

PCTPA Placer County Zero Emission Vehicle (ZEV) Infrastructure Plan

Virtual Workshop Summary – November 2025

Introduction

The Placer Countywide Zero-Emission Vehicle (ZEV) Infrastructure Plan Virtual Workshop was held on November 5, 2025. Organized by the Placer County Transportation Planning Agency (PCTPA) in collaboration with ICF, it brought together agency staff, technical partners, community members, and stakeholders from across the county. The purpose was to inform and engage participants in creating a comprehensive plan to expand zero-emission vehicle charging and fueling infrastructure throughout Placer County. Attendees discussed current trends in ZEV adoption, identified infrastructure needs and future forecasts, and considered strategies for equitable and efficient deployment of charging stations. The project team shared data analysis, showcased an interactive map for infrastructure siting, and provided insights on community engagement efforts. The workshop also served as a platform for public input, technical questions, and discussions on innovative ideas to promote clean transportation.



Project Background

The Placer County ZEV Infrastructure Plan is a strategic initiative led by the Placer County Transportation Planning Agency (PCTPA) to guide the deployment of electric-vehicle charging and hydrogen-refueling infrastructure throughout Placer County. Funded by the Federal Carbon Reduction Program created under the Bipartisan Infrastructure Law (BIL), the Plan aims to build a comprehensive, efficient, and accessible network that supports the region's transition to zero-emission transportation while addressing growing infrastructure demands. Aligned with PCTPA's commitment to reducing greenhouse gas emissions, improving air quality, and addressing climate change, the Plan focuses on evaluating

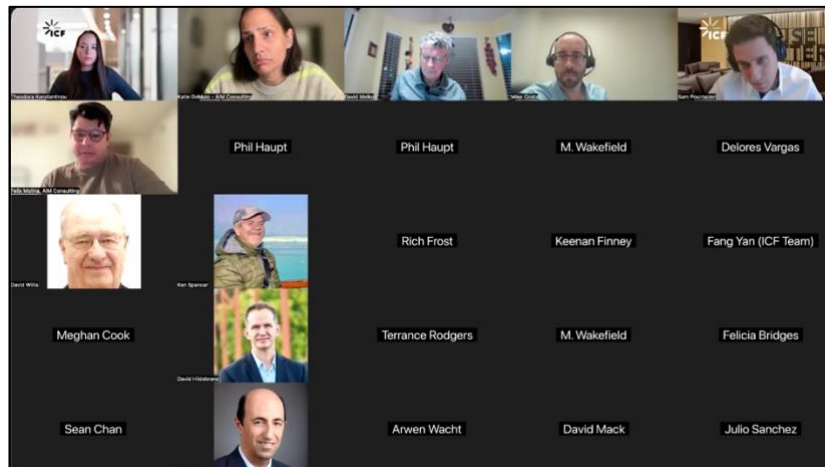


Welcome Presentation Slide

infrastructure gaps, planning for future demand, coordinating with utilities on electrical capacity, supporting municipal fleet transitions, and ensuring clean mobility access for all communities, including underserved and rural areas. The initiative focuses on working directly with local partners and community members to shape solutions that reflect Placer County’s needs and support a practical, long-term shift toward cleaner transportation.

Meeting Format

The ZEV team held a virtual workshop on Zoom on November 5, 2025, at 5:30 p.m., featuring a warm welcome and an interactive poll to engage participants from across Placer County. During the session, project partners explained the goals of the Zero Emission Vehicle Infrastructure Plan and discussed current trends in EV adoption. The agenda included technical presentations on siting analysis, infrastructure requirements, and policy issues, followed by a live demo of the interactive mapping tool created for the project. Attendees were invited to give feedback and ask questions via live chat and open discussion. The workshop concluded with a review of upcoming actions, including ongoing community engagement, refining priority sites, and preparing a draft plan for public review and finalization in 2026.



Workshop Format

Presentation

Katie DeMaio, President of AIM Consulting and outreach lead, opened the virtual workshops by welcoming attendees, introducing the project team, and sharing the meeting agenda:

- Welcome**
- The Need for Change**
- The Road Ahead: How Demand Will Evolve**
- Using Data to Drive Appropriate Infrastructure P**
- Voices That Shaped the Plan**
- Moving from Planning to Actions**
- Next Steps**

Open Discussion and Q&A

Project Team

The project team attending was:

- Sam Pournazeri, Project Manager ICF
- Theodora Konstantinou, Technical Lead, ICF
- David Melko, Principal Transportation Planner, PCTPA
- Katie DeMaio, President at AIM Consulting

Live Poll #1

Katie facilitated the first poll of the virtual workshop after welcoming community members and introducing the team.

- Live Poll Question #1: ***Which community do you live in?***


A total of 17 participants responded to this poll. Roseville and Rocklin residents accounted for nearly 60% of respondents, with Roseville accounting for over a third and Rocklin for about a quarter. Loomis had a smaller share, while Lincoln and Auburn each accounted for a small percentage. For those who selected "Unincorporated Placer County" or "Other," additional clarifications were provided in the meeting chat, including references to communities such as Granite Bay, Newcastle, and El Dorado County. Overall, the workshop drew representation from various communities throughout Placer County and neighboring areas.

The results are available in Appendix A of this document.

Live Poll #1

Which community do you live in?

- Auburn
- Colfax
- Lincoln
- Loomis
- Rocklin
- Roseville
- Unincorporated Placer County
- Other (please put in chat)



Live Poll #1

Project Overview and Background

David Melko, Principal Transportation Planner at PCTPA, then gave an overview of the Placer Countywide ZEV Infrastructure Plan, along with the project background.

Who is PCTPA?

PCTPA serves as the Regional Transportation Planning Agency (RTPA) for Placer County, encompassing cities such as Auburn, Colfax, Lincoln, Rocklin, Roseville, Loomis, and the county's unincorporated areas. It establishes a framework for decision-making regarding the regional transportation network, guiding both PCTPA's planning initiatives and the allocation of state and federal transportation funds within the region.

ZEV Infrastructure Plan

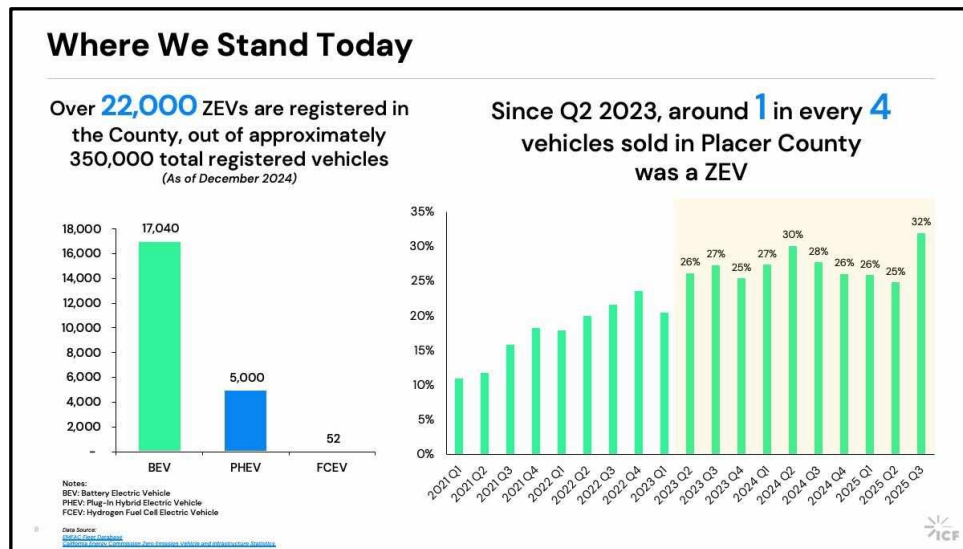
Thorough planning is crucial for the successful transition to zero-emission vehicles (ZEVs). While ZEVs are experiencing rapid growth across all vehicle sectors, developing the necessary infrastructure remains vital. Without strategic planning, charging and fueling stations risk being unevenly distributed, predominantly benefiting affluent neighborhoods. Careful planning is essential to ensure fair investments, and a clear roadmap is needed to serve all communities and vehicle users, from daily commuters to freight operators.

The Need for Change

David handed the presentation to Sam Pournazeri, Project Manager at ICF, to detail that as of December 2024, Placer County has 22,000 ZEVs, with one in four new vehicles being zero-emission. However, the 570 existing charging ports are insufficient, primarily located in urban areas, leaving gaps in rural areas and lacking infrastructure for commercial vehicles. Strategic planning aims to foster economic growth, ensure equitable access, and prepare for California's 2035 zero-emission target through three phases: collecting data, forecasting demand with site analysis, and developing funding strategies with pilot projects.

