



MARYLAND ZERO EMISSION

Electric Vehicle Infrastructure Council

March 19, 2020

Agenda

- Welcome and Announcements
- Introductions
- Public Comments
- Legislative Working Group Update
- Communications Working Group Update
- State Agency Updates
- Utility Updates
- 2020 Goals & 2019 ZEEVIC Annual Report
- Closing Remarks



Welcome and Announcements

Introductions



Public Comments





Legislative Working Group Update

Summary of Legislative WG Actions

- Number of bills reviewed: 16
- Number of bills supported: 8
- The 2020 Session adjourned March 18 and is expected to be called back into session the last week of May.

2020 Legislative Tracking

Letters Completed & Submitted

Letter date	Bill #	Bill Title
2/28/20	HB 1223	Clean Cars Act of 2020
2/25/20	HB 1316	Residential Construction – Electric Vehicle Charging
3/11/20	SB 474 (HB 1587 is pending)	Vehicle Laws - Plug-In Electric Drive Vehicles - Reserved Parking Spaces
2/25/20	HB 111/SB 734	Electric Vehicle Recharging Equipment for Multifamily Units Act
2/11/20	HB 359/SB 277	Clean Cars Act of 2020 – Extension, Funding and Reporting
2/5/20	HB 232	Maryland Zero Emission Electric Vehicle Infrastructure Council - Reporting, Membership, and Sunset Extension - PASSED

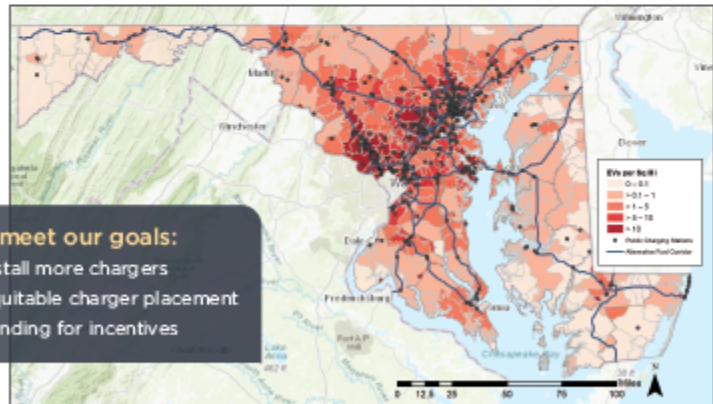
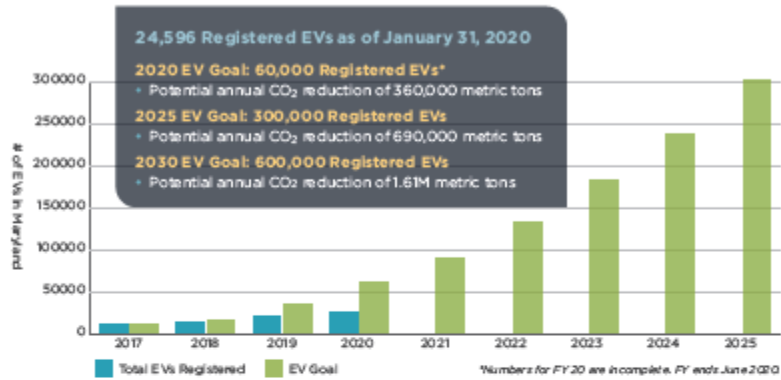
Maryland ZEEVIC - Reporting, Membership, and Sunset Extension (HB232) Sent to Governor for Signature

- ZEEVIC extended through June 30, 2026
- ZEEVIC member updates include:
 - Two new members will be added:
 - A third utility representative
 - A second environmental community representative
 - Technical language updates for two members:
 - BEVI member language edited to state an “EV driver advocacy organization”
 - MADA member language edited to state a “new vehicle dealer association in the State”
- All other requirements, members, and annual reporting requirements remain the same.

Legislative Handout



Electric Vehicle (EV) Barriers in Maryland



Electric Vehicle (EV) Policy Solutions

Equitable EV Funding

Equitable incentive funding for electric vehicle and charging station purchases.

