

REGIONAL EV STRATEGY

Creative Engagement

Thursday, December 8, 2022



REGIONAL EV STRATEGY



Today's Agenda

1:00 – 1:10 PM (10 minutes)	Welcome & Updates	Cara Goodman (MAPC) Alison Felix (MAPC)
1:10 – 1:50 PM (40 minutes)	Municipal Updates & Discussion	All
1:50-2:00 PM (10 minutes)	Presentation from Energy New England	Mark Scribner, ENE
2:00-2:10 PM (10 minutes)	Presentation from Green Energy Consumers Alliance	Anna Vanderspek, Green Energy Consumers Alliance
2:10-2:25 PM (15 minutes)	Q & A – Community Engagement	All
2:25-2:30 PM (5 minutes)	Wrap Up and Next Steps	Cara Goodman (MAPC) Alison Felix (MAPC)





MassDOT Vehicle Registration Data

- MassDOT working with RMV to have Active Vehicle Registrations available on MassDOT Mobility Dashboard.



<https://mobility-massdot.hub.arcgis.com/>

- Anticipated date: Summer 2023
- In the interim, e-mail Liz Williams, Director of Data and Policy, MassDOT at liz.williams@state.ma.us
- Available data can include number of active registrations, vehicle type, and fuel type by municipality.



MAPC TAP Program Open

MAPC is accepting project concepts for the 2023 Technical Assistance Program (TAP) grants. This is an opportunity for you to work with MAPC on local programs and planning initiatives. Projects that advance [MetroCommon2050](#) and [Housing Choice](#) initiatives and serve multiple communities will be prioritized for the awarding of funding.

Apply by Monday, January 16, 2023 for your project to be considered when the greatest amount of funding is available.

The [MAPC Technical Assistance Program \(TAP\)](#) is supported by the [District Local Technical Assistance \(DLTA\)](#) program which is funded through appropriations by the State Legislature and Governor in the annual state budget, the annual assessment paid by member cities and towns, and private foundation funds. TAP grants allow municipalities to work with MAPC on a diverse range of projects to advance shared local, regional, and state goals ([eligible project examples](#)).

[TAP Website](#)





Changes to MOR-EV Rebate Program

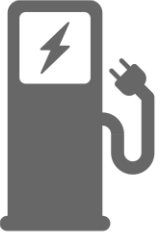
- Eligible battery electric vehicles (BEVs) or fuel cell vehicles (FCEVs) rebate increased to \$3,500 from \$2,500.
- Vehicle sales price increased to \$55,000 or less from \$50,000 or less.
- Eligible plug-in hybrid electric vehicles (PHEVs) will continue to receive rebates of \$1,500. But anticipate phasing out.
- Rebate applications may be conducted at dealerships at the time of sale or lease (point of sale).
- Provide qualifying low-income individuals with an additional \$1,500 rebate.
- Includes qualifying used electric vehicles.
- Eliminates annual and lifetime vehicle caps for the number of fleet EVs acquired with a gross vehicle weight rating (GVWR) of 8,500 pounds or less.
- Baker-Polito Administration Announces Updates to MOR-EV Program, November 17, 2022
<https://www.mass.gov/news/baker-polito-administration-announces-updates-to-mor-ev-program>

MOR-EV Program - <https://mor-ev.org>

MOR-EV Trucks - <https://mor-ev.org/mor-ev-trucks>



Federal Funding Programs for EV Charging



National Electric Vehicle Infrastructure (NEVI) - Formula Program

- \$5B for states to build a national EV charging network along designated alternative fuel corridors.
- MA to receive estimated \$63.5M over a 5-year period.
- MassDOT encourages municipalities interested in the NEVI program to email MassDOTNEVI.Plan@dot.state.ma.us to be added to their stakeholder list. Any updates on NEVI Plan implementation will be issued through this email, and updates may be posted to the MassDOT NEVI Plan as well. Website: <https://www.mass.gov/massdot-nevi-plan>

Charging and Fueling Infrastructure Discretionary Grant Program

- \$2.5B in community and corridor grants for EV charging - Notice of Funding Opportunity Expected to be announced by end of 2022 – 1/2 focused on corridors and 1/2 focused on communities.
- **Corridor Charging Grant Program** – deploy publicly accessible EV charging infrastructure along designated **Alternative Fuel Corridors**.
- **Community Charging Grant Program** – deploy publicly accessible EV charging infrastructure in **communities**.