Where We Stand Today

The data highlights a growing adoption of zero-emission vehicles in Placer County, now totaling over 22,000, or around 6% of the fleet, above the statewide average. Since Q2 2023, about 25% of vehicles sold in the county have been ZEVs. The fleet comprises 17,040 battery electric vehicles, 5,000 plug-in hybrids, and 52 hydrogen fuel cell vehicles. Quarterly sales have increased from 11% in early 2021 to 32% in fall 2025, despite infrastructure challenges.



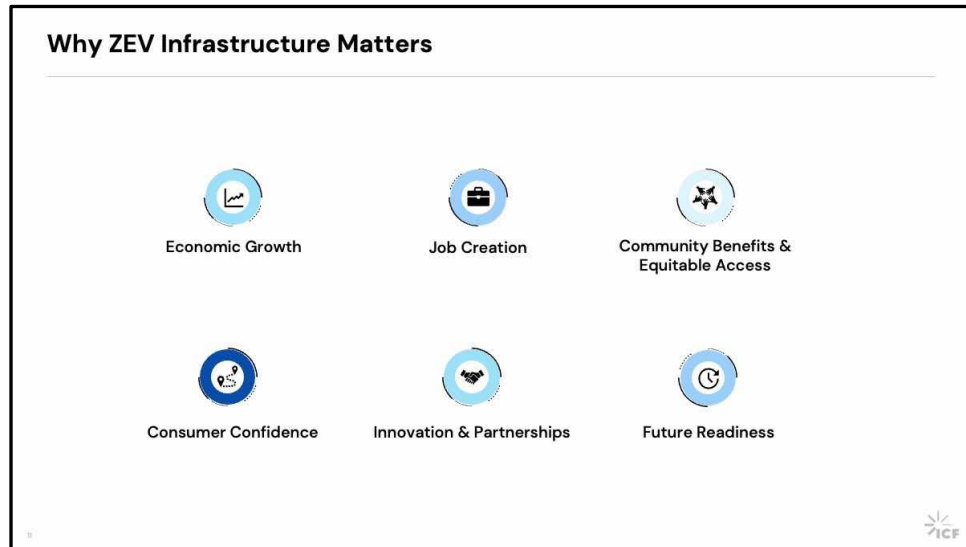
Where We Stand Today Slide

More than 570 Ports Across the County

Placer County has over 570 public charging stations, but ranks 44th in California for the number of EVs per station. Most are in urban areas, which limits rural infrastructure. Approximately 70% of fast chargers are Tesla Superchargers, which have primarily restricted access to other brands until recently. No dedicated charging infrastructure exists for medium- and heavy-duty vehicles, despite the increasing electrification of fleets. With a 19.4% population growth from 2010 to 2022, demand for EV infrastructure is expected to rise.

Why ZEV Infrastructure Matters

Extending clean transportation benefits beyond electric vehicle owners stimulates economic growth by attracting clean tech firms, creating construction and maintenance jobs, improving community access—especially in underserved and rural areas—boosting consumer confidence by easing range anxiety, fostering city-utility innovation partnerships, and preparing for mandates that all new passenger vehicles be zero-emission by 2035.



Why ZEV Infrastructure Matters Slide

Approach At-A-Glance

A three-phase methodology was described. The first phase gathered baseline data on vehicles, infrastructure, travel habits, and policies. The second phase involved technical analysis, including forecasting ZEV growth to 2040, assessing infrastructure needs, identifying grid limitations, and conducting siting analyses. The third phase, in progress, addresses funding, implementation plans, and pilot projects. It was highlighted that stakeholder engagement and public outreach were ongoing throughout all stages, ensuring community input influenced the process.

The Road Ahead: How Demand Will Evolve

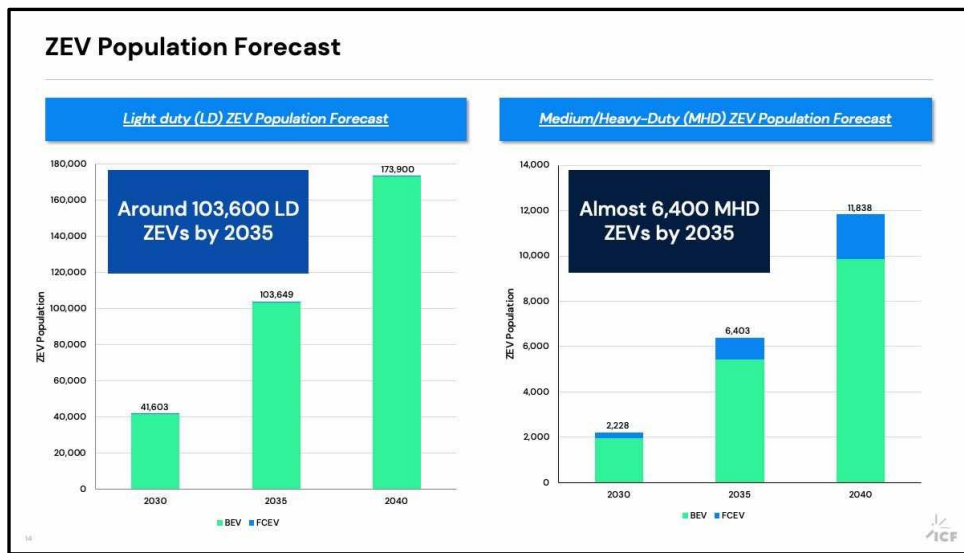
Sam continues the presentation by discussing the project team's outlook on the future, covering current conditions and our position. The presentation describes the prospects of zero-emission vehicles in Placer County.

ZEV Population Forecast

Forecasts show substantial growth in electric vehicles across various categories. Light-duty vehicle sales are projected to grow from 22,000 to about 103,600 by 2035, reaching 173,900 by 2040. Medium- and heavy-duty vehicles are expected to experience even more rapid growth, increasing from nearly zero to approximately 6,400 by 2035 and 11,838 by 2040. This trend is primarily driven by state regulations mandating the electrification of commercial fleets, with battery-electric vehicles leading in both categories.

ZEV Public Infrastructure Forecast

The forecast for vehicle infrastructure needs by 2035 indicates a requirement for approximately 3,200 Level 2 charging ports for destination charging and 400 DCFC ports for fast charging in Placer County. These numbers are expected to increase to around 7,000 and 700, respectively, by 2040. For commercial vehicles, the need includes 290 DCFC and MCS ports for high-power charging, along with two hydrogen fueling stations by 2035 to support fuel cell trucks along I-80.



ZEV Population Forecast Slide

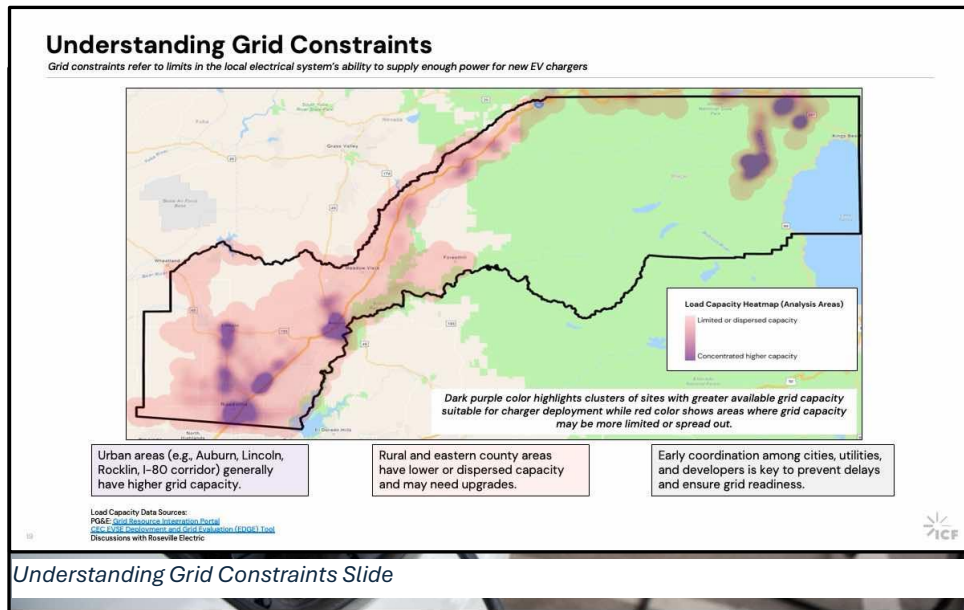
Live Poll #2

Sam handed the presentation back to Katie to ask attendees about the next live poll question.

Live Poll Question #2: **Do you own a Zero Emission Vehicle?**

The second live poll asked participants, "Do you own a Zero Emission Vehicle (ZEV)?" and received 21 responses. Of those who responded, 6 participants (28.6%) reported owning a zero-emission vehicle, while 15 participants (71.4%) reported not owning one. This distribution reflects a diverse workshop audience, with approximately one-third of attendees being current ZEV owners who bring firsthand experience and practical insights into vehicle ownership and charging needs. The majority of participants, while not currently owning a ZEV, represent potential future adopters and community stakeholders who have a vested interest in understanding and shaping the development of zero-emission vehicle infrastructure throughout Placer County.

