



MARYLAND ZERO EMISSION

Electric Vehicle Infrastructure Council

November 19, 2020

Agenda

- Welcome and Announcements
- Public Comments
- Communications Working Group Update
- Legislative Discussion
- Annual Report & Priorities Discussion
- State Agency Updates
- Utility Updates
- Closing Remarks

Welcome and Announcements

Deputy Secretary Lewis, MDOT



Public Comments



A stylized graphic in the top right corner showing two hands, one in red and one in white, holding a globe. The globe is composed of yellow, grey, and red segments. The hands are rendered in a simple, flat style.

Communications Working Group Update

Colleen Turner, MDOT

Coordination with the MCCC

Maryland and the Zero Emission Electric Vehicle Council (ZEEVIC) should:

- Continue to support zero emissions public and private vehicles by purchasing ZEV state vehicles except for cases where that is not possible or practical,
- Support the strongest legally possible vehicle emission standards and opposing Federal rollbacks,
- Promote and/or require charging infrastructure in multi-family dwellings, and
- Support the purchase of zero emissions vehicles through continued and expanded incentives designed to benefit low-income, underserved, and over-burdened communities.

Maryland EV Website Analytics

September 30 – October 31, 2020

Page Views: 2,525

Audience Overview:

Search Traffic: 43%

Referral Traffic: 25%

Direct Traffic: 32%

Top Referral Traffic:

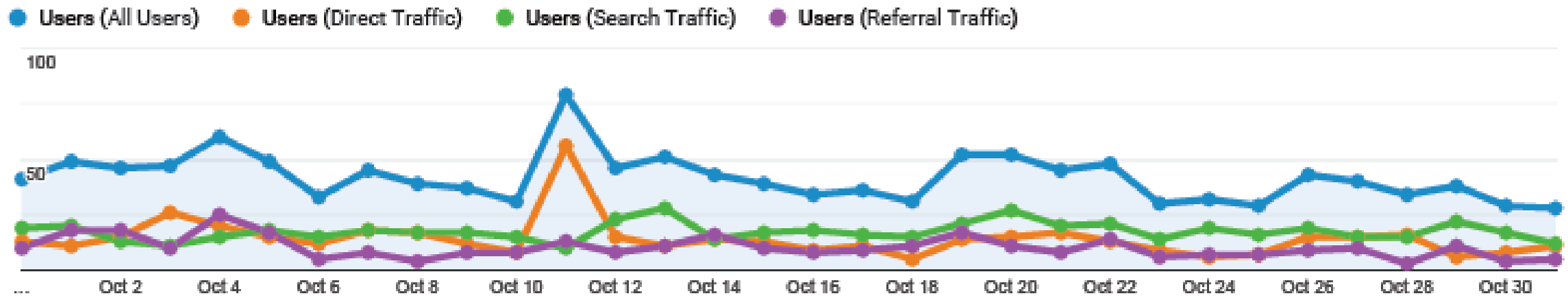
1. facebook.com: 34%
2. pepco: 26%
3. bge: 20%
4. delmarva: 6%
5. Firstenergycorp.com: 4%
6. instagram.com: 1%
7. npr.org: 1%

Top Pages Visited:

1. Incentives: 974 (39%)
2. Homepage: 672 (27%)
3. Charging: 233 (9%)
4. ev-101: 142 (6%)
5. local_ev_resources: 73 (3%)
6. hydrogen-101: 58 (2%)
7. resources: 45 (2%)
8. resources/ev-calculators: 40 (1%)
9. Charging/afdc-map: 38 (1%)
10. Resources/useful-links: 35 (1%)

