Agenda

• Welcome and Announcements
• Introductions
• Public Comments
• Legislative Working Group Update
• Communications Working Group Updates
• State Agency Updates
• Utility Update
• Annual Report
• Data Update
• Recommendations & Priority Setting for 2020
• Closing Remarks
Introductions
Public Comments
Legislative Working Group Update

Dave Schatz
Communications Working Group Update
## Events Updates

<table>
<thead>
<tr>
<th>Maryland EV Events</th>
<th>Location</th>
<th>Estimated Attendance</th>
<th>Touch Points</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Heritage Festival</td>
<td>West Shore Park</td>
<td>1,000</td>
<td>141</td>
<td>7/20/19</td>
</tr>
<tr>
<td>Festival Latino de Maryland</td>
<td>Timonium Fairgrounds</td>
<td>1,500</td>
<td>251</td>
<td>8/4/19</td>
</tr>
<tr>
<td>Latin Heritage Festival</td>
<td>Veterans Plaza</td>
<td>2,500</td>
<td>754</td>
<td>8/11/19</td>
</tr>
<tr>
<td>Caribbean Food and Wine Festival</td>
<td>Howard County Fairgrounds</td>
<td>12,000</td>
<td>351</td>
<td>9/7/19</td>
</tr>
<tr>
<td>Hagerstown Hispanic 13th Annual Festival</td>
<td>Hagerstown Fairgrounds</td>
<td>12,000</td>
<td>351</td>
<td>9/7/19</td>
</tr>
<tr>
<td>42nd Annual Korean Festival</td>
<td>Howard County Fairgrounds</td>
<td>50,000</td>
<td>1,027</td>
<td>9/21/19</td>
</tr>
<tr>
<td>Howard County Diwali Festival (IONHoCo Diwali Mela 2019)</td>
<td>Meadowbrook Athletic Club</td>
<td>5,000</td>
<td>201</td>
<td>10/20/19</td>
</tr>
<tr>
<td>Chinese Lunar New Year Celebration</td>
<td>Richard Montgomery High School</td>
<td>800</td>
<td>TBD</td>
<td>2/16/20</td>
</tr>
</tbody>
</table>

3,100 Total Touchpoints
Communications Updates, continued

#MarylandEV
Website Analytics

**Audience Overview**

- **All Users**: 100.00% Users
- **Direct Traffic**: 27.07% Users
- **Referral Traffic**: 27.50% Users
- **Search Traffic**: 45.41% Users

**Overview**

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

**User Statistics**

- **Users**: All Users 3,346
  - Direct Traffic 926
  - Referral Traffic 923

- **New Users**: All Users 3,252
  - Direct Traffic 909
  - Referral Traffic 848

- **Sessions**: All Users 3,946
  - Direct Traffic 1,126
  - Referral Traffic 1,040

**Traffic Breakdown**

- **All Users**: 12%
  - Direct Traffic: 12.5%
  - Referral Traffic: 97.5%

**Chart**

- Time frame: Sep 1, 2019 - Nov 15, 2019
- Graphs and charts showing user data trends and breakdowns.
Website Analytics, Top Pages

September 1 to November 15, 2019

Page Views: 6,723

Audience Overview
Search Traffic: 46%
Referral Traffic: 27%
Direct Traffic: 27%

Top Pages Visited:

1. Homepage: 2,482 (36%)
2. Incentives: 2,417 (35%)
3. Charging: 597 (8%)
4. Ev-101: 318 (4%)
5. About-bevi: 99 (1.4%)
6. Resources/ev-calculators: 97 (1.4%)
7. Hydrogen-101: 96 (1.4%)
8. resources/useful-links/90 (1.3%)
Website Analytics, referral sources

September 1 to November 15, 2019
Social Media Analytics

**Page Summary**  Last 28 days

Results from Oct 21, 2019 - Nov 17, 2019
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

