Agenda

• Welcome and Announcements
• Introductions
• Public Comments
• Maryland EVSE Incentive Availability
• Communications Working Group Update
• Legislative Discussion
• Emerging Technologies Outreach
• State Agency Updates
• Utility Update
• Closing Remarks
Welcome and Announcements
Deputy Secretary Lewis, MDOT
Maryland’s EV Charging Corridors

• 21 Corridors
• MD 295 Newly Designated
• I-70 to PA Line Corridor Ready
• Maryland Featured in AFC National Report:
We are seeking the following seven types of input:

1. Suggestions and Data Relevant to Cycle 3 Investments
2. Information regarding ZEV Policy in your Community
3. Education & Access Suggestions
4. Specific site locations
5. Cycle 1 and 2 Comments and Feedback
6. Vendor interest
7. Event invitations
Maryland Signs M/HDV ZEV MOU

FOR IMMEDIATE RELEASE:
July 14, 2020

Governor Larry Hogan
Lt. Governor Boyd K. Rutherford

Maryland Environment Secretary Ben Grumbles
Maryland Transportation Secretary Gregory Slater

Contacts:
MDE: Jay Apperson, jay.apperson@maryland.gov  443-664-0991
MDOT: Erin Hansen, eehensong@mdot.maryland.gov, 410-885-1025

HOGAN ADMINISTRATION JOINS MULTI-STATE CLEAN TRUCK INITIATIVE

Maryland, with 14 other states and the District of Columbia, signs agreement to increase electric medium- and heavy-duty vehicles, reduce emissions
Introductions
New ZEEVIC Member

Delegate William Wivell
District 2A, Washington County
Public Comments
Maryland EVSE Incentive Availability

Mike Jones, MEA
Communications Working Group Update

- Colleen Turner, MDOT
Recommendations to ZEEVIC

• Work with the Maryland Commission on Climate Change (MCCC)
  • Education Communications and Outreach (ECO) Working Group
  • Messaging related to ZEV and Re-Opening

• Pursue Dealership Outreach Efforts
  • Coordinate with Utilities
  • Electrify America Funding
Website Analytics

Page Views: 2,780

Audience Overview:
Search Traffic*: 62%
Referral Traffic: 11%
Direct Traffic: 28%

*Search traffic has increased due to search engine optimization (SEO) efforts

Top Pages Visited:
1. Incentives: 1,323 (47%)
2. Homepage: 742 (26%)
3. Charging: 204 (7%)
4. ev-101: 159 (5%)
5. hydrogen-101: 71 (2%)
6. resources: 69 (2%)
7. resources/useful-links: 45 (1%)
8. resources/ev-calculators: 33 (1%)

Top Referral Traffic:
1. pepco: 24%
2. bge.com: 16%
3. surveymonkey.com: 14%
4. firstenergycorp.com: 7%
5. delmarva.com 4%
6. facebook.com 4%
7. npr.org 3%
8. clippercreek.com 2%
Website Analytics

June 5 – July 10, 2020
Social Media Analytics

Facebook Highlights:

• Total Posts in 28 Day Period: 16

• Post Engagements: 79

• Post Reach: 167
Facebook Audience Demographics

The people who follow your Page. This number is an estimate.

Women
- 45% of your followers
- 17% 13-17
- 16% 18-24
- 10% 25-34
- 9% 35-44
- 8% 45-54
- 6% 55-64
- 3% 65+

Men
- 54% of your followers
- 19% 13-17
- 12% 18-24
- 11% 25-34
- 8% 35-44
- 4% 45-54
- 8% 55-64
- 2% 65+

The number of people who have any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.

Women
- 41% of people reached
- 16% 13-17
- 10% 18-24
- 9% 25-34
- 6% 35-44
- 7% 45-54
- 7% 55-64
- 0.617% 65+

Men
- 59% of people reached
- 28% 13-17
- 12% 18-24
- 12% 25-34
- 7% 35-44
- 8% 45-54
- 8% 55-64
- 2% 65+
Social Media Post Examples

Facebook and Instagram
Legislative Discussion

Deputy Secretary Lewis, MDOT
Emerging Technologies Outreach
Colleen Turner, MDOT
Local Outreach Survey - Overall Results

68 respondents (~15% response rate)
Significant portion of respondents were cities/towns
Counties & MPOs had 1 representative responding for entire agency

~ 1/3 of respondents requested follow up

Representation missing from:

**Counties:** Anne Arundel, Caroline, Dorchester, Garrett, Harford, Kent, Somerset, St Mary’s, Talbot & Wicomico

**Major Cities:** Rockville, Gaithersburg, Bowie, College Park, Laurel, Greenbelt, & Cumberland

Above jurisdictions were prompted specifically in second round of reminders through MDP
Ranked Priorities – Local Outreach