Maryland EV Website Analytics

September 30 – October 31, 2020



Maryland EV Social Media Analytics

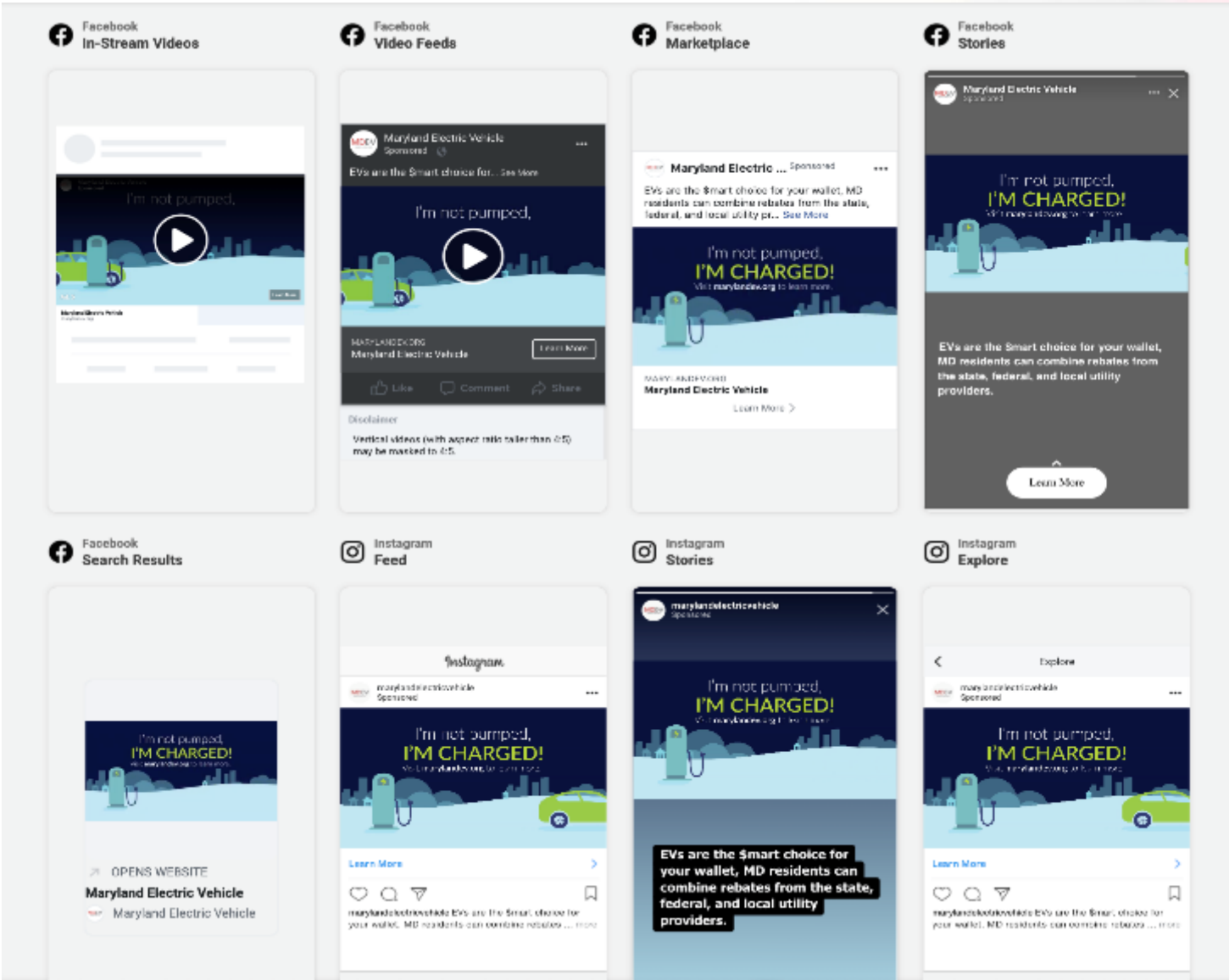
Earned Highlights:

- Total Posts in 28 Day Period: 18
- Post Engagements: 373
- Post Reach: 15,534

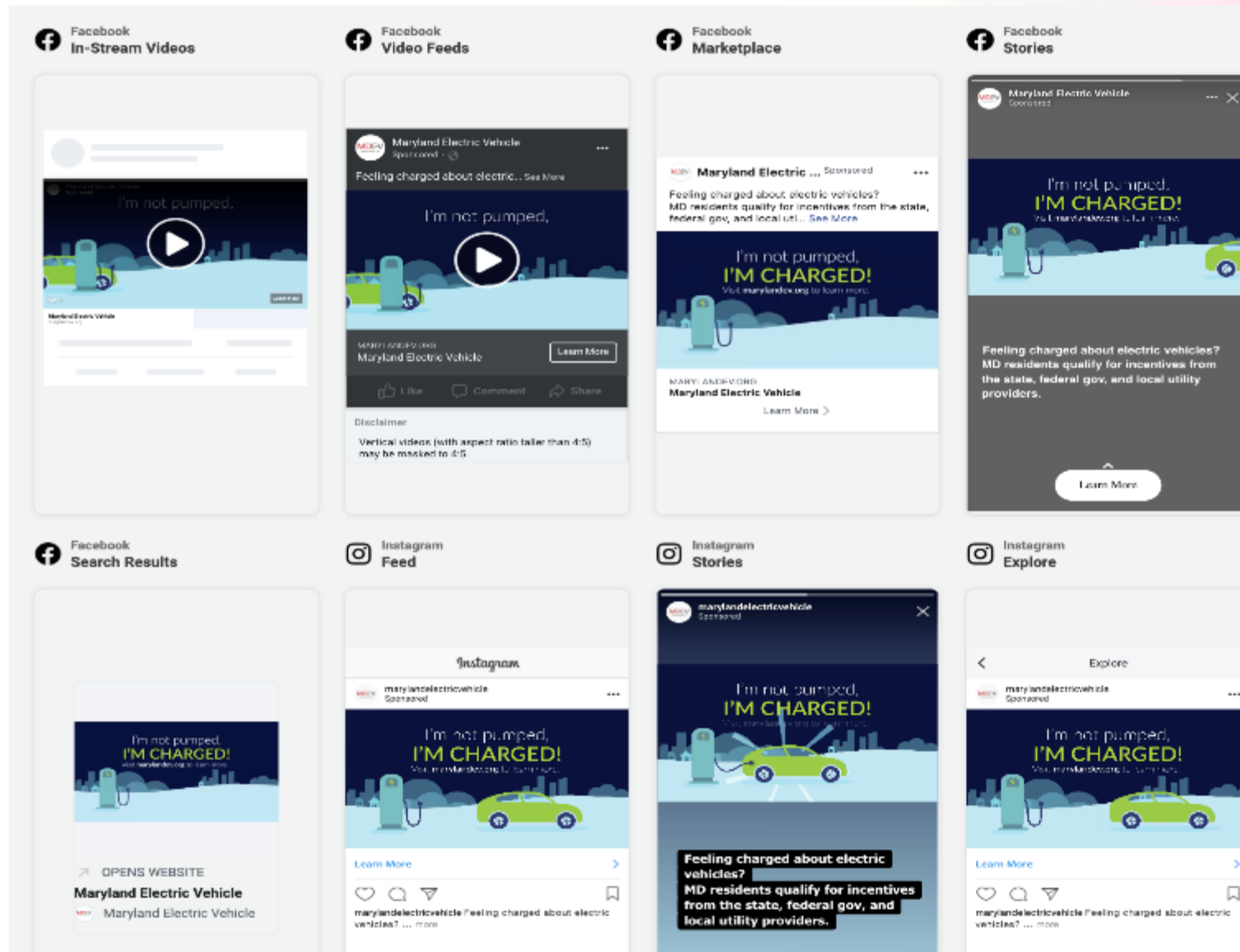
Ad Campaign:

- 2 MarylandEV Ads
- Total Impressions: 587,406
- Total People Reached: 389,919

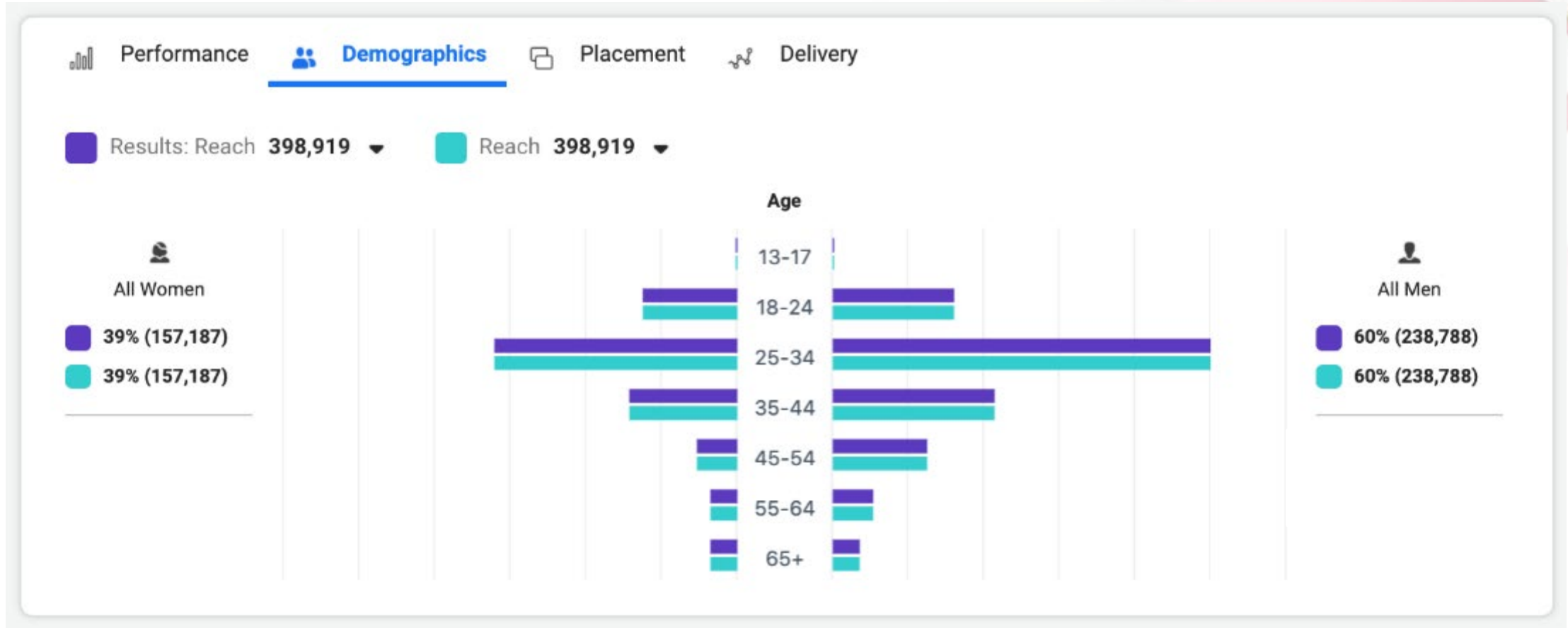
EVs are the smart choice for your wallet