**Actions on Page**
October 21 - November 17

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

**Page Views**
October 21 - November 17

46
Total Page Views ▲ 130%

**Page Previews**
October 21 - November 17

3
Page Previews ▲ 200%

**Page Likes**
October 21 - November 17

1
Page Likes ▲ 0%

**Post Reach**
October 21 - November 17

172
People Reached ▲ 213%

**Story Reach**
October 21 - November 17

Get Story Insights
See stats on how your Page's recent stories have performed

Learn More
# Social Media Analytics, continued

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/14/2019 3:36 PM</td>
<td>MDOT and ZEEVIC efforts were honored with a Visionary Award for</td>
<td>☑️</td>
<td>☙</td>
<td>92</td>
<td>3</td>
<td><img src="#" alt="Boost Post" /></td>
</tr>
<tr>
<td>11/07/2019 11:30 AM</td>
<td>Thanks to BGE, 500 additional EV charging stations will be opened in</td>
<td>☑️</td>
<td>☙</td>
<td>125</td>
<td>12</td>
<td><img src="#" alt="Boost Post" /></td>
</tr>
<tr>
<td>11/06/2019 10:21 AM</td>
<td>Have you checked with your local utility yet to see if a rebate is</td>
<td>☑️</td>
<td>☙</td>
<td>60</td>
<td>1</td>
<td><img src="#" alt="Boost Post" /></td>
</tr>
<tr>
<td>10/20/2019 8:59 PM</td>
<td>We are enjoying our time here at the IONHoCo Diwali Mela 2019! Happy</td>
<td>☑️</td>
<td>☙</td>
<td>66</td>
<td>8</td>
<td><img src="#" alt="Boost Post" /></td>
</tr>
</tbody>
</table>
State Agency Updates

MDOT
46 Participants

- 30 Government Agencies
- 1 Non-Government (Greenbelt Homes, Inc.)
25 Planned Stations
- 20 Govt-Owned Open to Public
- 1 Govt-Owned Closed to Public
- 1 Privately-Owned Open to Public
- 3 No Info Provided

74 Optimal Sites
- 45 Govt-Owned Open to Public
- 14 Privately-Owned Open to Public
- 2 Govt-Owned Closed to Public
- 2 Unsure
- 11 No Info Provided
State Agency Updates
GGRA and MCCC – MDOT & MDE

Draft Released – October 15, 2019

Maryland Commission on Climate Change (MCCC):
https://mde.maryland.gov/programs/Air/ClimateChange/MCCC/Pages/index.aspx

2018 GGRA Draft Plan:
2018 GGRA Draft Plan – Achieve 40% Reduction

Baseline: 30.72
Reference: 28.55
Policy Scenarios:
PS 1: 23.06
PS 2: 21.22
PS 3: 18.31

2030 Goal: 18.43 mmt CO2e (40%)

On-the-books: Funded plans, projects, and programs
Emerging: Enhanced MDOT strategies
Innovative: New MDOT and private sector strategies
Market Pricing: New revenue

MARYLAND DEPARTMENT OF TRANSPORTATION
Maryland Clean Cars Program
• Fuel Efficiency Standards
• ZEV Mandate

“...Further improvements in vehicle technologies and fuels are anticipated to play a key role in significantly improving air quality and reducing GHG emissions.”
2018 GGRA Draft Plan – Next Steps

Public Outreach & Input
• 6 Public Meetings
  • 3 Meetings – Central Maryland
  • 1 Meeting Each – Eastern Shore, Western Maryland, & Southern Maryland
  • Held during the day (10:30AM-12:30PM) and at night (6:00-8:30PM)
• 3 Webinars
2018 GGRA Draft Plan – Meeting Announcements

• Meeting schedule will be available/announced via:
  • MDE press release
  • MDE website
  • MDE Twitter and Facebook feeds
  • Maryland Commission on Climate Change and/or Working Group meetings
Utilities Update
Annual Report
Data Update
### EV Registration

**22,581 Registered EVs as of Oct 31, 2019**
- Increased 56.9% during FY19
- Largest % of new EVs registered was in FY15 (71.9%)
- Growth so far in FY20 is 9.0%

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Number of EVs Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>609</td>
</tr>
<tr>
<td>2013</td>
<td>1,540</td>
</tr>
<tr>
<td>2014</td>
<td>3,178</td>
</tr>
<tr>
<td>2015</td>
<td>5,464</td>
</tr>
<tr>
<td>2016</td>
<td>6,988</td>
</tr>
<tr>
<td>2017</td>
<td>9,369</td>
</tr>
<tr>
<td>2018</td>
<td>13,207</td>
</tr>
<tr>
<td>2019</td>
<td>20,722</td>
</tr>
<tr>
<td>2020</td>
<td>22,581</td>
</tr>
</tbody>
</table>
EV Growth (% of New Registrations)
EVs by ZIP Code – June 2016