1. **Top priority:** Having a better understanding of how your jurisdictions fits within an automated, connected, electric and shared statewide ecosystem *(score: 8/10)*

2. Having established planning tools, strategies, and state policy to help start the planning process *(score: 7/10)*

3. Participating in ongoing statewide conversations on the potential implications of Emerging Technologies on the transportation system & the economy *(score: 6/10)*

4. **Lowest priority:** Managing public perception with the introduction of Emerging Technologies to a jurisdiction, such as the fear of automated ride-hailing vehicles *(score: 4/10)*
General Comments – Local Outreach

Representative comments repeated across multiple respondents

“It is hard for smaller rural counties to keep up with all of the different emerging technologies. More exposure on how they apply to rural areas and a better understanding on the role of a rural jurisdiction would be helpful.”

“At this level (i.e. small, rural county) we have zero resources to apply to this issue and will be looking to the state for guidance.”

“Strategies should address our needs” [paraphrased]

“Should focus on the whole ecosystem of connected, automated, shared and electric initiatives” [paraphrased]
Zero Emission Vehicles

- Zero Emission Electric Vehicle Infrastructure Council (ZEEVIC)
- Alternative Fuel Corridors
- Signage Plan
- Fleet Innovations
- Infrastructure Deployment
- Local Outreach & Education
CAV Strategic Plan in Leadership Review
Maryland’s Vision for Connected and Automated Vehicles (CAV) is to uphold and enhance a **Safe, Efficient, and Equitable** transportation future by delivering collaborative and leading-edge CAV solutions. Maryland is open for business and eager to realize the life-saving and economic benefits of CAV technology, while ensuring safety for all. We are embracing CAV technology and innovation through continuing collaboration with partners interested in researching, testing, and implementing CAVs in Maryland.
CAV Strategies

1. Prioritize safety in all CAV activities
2. Communicate CAV progress and opportunities broadly and openly
3. Ensure transportation policies and regulations reflect the MD CAV Vision
4. Continue CAV pilot development and deployment activities
5. Make CAV a part of near- and long-term planning efforts
6. Ensure CAV plans and actions are coordinated and transparent
7. Maintain strong and clear mechanisms for CAV partnerships
8. Support CAV research activities
9. Strengthen MDOT knowledge and capabilities in CAV
## Local Outreach – Tentative Schedule

<table>
<thead>
<tr>
<th>Milestones</th>
<th>Target Dates (Option Two – Post)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribute Outreach Plan to CAV Coordination Team</td>
<td>July 21</td>
</tr>
<tr>
<td>CAV Coordination Team Review/Discussion of Plan</td>
<td>July 28</td>
</tr>
<tr>
<td>Finalized Outreach Plan w/ Dates for Webinars</td>
<td>August 4</td>
</tr>
<tr>
<td>Share Webinar Dates and Invitations with CAV Working Group</td>
<td>August 11</td>
</tr>
<tr>
<td>Invitations for All Webinars</td>
<td>August 18</td>
</tr>
<tr>
<td>Finalized Webinar Presentation</td>
<td>2 weeks before each webinar</td>
</tr>
<tr>
<td>Practice Session</td>
<td>1 week before first webinar</td>
</tr>
<tr>
<td>Regional Webinar #1**</td>
<td>Sept 15</td>
</tr>
<tr>
<td>Regional Webinar #2**</td>
<td>Sept 16</td>
</tr>
<tr>
<td>Regional Webinar #3**</td>
<td>Sept 17</td>
</tr>
<tr>
<td>Statewide Webinar**</td>
<td>Oct 15</td>
</tr>
<tr>
<td>Follow up e-mail request for additional comments</td>
<td>Nov 1</td>
</tr>
<tr>
<td>Draft Outreach Summary Report</td>
<td>Nov 15</td>
</tr>
<tr>
<td>Final Outreach Summary Report</td>
<td>Nov 30</td>
</tr>
<tr>
<td>Share Outreach Summary Report w/ Webinar Participants</td>
<td>Dec 15</td>
</tr>
</tbody>
</table>

**Dates approximate – have not yet been reviewed for conflicts.
State Agency Updates

MDOT – Alternative Fuels Corridor Report, Fleet Innovation
Maryland’s EV Charging Corridors

• 21 Corridors
• MD 295 Newly Designated
• I-70 to PA Line Corridor Ready
• Maryland Featured in AFC National Report:
Electrify America Cycle 3

• $2 Billion investment 2017-2027
• Four 30-month Investment Cycles
• July 31 due date - Cycle 3 information
• 7 categories of information requested
• Cycle 3: January 2022-June 2024

ElectrifyAmerica.com
Electrify America Approach – 3 Focus Areas

We are seeking the following seven types of input:

1. Suggestions and Data Relevant to Cycle 3 Investments
2. Information regarding ZEV Policy in your Community
3. Education & Access Suggestions
   - Specific site locations
   - Cycle 1 and 2 Comments and Feedback
   - Vendor interest
   - Event invitations
MDOT LDVs by Model Year
MDOT Buses by Model Year

Vehicle Model Year


1 1 2 38 33 9 30 99 54 69 63 50 41 99 93 70 101

Buses
State Agency Updates

DGS – Initial MetroQuest Survey Results
MetroQuest – Workplace Charging Survey

Sent Out: May 20, 2020
Ends: August 31, 2020

480 Participants

15 Government Agencies

- MD State Police – 104
- MD Department of the Environment – 84
- Department of General Services – 53
- Public Service Commission – 13
- MD Stadium Authority - 12
MetroQuest – Workplace Locations

Workplaces:
- 160 without Charging Stations
- 130 with Charging Stations
MetroQuest – Electric Vehicle

Do you own an EV?
- Yes: 69%
- No: 26%
- No but I am considering one: 5%

Do you drive your EV to Work?
- Yes: 92%
- No: 8%

Why don’t you drive your EV to work?
- Lack of Information about charging stations outlets: 11%
- Location of charging station is inconvenient: 11%
- No charging stations available: 17%
- Range of Electric Vehicles: 11%
- Not enough charging outlets available: 50%
MetroQuest – Charging Infrastructure

Are charging stations available?

- Yes: 62%
- No: 38%

Would you utilize the charging stations?

- Yes: 63%
- No: 37%

What would you be willing to pay per charge?

- Between 2 and 4 per charging session: 36%
- Between 4 and 6 per charging session: 4%
- Less than 2 per charging session: 3%
- More than 6 per charging session: 17%
- NA I will not use the charging station: 11%
- Nothing Charging should be free: 29%

35% would pay to charge their EV at their workplace.
### MetroQuest – Encourage EV Use

#### Below: Each ranking item, showing how often each item was ranked in each position, ordered by average. Note that 1 is the highest rank.

<table>
<thead>
<tr>
<th>Cost</th>
<th>Increased Range</th>
<th>Other</th>
<th>Installation of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>73 (47%)</td>
<td>29 (36%)</td>
<td>13 (54%)</td>
<td>18 (37%)</td>
</tr>
<tr>
<td>32 (21%)</td>
<td>38 (45%)</td>
<td>1 (4%)</td>
<td>16 (33%)</td>
</tr>
<tr>
<td>49 (32%)</td>
<td>17 (20%)</td>
<td>10 (42%)</td>
<td>15 (31%)</td>
</tr>
<tr>
<td><strong>Times ranked:</strong> 154</td>
<td><strong>Times ranked:</strong> 84</td>
<td><strong>Times ranked:</strong> 24</td>
<td><strong>Times ranked:</strong> 49</td>
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<tr>
<td><strong>Average rank:</strong> 1.844</td>
<td><strong>Average rank:</strong> 1.857</td>
<td><strong>Average rank:</strong> 1.875</td>
<td><strong>Average rank:</strong> 1.939</td>
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</table>

<table>
<thead>
<tr>
<th>Charging Availability</th>
<th>Location of Stations</th>
<th>Time to Charge</th>
<th>Information &amp; Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>55 (36%)</td>
<td>20 (19%)</td>
<td>16 (19%)</td>
<td>2 (13%)</td>
</tr>
<tr>
<td>42 (28%)</td>
<td>51 (48%)</td>
<td>34 (41%)</td>
<td>7 (47%)</td>
</tr>
<tr>
<td>55 (36%)</td>
<td>35 (33%)</td>
<td>33 (40%)</td>
<td>6 (40%)</td>
</tr>
<tr>
<td><strong>Times ranked:</strong> 152</td>
<td><strong>Times ranked:</strong> 106</td>
<td><strong>Times ranked:</strong> 83</td>
<td><strong>Times ranked:</strong> 15</td>
</tr>
<tr>
<td><strong>Average rank:</strong> 2.000</td>
<td><strong>Average rank:</strong> 2.142</td>
<td><strong>Average rank:</strong> 2.205</td>
<td><strong>Average rank:</strong> 2.267</td>
</tr>
</tbody>
</table>

**Other Comments:** Environmental Concerns, Cost to Own & Maintain, Vehicle Preference
State Agency Updates
MDE - VW Settlement Progress, NESCAUM EV Work
State Agency Updates

PSC - PC 44 and EV Work Group Updates
State Agency Updates

MDP
State Agency Updates

Other - DBM, DGS, Additional MEA Thoughts
Utilities Updates
Closing Remarks – Deputy Secretary Lewis

• Next Meeting September 2020