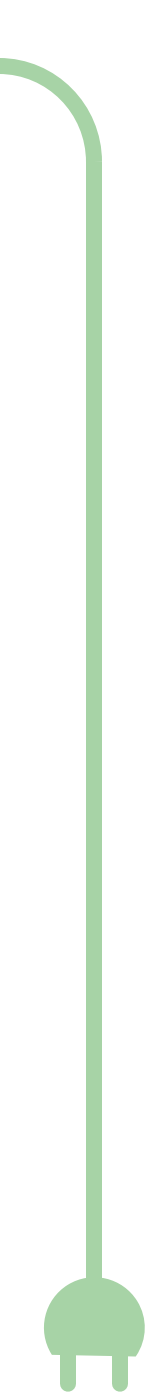


Municipal Updates

- Name, pronouns, municipality, and position / role
- One success
- One challenge



Discussion



Proposed Topics for Meetings in 2023

Zoning and Building Codes for Installing EVSE

Solar and V2G Integration with EVSE

ADA Accessibility Guidelines for EVSE

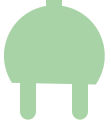
Availability of EV Ownership by Municipality on MassDOT Mobility Dashboard

E-Cargo Bike Pilot Program

Medium-Duty/Heavy-Duty Market Overview

North Suffolk Freight Decarbonization Study

MBTA Plans for Bus Electrification



Innovative strategies for your municipal EV advocacy

Presented by ENE for MAPC's Regional EV Strategy Call

12/8/2022



ENE dEvelop

Our ENE Drives Electric Team



*Mark Scribner
Associate Director,
Transportation Electrification*



*Ray Stetkiewicz
Electric Vehicle Support
Specialist*



*Kayla Tavares
Outreach & Marketing
Specialist*



*Eric Desrosiers
Program Support Specialist:
EV Charging Infrastructure*

Joined in May 2022

About ENE's Public Power EV Programs

- Engagement, support & incentive programs serving 12 MLP* territories
- EV Advisor "Help Desk", including support for commercial inquiries
- Commercial charging and fleet electrification advisory services
- Event management; Community outreach; Dealership engagement



*MLP: Municipal Light Plant. There are 41 municipally-owned electric companies in Massachusetts.

EV Outreach & Marketing

Beyond the more passive strategies of consumer awareness and education, active outreach and marketing have greater impacts on consumer action.

- Attract, Engage, Call to Act (Enroll in incentives, advance their EV journey, etc.)
- Branding, Messaging, etc. - “Dollar a Gallon”
- Branded monthly EV e-newsletters
 - Over 3,000 subscribers opted in
- Targeted social media graphics
- DrivE & SaVe Wizard* campaigns
 - Consumer cost savings and emissions reduction estimation tool

*Rebranded WattPlan EV Advisor powered by Clean Power Research.




Branded Marketing Examples – Concord, MA



Introducing the...

DriveEV Program

Concord's "rEVolutionary" Rebate



Concord residents can get a rebate of up to \$1,000 after the purchase or lease of a new or pre-owned plug-in electric vehicle (EV).

Click to learn more!



Electric Vehicle Support

HAVE QUESTIONS ABOUT DRIVING ELECTRIC? WHAT MODELS ARE AVAILABLE? HOW TO CHARGE? HOW MUCH YOU CAN SAVE?