- **605 Zip Codes**
  - 8 Zip Codes with > 100 EVs registered
  - 1 Zip Code with > 210 EVs registered
  - 101 Zip Codes with No EVs registered

- **9 Counties, 1 Independent City**

- **Registered EVs**
  - 0
  - 15 - 45
  - 1 - 14
  - 46 - 100
  - 101 - 210
  - > 210

- **Map Legend**
  - Baltimore - 1
  - Howard - 1
  - Montgomery - 6 (1)

- **23 Counties, 1 Independent City**
EVs by ZIP Code – December 2016

- 13 Zip Codes with > 100 EVs registered
- 2 Zip Codes with > 210 EVs registered
- 89 Zip Codes with No EVs registered

23 Counties, 1 Independent City
605 Zip Codes
• 18 Zip Codes with > 100 EVs registered
• 5 Zip Codes with > 210 EVs registered
• 81 Zip Codes with No EVs registered

23 Counties, 1 Independent City
605 Zip Codes
• 39 Zip Codes with > 100 EVs registered
• 13 Zip Codes with > 210 EVs registered
• 68 Zip Codes with No EVs registered

23 Counties, 1 Independent City
EVs by ZIP Code – October 2019

605 Zip Codes
- 68 Zip Codes with > 100 EVs registered
- 22 Zip Codes with > 210 EVs registered
- 56 Zip Codes with No EVs registered

23 Counties, 1 Independent City
EV Market Share

**January 2018**
- Chevrolet: 24%
- Toyota: 16%
- Ford: 16%
- Nissan: 8%
- BMW: 6%
- 19 Other Companies: 9%
- Tesla: 21%

**11,906 EVs Registered**
- 25 Companies
  - 91% - 6 Companies
  - 9% - 19 Other Companies

**December 2018**
- Chevrolet: 21%
- Toyota: 14%
- Nissan: 7%
- BMW: 5%
- Chrysler: 2%
- 21 Other Companies: 6%
- Tesla: 33%

**16,093 EVs Registered**
- 28 Companies
  - 94% - 7 Companies
  - 6% - 21 Other Companies

**October 2019**
- Chevrolet: 16%
- Toyota: 11%
- Nissan: 5%
- BMW: 5%
- Honda: 4%
- Chrysler: 2%
- 20 Other Companies: 8%
- Tesla: 40%

**22,581 EVs Registered**
- 28 Companies
  - 92% - 8 Companies
  - 8% - 20 Other Companies
Make of New EVs Registered

January - December 2018

4,187 New EVs Registered
- 6 Companies > 100 EVs Registered
- Account for 98% of all new EVs
- Tesla accounts for 67% of all new EVs Registered

January – October 2019

6,488 New EVs Registered
- 11 Companies > 100 EVs Registered
- Account for 94% of all new EVs
- Tesla accounts for 58% of all new EVs Registered
92 Models Registered
- 3 Models > 1,000 registered EVs
  - Model S – 1,734 (14.5%)
  - Volt – 1,310 (11%)
  - Prius Plug-in – 1,248 (10.5%)

Models Registered
- 6 Models > 1,000 registered EVs
  - Model 3 – 5,263 (23.3%)
  - Model S – 2,412 (10.7%)
  - Prius Prime – 1,281 (5.7%)
  - Volt – 1,199 (5.3%)
  - Prius Plug-in – 1,135 (5.0%)
  - Model X – 1,088 (4.8%)
EV Fuel Stations

628 Charging Stations
- 583 Stations w/in 5 Miles of AFC (92.8%)
- 99 DC Fast Charging Stations (15.7%)
  - 97 w/in 5 Miles of AFC
- 51.7% Growth since March 30, 2015
1,785 Charging Outlets

- 326 DC Fast Outlets
  - 68.6% Growth since 2015 Q1
  - 6.2% Growth since 2019 Q2
- 1,415 Level 2 Outlets
  - 61.3% Growth since 2015 Q1
  - 8.5% Decline since 2019 Q2
- 44 Level 1 Outlets
  - 31.3% Decline since 2015 Q1
Recommendations & Priority Setting for 2020
Closing Remarks – R. Earl Lewis, Jr.

- Next Meeting in January 2020
- Keep Existing Schedule?
  - Every Other Month
  - 2.5 hours