

Electric Vehicle Infrastructure Council

November 13, 2014

1pm

In attendance

Wilson Parran

Heather Murphy

Barbara Gonzales for William Gausman

Timothy Davis

Chris Rice

Peter Kitzmiller

Fred Hoover

Kathy Kinsey

Colleen Quinn

Scott Wilson

Raymond Clarke

Z. Andrew Farkas

Michael Wall

Dianne Yaeger for Brian Feldman

Jill Sorenson

Public Comments & Discussion

There were no public comments or discussion.

The Nissan Experience with Workplace Charging Events

Jean Gough, Northeast Region Business Development Manager for Nissan, gave a presentation entitled "EV Adoption & Workplace Charging." She started by explaining that she covers the northeast region, from Northern Virginia to Maine, but focuses on the 8-state ZEV MOU region, and as of late has mostly been working in Connecticut, Massachusetts, and Rhode Island.

She then talked about Nissan Leaf owners' driving habits, noting that the vehicle could be fully charged in 3 hours using a Level 2 charger, and explaining that Leaf owners' trips average 7 miles, their daily driving averages 30 miles, and generally use the Leaf as their primary vehicle, even when they didn't intend to at the time of purchase. She also stated that 85 per cent of charging occurs at home.

Next, she presented her goal, which was to establish and sustain relationships with clean transportation like minded employers to promote electric vehicles and the Nissan Leaf, and talked about challenges and opportunities in meeting that goal. She noted as a challenge that there is no comprehensive list of sustainability officers in the region, which makes it difficult to reach out to as many relevant people as possible. She also noted that universities, local governments, and municipalities are all strong partners.

After that, she described a workplace "town hall style" electric vehicle presentation, one goal of which is to show potential owners that electric vehicles are "here to stay," and that there is support and education available for electric vehicle owners. For example, she would refer them to plugshare, state incentives, and show them the MVA materials relating to electric vehicles. These events often include ride-and-drive components, which dispel myths and rumors about electric vehicles. In addition, she works with employees to talk about what their specific needs are.

Then she shifted to the companies' perspective, noting that their most common question is how to get started with electric vehicles. She described the process of helping companies, which involves working with each company's sustainability office to come up with an individualized plan. She also shared the advice she typically told employers, including that electric vehicle charging stations attract employees, that they should be proactive, not reactive, that educating employees about charging etiquette (such as leaving the nozzle unlocked) is important, and that good signage (at eye level and therefore visible behind charging vehicles) makes a big difference. She concluded that discussion by mentioning Oracle and Cisco as two California companies that had embraced electric vehicles at their corporate campuses.

Gough then quickly discussed public charging, noting that Level 2 chargers were becoming more mainstream, and are now available at stores such as Home Depot and Lowe's. She mentioned that DC Fast Chargers are becoming more common, and that Nissan supports this in several ways, including encouraging its dealers to install publicly accessible DC Fast Chargers. Finally, she pointed out that most of these DC Fast Chargers are located in "lifestyle locations," which lends themselves well to high usage.

Shifting to the question of "what's next," she mentioned the opportunities of EV fleets. Gough stated that EVs were well-suited to municipalities' budget concerns due to their lower total cost of ownership, excellent warranties, and 100,000-mile batteries. She also noted that Nissan had an incentive available, which is that they provide municipalities that purchase two or more EVs with a complimentary Level 2 charger.

Scott Wilson asked if worksites tended to have a mix of Level 1 and Level 2 chargers. Gough's response was that in most cases, Level 1 chargers were pre-existing, but that Nissan works to install Level 2 chargers. Farkas asked whether there are EVs in the taxi fleet, and Gough responded that they are in New York City, and there have been inquiries in Baltimore and in Northern Virginia. Michael Wall asked about the typical size of workplace events, and Gough answered that they ranged from as few as 9 to as many as 175 people, and that Nissan would bring 1 vehicle per 20 expected attendees.

Colleen Quinn asked about Gough's goals, and whether Gough would be as aggressive as her counterparts in California. Gough responded that in California, the EV suppliers are responding to demand, while here they need to create demand. She added that public service announcements would be a way to change public thinking about EVs.