CONTACT OUR EV SPECIALIST TEAM AT 833-443-8363 OR EV@CONCORDMA.GOV



EV Awareness Baseline Surveys

We often run EV awareness surveys for MLP communities as well as any city/town. A recent highly successful example: **“Your Next Vehicle” for the City of Melrose**

- Chance to win a \$50 *Shop Melrose* gift certificate (encourages wider, unbiased participation)
- Provides baseline key insights incl.
 - Responses by demographic
 - EV adoption influence factors
 - Perceptions of charging
 - Barriers to EV adoption



EV Ambassador



Local EV drivers interested in becoming EV Ambassadors



Required to take our EV Specialist Assessment to qualify EV Specialists as staff for public events, or provide direct EV support



A score of 80% is required to pass this assessment



Provide local, anecdotal experience from their own EV journey for EV interested Event attendees

Events where community & EV program collaborate

Successful Events are a result of collaboration, planning and engagement.

- Collaborate with local advocacy groups and/or municipal government
- Establish & communicate attendee workflow
- Collect interested attendee contact info
- Conduct follow-up: Survey and EV support



“Test Drive an EV”, Wellesley, MA on 10/16/22

Electric vehicle test drive & showcase returning to Wellesley

September 27, 2022 by Bob Brown — Leave a Comment

A wide variety of electric and hybrid vehicles will be available to test drive and free EV event on Sunday, Oct. 16 (2:30-5:30pm) at MassBay Community College (Rain date is Oct. 23, same hours.)

Pre-registration is required, and based on the popularity of a similar event held you might want to sign up sooner than later if interested.



[Wellesley Drives Electric](http://wellesleydriveselectric.org/)
<http://wellesleydriveselectric.org/>

MAKE YOUR NEXT CAR AN ELECTRIC VEHICLE

TEST DRIVE AN EV, CHAT WITH WELLESLEY EV OWNERS
SUNDAY, OCTOBER 16, 2:30 TO 5:30 P.M.

RAIN DATE: SUNDAY OCTOBER 23

MASSBAY COMMUNITY COLLEGE PARKING LOT

SIGN-UP NOW!

[HTTPS://FORM.JOTFORM.COM/GO_EV/OCT16](https://form.jotform.com/Go_EV/OCT16)



- \$1,500+ SAVINGS PER YEAR ON FUEL
- \$8,000 SAVINGS OVER VEHICLE LIFE IN MAINTENANCE
- \$7,500 [FEDERAL TAX CREDIT](#) AVAILABLE
- \$2,500 [MA STATE REBATE](#) AVAILABLE
- \$96 [WELLESLEY ELECTRIC BILL CREDIT CHARGING OFF-PEAK](#)



Are you a Wellesley resident?



SAVE TIME & MONEY
DRIVE THE BEST. DRIVE THE FUTURE.

Electric vehicle charging incentives



“Bring Your Own Charger”
program incentive



Looking for Level 2 home
charging information?

Do you have questions about
electric cars? We can help!



833-443-8363



EV@ENE.ORG

Want to save EVen more
with local incentives?

Scan the QR code to learn
more.



Commercial EV charging, fleet advisory and rebates

- Guide commercial entities through the EV charging, fleet electrification
 - ✓ Provide virtual and in-person site and fleet suitability assessments
 - ✓ Facilitate equipment and installation cost estimates from vendors
 - ✓ Liaison with the utility to ensure projects align with expectations
- Several in MA MLPs offering or piloting a commercial EV rebate
 - ✓ Eligibility requirements closely mirror the state program (MassEVIP)
 - ✓ Help to close the gap of some % of costs not funded by the state



Successes from Commercial EV Program Efforts

- Supports increase in public and private commercial EV charging in utility territory
- New infrastructure established with beneficial best practices and policies
- Utility is more highly engaged and regarded as a resource to C&I customers

Braintree/BELD 2022 case studies:

100 Grandview (Workplace/Private)



Toyota of Braintree (Fleet/Public)



- Valuable mixed use charging resource
- Fees and policies aligned with BELD's off peak reduction program