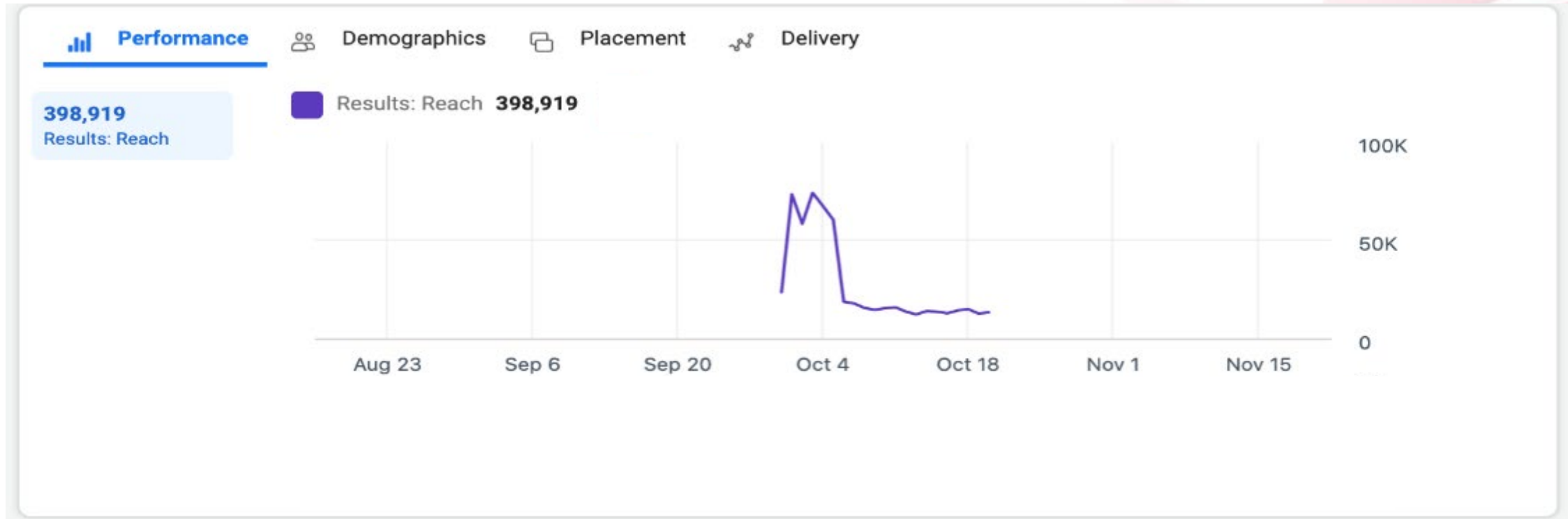
Feeling charged about EVs?



Maryland EV Ad Demographics




Maryland EV Ad Reach Timeline



Maryland EV Social Media Post Examples


Maryland Electric Vehicle
Published by Crowdfire · October 12 at 5:00 PM · 🌐

Did you know?
Drivers of plug-in electric vehicles registered in Maryland are allowed to use MD HOV lanes regardless of the number of passengers! Learn more at <https://marylandev.org/incentives/>



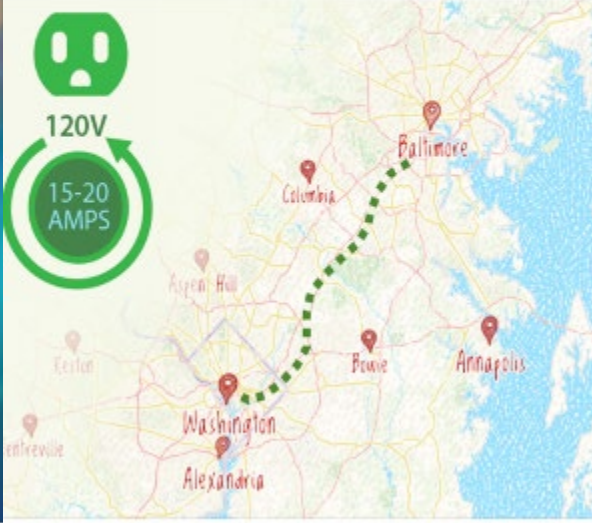
Maryland Electric Vehicle
Published by Crowdfire · October 19 at 5:00 PM · 🌐