EV-Ready Building Codes

New construction to include EV charger-ready wiring in parking spaces.

Right to Charge Initiatives

Allow owners in multi-unit dwellings and HOA neighborhoods to install charging at their own cost, without prohibitions.

EV Parking Enforcement

Prevent non-EV parking in EV charging spaces as well as prevent EVs from parking in an EV charging space without actively charging.



EV Survey Postcard

Maryland Electric Vehicle Survey

Provide insight on electric vehicle charging infrastructure in your jurisdiction, including known locations of future charging stations and potential locations of charging stations, so MDOT can better coordinate electric vehicle efforts with local governments.



Scan the Code or
Complete Online at:
marylandevs.metroquest.com/



Maryland by the Numbers*:

25,074
Registered EVs

659
Charging Stations

1,960
Charging Outlets

20
Alternative Fuel Corridors

*Numbers as of March 3, 2020





Communications Working Group Update

2020 Events to Date – Baltimore Auto Show

- February 6-9, 2020
- Over 650 touchpoints
- Geofencing Campaign:
62,541 impressions
- BGE was also at the Auto Show promoting EVsmart



2020 Events to Date - ITS Legislative Tech Fair

- March 11, 2020
- 23 touchpoints
- Delegates Ebersole, Robinson, and Terrasa attended
- Additional staff attended from the offices of Michael Rodgers, Senator Brian Feldman, and more



Website Analytics

Audience Overview

Jan 1, 2020 - Mar 11,

All Users
100.00% Users

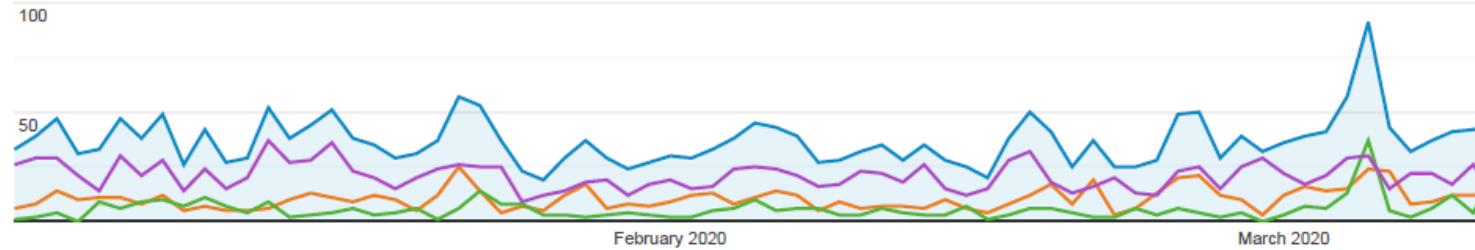
Direct Traffic
28.14% Users

Referral Traffic
15.55% Users

Search Traffic
57.63% Users

Overview

Users (All Users) Users (Direct Traffic) Users (Referral Traffic) Users (Search Traffic)



