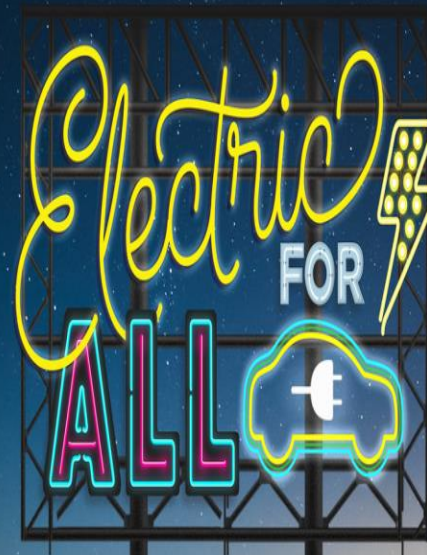


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Transportation Electrification Public EV Charging



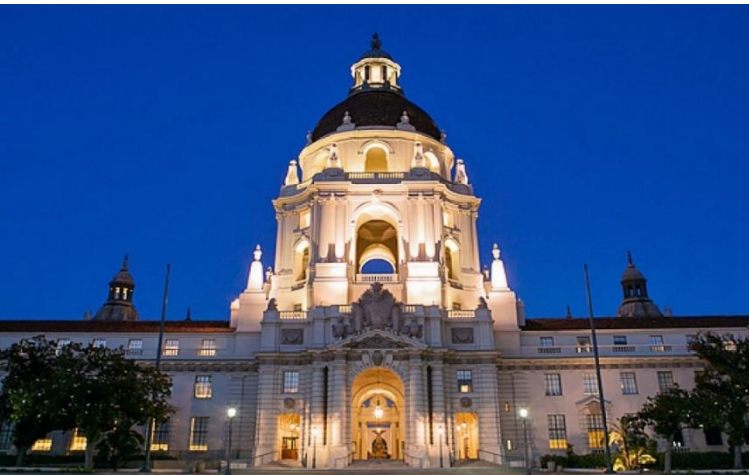


Scalable EV Charging

Pasadena Water and Power

Discussion :

- How can a City encourage the adoption of EVs?
- What types of programs has Pasadena found helpful?
- What are examples of scalable EV charging?
- How can a City fund these projects?



Presented by:
Evan Johnson
April 21, 2026

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A Comprehensive EV Plan

Pasadena Water and Power

- EV Infrastructure Plan to support electrification of entire City fleet
 - > Some vehicles may need to be exempt for emergency operations
- City EV Plan for public
 - > Rates and incentive programs for home charging
 - > Rates for public charging
 - > Plan for building and future growth
 - > Operational Plan for a sustainable system

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How does PWP encourage EV adoption?

Pasadena Water and Power

- Builds EV charging stations for both the public and the City Fleet.
- Offers rebates for used EVs, e-bikes, and charging stations for residential and commercial customers.
- Creates marketing educational materials for public events.
- Creates partnerships with companies in the Zero-Emission space.



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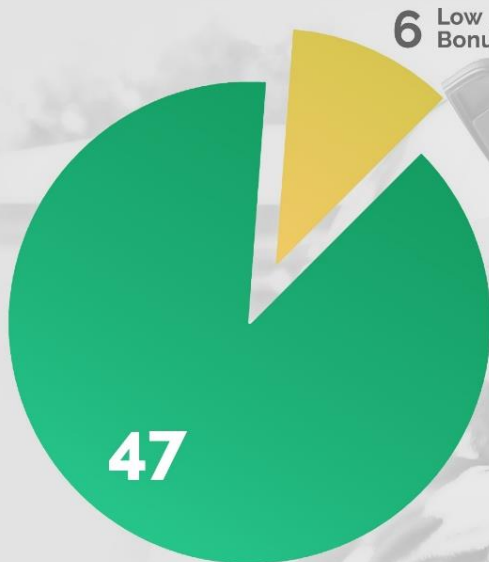
Residential Rebates

Pasadena Water and Power

Residential Electrification Rebates

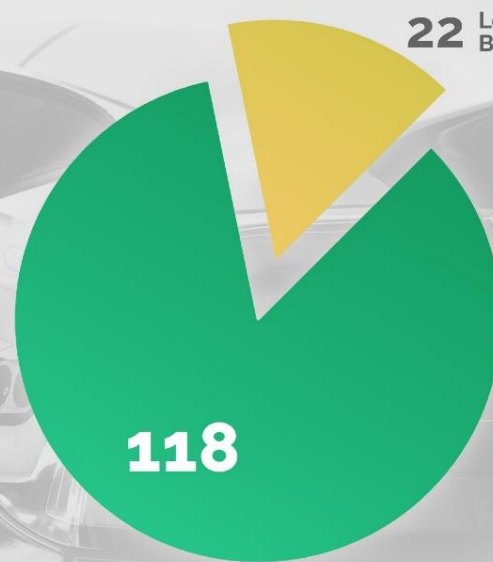
FY2025

EV Rebates



Total: \$22,000

E-Bike Rebates



Total: \$80,429



POWER UP
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Residential Electric Panel Upgrade