Driving electric may be more affordable than you think! Compare fuel cost and emissions of electric and gasoline models here. <https://marylandev.org/resources/ev-calculators/>
#EV #MarylandEV




Maryland Electric Vehicle
Published by Crowdfire · October 22 at 5:00 PM · 🌐

Did you know? If charged overnight at a standard 120v outlet, an electric vehicle gains 40 miles in range. That's enough to drive between Baltimore and DC!
Learn more at <https://marylandev.org/charging/>
#EV #MarylandEV



Maryland Electric Vehicle
Published by Crowdfire · October 29 at 5:00 PM · 🌐

#EV101
Maryland's future is green! Learn more about initiatives at state, county, city, and local levels to develop the future of electric vehicles. https://marylandev.org/local_ev_resources/
#EV #MarylandEV



72 People Reached	5 Engagements	Boost Post	39 People Reached	2 Engagements	Boost Post	55 People Reached	3 Engagements	Boost Post	38 People Reached	1 Engagement	Boost Post
----------------------	------------------	------------	----------------------	------------------	------------	----------------------	------------------	------------	----------------------	-----------------	------------

Legislative Discussion

Colleen Turner, MDOT



2021 Legislative Considerations

Maryland Session

- Senate Reopening Guide:
 - <http://www.mgaleg.maryland.gov/pubs-current/Senate%20-%20Reopening%20Memo.pdf>
- House Reopening Guide:
 - <http://www.mgaleg.maryland.gov/pubs-current/House%20-%20Reopening%20Memo.pdf>

Potential Federal Opportunities

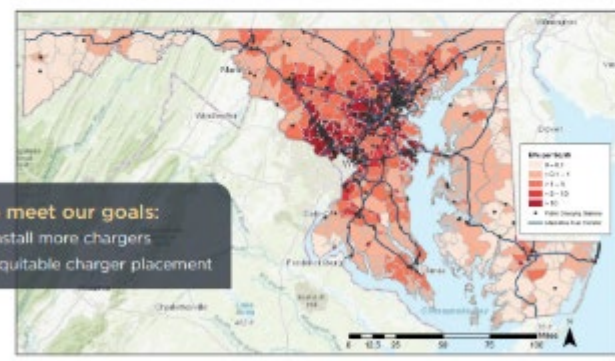
- <https://joebiden.com/clean-energy/#>


ICC Ruling on EVSEs in New Construction


- EV-ready provisions **were not** included in ICC's building codes
- Provisions would have required EV-ready wiring to be included in all new buildings

2020 Legislative Handout

Electric Vehicle (EV) Barriers in Maryland




MARYLAND ZERO EMISSION
 Electric Vehicle Infrastructure Council
tinyurl.com/ZEEVIC


MDEV
 MARYLAND EV
marylandev.org

Electric Vehicle (EV) Policy Solutions

Equitable EV Funding

Equitable incentive funding for electric vehicle and charging station purchases.

EV-Ready Building Codes

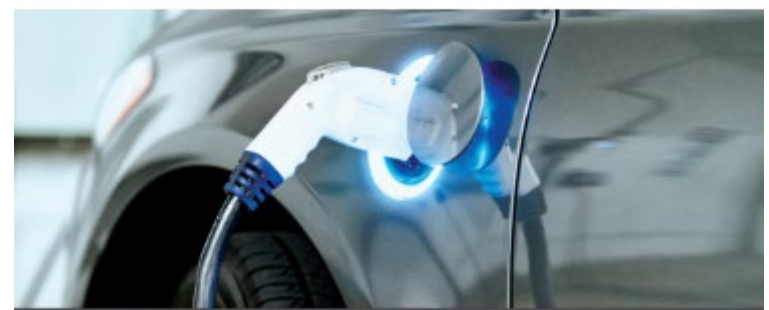
New construction to include EV charger-ready wiring in parking spaces.

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.