Users
All Users
2,367

Direct Traffic
666

Referral Traffic
368

Search Traffic

New Users
All Users
2,299

Direct Traffic
656

Referral Traffic
338

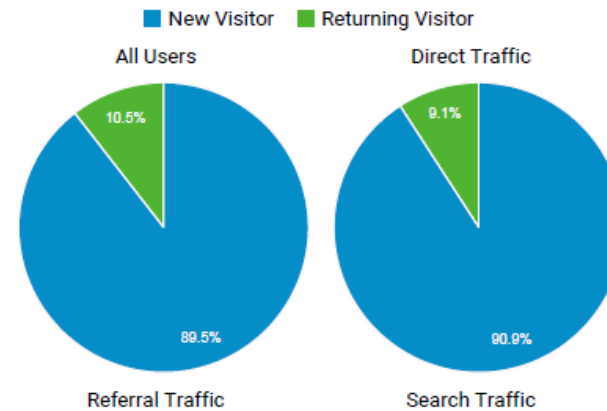
Search Traffic

Sessions
All Users
2,730

Direct Traffic
776

Referral Traffic
413

Search Traffic



Website Analytics, Top Pages

January 1 – March 12, 2020

Page Views: 4,277

Audience Overview

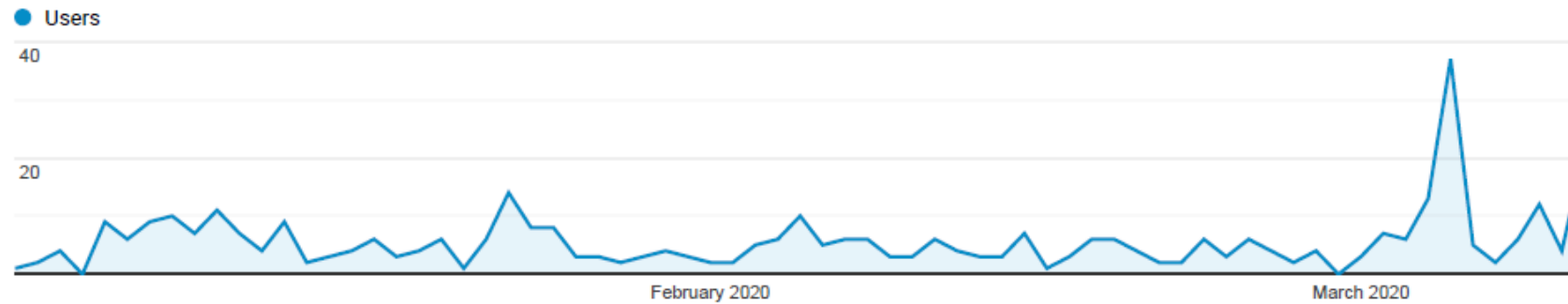
Search Traffic: 57%
Referral Traffic: 15%
Direct Traffic: 28%

Top Pages Visited:

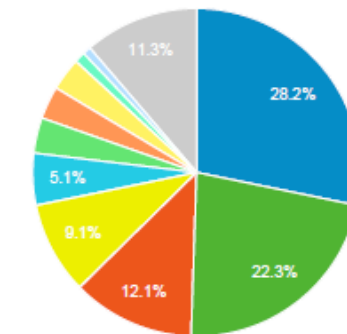
1. Incentives: 2,000 (46%)
2. Homepage: 1,295 (30%)
3. Charging: 359 (8%)
4. Ev-101: 146 (3%)
5. Hydrogen-101: 92 (2%)
6. About-bevi: 88 (2%)
7. resources/ev-calculators/ 66 (1.5%)
8. resources/useful-links: 56 (1.3%)

Website Analytics, referral sources

January 1 – March 11, 2020



Source	Users	Users	Contribution to total: Users
	368 % of Total: 15.55% (2,367)	368 % of Total: 15.55% (2,367)	
1. pepco.com	105	28.23%	28.2%
2. bge.com	83	22.31%	22.3%
3. npr.org	45	12.10%	12.1%
4. firstenergycorp.com	34	9.14%	9.1%
5. getbottraffic4free.host	19	5.11%	5.1%
6. delmarva.com	13	3.49%	
7. m.facebook.com	12	3.23%	
8. smeco.coop	12	3.23%	
9. baidu.com	4	1.08%	
10. annapolisgreen.com	3	0.81%	



Social Media Analytics

Total Views

By Section

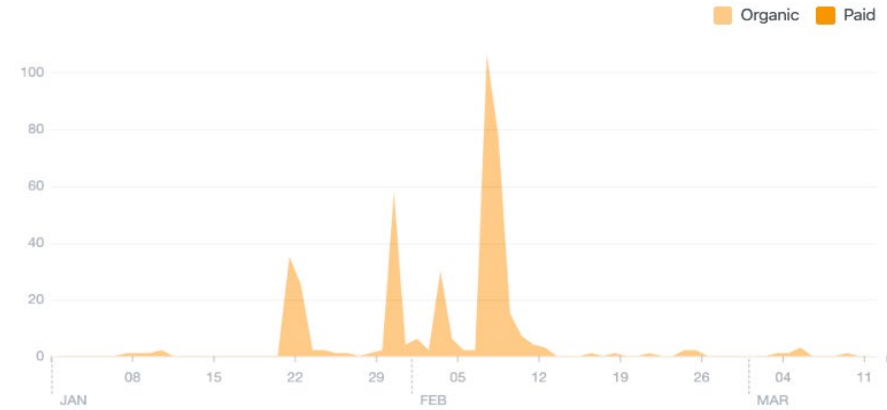
Total Views



Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.