<https://ene.org/new-commercial-ev-charging-station-rebate-program-debuts-on-braintree-drives-electric-bde/>

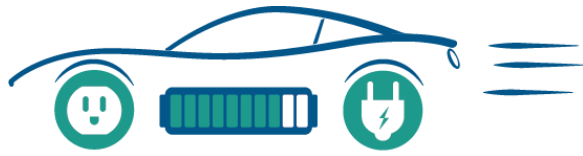
Dealership Engagement – Test Drive Events



- Event day of the week/month matters
- Maintain a local presence (boots on the Ground)
- Highlight sales potential
- Share advance sign-up information to entice
- Stay connected/re-confirm as event nears
- Post-event follow up and connecting customers

7 that **EV**eryone can do in their own community:

1. Raise awareness in your circle about many the benefits of choosing an EV
2. Create a municipal website or town webpage with EV and incentives info
3. Conduct a municipal-wide EV baseline survey (ENE can help! 😊)
4. Utilize local EV driver-advocates for social media, event planning and more
5. Share info about your utility's residential EV programs with your community
6. Engage businesses on state and utility charging rebates and incentives
7. Identify and engage local dealers (Maybe do a “secret shopper” campaign?)



ENE dEvelop

For more information on how we can help your organization dEvelop, contact us!



Energy New England

5 Hampshire St., Suite 100, Mansfield, MA 02048

833-443-8363 | develop@ene.org | www.ene.org/develop



Drive Green: Creative Consumer EV Outreach

December 8, 2022

Green Energy Consumers Alliance

Mission

Harnessing our power as energy consumers to speed the transition to a low-carbon future

Today's Speaker

Anna Vanderspek

Electric Vehicle Program Director

anna@greenenergyconsumers.org



The Drive Green program



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[Energy policy](#)

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Drive Green

Learn about electric cars and get support to switch.



[Learn More](#)

[Find New or Used](#)

[Get Involved](#)

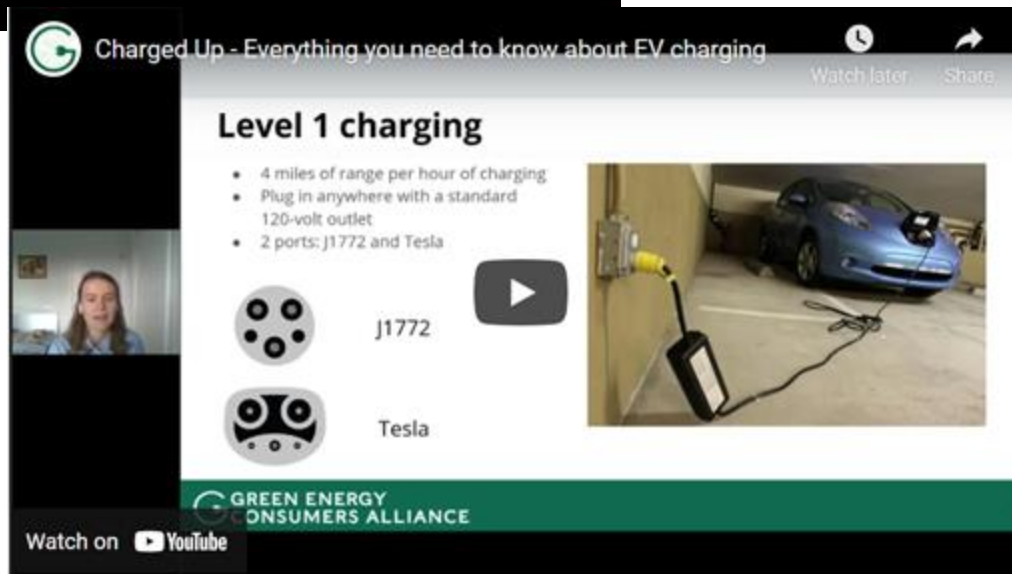
[Talk to us](#)

Key Points

1. No matter what you're doing, basic EV education is very much needed.
2. Getting butts in seats is most impactful, but hard to organize.
3. Existing EV drivers are your biggest asset.
4. Market through trusted local partners.
5. For any event, variety is key.
6. Make it fun! (Food always helps.)
7. We can help.