MARYLAND ZERO EMISSION
 Electric Vehicle Infrastructure Council
tinyurl.com/ZEEVIC


MDEV
 MARYLAND EV
marylandev.org



2020 Annual Report & Priorities Discussion

2021 Priorities

- FCEV
 - Identify barriers and opportunities to advance FCEV and FCEV infrastructure deployment
- Medium- and Heavy-Duty Vehicles
- Education through Outreach and Coordination
- Diversity and Equity
- Incentives

2021 Recommendations

- ZEEVIC will continue to support three key policy areas: the right to charge, EV parking, and EV-ready building codes
- Add FCEV to key policy areas above – advocate shift to ZEV vs. EV only
- Harmonize efforts with the PSC
 - Improve understanding of the environmental and economic benefits of PEVs and EVSE
 - Explore EVSE infrastructure opportunities at workplaces, residences, and in public
 - Expand understanding of the needs of underserved communities as they relate to PEVs
- Continue to explore linkage between ZEVs, CAVs, low-speed vehicles, and electric scooter programs

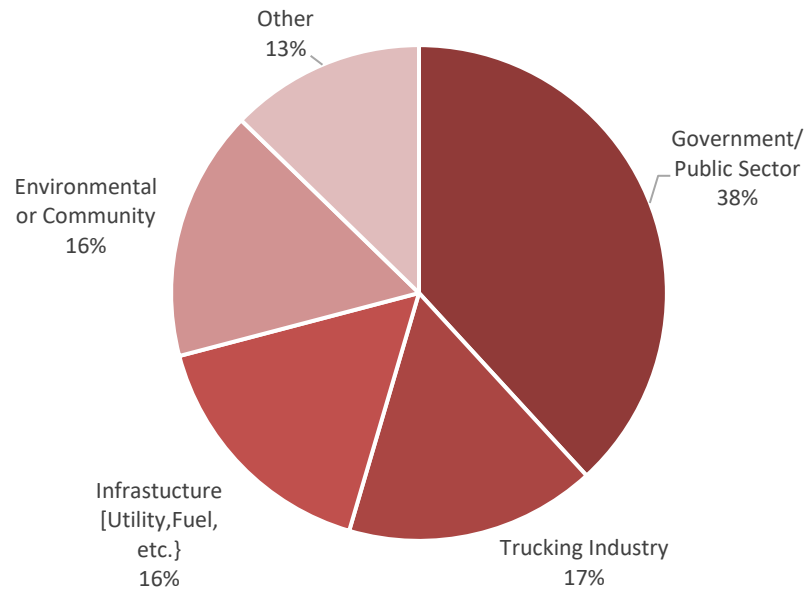


State Agency Updates

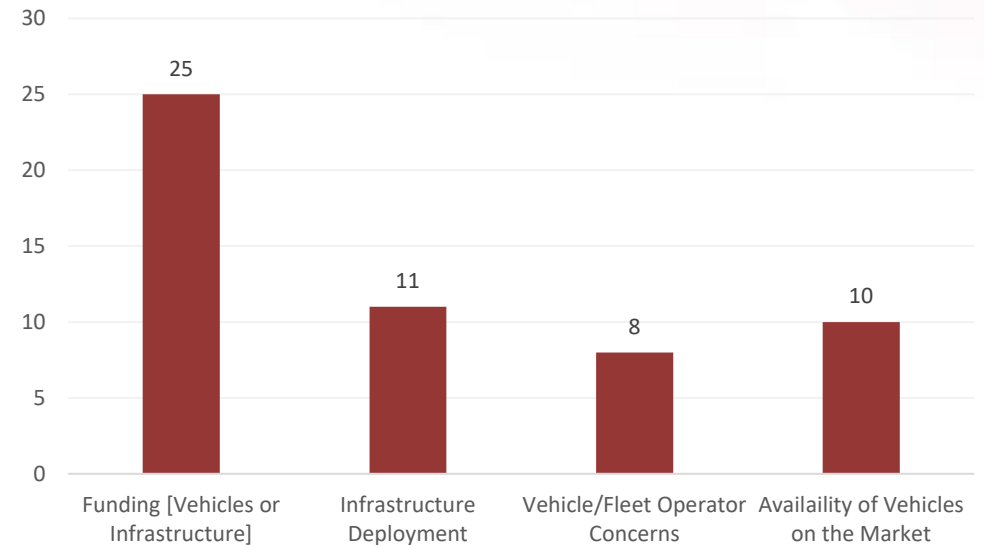
MHD ZEV MOU & Clean Truck Planning Framework Webinar

- Two webinars: Friday 11/13 and Tuesday 11/17
- 86 Total Attendees
- 8 Poll Questions
 - Results are not statistically significant and only reflect those who attended the Webinar

What type of Organization are you affiliated with?



What do you perceive as the greatest challenge to be addressed in the MHD ZEV Action Plan?



