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**

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

- 24,596 Registered EVs as of January 31, 2020
- 2020 EV Goal: 50,000 Registered EVs
- Potential annual CO2 reduction of 900,000 metric tons
- 2025 EV Goal: 300,000 Registered EVs
- Potential annual CO2 reduction of 650,000 metric tons
- 2030 EV Goal: 500,000 Registered EVs
- Potential annual CO2 reduction of 460 million metric tons

To meet our goals:
- Install more chargers
- Equitable charger placement
- Funding for incentives

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 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

- All Users: 100.00% Users
- Direct Traffic: 29.14% Users
- Referral Traffic: 15.55% Users
- Search Traffic: 57.36% Users

Overview

Users
- All Users: 2,367
- Direct Traffic: 666
- Referral Traffic: 368
- Search Traffic: 368

New Users
- All Users: 2,299
- Direct Traffic: 656
- Referral Traffic: 338
- Search Traffic: 413

Sessions
- All Users: 2,730
- Direct Traffic: 776
- Referral Traffic: 413
- Search Traffic: 413

New Visitor
- All Users: 10.0%
- Direct Traffic: 9.1%

Returning Visitor
- All Users: 90.0%
- Direct Traffic: 90.0%
Website Analytics, Top Pages

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%)

January 1 – March 12, 2020
## Website Analytics, referral sources

### January 1 – March 11, 2020

![Website Analytics Chart]

<table>
<thead>
<tr>
<th>Source</th>
<th>Users</th>
<th>Contribution to total: Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>pepco.com</td>
<td>105</td>
<td>28.23%</td>
</tr>
<tr>
<td>bge.com</td>
<td>83</td>
<td>22.31%</td>
</tr>
<tr>
<td>npr.org</td>
<td>45</td>
<td>12.10%</td>
</tr>
<tr>
<td>firstenergycorp.com</td>
<td>34</td>
<td>9.14%</td>
</tr>
<tr>
<td>gebotraffic&amp;free.host</td>
<td>19</td>
<td>5.11%</td>
</tr>
<tr>
<td>delmarva.com</td>
<td>13</td>
<td>3.45%</td>
</tr>
<tr>
<td>m.facebook.com</td>
<td>12</td>
<td>3.23%</td>
</tr>
<tr>
<td>sme.coop</td>
<td>12</td>
<td>3.23%</td>
</tr>
<tr>
<td>baidu.com</td>
<td>4</td>
<td>1.08%</td>
</tr>
<tr>
<td>annapolisgreen.com</td>
<td>3</td>
<td>0.81%</td>
</tr>
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</table>
Social Media Analytics

Total Views

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

Total People Who Viewed

Top Sources

Facebook  maryland.org  google.com
## Social Media Analytics, continued

### All Posts Published

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
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</thead>
<tbody>
<tr>
<td>02/08/2020 12:23 PM</td>
<td>Puppies and electric vehicles under one roof! Did you know Maryland's</td>
<td>🐶Tesla</td>
<td></td>
<td>74</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>02/08/2020 10:34 AM</td>
<td></td>
<td>🚗🚗🚗</td>
<td></td>
<td>68</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>02/07/2020 3:45 PM</td>
<td></td>
<td>🚗🚗🚗</td>
<td></td>
<td>141</td>
<td>4</td>
<td></td>
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<tr>
<td>02/03/2020 1:03 AM</td>
<td></td>
<td>🚗🚗🚗</td>
<td></td>
<td>46</td>
<td>3</td>
<td></td>
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<tr>
<td>01/30/2020 8:59 AM</td>
<td></td>
<td>🚗🚗🚗</td>
<td></td>
<td>73</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>01/21/2020 9:40 PM</td>
<td></td>
<td>🚗🚗🚗</td>
<td></td>
<td>57</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

### Messenger Insights: 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%**
  - We have insufficient data to show for the selected time period.

### 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

**Corridor-Ready Requirements:**

- Minimum of 2 Public Stations
- Stations cannot be 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

**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 be 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

35 Planned Stations
76 Optimal Sites
MetroQuest – Workplace Charging

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

**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.

As of February 1st, there are over 24,500 registered EVs in the State and more than 540 public charging stations and 1,880 charging outlets available throughout Maryland.
Survey – Emerging Technology

Maryland Emerging Technology Resources

- Incentives for Electric Vehicle purchases:
  - Not familiar: 25.76%
  - Somewhat familiar: 13.64%
  - Very familiar: 6.06%

- ZEEVIC:
  - Not familiar: 25%
  - Somewhat familiar: 13.64%
  - Very familiar: 6.06%

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

- Charging stations for ZEV:
  - Thinking About it: 42.86%
  - Planning Stage: 16.07%
  - Active: 41.07%

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