8 Rebates
Total: \$8,000

Residential L2 Charger

104 Rebates
Total: \$55,900

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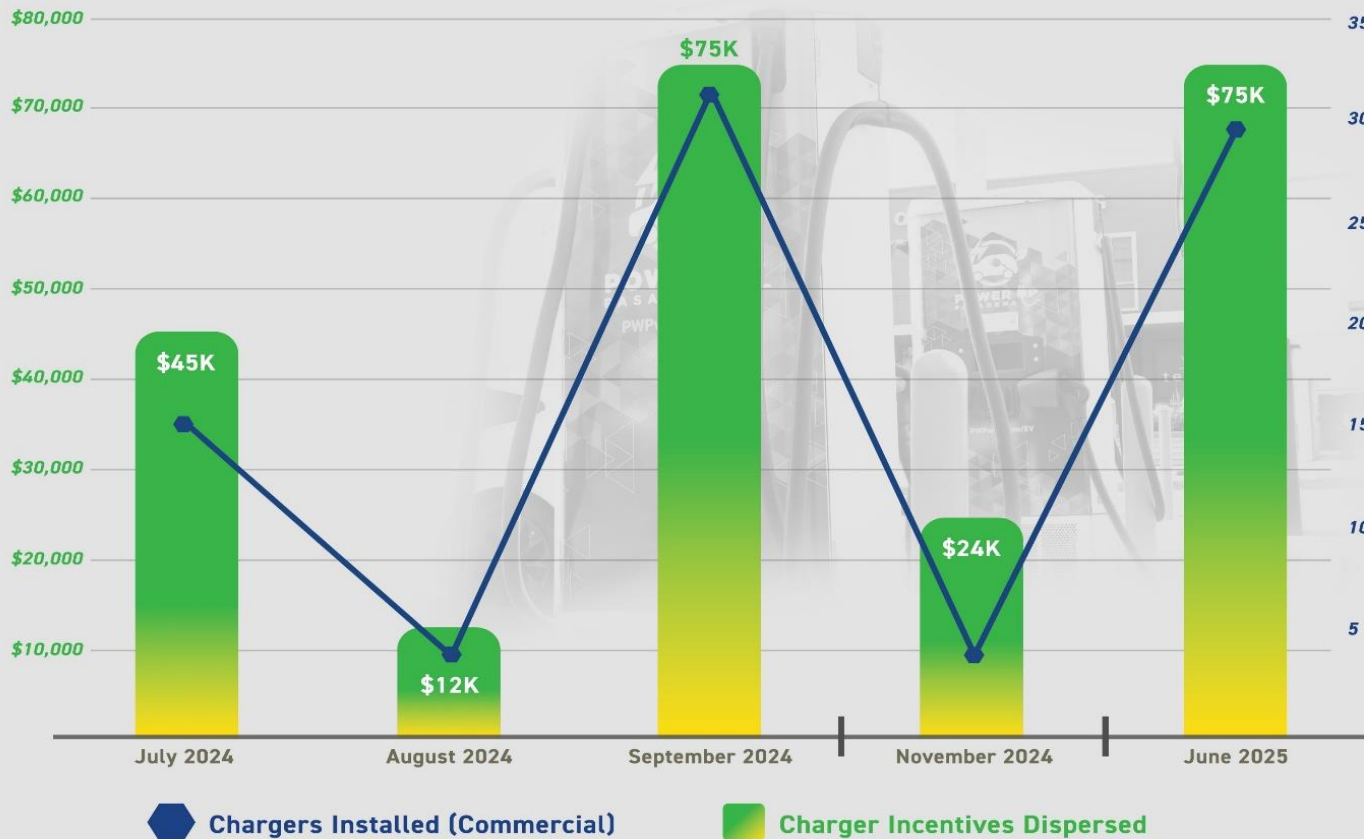


Commercial Rebates

Pasadena Water and Power

Commercial EV Rebates

FY2025



82
Total Chargers

\$231K
Total Incentive Dispersed

1
Bonus Rebates Applied

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Site Selection

Pasadena Water and Power

- What type of charging will occur?
 - > Corridor
 - > Destination
 - > Opportunity
 - > Workplace
- Level 2 vs Level 3
 - > Length of stay
 - > Throughput
- Future-proofing