Create Post



BENCHMARK
Compare your average performance over time.
Organic
Paid

Total People Who Viewed

By Section

By Age and Gender

By Country

By City

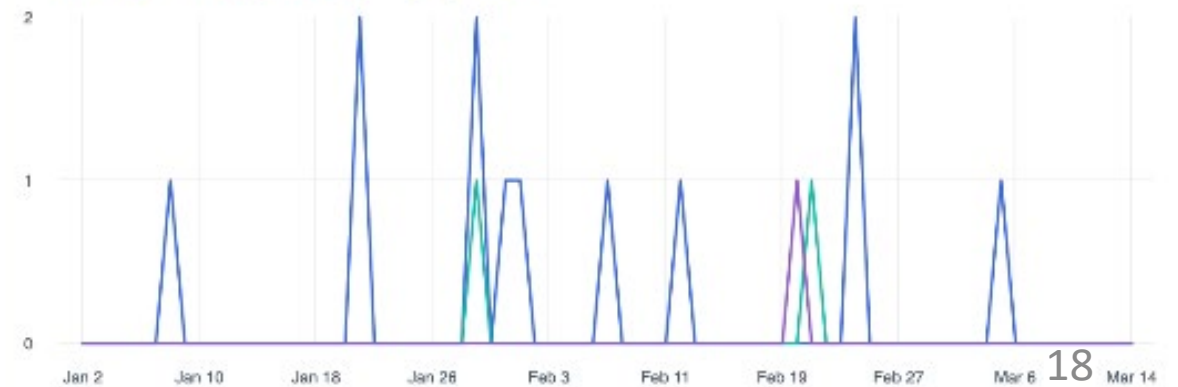
By Device

Total People Who Viewed



Top Sources

Facebook marylandev.org google.com





















TME

18

Social Media Analytics, continued

All Posts Published Create Post

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/08/2020 12:33 PM	 Puppies and electric vehicles under one roof! Did you know Maryland's			74 ■	0 0	Boost Post
02/08/2020 10:34 AM	 It's a fabulous day to visit the Motor Trend International Auto Show -			68 ■	2 0	Boost Post
02/07/2020 3:45 PM	 Come see us at the MotorTrend International Auto Show in Baltimore!			141 ■	4 0	Boost Post
02/03/2020 10:53 AM	 The Baltimore Auto Show is this week and promises to have a large EV			46 ■	3 0	Boost Post
01/30/2020 8:55 AM	 If you missed the DC Auto Show this week, come see us at the Motor			73 ■	1 0	Boost Post
01/21/2020 9:40 PM	 Potomac Edison is the latest Maryland utility to launch their EV			67 ■	6 0	Boost Post

Messenger Insights: Jan 1, 2020 - Mar 11, 2020


Jan 1, 2020 - Mar 11, 2020

12
Messaging Connections
As of March 10, 2020


0%
Block Rate
December 31 - March 10

New Messaging Connections
December 31 - March 10

3
New Messaging Connections ▲ 100%




New Blocked Connections
December 31 - March 10



We have insufficient data to show for the selected time period.

