

# Charged Up



## ELECTRIC VEHICLE ASSOCIATION OF SAN DIEGO (EVAOSD)

An affiliate of the Electric Auto Association (EAA)

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### Officers:

President: Joseph S. Gottlieb

Vice President: Lloyd Rose

Treasurer: Richard Rodriguez

Secretary: David Crow

Program Chairman: Staff

Newsletter Editor: David Crow

Webmaster: Russ Lemon

Librarian & AV: Lloyd Rose

Monthly Meetings: During the 4th week of the month, day depends on venue.

(No Meeting in December).

### Meeting Location, Date and Time:

Center for Sustainable Energy

9325 Sky Park Court, Suite 100

San Diego, CA 92123

Wednesday, 28 October 2015, 7:00 P.M.

Program: News, Projects, and future events

### Newsletter Topics:

#### VW Electric Plan



#### CA SB 350 Details



#### EV Boat Names



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## Message from the President

Hi All,

Too many gadgets! Too many widgets, links, interfaces, screens, and buttons. I think there is a sales ploy in the EV industry to put every possible feature on the car to help make their sales case. Every EV I have seen is pretty tricked out with features galore. I also see how Tesla is losing its shining Consumers Reports based on too many little things going wrong. Things like the pop-out door handles, having more screens in the car than a Super Cineplex, and a button or two that may indeed never get pressed in the life of the car.

I love these things, but, they shouldn't be a necessity for selling the car. Oh, and my new favorite company to hate is Chevy. They have an ad where they lock a few people in an elevator. Then, they ask if the people enjoy being stuck in the elevator and translate that to not wanting to get stuck with the low range of an EV. They talk about how if you don't want to get stuck, get a Volt which can go for a billion miles between tanks. Thank Chevy, I'll be sure to make an unbiased report on my feelings of stuckiness with your Spark EV. Hope to see you at this month's meeting!

-Joseph



**Back Seat room in a Chevy Spark EV**

## VW PLANS TO RECOVER FROM ITS SCANDAL BY GOING ELECTRIC

AUTHOR: JORDAN GOLSON, WIRED, 10.13.15.

Now that the Volkswagen diesel emissions scandal is a month old, the new VW Brand Board of Management is beginning to publicly discuss its plans for the future—and how they've changed.

Step one: Use emission control systems that actually control emissions. Step two: Go electric.

As soon as possible, VW says, it will start equipping all its diesel cars in Europe and North America with AdBlue technology and selective catalytic reduction, a chemical process that breaks smoggy NOx down into nitrogen and water. It adds complication and expense—\$5,000 to \$8,000 per car—but it's effective, eliminating 70 to 90 percent of NOx emissions.

VW's big "advance" was the "clean diesel" technology that supposedly made this technology unnecessary on its smaller cars, like the Beetle, Jetta, and Audi A3 that are being recalled because they don't meet emissions standards under real-world driving conditions.

Beyond diesels, VW announced it is "giving our product range and our core technologies a new focus," lurching away from diesel and toward another way to meet increasingly strict CO2 and NOx emissions regulations in the US and Europe: an increased focus on plug-in hybrids and electric vehicles. One of those, the company announced this week, will be the next-generation Volkswagen Phaeton.

Details are scarce, but the press release is full of high-minded statements about the past and the future. The first Phaeton was an engineering marvel that turned out to be one of the finest executive sedans ever made. Too bad no one in America wanted a \$70,000 Volkswagen.



**Volkswagen Phaeton luxury sedan**

Well, VW is trying again, but rather than making the world's greatest gasoline-powered car, it's looking at something more futuristic.

"The Volkswagen Phaeton has embodied the brand's technological competence and brand ambition from the first generation onward," the company says. It plans to make the new Phaeton "the flagship for the brand's profile over the next decade."

The new Phaeton has supposedly been in the works for a while. VW says it's "redefined the current project," though it's not clear exactly what's changing, and what kind of work needs to be done to get there. VW is calling for a Phaeton with "pure electric drive" with "long-distance capability."

This is not an easy shift to make. To date, the pure electric vehicle market has been split in two, with the roughly \$100,000, 265-mile range Tesla on one side, and more affordable, 85-mile range city cars on the other (like VW's own \$29,000 e-Golf). Without years of investment, it's hard to believe VW can bring out a fully electric large sedan with serious range and an attainable price tag anytime soon.