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Design Considerations

Pasadena Water and Power

- Design needs to take the everyone's perspectives into consideration
 - > Customer (end user)
 - > Feasibility Study and Electric Service Planning
 - > Building Codes / Local Codes and Ordinances
 - > Construction
 - > Operations and Maintenance



Customer / End User

Pasadena Water and Power

- Charging Habits
 - > Will someone come back to a particular station?
- Amenities
 - > What will someone do while waiting for a charge?
- Ease of Access / Visibility
- Useability
 - > Americans with Disabilities Act (ADA) considerations





Arroyo EV Depot

Pasadena Water and Power



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Marengo Charging Plaza

Pasadena Water and Power





Marengo Charging Plaza

Pasadena Water and Power





Marengo Charging Plaza

Pasadena Water and Power





Shopper's Lane

Pasadena Water and Power



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Shopper's Lane

Pasadena Water and Power



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Victory Park EV

Pasadena Water and Power

- 23 Level 2 Chargers + 3 DCFC



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Victory Park L2 and DCFC

Pasadena Water and Power



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Robinson Park EV

Pasadena Water and Power

- 22 Level 2 Chargers
- 5 DCFC
- Fast charging for quick stops
- Long term charging for sports games and employees



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Robinson Park DCFC and L2

Pasadena Water and Power

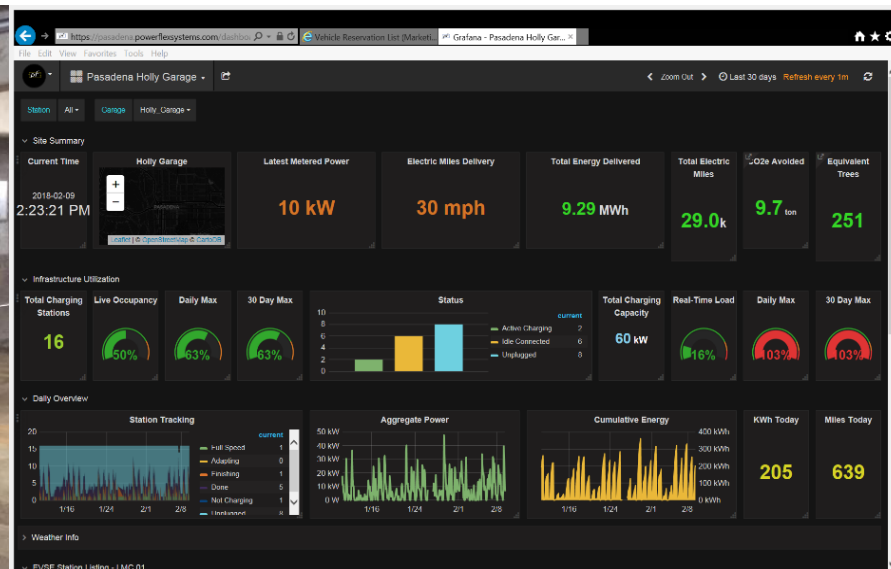
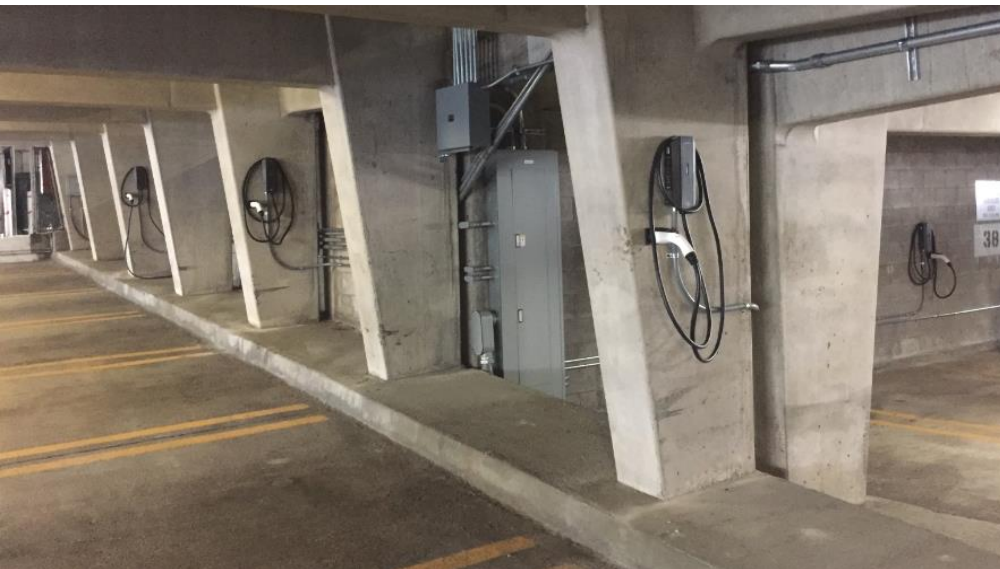