New Reported Connections
December 31 - March 10



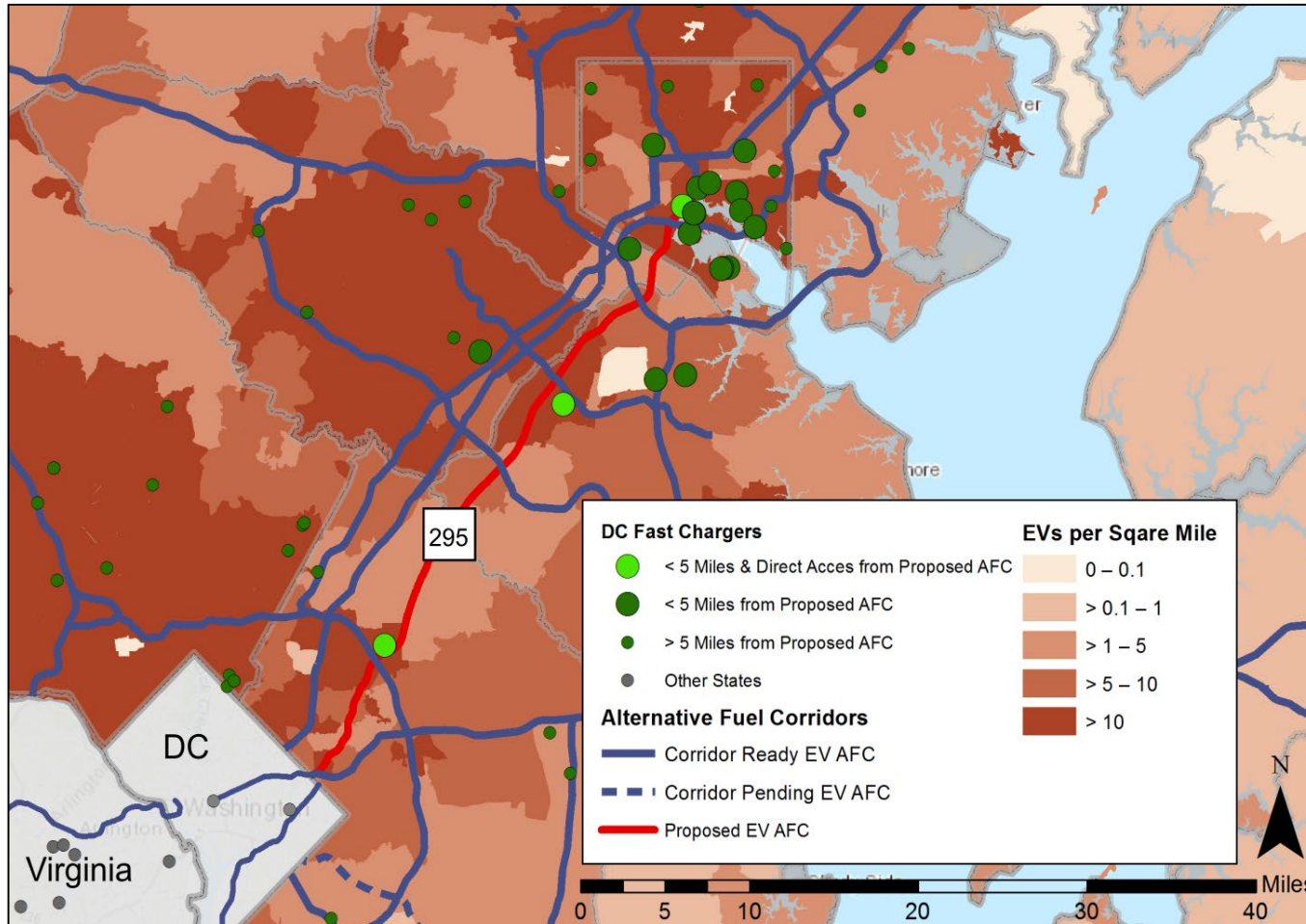
We have insufficient data to show for the selected time period.



State Agency Updates

MDOT

Alternative Fuel Corridor Nomination



Maryland 295

- **Begins:** MD/DC Line (I-295)
 - **Ends:** Russell Street (Baltimore)
 - **Designation:** "Corridor- Ready"
- Builds on and strengthens Maryland's existing AFCs
 - Connects users to Baltimore, DC, intermodal facilities, and regional job opportunities
 - Provides a connection to I-295

Alternative Fuel Corridor Designation

Public Stations Advanced Filters Corridor Measurement

Use this tool to measure the driving distance along Interstate Highways between stations that meet the criteria under the Federal Highway Administration's [Alternative Fuel Corridors Program](#). Explore more [resources for nominating corridors](#).