That's why VW says its "focus is on plug-in hybrids," which combine an electric motor with an engine, and can drive powered either by electricity or by gasoline. VW's sister brand Audi has already put plug-in hybrid versions of its R8 and A3 cars on the market, with the "e-tron" moniker. VW brands Bentley and Lamborghini are also planning to introduce plug-in hybrid versions of their upcoming luxury SUVs, so it's not a stretch to imagine the tech coming out with a VW badge on the hood.

Along with electric drive, VW promises the Phaeton will deliver "an emotional design."

Based on the response from VW's customers and dealers to the scandal so far, let's hope that emotion isn't disgust and betrayal.

Still, Volkswagen is a huge company with a ton of wicked smart engineers and designers (the diesel scandal aside) and we're very interested to see what they come up with. But it may be too little, too late.



**2015 Volkswagen E-Golf**

## Big Electric Shocks Big Oil

California's new emissions law enlists utilities to help wean drivers off gasoline.  
Mark Hertsgaard, Bloomberg Businessweek Reprints, October 22, 2015

When California Governor Jerry Brown signed Senate Bill 350 on Oct. 7, it looked like a huge win for the oil industry. The original version of the bill included a mandate to cut the state's petroleum consumption 50 percent by 2030. Days before the floor vote, State Senate President Pro Tem Kevin de León, chief architect of the bill, announced that he was dropping that provision as a concession to Democrats from oil-producing parts of the state. "Big Oil might be on the right side of their shareholder reports, but we're on the right side of history," de León said as he announced the compromise. "Ultimately, California is going to demand that an industry which represents most of the problem has an economic and moral duty to be part of the solution."

It was no idle threat. SB 350 envisions cutting greenhouse gas emissions to 40 percent below 1990 levels by 2030 and 80 percent by 2050. Language in the bill directs regulators to help reach those ambitious goals by making it easier for the state's 23 million drivers to opt for vehicles that run on electricity instead of gasoline. The law requires the California Public Utilities Commission to solicit proposals from electric companies for "multiyear programs and investments to accelerate widespread transportation electrification to reduce dependence on petroleum."

Environmentalists, who helped draft the law, were delighted. "The media was focused on the fight over cutting petroleum consumption by 50 percent, but this is going to do a lot of the same thing," says Laura Wisland of the Union of Concerned Scientists. California's three large private utilities, which were also involved in crafting the bill's language, were pleased, too. The electric companies see a chance to grab a piece of the \$55 billion the state's drivers spend each year filling up. "We really need to have a big push for charging," Tony Earley, chief executive officer of PG&E, said in an Oct. 15 appearance at San Francisco's Commonwealth Club. "The charging station ought to be part of our grid infrastructure."



Thanks to SB 350, it will be. Until 2014, utilities were blocked from owning or operating any charging stations, a step regulators took to foster competition in the emerging market. Under the new law, the utilities will be key to speeding up the switch to electric vehicles. PG&E has proposed installing thousands of charging stations in Northern and Central California over the next three years. To jump-start demand, PG&E teamed up with Ford Motor and General Motors to offer discounts on electric cars to the utility's workers, who have bought more than 700 of the vehicles under the program.

The push for electric cars will help offset the drop in electricity demand expected under other provisions of SB 350. By 2030, all buildings in California must double their efficiency. “Even with mass adoption of electric vehicles, we anticipate 1 to 2 percent growth in load, perhaps even flat to declining load,” says Pedro Pizarro, president of Southern California Edison. The company hopes to install 30,000 electric vehicle chargers in office buildings, apartment complexes, and parking lots in the next four years at a cost of \$355 million.

Despite the electric companies’ new passion for greener cars, they aren’t cozying up to rooftop solar, which eats into their bottom lines. California, which accounts for half the installations in the U.S., already gets 5 percent of its power from rooftop solar. The state’s utilities “are trying to smother that in its crib,” says Michael Brune, executive director of the Sierra Club. PG&E, SCE, and San Diego Gas & Electric have all petitioned the utilities commission for rules changes that would make solar installation less attractive. Homes and businesses with rooftop solar panels would pay an extra fee to connect to the grid. They’d also pay more to buy power and earn less for selling their excess electricity back to the utilities. That would make converting to solar power two to three times more expensive for the consumer, according to Bernadette Del Chiaro, executive director of the California Solar Energy Industries Association.