The results are available in Appendix B of this document.



Live Poll #2 Slide

Using Data to Drive Appropriate Infrastructure Decisions

Following the live poll, Katie passed the presentation to Theodora Konstantinou, ICF's Technical Lead. She discussed vehicle volume insights and infrastructure needs, then outlined the next step: selecting sites for public charging and hydrogen stations that cater to various vehicle types.

Siting Analysis

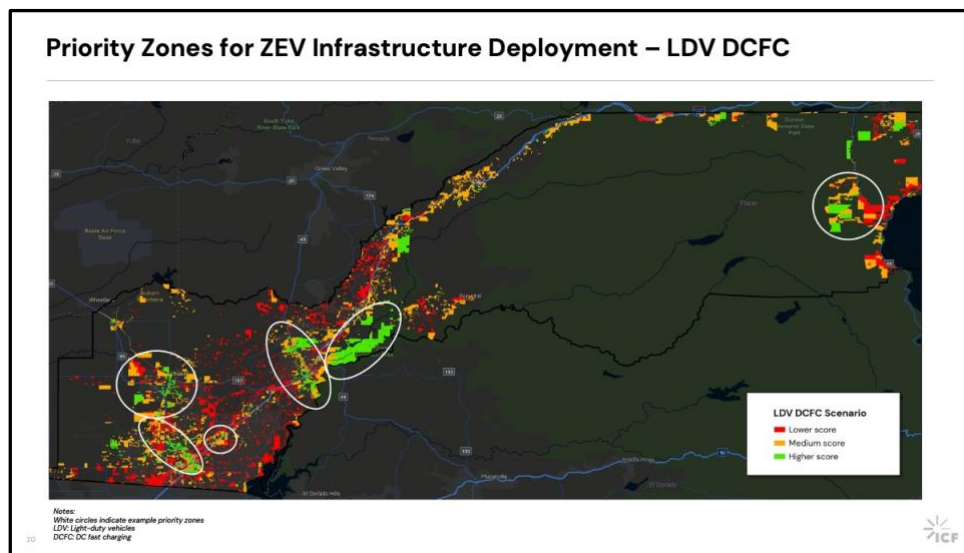
The identification of optimal locations involved an analytical approach using Multi-Criteria Decision Analysis to evaluate thousands of parcels across five key factors: utilization, land characteristics, equity, grid capacity, and environmental impacts. The process included listing siting criteria, processing data, prioritizing criteria based on stakeholder input, and developing an interactive siting tool. This tool provides comparative scores to guide investment decisions, rather than serving as engineering approval for specific sites.

Understanding Grid Constraints

Grid constraints limit the local electrical system's ability to support the installation of new electric vehicle chargers. A fast charger can draw power equivalent to that of 50-100 homes, necessitating utility upgrades if the capacity is insufficient. Urban areas, such as Auburn, Lincoln, and Rocklin, as well as those near I-80, generally have higher capacity and readiness. In contrast, rural and eastern regions often have lower, more dispersed capacity and may require upgrades. Early cooperation among cities, utilities, and developers is crucial to prevent delays and ensure timely project completion.

Priority Zones – Light-Duty DCFC

This slide identified priority zones for the deployment of Light-Duty Vehicle DC Fast Charging (DCFC) infrastructure across Placer County. The presentation displayed a siting map with optimal passenger-vehicle fast-charging locations, using colors: green for higher scores, yellow/orange for medium scores, and red for lower scores. White circles marked example priority zones, including the Roseville/Rocklin corridor, the Auburn area, and the Truckee/Donner Summit region along I-80. The analysis found more potential sites than needed, focusing investment on the highest-priority areas.



Priority Zone for ZEV Infrastructure Deployment – LDV DCFC Slide

Priority Zones – MHDV 350kW Charging

The second map highlighted commercial vehicle charging based on proximity to truck parking, warehouses, freight routes like I-80, and maneuvering space. Green zones were primarily located along the western I-80 corridor through Roseville, Newcastle/Auburn, with heavy freight traffic, and on eastern routes where trucks charge before reaching high elevations. Many top sites are existing truck stops or industrial parcels familiar to drivers.

Priority Zones – MHDV Hydrogen

The hydrogen map shows a sparse network due to distinct technology economics. Stations are large facilities that cost \$2-5 million, primarily located along I-80, California's main freight route. Key zones include western I-80 near Roseville, Newcastle/Auburn, and Truckee, forming a "hydrogen highway" for long-haul freight, with two stations planned by 2035.

Mapping Tool

The Tableau Public tool was unveiled with a URL and QR code for access. Users can explore scenarios, vehicle types, and criteria. It helps evaluate candidate sites but does not specify

where chargers or hydrogen stations should be deployed. It serves as a planning resource for cities, property owners, developers, and advocates to facilitate discussions about priorities.

Caveats

Disclaimers state the tool is for countywide screening, not site selection, as parcel scores are only comparative. Detailed assessments are needed for all sites. Data inconsistency across jurisdictions persists, despite quality checks, with some errors remaining. Users should verify info before investing.

Voices That Shaped the Plan

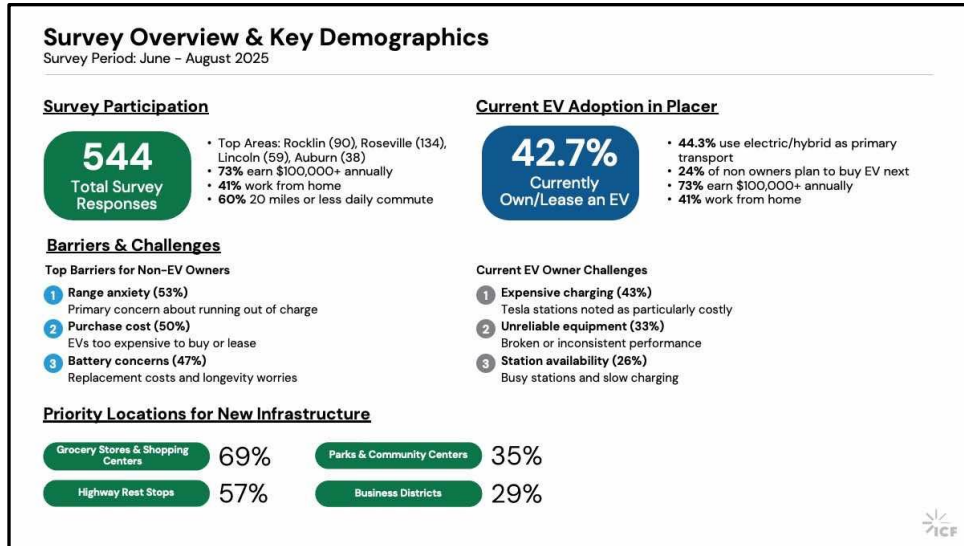
After Theodora completed her portion, she handed over the presentation to Katie, Senior Outreach Manager at AIM Consulting, to cover community engagement, the survey conducted across the county from June to August, and other outreach efforts by AIM Consulting.

Community Engagement

From June to September 2025, a comprehensive outreach campaign engaged over 300 residents through 14 community events. The strategy focused on connecting with people in familiar settings such as the Placer County Fair, car shows, railroad days, back-to-school fairs, farmers' markets, EV charging stations, and a brewery. To make the event accessible to diverse communities, bilingual materials and multilingual staff were available.

Survey Results

The county-wide survey of 544 responses from June to August 2025 revealed demographic bias: 73% earned over \$100,000 annually, 41% worked remotely, and 42.7% owned EVs. This limitation restricts applicability, as lower-income households face more barriers. Key insights showed non-owners worry about range anxiety (53%), purchase cost (50%), and battery concerns (47%). EV owners cited expensive charging (43%), unreliable equipment (33%), and station availability (26%) as issues. Infrastructure priorities included grocery stores and shopping centers (69%), highway rest stops (57%), parks (35%), and business districts (29%).



Survey Overview & Key Demographics Slide

Moving from Planning to Actions

Katie then handed the presentation back to Sam. Next, Sam would emphasize how the project team plans to transition from planning to action.

Implementation Framework

The process from analysis to deployment comprises six interconnected steps: assessing infrastructure needs, conducting site visits, coordinating electrical capacity with utility companies, creating timelines and cost estimates, designing site plans for ADA compliance and user experience, and preparing an implementation guide that includes funding and governance strategies. Success depends on ongoing collaboration among stakeholders, and these steps often occur simultaneously.

Pilot Project Concepts

Sam introduced three pilot concepts: a Transit-Oriented Charging Hub that integrates multiple vehicle types at transit facilities, an EV Carshare Hub in an underserved community that provides affordable access, and Heavy-Duty Charging Along Freight Corridors for commercial trucks, featuring specialized infrastructure. These pilots demonstrate feasibility, test

operational models, engage stakeholders, generate data, build awareness, identify challenges, and establish replicable templates.