Point 1: Basic EV Education



Moving From Massachusetts To Colorado In An Electric Car

Posted by **Xavier Pereira** on Friday, November 19, 2021 @ 01:30 PM



This summer I moved from Massachusetts to Colorado and decided I was going to make the move in its entirety with just my electric vehicle (EV). I've had a 2019 Chevy Bolt for two years now and this was the longest trip I had ever done with it. It was a new experience for me, visiting places I had never been



Point 2: Butts in Seats!



Scale of Difficulty

- Test-driving: Dealerships, because of insurance!
- Test-riding: EV Ambassadors, with waivers
- Static: Easiest!



Point 3: EV Ambassadors are the best.



Point 4: Trusted local partners are key!



QARI
Drives Green
CONSUMERS ALLIANCE

全国电动汽车驾驶周
家庭乐 & 电动汽车
9月24日 上午11时-下午2时
昆西高中
Russell Park 停车场

乘坐电动汽车
与电动汽车大使交流
享受苹果汁和甜甜圈
儿童面部彩绘活动
参加我们的免费抽奖活动

GREENENERGYCONSUMERS.ORG/EVENTS



AM Quincy: Quincy Asian Resources Electric Vehicle Show (7/19/2022)

Watch later Share

YouTube



Quincy Asian Resources, Inc.
September 24 at 11:36 AM · 🌐

National Drive Electric Week is officially here from 11am-2pm! Come to meet us at Quincy High School Parking Lot to enjoy the event and learn more about green technology. #evcar #NationalDriveElectricWeek Green Energy Consumers Alliance City of Quincy



Point 5: Show variety!



Point 6: Make it fun!





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Drive Green

Learn about electric cars and get support to switch.



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CONSUMERS ALLIANCE

全国电动汽车驾驶周
家庭乐 & 电动汽车
9月24日 上午11时-下午2时
昆西高中
Russell Park 停车场

乘坐电动汽车
与电动汽车大使交流
享受苹果汁和甜甜圈
儿童面部彩绘活动
参加我们的免费抽奖活动

GREENENERGYCONSUMERS.ORG/EVENTS



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Point 5: Show variety!



Point 6: Make it fun!



Point 7: We can help.

Anna Vanderspek

anna@greenenergyconsumers.org

617-524-3950 ext. 152



(Not my dog
but her name
is Ellie.)

Upcoming Webinars

Electric Vehicle Policy Landscape and Municipal Opportunities

Monday, December 12 at 12pm

Overview of the EV landscape including federal and state legislation related to EV adoption and EV funding opportunities administered by the Commonwealth. Hosted by the Massachusetts Municipal Association.

For more information and to register:

<https://www.mma.org/electric-vehicles-are-topic-of-mma-webinar-on-dec-12/>

EPA Clean Heavy-Duty Vehicle Program Listening Session

Tuesday, December 13 at 1pm

This session will begin with a brief overview of the legislation and conclude with an interactive listening session.

For more information and to register:

https://usepa.zoomgov.com/webinar/register/WN_MXAYiMBMTKu01X9hJtS0Cg

Green Energy Consumers Alliance Webinars

<https://www.greenenergyconsumers.org/events>



Wrap-Up and Next Steps

New Report

Local Government Playbook

How Counties, Cities, and Towns Can Support EV Infrastructure and Leverage Federal Investments

December 6, 2022



Available for download:

[https://www.electrificationcoalition.org/resource/local-government-playbook/Local Government Playbook -](https://www.electrificationcoalition.org/resource/local-government-playbook/Local%20Government%20Playbook)

2022 Schedule

Thursday February 16

1:00 – 2:30

Topics TBD



REGIONAL EV STRATEGY