Pizarro says nonsolar customers subsidize solar users by as much as \$17 billion a year by covering grid upgrades, maintenance, and other costs. The utilities’ proposals, he says, are simply about making the industry “stand on its own two feet.” (San Diego Gas & Electric didn’t respond to requests for comment.) Stalling the growth of rooftop solar would make it difficult, if not impossible, for the state to meet SB 350’s central goal of having 50 percent of all power consumption come from renewable sources by 2030, no matter how many electric vehicles are on the road. The CPUC, whose commissioners are appointed by the governor, must rule on the issue by Dec. 31.

The oil industry says it will oppose utilities’ proposed charging station networks. “There have been numerous policies and proposals to reduce the role that petroleum products play in California’s energy economy over the years,” says Catherine Reheis-Boyd, president of the Western States Petroleum Association. “We are confident that the Public Utilities Commission will protect the interest of all ratepayers and that policymakers will protect the interest of taxpayers as the costs of electrification become clearer.”

Mary Nichols, who as head of the state’s Air Resources Board has helped craft the governor’s climate policies, chuckles when asked why the oil companies didn’t try to block the electrification language in SB 350. “Perhaps they should be asking their lobbyists that question,” she says. “The language of the bill was out there in plenty of time for people to see it. I’ve been accused of brilliant strategy, creating this diversionary battle so the really important part of the legislation could go through, but I really can’t take credit for this.”

The bottom line: Oil companies beat back consumption limits in California, but now face regulations favoring electric cars over gas models.

## Duffy Boat Names amp PCH Motorists

By JEFF OVERLEY / THE ORANGE COUNTY REGISTER, July 27, 2010 Updated Aug. 21, 2013

Duffy boats aren't cheap, but to the delight of motorists on Pacific Coast Highway, the names are free.

It's been about 15 years since the electric-watercraft company started posting a "boat name of the week" on the marquee at its Newport Beach location, and nearly a decade since the eye-catching promotion began at the Sunset Beach store.

Each moniker is a play on words related to electricity – "A Salt N Battery" or "The Lady is an Amp," for example – and while they might attract a little business, the names are probably best at providing comic relief to traffic-weary commuters.

"People call: 'We love the name of the week! We were driving by right now and cracking up!'" recalled Kim Crossley, office manager at Duffy's Newport Beach showroom.

The idea goes back to Duffy's founding 40 years ago, but employees only began keeping track of the names in late 2008. Since then, each has been recorded along with the date it appeared so as to avoid duplicates, although repetition is allowed at Christmas, when "Ohm for the Holidays" graces the signs.

Humorous takes on electricity would presumably be finite, but there is actually a backlog of more than three dozen names, most submitted by locals hoping their idea will be posted for all of PCH to see.



**A Duffy 14 on Display at the Newport Beach CA Dealership**

"The customers that keep coming up with them are amazing," said Marshall Duffield, company founder. "People call, they get an inspiration. They'll either be very nice about it or very demanding."

So many calls come in that employees no longer worry about coming up with names. "We don't even need to think of them," Crossley said.

The vessels range in price from about \$15,000 to \$55,000, and the names range just as widely in cleverness. "Some are pretty stupid," Duffield said. "Charge It.' I mean, c'mon."

At the same time, some are intelligible only to public policy wonks. Case in point: "No-PEC," which refers to the Organization of the Petroleum Exporting Countries and the Duffy's lack of fossil-fuel power.

Many of the puns manage to combine references to both electricity and ocean-going. There's the "Spark Ark," the "Charge Barge" and "H2 Ohm."

Notably, scarce few names are derived from the word "electric," exceptions such as "Electricutie" and "Karma Electra" notwithstanding.

"No one has ever figured out a connotation to electric," Duffield said. But "if you try to tie in some 'amp' or 'watt' or 'volt' or 'shock' or something, it's amazing."

What about tradition, though? What ever happened to a guy naming a vessel after his best gal?