Pilot Details

The concepts include a Transit Hub with electric vehicles and transit services, fast chargers for buses and cars, possibly solar and storage, serving EV users, visitors, and transit fleets. An Equity Carshare offers affordable EV access near multifamily properties through app-based sharing with a few vehicles per hub and discounts for income-qualified residents. Freight Charging plans high-power chargers along I-80 to support clean freight movement between Reno and the Bay Area. Locations are based on siting analysis.


Next Steps




Sam proceeds with the next steps for the project and the project team.

What's Coming Next


The team outlined upcoming milestones, including public engagement through early 2026 with outreach to city councils and utilities. They plan to refine site and pilot selections this fall through assessments and discussions with property owners. From January to March 2026, they aim to develop a countywide plan, with a draft review in February and final approval by the PCTPA Board in March, followed by the implementation of grants and coordination.

What's Coming Next?



-  Continue public engagement
(Fall 2025/Early 2026)
-  Refine high priority sites and pilot projects
(Fall 2025)
-  Develop Countywide ZEV infrastructure plan
(January–March 2026)

ICF proprietary and confidential. Do not copy, distribute, or disclose.



What's Coming Next? Slide

Project Website

Everyone was directed to www.pctpa.net/zev as the main source for workshop materials, survey results, the interactive siting tool, and background reports. Participants were encouraged to explore the mapping tool, share the link, and revisit the site for upcoming draft documents and public engagement opportunities. The workshop recording and a summary of questions and responses would be posted within a week.

Q&A

Katie moderated the question session, reading chat questions and directing them to appropriate team members. The team addressed technical methodology questions, specific location inquiries (directing people to the mapping tool for parcel-level detail), hydrogen infrastructure feasibility discussions about market conditions and costs, and equity questions about ensuring benefits reach all communities. The conversational format allowed for detailed follow-up and clarification. ***The Q&A is available in Appendix C of this document.***

Appendix

Appendix A Live Poll #1: Which community do you live in?

Community	Number of Responses	Percentage
Roseville	8	36.4%
Rocklin	6	27.3%
Lincoln	3	13.6%
Auburn	2	9.1%
Unincorporated Placer County	2	9.1%
Loomis	1	4.5%
Colfax	0	0.0%
Total	22	100%

Appendix B Live Poll #2: Do you own a Zero Emission Vehicle (ZEV)?

Response	Number of Responses	Percentage
Yes	16	76.2%
No	5	23.8%
Total	21	100%

Appendix C Q&A Session

Q: Does it make sense to require future warehouse developments to install high-rate EV chargers?

A: Yes. Current building codes require some EV readiness, but as the state mandates zero-emission fleets, it makes sense to expand requirements for charging infrastructure in new warehouses. This could be implemented through local regulations or building codes.

Q: How much funding was allocated to this analysis?

A: The project is funded by a \$1.2 million federal Carbon Reduction Program grant from the recent federal infrastructure bill. This grant supports the entirety of the countywide ZEV plan analysis.

Q: Who will own and operate the new charging and fueling sites? Are profits capped?

A: Ownership and operational models are still to be determined and may vary by site. Some cities may own and operate chargers, while others may partner with private providers who deploy and maintain the infrastructure, sharing revenue as appropriate. These models will be finalized during implementation.

Q: What are the assumptions behind the need for hydrogen fueling stations, given the efficiency and cost concerns?

A: Assumptions about hydrogen stations center on medium- and heavy-duty vehicles, particularly those needing long-range capability. Given current technology, hydrogen could fill these needs, but projections are flexible and may change as battery technology advances. Light-duty market needs are expected to favor battery electric vehicles.

Q: Would funds be better spent on DC fast charging stations, especially as heavy-duty battery-electric vehicles become more viable?

A: The plan balances investments in hydrogen and electric charging infrastructure based on evolving market and technology trends. As heavy-duty BEVs become more practical, future investments may increasingly support DC fast charging stations, with flexibility built into the planning process.

Q: Has the loss of federal funding for green hydrogen hubs (ARCHES) been considered in demand projections?

A: The recent loss of federal hydrogen hub funding was not reflected in the plan due to its timing, but the team acknowledges its potential impact on the hydrogen market and will monitor policy and funding changes moving forward.

Q: For light vehicles, is public investment in charging still necessary, given major private-sector investments?

A: Yes, public investment helps address gaps in areas underserved by private rollouts, ensuring equitable access and supporting residents who cannot install home charging. The private sector

tends to invest where profits are certain, while public investment can encourage adoption in less immediately profitable areas.

Q: Will multi-family and community locations be considered for charger deployment?

A: Yes. Multi-family properties and community hotspots are included in the siting analysis, and the project's interactive tool allows for the exploration of these locations for potential deployment.

Q: Should more Level 2 (L2) chargers be prioritized over a smaller number of DC fast chargers for community benefit?

A: Level 2 chargers are often more cost-effective and beneficial for sites where users park for extended periods. The plan incorporates both L2 and DC fast chargers, aiming to match charger types to user and site needs.

Q: Has the plan accounted for the impact of autonomous vehicle adoption and changing mobility patterns?

A: Autonomous vehicles are not directly factored into the current plan, as widespread adoption is not anticipated in the immediate planning horizon. Future technology shifts will be closely monitored and may be reflected in future updates.

Appendix D Presentation Slides



→ **Countywide Zero Emission Vehicle (ZEV) Infrastructure Plan**
Placer County Transportation Planning Agency (PCTPA)


Virtual Workshop
November 5, 2025







Workshop Logistics

- **Zoom orientation:**
 - You will remain muted during the presentation to limit any background noise.
 - Add any questions or comments to the chat box.
 - We will answer as many questions as possible.
 - A recording of this meeting and summary will be posted to the website.
- **Workshop materials will be posted:**
<https://www.pctpa.net/zev>



Agenda

- Welcome and Introductions
- Background and Motivation
- Future Trends/Needs
- Siting Analysis
- Public Engagement
- Pilot Projects
- Discussion/Q&A
- Next Steps



Meet the Presenters



David Melko
Principal Transportation Planner



Sam Pournazeri
Project Manager

Theodora Konstantinou
Technical Lead



Katie DeMaio
Senior Outreach Manager



Live Poll #1

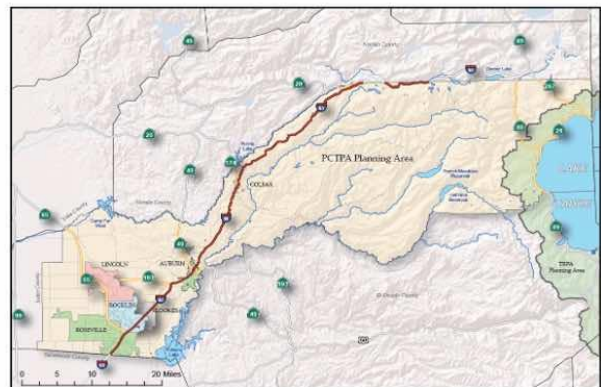
Which community do you live in?

- Auburn
- Colfax
- Lincoln
- Loomis
- Rocklin
- Roseville
- Unincorporated Placer County
- Other (please put in chat)



Who is PCTPA?

- PCTPA serves as the Regional Transportation Planning Agency.
- Coordinates across cities and the County to shape Placer County's transportation future.
- Guides transportation investments and meets state/federal requirements.
- Maximizes funding opportunities for local projects.
- Directs funds to improve mobility by car, bus, bike, and foot.



ZEV Infrastructure Plan

- ZEVs are rapidly growing across all vehicle types.
- Infrastructure is key for charging and fueling.
- Planning is essential to guide smart, equitable investment.
- A ZEV Plan sets the roadmap for building this network.

