several newsletter templates.

Products:

- Logos for Centers
- Pictures of purchased banners and booth fixtures
- Newsletter templates

Task 3.2 Market the Physical Center Locations and Virtual Center Website

The goal of this task is to ensure the Centers are well publicized, to share pertinent news about the Centers and to promote awareness of the Centers as a way to build trust as a “go to” resource, to foster relationships with stakeholders and members of the public, and to gain new entrants for the adoption as well as the design, development, and production of these technologies.

The Recipient shall:

- Develop and manage social media presence for Centers, including but not limited to: Twitter, Facebook, LinkedIn, Tumblr and YouTube.
- Create press release on physical Center location hours and virtual Center website launch.
- Conduct press calls and press interviews on Centers.
- Aggregate contact lists of all formal partners and continue adding other contacts for outreach purposes.
- Develop monthly newsletter on Centers and industry news and activities throughout the region.
- Develop printed newsletters on a quarterly basis highlighting activities of Centers.
- Promote Centers at trade shows or events, via email marketing, and via paid media placements.

Products:

- Media alerts and press release(s)
- Catalog of news mentions of Centers
- Summary of contacts in database, including name, affiliation and location
- Electronic newsletters
- Statistics on newsletters (electronic and printed), including clicks, opens, un-subscribes, and circulation (printed only)
- Printed newsletters
- Pictures of the Centers' presence at trade shows, such as booth, people stopping by the booth, and the trade show itself with the booth in the background.
- Statistics on emails that are not newsletters (such as event notices, special announcements from partners, and news from relevant regulatory agencies) sent out through an email provider service such as Constant Contact with statistics that include clicks, opens, and un-subscribes.
- Copies of media advertisements.

TASK 4 ORGANIZATIONAL DEVELOPMENT**Task 4.1 Develop and Manage Advisory Council**

The goal of this task is to ensure that the Advisory Council (of which membership will be comprised of public, nonprofit, and private stakeholders to regularly discuss operations, opportunities, and challenges) is regularly informed, prepared to make decisions, and able to provide guidance and counsel on how best to maintain the effectiveness and sustainability of the Centers and guide its future growth, solvency, and success going forward.

The Recipient shall:

- Formalize all membership of the Advisory Council and secure additional members.
- Prepare meeting agendas. Meetings will occur at least quarterly throughout the contract term but may meet more frequently if needed.
- Prepare reports for Advisory Council meetings on the operations and activities of Centers.
- Hold and staff quarterly meetings of the Advisory Council..
- Conduct follow-up actions from meetings.

Products:

- Meeting agendas
- Reports for Advisory Council Meetings on the operations and activities of Centers.

Task 4.2 Develop and Grow Funding Stream

The goal of this task is to ensure the fiscal solvency of the Centers, so that the Centers have the capital resources to meet the anticipated demand for its services, to grow its footprint, and to fully endow all of its future activities.

The Recipient shall:

- Manage subcontract with grant writer(s) (TBD), which will be selected pursuant to the terms and conditions of this contract.
- Research upcoming grant and contracting opportunities for Centers from local, state, federal, and private sources.
- Apply for local, state, federal, and philanthropic grant and contract funding.
- Present upcoming opportunities to the Advisory Council.
- Form coalitions and partnerships to apply for funding opportunities.
- Apply for funding opportunities as both the prime and subcontractor, where appropriate.

Products:

- Staff reports on funding opportunities for the Advisory Council
- Submitted grant applications
- Notices of award(s)

Task 5 DATA COLLECTION AND ANALYSIS

The goal of this task is to collect operational data from the project, to analyze that data for economic and environmental benefits and to include the data and analysis in the Final Report.

The Recipient shall:

- Develop data collection test plan.
- Troubleshoot any issues identified.
- Provide data on potential job creation, economic development, and increased state revenue as a result of expected future expansion.
- Compare any project performance and expectations provided in the proposal to the Energy Commission with actual project performance and accomplishments.
- Collect data, information, and analysis described above and include in the Final Report.