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Holly Garage

Pasadena Water and Power

- 50 Level 2 EV Chargers
- Connected to 200A 277/480V service with dynamic load sharing
- Fleet / Employee / Public Use





Pasadena City Yards

Pasadena Water and Power

- 55 Level 2 Chargers
- 4 DC Fast Chargers
- Fleet and Employee Use



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How to Fund City EV Projects

Pasadena Water and Power

- Turnkey with 3rd Party Operator
- City is owner and operator
- Public/Private Partnerships
- Utility Rebates and Incentives
- Low Carbon Fuel Standard (LCFS)
- Grants



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Own and Operate

Pasadena Water and Power

- Utilize land and garages owned by the City including surface lots and parking garages
- Mix of RFP's and MSA's for procurement and construction
- Pay vendor for back-office services
- Repairs can be via vendor or internal staff

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Public/Private Partnerships

Pasadena Water and Power

- Pasadena has shared locations with Tesla
 - > Reduced the cost to add large amounts of power at a location
 - > Reduced the cost of sites upgrades
 - > Improves security and comfort with more vehicles at a particular location
 - > Improves amenities and business interest in charging sites

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Utility Rebates and Incentives

Pasadena Water and Power

- Pasadena Water and Power offers rebates and Incentives for Electrification
 - > Will meet with businesses to perform site walks and offer ideas for adding EV charging
 - > Up to \$75k rebate per commercial account for adding EV charging
 - > \$600 rebates for residential EV chargers
 - > \$1k rebate for panel upgrades
 - > \$500 rebate for e-bikes

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Low Carbon Fuel Standard

Pasadena Water and Power

- Must register with CARB to participate in program
- Utilities get base credits for EVs in territory
- Additional incremental credits for charging delivered
 - > FCI credits for DCFC
- Must have staff for reporting or partner with vendor that already participates in LCFS

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Grants

Pasadena Water and Power

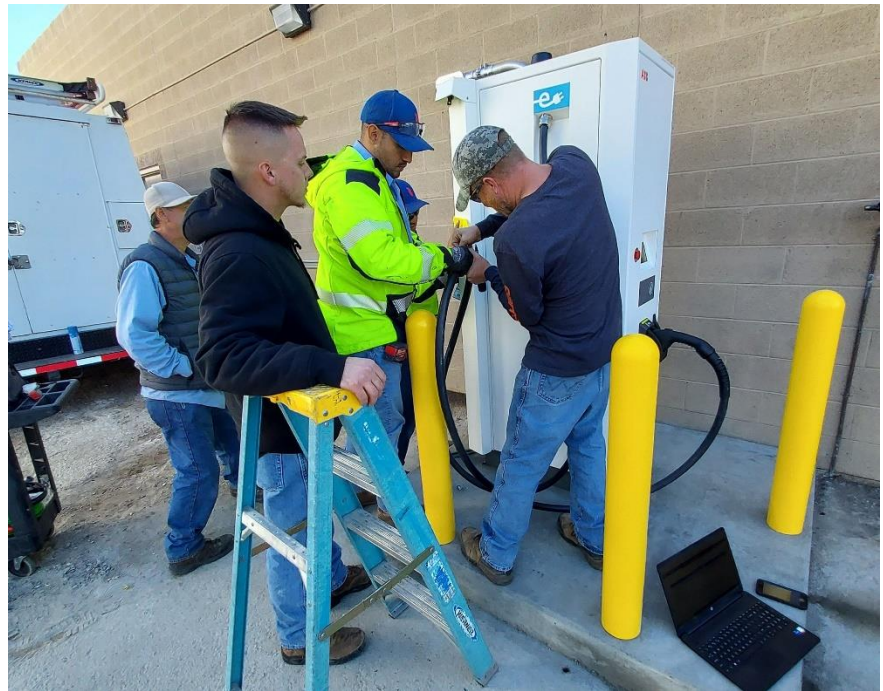
- Grants are a great way to get projects done faster
- Apply for grants that should already be a project
- Pasadena Grants in the last 5 years
 - > CalEVIP - \$240k
 - > CalEVIP - \$110k
 - > Energiize - \$500k
 - > EECBG - \$196k
 - > EPA Medium/Heavy Duty Vehicle - \$4.6M
 - > CDBG – \$210K



Operations & Maintenance

Pasadena Water and Power

- Do you have Service Line Agreements (SLAs)?
- Who is responsible for cleaning of chargers and surrounding area?
- Do you have repair techs and spare parts?



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Questions?

Pasadena Water and Power



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