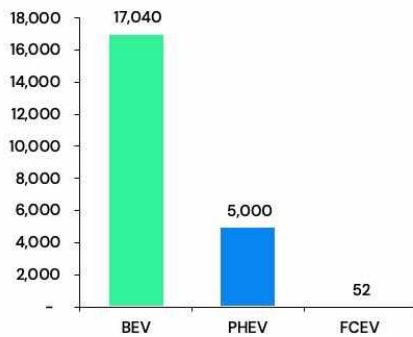


The Need for Change

Where We Stand Today

Over **22,000** ZEVs are registered in the County, out of approximately 350,000 total registered vehicles
(As of December 2024)

Since Q2 2023, around **1** in every **4** vehicles sold in Placer County was a ZEV



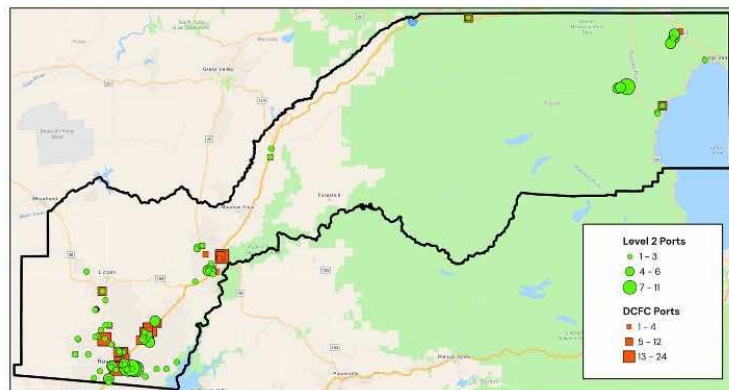
Notes:
BEV: Battery Electric Vehicle
PHEV: Plug-In Hybrid Electric Vehicle
FCEV: Hydrogen Fuel Cell Electric Vehicle

Data Source:
[California Energy Commission](#)
[California Energy Commission Zero Emission Vehicle and Infrastructure Statistics](#)

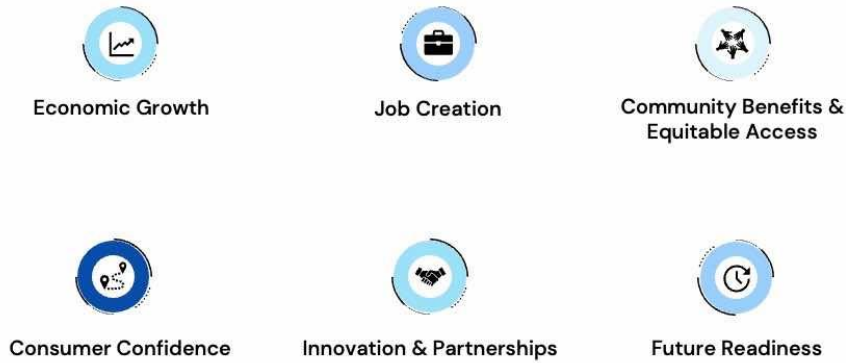


More than 570 Ports Across the County

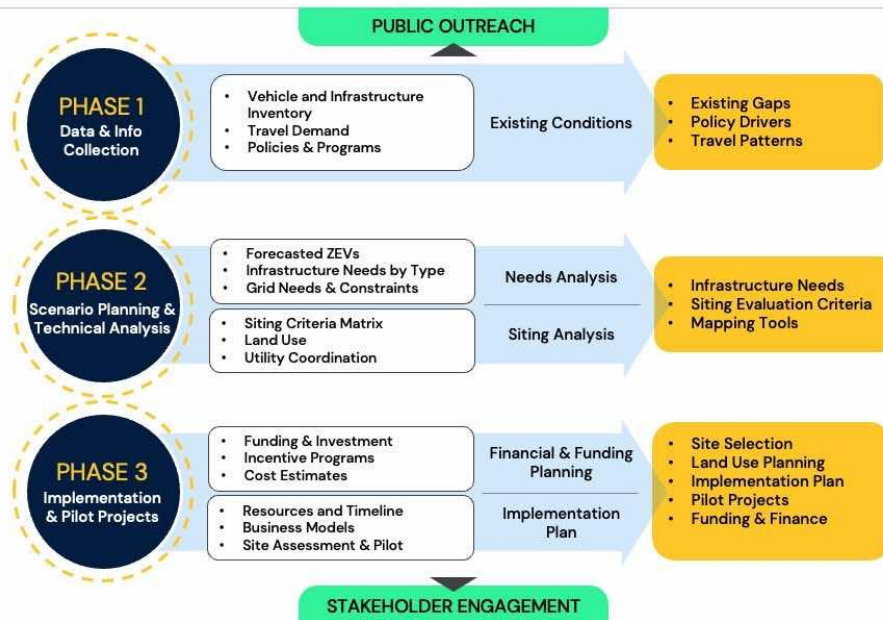
- Placer County ranks **44th** in the state for electric vehicles per charging port
- Most EV chargers are in urban areas of Placer County. Rural areas have limited charging infrastructure
- Almost **70%** of fast chargers are Tesla Superchargers
- Currently, there is no charging infrastructure for medium and heavy-duty vehicles
- Despite fewer infrastructure today, Placer County is **one of California's fastest-growing counties**, with strong population and EV adoption growth expected to increase demand
 - 19.4% increase between 2010 and 2022