Maryland Electric 50 miles between stations allowed

Starting Station

Hancock Western Rail Trail Parking Lot
2 Canal St
Hancock, MD 21750
0.9 miles to Interstate Highway

Ending Station

Walmart 2790 Hagerstown
10420 Walmart Drive
Hagerstown, MD 21740
0.7 miles from Interstate Highway

29 miles
driving distance between the stations

See Route Directions

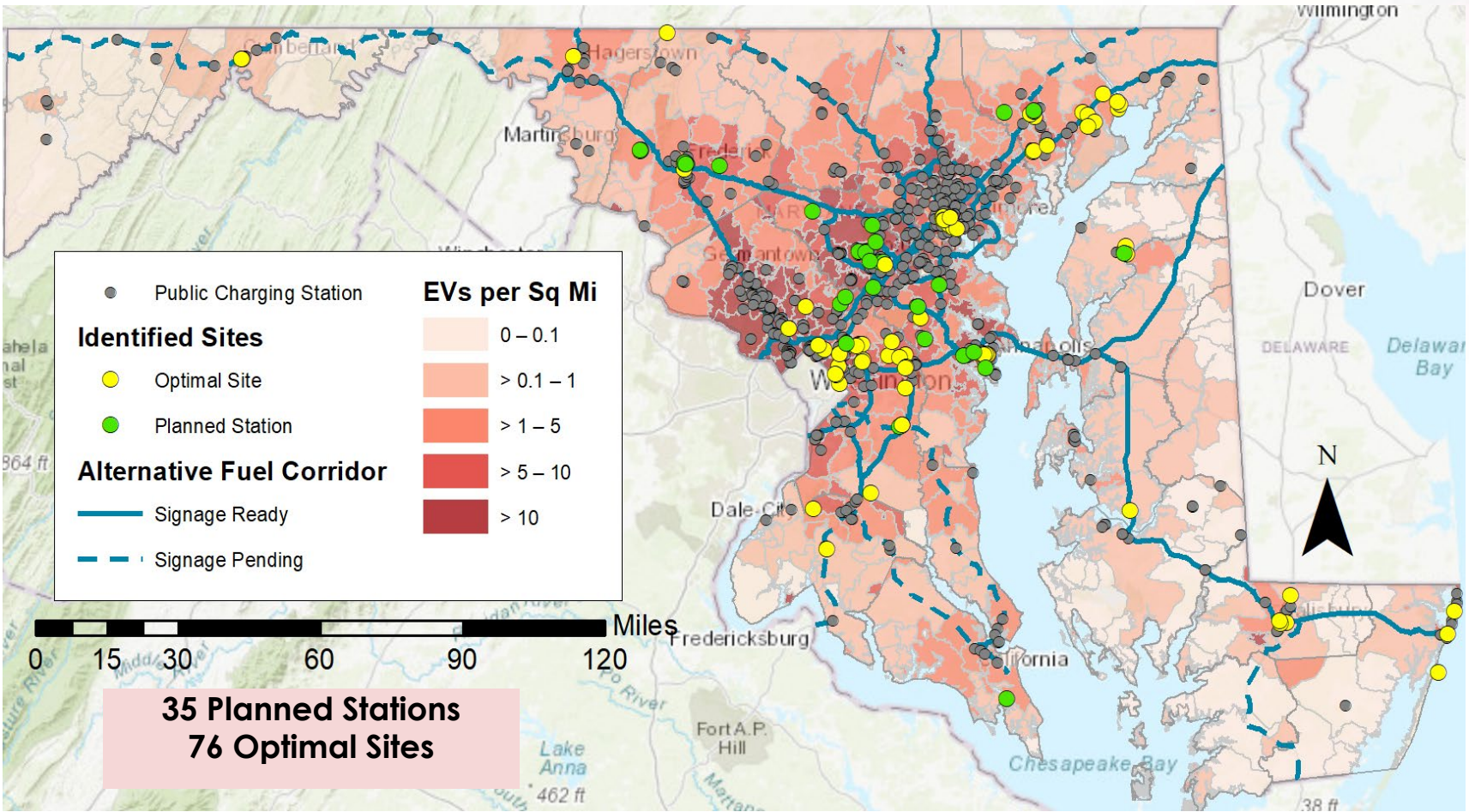
Interstate 70

- **From:** Hagerstown
- **To:** MD/PA State Line
- **Current Status:** Corridor-Pending
- **Proposed Status:** Corridor-Ready

