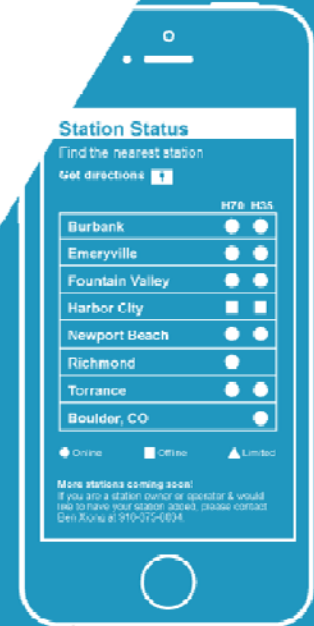


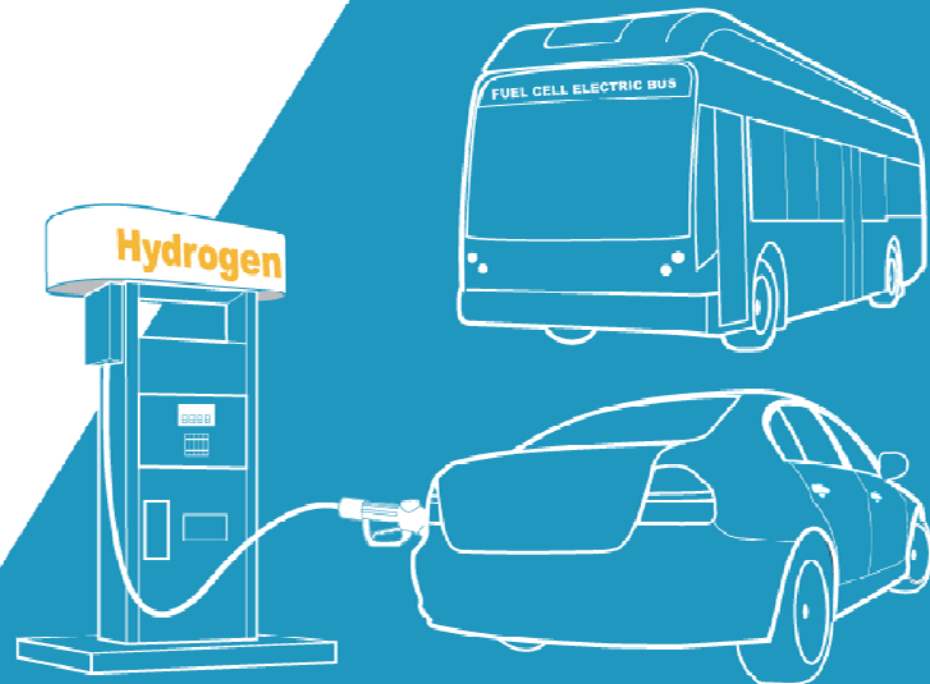
CaFCP Restructuring Proposal

Meeting Commercial Market Needs



Bill Elrick and Andreas Truckenbrodt

Executive Board meeting
April 19, 2016





Restructuring Purpose

- Encourage broader participation and representation as we enter commercial market
- Build upon existing CaFCP strengths and activities
 - Strong stakeholder representation and participation
 - Strategic visioning and planning
 - Enabling and facilitating open discussions among members
 - A focus on identifying challenges and developing consensus solution-based actions
 - Outreach and education activities
- Continue CaFCP's leadership and activities in hydrogen and FCEV commercial deployment in California



Proposal

- Continue current CaFCP status as public-private membership organization working together
 - Three-tier structure
 - Executive Board = vision and strategy, major approvals
 - Steering Team = track progress and implementation
 - Working Group & staff = implement annual program plan
 - Continue consensus decisions, enable majority voting
 - Expand to seven sector representation
 - Enduring operations, end of four-year phases
 - Create scholarship program to garner NGOs and place reasonable limit on pro bono members

Decision Structure

Topics and decisions	Discuss	Propose/ recommend	Decide/ approve
<p>Top-level decisions</p> <ul style="list-style-type: none"> - CaFCP strategy, scope and vision - General direction for activities - Annual program plans and budget - Chair, Vice-Chair, Executive Director appointment - Member decisions 	Steering Team	Steering Team	Executive Board
<p>2nd level decisions</p> <ul style="list-style-type: none"> - Regular program and budget review - Specific decisions for programs, communication, unplanned expenditures 	Working Group/ Steering Team	Working Group/ Steering Team	Steering Team
Execution	Working Group/ Staff	Working Group/ Staff	Executive Director

Membership Sectors, Tiers and Dues

SECTOR	ASSOCIATE	PARTNER	FULL PARTNER
Automotive OEM	\$5,000	\$30,000	\$70,000
FCEB and M/HD	\$5,000	\$30,000	\$70,000
Infrastructure	\$5,000	\$30,000	\$70,000
Government	\$5,000	\$30,000	\$70,000
Technology, Supply Chain	\$1,000	\$7,500	\$30,000
Academia, Associations, Consultants, Service Providers	\$1,000	\$7,500	\$30,000
NGO	\$500	\$1,000	\$5,000



Member and Budgetary Impacts

- 2017 is a transition year
 - Best case scenario: \$37k gain
 - Probable scenario: \$100k loss
- More than 160 potential members
 - New sectors represent expanded opportunities
 - Conversations underway
 - Open-invitation process
- Membership drive starts today!



Next Steps

- Draft documents underway
 - CaFCP legal review by May, member review in summer
- Establish Membership Committee
 - Priorities, actions, materials
 - Sign up new members!
- Initiate CaFCP visioning process
 - 2020 California Success
 - 2025 Beyond California



Recommendation

Approve the restructuring proposal of CaFCP to enable the organization to be more inclusive and capable of meeting current and future commercialization activities.

Organizational Chart