Why ZEV Infrastructure Matters



Approach At-A-Glance



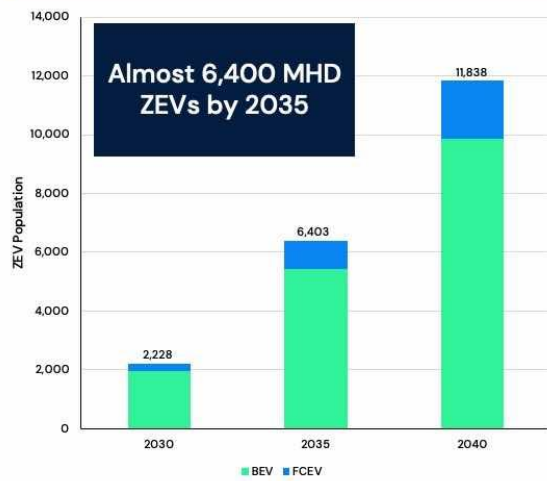


ZEV Population Forecast

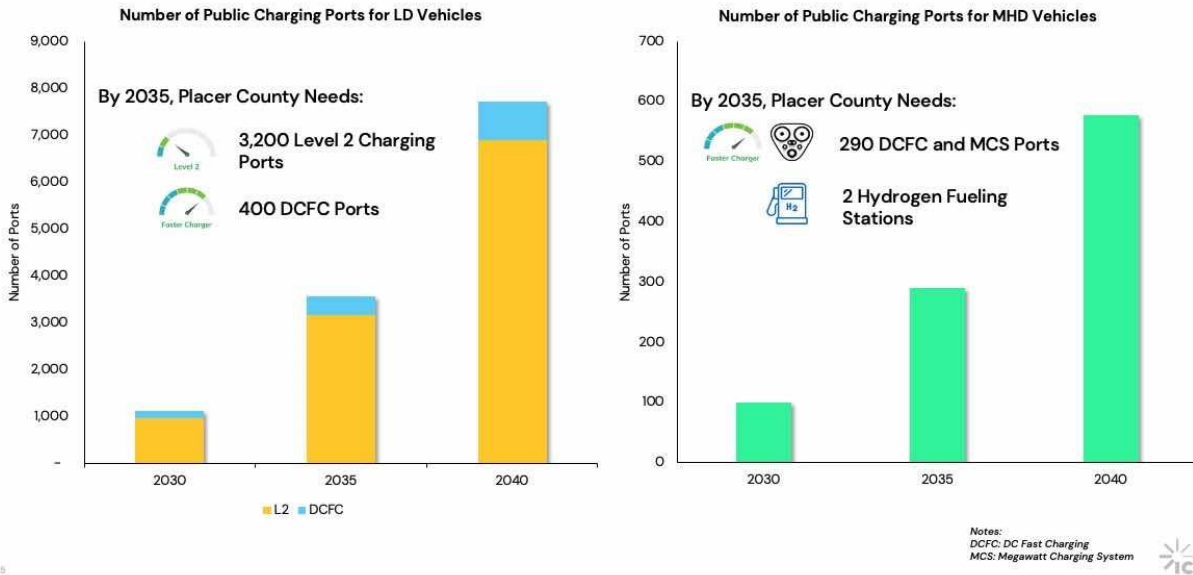
Light duty (LD) ZEV Population Forecast



Medium/Heavy-Duty (MHD) ZEV Population Forecast



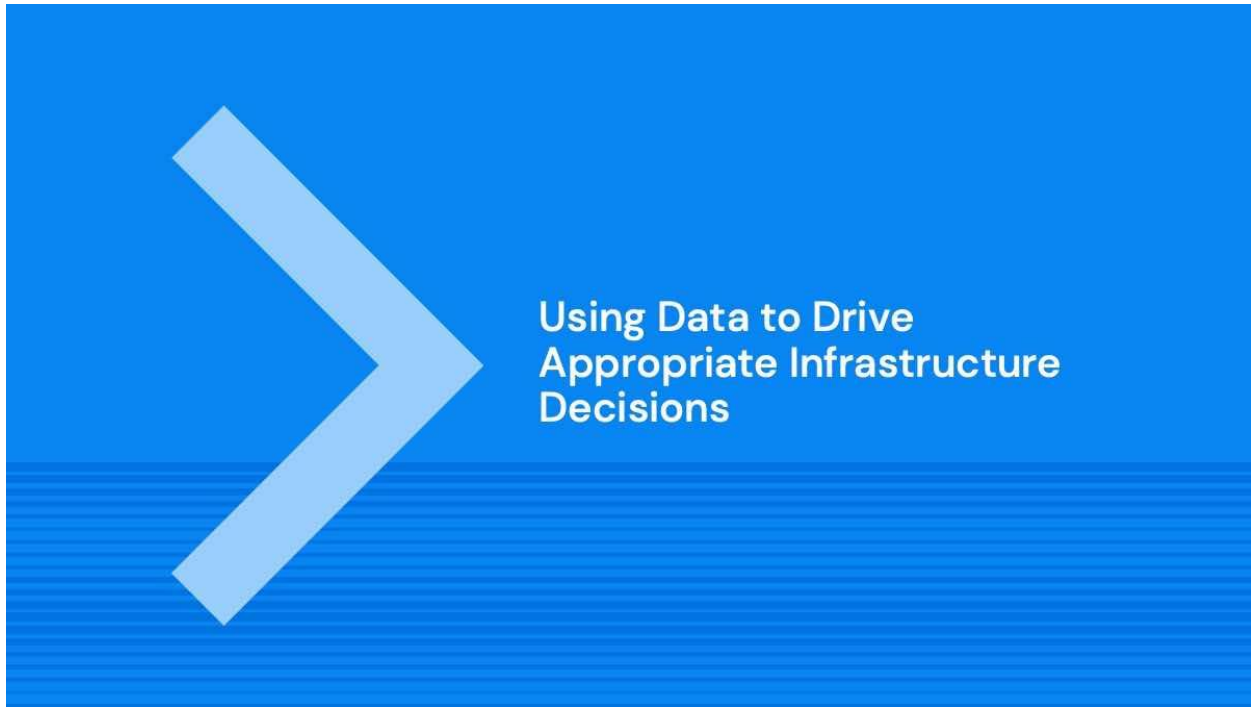
ZEV Public Infrastructure Forecast



Live Poll #2

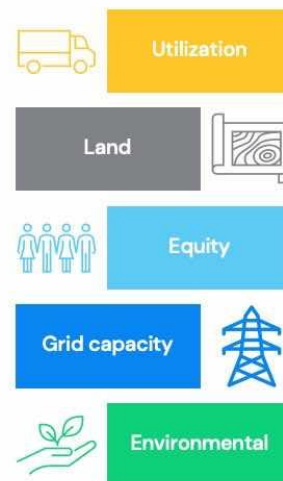
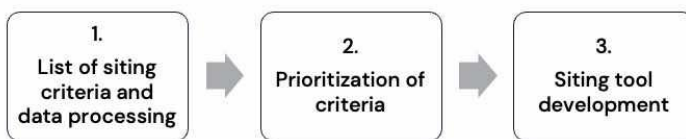
Do you own a Zero Emission Vehicle (ZEV)?





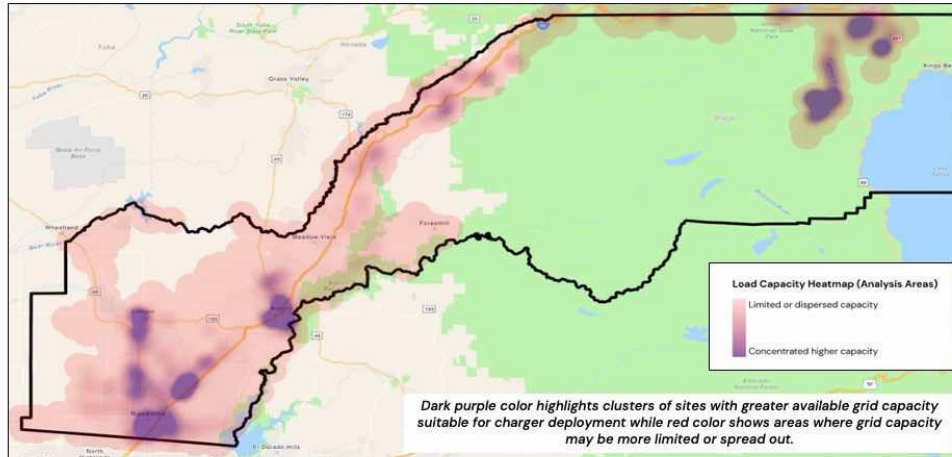
Siting Analysis

- Goal: Identify suitable locations for light-duty, medium/heavy-duty EV and hydrogen public refueling infrastructure
- Multi-criteria decision making analysis (MCDA) approach to prioritize sites
- Exclusion of sites based on size and land use



Understanding Grid Constraints

Grid constraints refer to limits in the local electrical system's ability to supply enough power for new EV chargers



Urban areas (e.g., Auburn, Lincoln, Rocklin, I-80 corridor) generally have higher grid capacity.

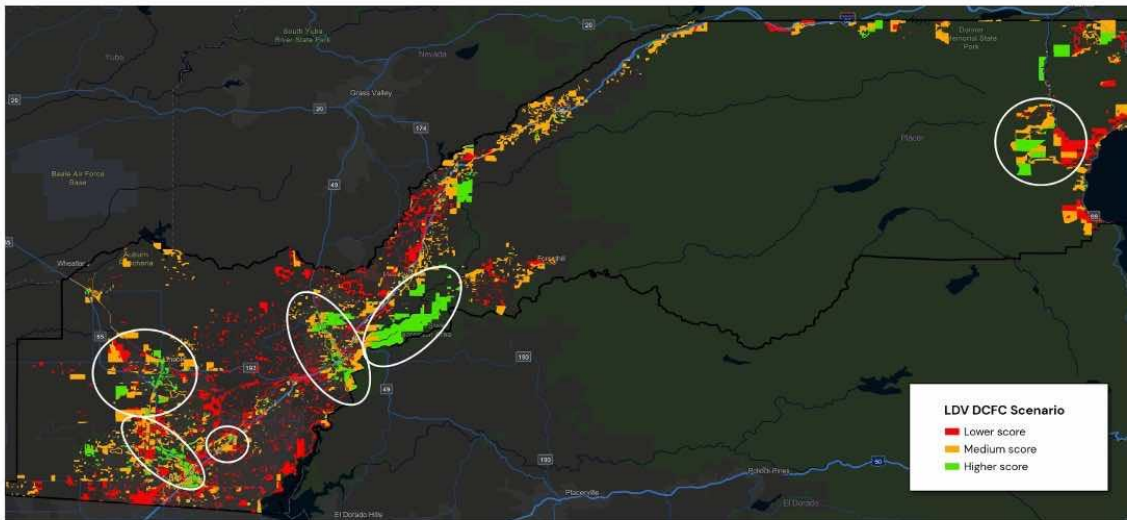
Rural and eastern county areas have lower or dispersed capacity and may need upgrades.

Early coordination among cities, utilities, and developers is key to prevent delays and ensure grid readiness.

Load Capacity Data Sources:
PG&E Grid Resource Interchange Portal
PG&E EVSE Deployment and Grid Evaluation (EDGE) Tool
Discussions with Roseville Electric



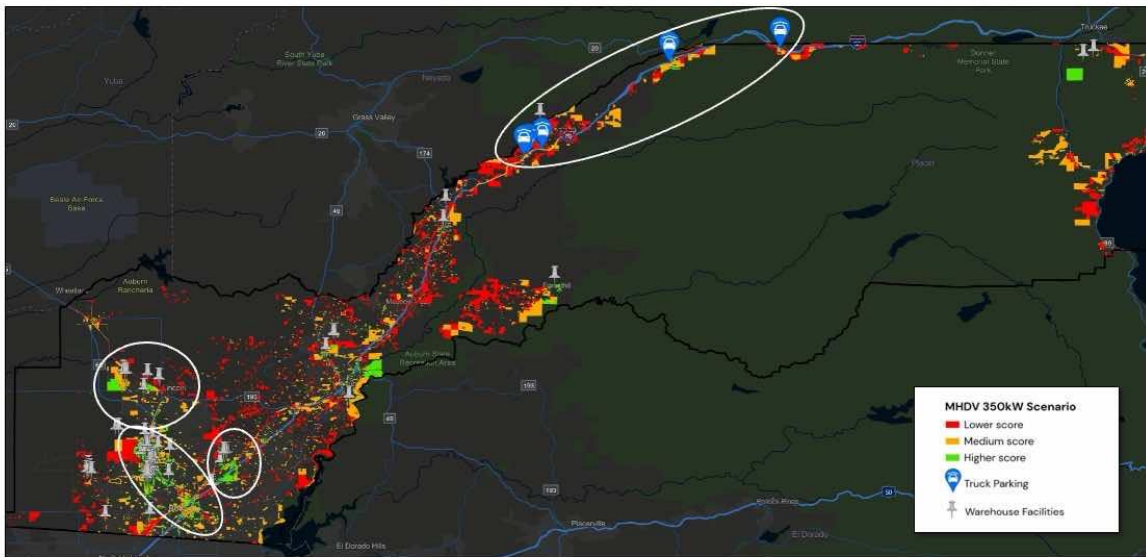
Priority Zones for ZEV Infrastructure Deployment – LDV DCFC



Notes:
White circles indicate example priority zones
LDV: Light-duty vehicles
DCFC: DC fast charging