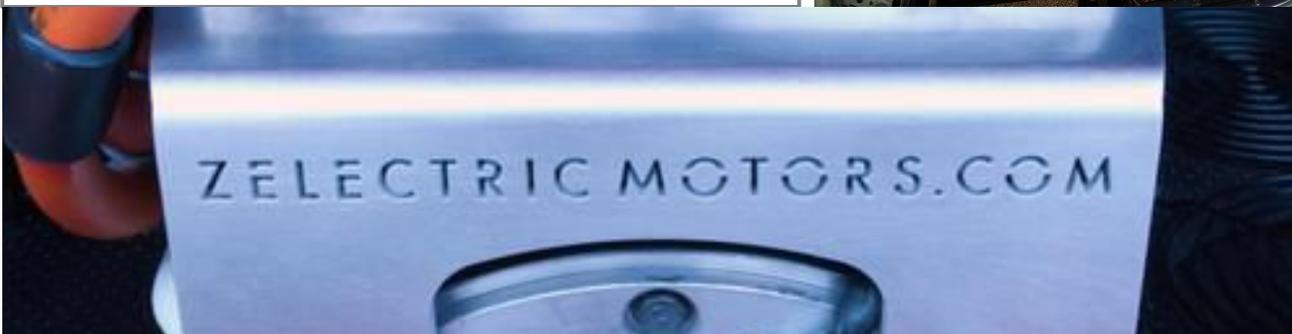
"I think a lot of them have Mary Jane or Sue on the back. Everyone names boats after women," Duffield said. "But that's too easy."



**Personal Snapshots from my recent cruise in a Duffy 21 up in Channel Islands (Oxnard). Thanks, Skipper Shawn!**

### FOR SALE: 1998 VW Golf EV Conversion

Range: 50-60 miles, driver dependent  
Azure Dynamics Motor/Controller  
97 X CALB 60 AH Cells, 19 Kw/hr Batt Pack  
5-Speed Manual Transmission  
Power Brakes, Power Steering  
Displayed at SD Intl Auto Show  
Contact Dave Crow, (619) 846-5358 (cell)  
[deekcrow@yahoo.com](mailto:deekcrow@yahoo.com)  
\$4,900 or OBO



# Electric Auto Association (EAA) Membership Application Form

Fill out this form, attach a check, money order or use PayPal, in US funds only, payable to 'Electric Auto Association'. CE = Current EVents newsletter

e-CE  \$35 USA & other Countries  \$25 Student  \$25 Senior (>65-USA/Canada only) birth year

paper CE  \$45 USA  \$48 Canada  \$52 World  \$29 Student  \$29 Senior (>65-USA/Canada only)

\$120 (supporting level-1)  \$240 (supporting level-2)  \$500 or more (high voltage)\_\_\_\_\_  do not list my name

I support the \_\_\_\_\_EAA Chapter (additional chapters, \$10 each) \_\_\_\_\_

(\$10 each ) Additional Chapters or Special interest group (other than the one that comes with the membership)

You can fold this form as indicated and mail it with your payment enclosed. Use tape to seal the form, **on the sides** , before you mail it or send an e-version of this form, through PayPal using <http://electricauto.org/eamembership.html>

New Member  Renewal

Name  email

Mailing address (Apt. #)  Home phone

Mailing City, State & Zip-8  Work phone

Electronic version of Current EVents, paperless only, link sent by email, if your membership was for the e-version, that is what you will receive

Do you own or  Lease an electric vehicle (plug-in)  production  conversion  bicycle  hybrid or  None

please include miles driven and type of vehicle

All information in this application is for the exclusive use of the EAA and not sold or given to any other organization.

**Please identify your primary areas of interest relating to the EAA (check as many as your wish**

- Owner/Driver  Hobby/Builder  Professional/Business  Competition (Rallies, Races, Records)  Plug-in Hybrids
- Environmental/Govt. Regs  Social (Rallies, Shows, Events)  New Technology & Research  Solar & Wind Power
- Promotion & Public Awareness of EVs  Student or General Interest  Electrathon/Bicycle/Scooter/Other

The Electric Auto Association is a non-profit, 501(c)(3) for the promotion of electric vehicles. Your donations are tax deductible and with your membership you will receive the EAA publication, "Current EVents". All information and statistics in this application are for the exclusive use of the EAA and is not sold or given to any other organization or company. Your membership dues include a percentage goes to the EAA Chapter you support for public Electric Vehicle promotion EVents like rallies, shows and EV rides.

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