Products:

- Final Report, including data collection information and analysis

ARV-13-031

2nd page attachment for CEC 270 - Southern California Alternative Fuel and Advanced Vehicle Technology Center

- 1 Cleantech San Diego
- 2 Los Angeles County Office of Sustainability
- 3 Orange County Cleantech
- 4 South Coast Air Quality Management District
- 5 San Diego Air Pollution Control District

Notice of Exemption

Appendix E

To: **Office of Planning and Research**
P.O. Box 3044, Room 113
Sacramento, CA 95812-3044

From: (Public Agency): CA Energy Commission
Fuels and Transportation Division
Emerging Fuels and Technology Office

County Clerk
County of: _____

1516 Ninth Street
Sacramento, CA 95814

Project Title: Southern California Alternative Fuel and Advanced Vehicle Technology Center

Project Applicant: Economic Development Corporation of Los Angeles

Project Location - Specific:

1. **411 S. Hewitt Street, Los Angeles, CA 90013**
2. **9325 Sky Park Court, #100, San Diego, CA 92123**

Description of Nature, Purpose and Beneficiaries of Project:

The Economic Development Corporation of Los Angeles will be responsible for operation of The Southern California Alternative Fuel and Advanced Vehicle Technology Centers (Centers) with two physical and one virtual location. The physical Centers will be located in downtown Los Angeles and in central San Diego. The primary goal of the Center is to provide a central clearinghouse for public information and a framework and process for stakeholder coordination to advance the adoption of alternative fuels and advanced vehicle technologies (AFAVT) on a consumer and producer basis.

The Center's virtual location (web site), will serve as a clearinghouse for the physical center location's activities and will contain detailed information for public consumption as well as industry and stakeholder use.

Name of Public Agency Approving Project: City of Los Angeles, City of San Diego

Name of Person or Agency Carrying Out Project: The Economic Development Corporation of Los Angeles

Exempt Status: (check one):

- Ministerial (Sec. 21080(b)(1); 15268);
- Declared Emergency (Sec. 21080(b)(3); 15269(a));
- Emergency Project (Sec. 21080(b)(4); 15269(b)(c));
- Categorical Exemption. State type and section number: Article 14: Section 15301.
- Statutory Exemptions. State code number: _____

Reasons why project is exempt: The recipient is opening two physical Centers which will be housed in existing facilities located at the addresses above. There is no foreseeable environmental impact to either facility. The Virtual Center is a web site, which also will have no environmental impact.

Lead Agency: City of California Energy Commission

Contact Person: Michelle Tessier Area Code/Telephone/Extension: 916-653-9662

If filed by applicant:

1. Attach certified document of exemption finding.
2. Has a Notice of Exemption been filed by the public agency approving the project? Yes No

Signature: _____ Date: _____ Title: _____

Signed by Responsible Agency Signed by Applicant Date Received for filing at OPR: _____

Authority cited: Sections 21083 and 21110, Public Resources Code.
Reference: Sections 21108, 21152, and 21152.1, Public Resources Code.

**STATE OF CALIFORNIA
STATE ENERGY RESOURCES
CONSERVATION AND DEVELOPMENT COMMISSION**

RESOLUTION REGARDING: GRANT AWARD
to

Economic Development Corporation of Los Angeles under PON-13-605

WHEREAS the State Energy Resources Conservation and Development Commission (Energy Commission) is considering whether to approve Award ARV-13-031 to the Economic Development Corporation of Los Angeles to create the Southern California Alternative Fuel and Advanced Vehicle Technology Center, consisting of two physical Centers located in San Diego and Los Angeles, and one virtual Center; and

WHEREAS the physical Centers will facilitate regional coordination of alternative fuel and advanced vehicle technology, and the virtual Center will provide public education opportunities about alternative fuels and advanced vehicle technologies;

THEREFORE BE IT RESOLVED that the Energy Commission determines that the project falls within the categorical exemption of CEQA Guidelines, Title 14 California Code of Regulations section 15301; and

BE IT FURTHER RESOLVED that the Energy Commission approves **Award ARV-13-031** with the Economic Development Corporation of Los Angeles for **\$1,566,274**; and

BE IT FURTHER BE IT RESOLVED that this document authorizes the Executive Director or his/her designee to execute the same on behalf of the Energy Commission.

CERTIFICATION

The undersigned Secretariat to the Commission does hereby certify that the foregoing is a full, true, and correct copy of a Resolution duly and regularly adopted at a meeting of the California Energy Commission held on May 14, 2014.

AYE: [List of Commissioners]

NAY: [List of Commissioners]

ABSENT: [List of Commissioners]

ABSTAIN: [List of Commissioners]

Harriet Kallemeyn,
Secretariat