Corridor- Ready Requirements:

- Minimum of 2 Public Stations
- Stations cannot more than 50 miles apart and more than 5 miles off the highway
- DC Fast stations must have both J1772 combo (CCS) and CHAdeMO connector

MetroQuest – EV Charging



Participants: 49 Total

- 31 Government Agencies
- 1 Non-government Agency

Launched: Sept 20th


Closes: July 31st

Are you planning on installing an EV charger with

- 11 No
 - 11 Yes, Level 2
 - 9 Maybe
 - 4 Yes, DC Fast
 - 4 Yes, unsure of charging level
-
- 39 Total

MetroQuest – Workplace Charging

EV Workplace Charging

Progress 

Introduction


WELCOME

EV Workplace Charging Survey

Maryland is a **national leader** in the deployment of Electric Vehicles (EVs) and EV infrastructure and is committed to a goal of 300,000 EVs registered by 2030 in order to achieve the Greenhouse Gas Reduction Act's (GGRA) goal of reducing greenhouse gas emissions (GHG) by 30 percent from 2006 levels by 2030. To meet the ambitious EV registration and infrastructure deployment goals, Maryland is working to develop strategies and partnerships that will promote and facilitate the integration of EVs into State-owned or -leased facilities. Your input will better inform Maryland's decisions for future EV charging infrastructure at State facilities.

[Begin](#)

As of February 1st, there are over **24,500 registered EVs** in the State and more than **640 public charging stations** and **1,880 charging outlets** available throughout Maryland.




2 SURVEY QUESTIONS

3 RANKINGS

4 WORKPLACE LOCATION

5 WRAP UP

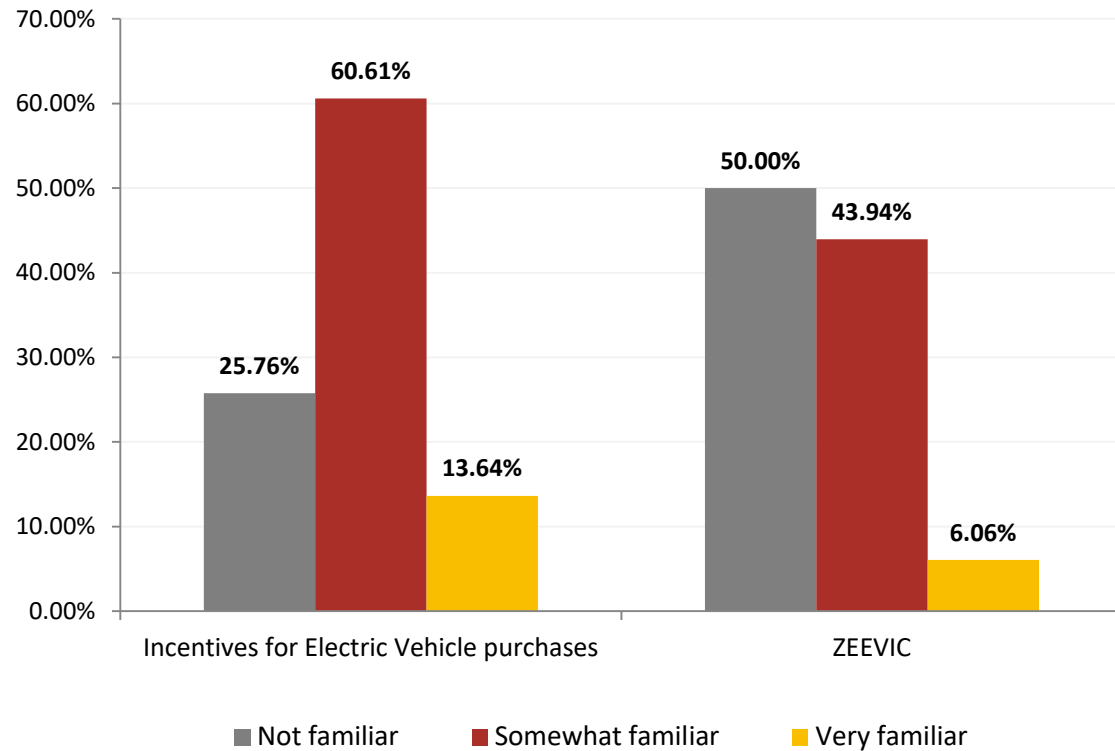


- In Coordination with DGS
- **Goal:** Promote & Facilitate integration of EVs into State-owned or -leased facilities
- **Launched:** March 2nd
- **Closes:** June 31st