Jill Sorenson asked whether Nissan had worked with Sustainable Maryland Certified (SMC). Gough responded in the negative, saying that at the moment Nissan was just "trying to plant roots." Following up, Sorenson asked whether SMC gave points for electric vehicle charging stations. Quinn answered no, but noted that in New Jersey's similar program, Sustainable Jersey Certified, points are given for charging infrastructure.

Wilson asked about the minimum size for a "Ride-and-drive," and Gough responded that there isn't one. According to Gough, they will run very small events, and if multiple workplaces want to schedule events at the same time, she will arrange for Nissan to supply someone to cover every event.

One caveat she gave was that on federal land, employees may not receive electricity for charging vehicles. Quinn added that she had met with Kate Brandt (the Federal Environmental Executive), who informed her that after multiple meetings with a lawyer, they concluded that the only way to change that policy is congressional action. Gough responded that there is a bill in process to allow federal workplace charging, but it is unclear whether that bill would succeed.

Kathy Kinsey suggested that a dealership workgroup be formed, and asked Gough about the best way to engage dealers. She also asked whether efforts to install 40 DC fast chargers in the Washington area had stalled. Gough promised to find out the status of the chargers. With regards to the dealers, Gough called their positions “a continuum,” saying that in the past they had made an effort, but that dealers sometimes give erroneous information, or steer potential customers to other vehicles. The strategies she recommended to combat this problem were specific education for dealers, along with having the dealers handle the paperwork. She also stated that dealers make less service money on electric vehicles due to their lower maintenance needs, but that Nissan was now giving “spiffs” to salespersons who sell electric vehicles. Finally, she noted that a high percentage of electric vehicle customers are new to Nissan, having arrived particularly interested in the Leaf, so they wouldn’t be interested in a non-electric Nissan vehicle anyway. Kinsey asked which dealers sell the most electric vehicles. Gough said that since most dealers are new to electric vehicles, Nissan was waiting to release that information until there would be a shift in sales to electric vehicles, at which point the company plans to announce an awards program to recognize dealers. She pinned that timeframe at 6 months to 1 year.

HOV Lane Reciprocity – Discussion

Kinsey announced that, as it was pointed out by Laura Armstrong that the authority wasn’t there yet, reference to “fees” in the proposed legislation would be deleted. Rice asked whether this went further than writing “may” instead of “shall,” and Kinsey replied that reference to fees would be deleted altogether.

Homeowner Associations –Draft legislation

Fred Hoover began the discussion by announcing that a draft copy of the legislation had been sent out by email that morning, but the subgroup had not yet looked at it. He described it as largely mirroring California’s bill, which the subgroup would study, but instead of 3 separate pieces of legislation covering Homeowner Associations, Condominium Associations, and Landlord-Tenant relationships, the bill would create a new subarticle called “Electric Vehicle Charging Infrastructure. The reason for this, according to Hoover, was that having one piece of legislation made analyzing the concept and making decisions easier. He stated that it was his goal to have the draft legislation done by the General Assembly session. Quinn asked which committees the bill would go to, and Hoover responded that the legislation would possibly be jointly referred, and would likely also go to the Judiciary committee. Hoover continued, stating that the two items that had been distributed that morning were the draft legislation and a Doodle poll to determine when the subcommittee would meet, with the immediate goal of discussing the group’s comments before the next EVIC meeting. Describing what he had sent out as a “final working draft,” Hoover stated that he wanted concurrence from subcommittee members.

Outreach to Local Government

Kinsey presented the Local Government Workgroup’s action plan. She quickly described it as a list of people to talk to and a list of potential presenters, and noted that it suggests partnering with MWCOG. She stated that she emailed Kanti Srikanth, the Transportation Planning Director at MWCOG, but he has not yet responded to the email. She said that she wants to move forward with a pilot workshop for MWCOG jurisdictions, and would aim for a spring/early summer timeline.