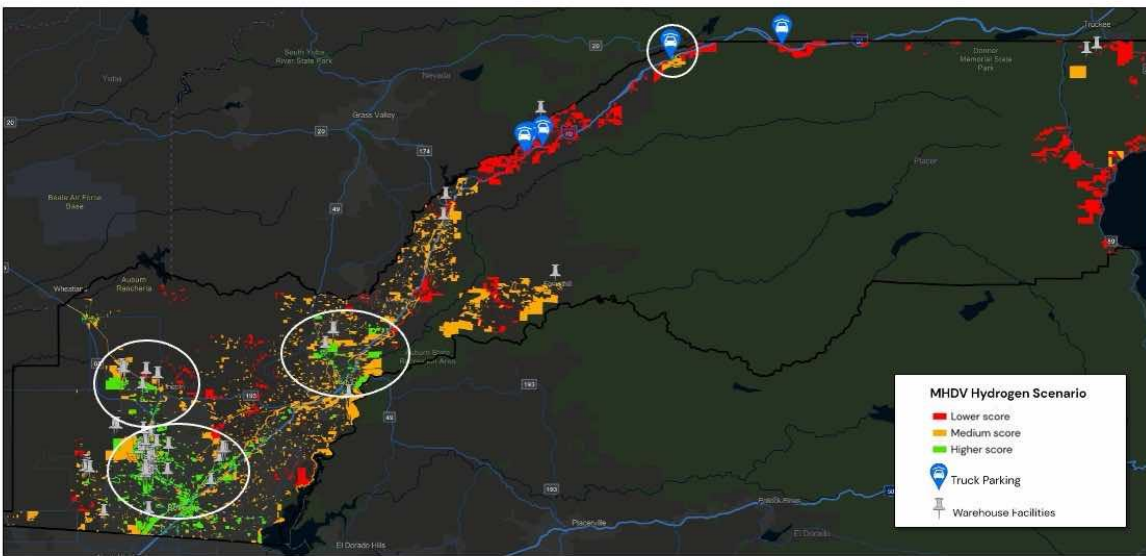
Priority Zones for ZEV Infrastructure Deployment – MHDV 350 kW



Notes:
White circles indicate example priority zones
MHDV: Medium-heavy-duty vehicles



Priority Zones for ZEV Infrastructure Deployment – MHDV Hydrogen



Notes:
White circles indicate example priority zones
MHDV: Medium-heavy-duty vehicles



Mapping Tool

Caveats

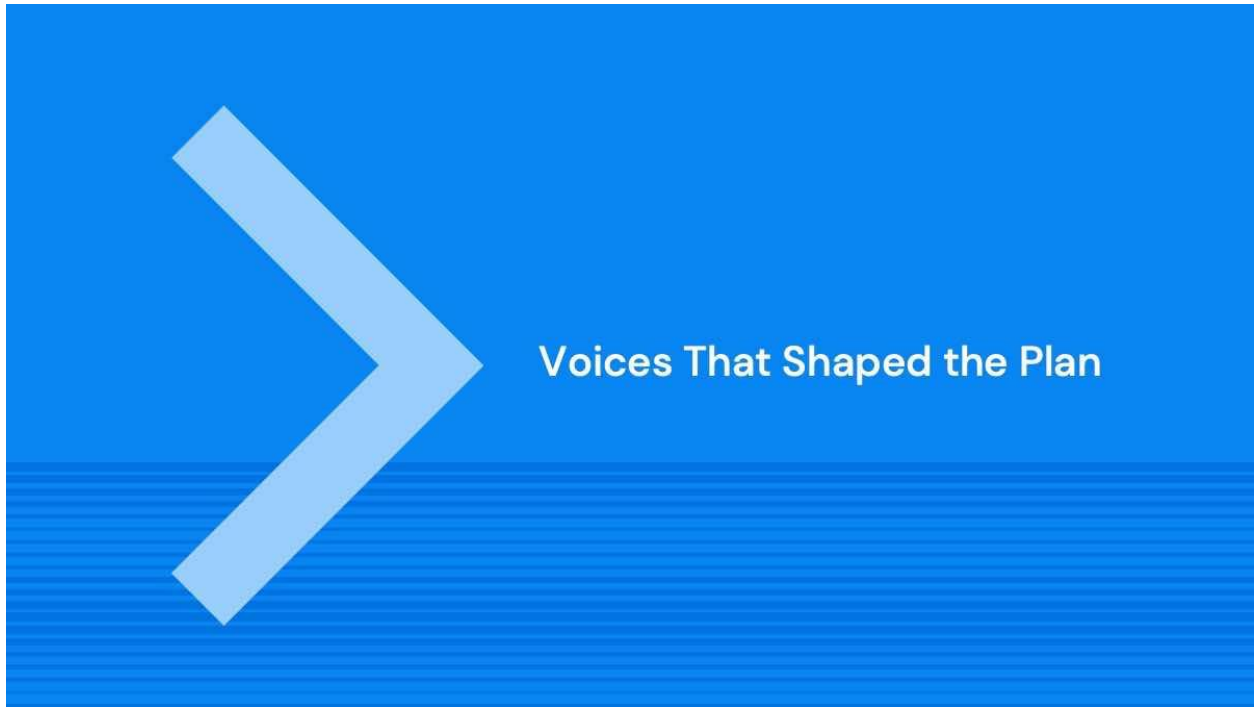
- 

This is just a countywide screening tool, not a site-selection tool.
- 

Parcel scores are only comparative; all sites still need detailed, parcel-specific assessments.
- 

Zoning and land use data have inconsistencies (e.g., “vacant” parcels may already be developed).
- 

Cross-checks were applied, but some errors remain at the county scale.



Community Engagement

Community Popups (June – September 2025)

300+
Residents Engaged
at 10 Community
Events

Community Events

- Placer County Fair
- Rocklin Hot Chili & Cool Cars
- Colfax Railroad Days
- Auburn Co-Op Faire
- Lincoln High School Back to School Fair
- Placer Senior Resource Fair

Farmers Markets

- Fowler Ranch
- Auburn Old Town

Locations

- EV Charging Station
- Moonraker Brewery



Survey Overview & Key Demographics

Survey Period: June – August 2025

Survey Participation

544
Total Survey
Responses

- Top Areas: Rocklin (90), Roseville (134), Lincoln (59), Auburn (38)
- 73% earn \$100,000+ annually
- 41% work from home
- 60% 20 miles or less daily commute

Current EV Adoption in Placer

42.7%
Currently
Own/Lease an EV

- 44.3% use electric/hybrid as primary transport
- 24% of non owners plan to buy EV next
- 73% earn \$100,000+ annually
- 41% work from home

Barriers & Challenges

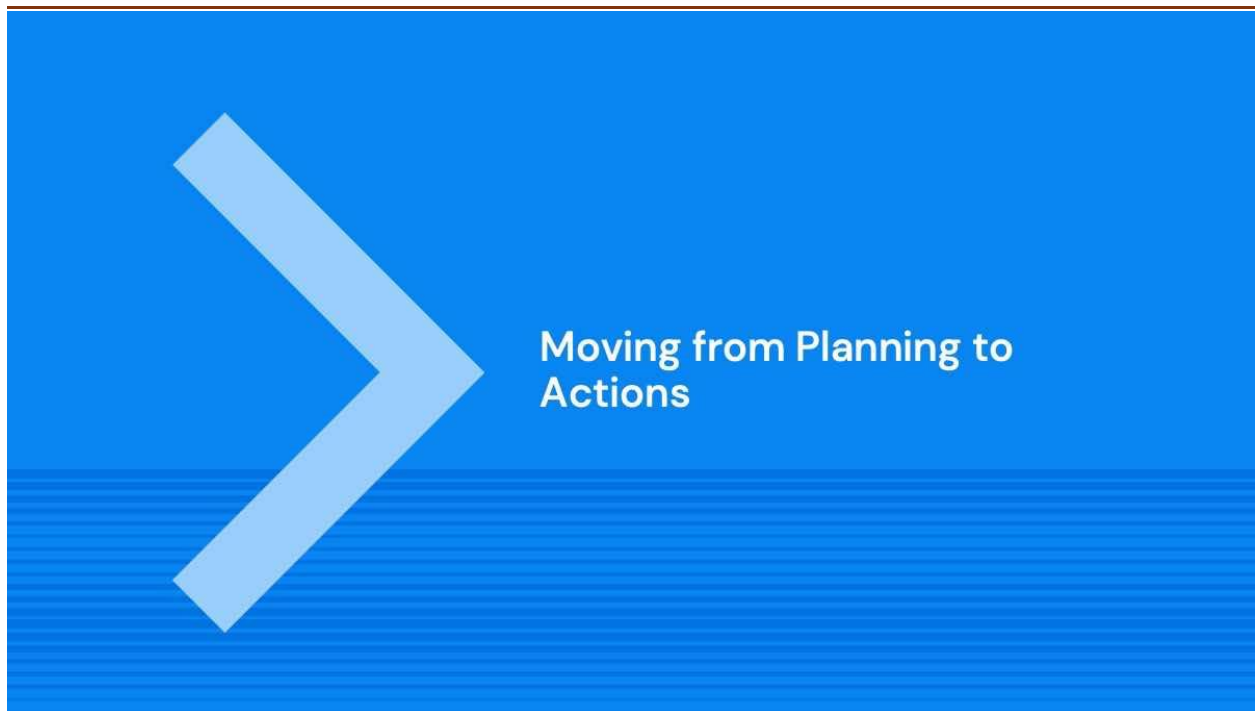
Top Barriers for Non-EV Owners

- 1 Range anxiety (53%)**
Primary concern about running out of charge
- 2 Purchase cost (50%)**
EVs too expensive to buy or lease
- 3 Battery concerns (47%)**
Replacement costs and longevity worries