Maryland ZEV Collaboration Webinars

Webinars Summary



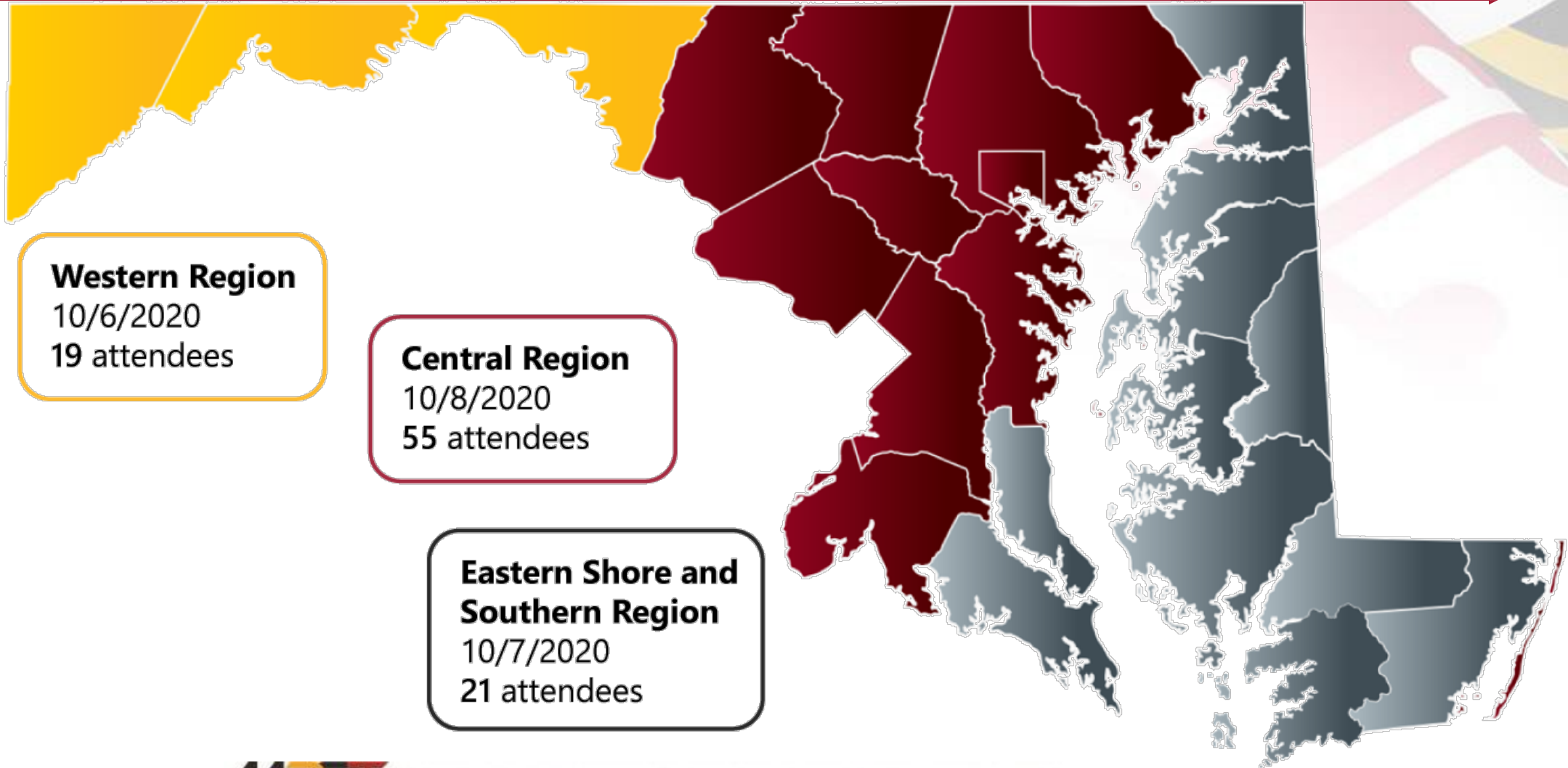
Overview

- Connect local government entities
- Provide results from MDOT's ZEV/Emerging Technologies survey
- Communicate Maryland's progress
- Align activities and collaborate
- Learn about local agencies' priorities

Hosted by:



Statewide Webinar | 10/28/2020 | 64 attendees



Strategies and Successes

Statewide



- **Colleen Turner** Assistant Director, Office of Planning, Maryland Department of Transportation



- **Mike Jones** Energy Program Manager, Transportation, Maryland Energy Administration



- **Tim Shepherd** Chief, Engineering & Technology Assessment Division, Maryland Department of the Environment

Local



- **Nina Forsythe** Commissioner of Water, Parks and Recreation, City of Frostburg, ZEEVIC, MML – Rural Region



- **Paul Verchinski** ZEEVIC Public Representative Appointed by Gov. Larry Hogan



- **Atiq Panjshiri** Manager Right of Way Plan Review, Division of Land Development, Montgomery County



- **Sandra Brecher** Chief, Commuter Services Section, Office of Transportation Policy, Montgomery County Department of Transportation



- **Leah Boggs** Senior Environmental Planner, Metropolitan Washington Council of Governments (COG) Department of Environmental Programs