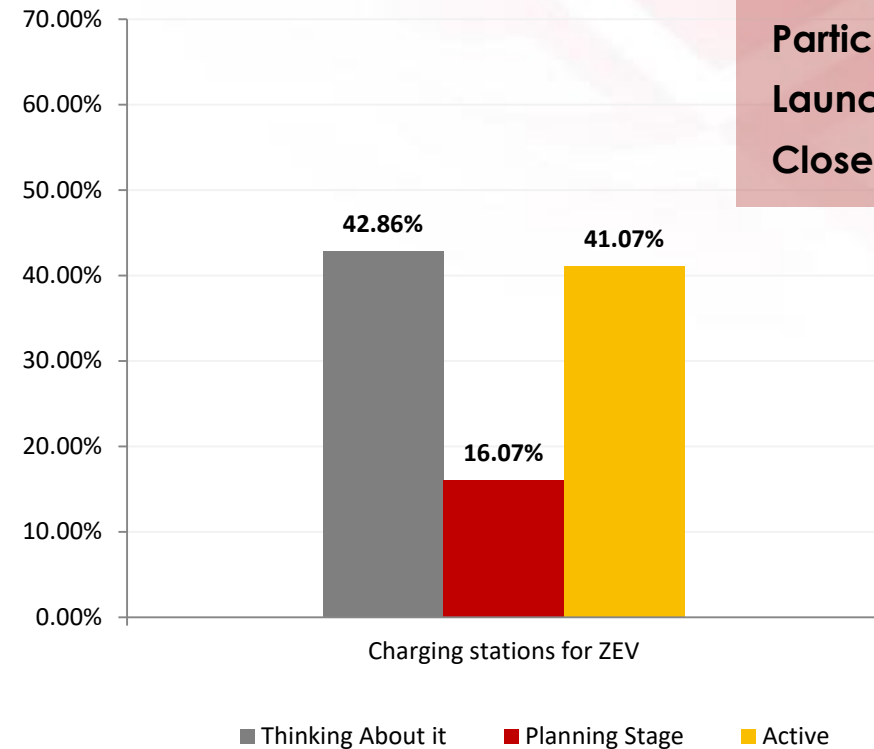
[Help](#) [Privacy](#) [About MetroQuest](#)

Survey – Emerging Technology

Maryland Emerging Technology Resources



Has your jurisdiction planned an/or deployed emerging transportation technology for:



Participants: 67 Total
Launched: March 3rd
Closed: March 13th



State Agency Updates

MEA



State Agency Updates

MDE



State Agency Updates

MDP



State Agency Updates

PSC



State Agency Updates

Other



Utilities Updates

- Program Updates
- PSC Hearing Updates
- Communications Plans
- ZEEVIC Coordination

2020 Goals



2020 Goals

- Maximize use of grants and funding opportunities for ZEV, EV, and ZEV charging in Maryland.
- Continue addressing the issues of Right to Charge, EV-ready building codes, and parking enforcement.
- Ensure EV readiness through strategic infrastructure planning and facilitation that focuses on corridors, workplaces, and key communities.
- Sustain education and outreach coordination with a continued focus on diversity and equity.
- Improve consumer experience with EVs and EVSE.
- Coordinate EVSE infrastructure efforts between ZEEVIC members to ensure a united, cohesive infrastructure buildout
- Dealership outreach coordination



2019 ZEEVIC Annual Report

Closing Remarks – R. Earl Lewis, Jr.

- Next Meeting Scheduled for May 21, 2020
 - 2:00PM-4:00PM at MDOT Headquarters