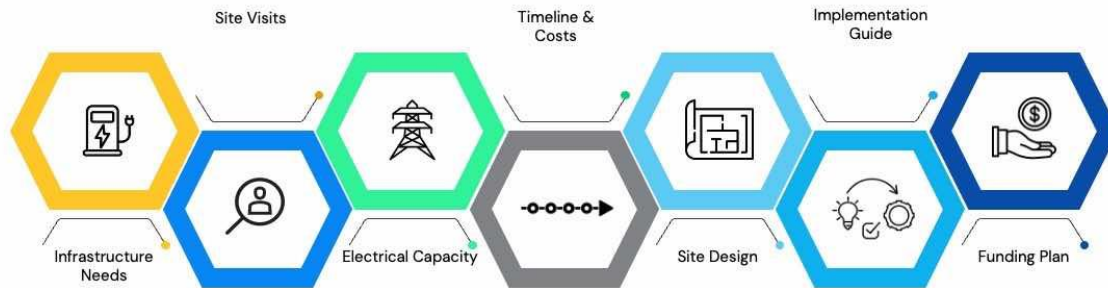
Current EV Owner Challenges

- 1 Expensive charging (43%)**
Tesla stations noted as particularly costly
- 2 Unreliable equipment (33%)**
Broken or inconsistent performance
- 3 Station availability (26%)**
Busy stations and slow charging

Priority Locations for New Infrastructure



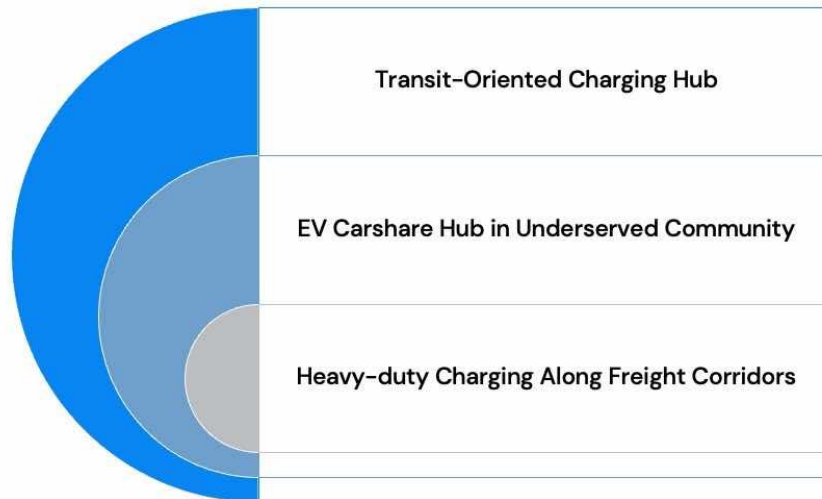
Moving from Planning to Actions



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Concepts of Pilot Projects

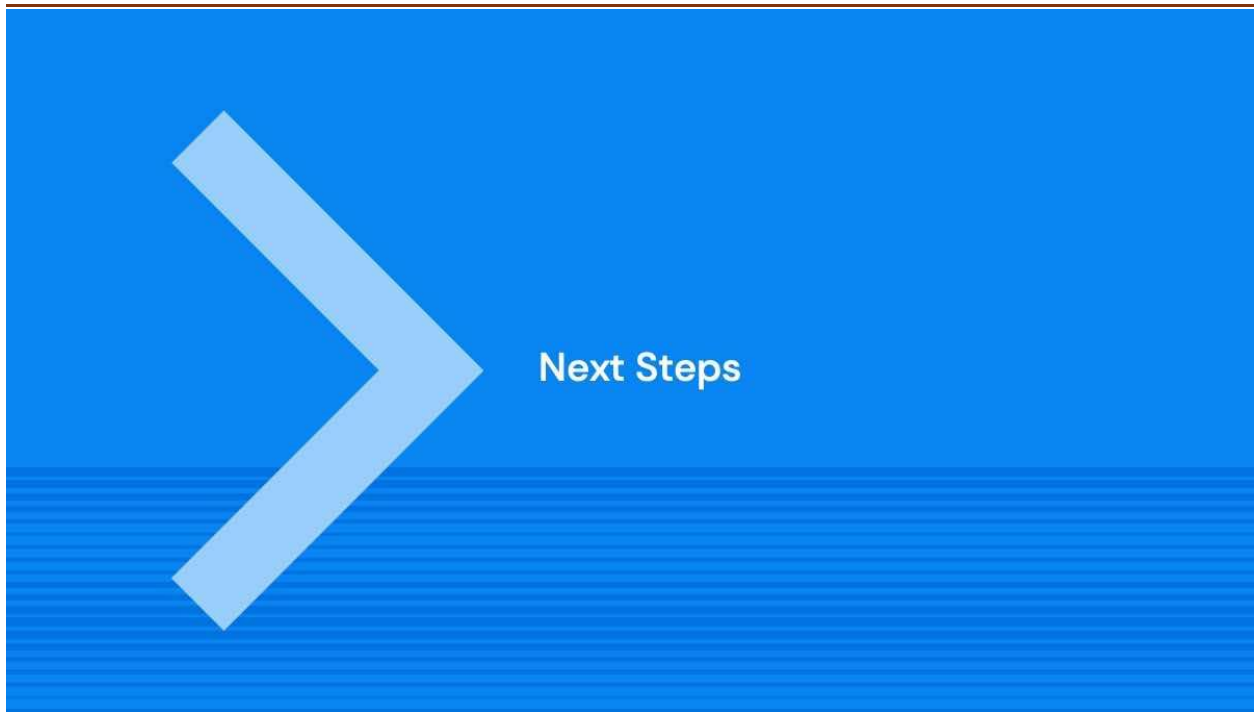


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Pilot Concepts in Detail

Transit-Oriented Charging Hub	EV Carshare Hub in Underserved Community	Heavy-duty Charging Along Freight Corridors
<ul style="list-style-type: none"> • Concept: Combine EV and transit use to support clean commuting. Shared hubs with fast chargers for buses and cars; optional solar and storage. • Users: EV commuters, visitors and local transit fleets. 	<ul style="list-style-type: none"> • Concept: Provide affordable EV access near multifamily properties and transit stops. App-based EV carshare, 2-3 vehicles per hub. • Equity Focus: Reduced pricing for income-qualified residents. 	<ul style="list-style-type: none"> • Concept: Support clean goods movement along I-80. Pilot high-power chargers for drayage and regional trucks. • Users: Freight haulers between Reno and the Bay Area. 



What's Coming Next?



Continue public engagement
(Fall 2025/Early 2026)



Refine high priority sites and pilot projects
(Fall 2025)

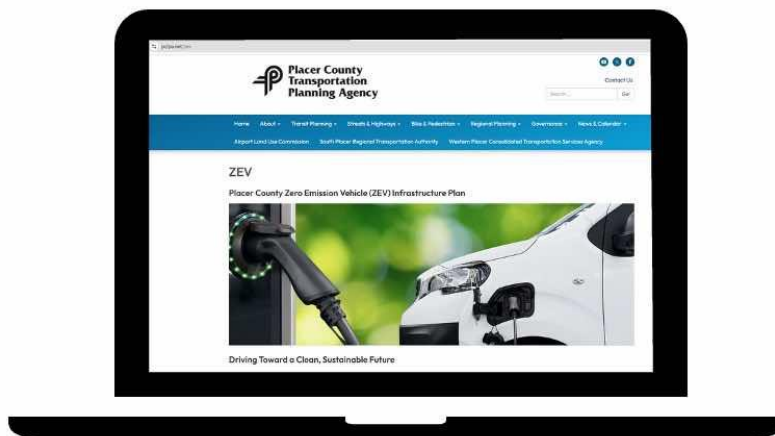


Develop Countywide ZEV infrastructure plan
(January–March 2026)

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Project Website



<https://www.pctpa.net/zev>

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Open Discussion and Q&A

Thank
you!