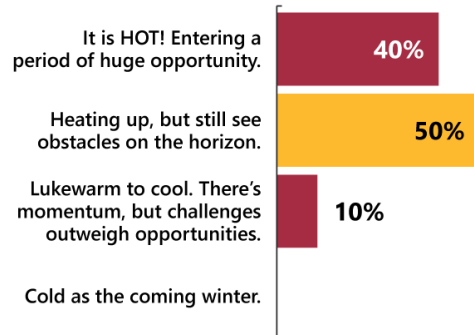


- **Liam Davis** Baltimore City DOT, Legislative Affairs Manager

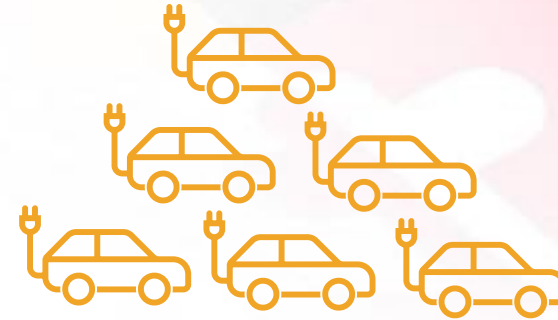
Polls and Discussion



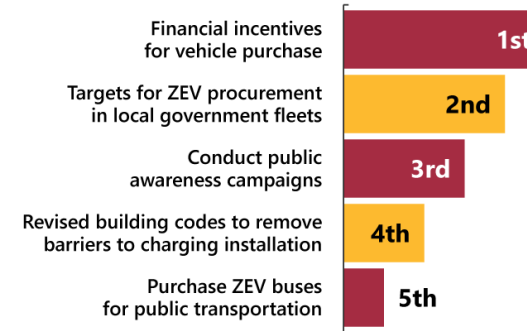
90 % of poll responders report an active ZEV market



Which option best describes the ZEV Market and associated opportunities over the next few years?



Participants ranked procurement and incentives as high priority

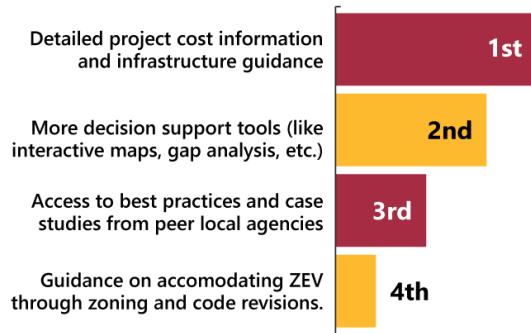


Please rank the following ZEV opportunities in order of importance:

Polls and Discussion



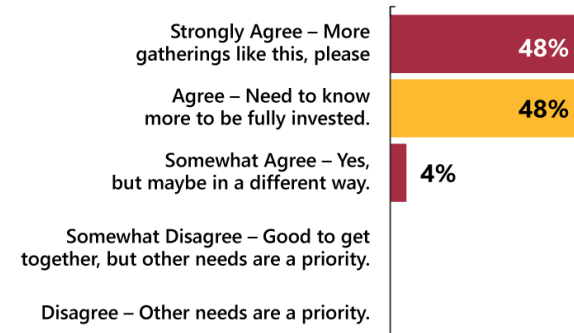
Meeting attendees are looking for cost information and analysis tools



Please rank the following ZEV resources you need from your state and federal partners:



100% of poll responders are interested in future regional and statewide meetings



I am interested in future opportunities to continue this conversation.

The Conversation

- HOA's and MUD's are slow to adopt technology, and older communities require retrofitting. Financial and other incentives are needed to remove these barriers.
- Issues such as zoning, policy, licensing, insurance, charging fees, maintenance, and liability need to be addressed for creating an easier path to local infrastructure installation. Evolving legislation and inconsistencies in policymaking, along with a lack of technology standardization, creates a reluctance to forward local ZEV agendas.
- Partnerships with energy and utility companies are encouraged. Solar companies, sustainable energy corporations, and EV technology companies may be able to provide grants and technical and/or installation assistance.
- Municipalities were interested in how they can work together on finding funding for fleet of infrastructure enhancement as well as learning about other tools their colleagues are using.
- Because much of Maryland is rural and more rugged vehicles are used, there is an interest in heavy and medium-duty Evs

Themes for Action

- Urban and rural areas have varying demand for EV infrastructure, resulting in an uneven distribution of assets and dedicated funding around the region.
- There is a need for collaboration to ensure a seamless transition for drivers as they travel between counties, regions, and states.
- For residents and homeowners, policy clarification and charging station implementation standards are needed to make the process less daunting.

Utilities Updates



Closing Remarks – Deputy Secretary Lewis

- Next Meeting January 2021