The Chair asked whether the January conference of the Maryland Association of Counties would be too soon, and Kinsey responded that it was. In addition, she said that the intended audience of this workshop would be the “nuts and bolts” people of local government. The Chair then asked whether this would be conducted at the Maryland Municipal League convention, and Kinsey responded that she wanted to do separate events. At MML and MACO conferences, it would be too difficult to keep

attendees for a half or two-thirds of a day. Ray Clarke suggested that the County Engineers Association of Maryland be added as a partner in the outreach. Bihui Xu commented that MWCOG has only four jurisdictions, and suggested that the outreach be expanded to other jurisdictions. Jill Sorenson agreed, mentioning BMC, and commented that the outreach program shouldn't be exclusively MWCOG, but that other jurisdictions could be added later. Kinsey affirmed that that is the plan.

Sorenson then warned that animosity could develop if jurisdictions are excluded from the outreach program, and suggested hosting it in the Washington area but allowing others to attend. The Chair pointed out that new elected officials would be starting their terms soon, and suggested that outreach to them ought to happen. Tim Davis said that Kanti Srikanth, the Transportation Planning Director at MWCOG, is very busy now, so he may not be available. He added that cooperative purchasing exists within MWCOG, and suggested that it could be used for electric vehicles. Xu suggested that an effort be made to get in touch with MWCOG's sustainability workgroup. Multiple conversations then broke out, discussing names of people who could be included in the initial outreach program.

Baltimore and Washington Auto Shows

Kinsey opened this topic by stating that she thought the Council ought to do something at the auto shows. Peter Kitzmiller then introduced himself as president of the Maryland Auto Dealers Association, and explained that that organization operates the auto show in Baltimore. In past years, he said, the show has had indoor ride-and-drive events. He said that because the show's floor space for this year has sold out, there will be at least two outdoor ride-and-drive events, with the Chevrolet Volt and the Ford C-Max available to ride or drive. He added that an effort was being made to host a ride-and-drive of the BMW i3 as well. In addition, he referred to a "Green Vehicle Trail" at the show.

Kitzmiller offered several suggestions for the Council, including having a display in the space outside the main show floor and offering education about charging. He also stated that the Washington Auto Show is "very environmentally focused," and suggested that there were possibilities for outreach there as well. Sorenson suggested that a package of easy display items be made available to hand out on the show floor. Wilson asked whether car clubs and similar organizations have space, and Kitzmiller responded that they did, and that consideration was being given to adding a second floor to the show. Kitzmiller added that attendees at the show tend to be very likely to buy a car soon, so they are good people to whom to reach out. Sorenson referred to a single sheet that showed total cost of ownership, and asked whether it would be possible to have such a sheet at the auto show, and Kitzmiller responded in the affirmative. Hoover added that the auto show would be an opportunity for charging manufacturers to display their products, and suggested having an electric vehicle booth with a charging demonstration and information about workplace charging. Gough added that the EZ Charge card program could be included in that display.

The Chair asked Kitzmiller about the deadline for inclusion in the show, and Kitzmiller responded that the end of December would be the deadline. Kitzmiller then offered the University of Maryland Shock Trauma Center as an example of an organization that has had a display at the show in the past, and stated that at the Center's display, volunteers hand out materials and perform demonstrations. Sorenson suggested that the show could have an "electric avenue," which would show vehicles, charging stations, and other information about electric vehicles. Gonzales stated that such an area exists at the Washington Auto Show. Wilson described that space, noting that it had electric vehicles, charging station mockups, a plugshare map, and was manned by volunteers.

The Chair asked whether Kinsey had a suggestion as to what to do in this regard. Quinn, Wilson, Gough, and Kitzmiller agreed to work on developing some sort of presence for the Council at the auto show in Baltimore. Sorenson offered to connect that effort with the Department of Energy's Clean Cities program, which prompted Quinn to ask about the status of the planning grant for which the Transportation and Climate Initiative had applied. Kinsey replied that TCI had not received the grant.

The Chair then concluded the meeting by saying that the Council should be aware of the administration changes, but that he didn't anticipate any changes being made that would directly affect the Council. Quinn and Kinsey agreed.