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
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 Pages Visited:
1. Incentives: 974 (39%)
2. Homepage: 672 (27%)
3. Charging: 233 (9%)
4. ev-101: 142 (6%)
5. Firstenergycorp.com: 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%)

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%
8. facebook.com: 34%
9. pepco: 26%
10. bge: 20%
Maryland EV Website Analytics

September 30 – October 31, 2020

[Graph showing user traffic trends with different categories: All Users, Direct Traffic, Search Traffic, Referral Traffic]
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

Results: Reach 398,919

All Women
- 39% (157,187)
- 39% (157,187)

Age
- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

All Men
- 60% (238,788)
- 60% (238,788)
Maryland EV Ad Reach Timeline

Results: Reach 398,919
Maryland EV Social Media Post Examples

Maryland Electric Vehicle
Published by Crowdbeer - October 12 at 3:00 PM - 0
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/alternatives/

Maryland Electric Vehicle
Published by Crowdbeer - October 25 at 5:00 PM - 0
Driving electric may be more affordable than you think! Compare fuel cost and emissions of electric and gasoline models here:
https://marylanddev.org/resource-estimating-zero-emissions/

Maryland Electric Vehicle
Published by Crowdbeer - October 25 at 5:00 PM - 0
Did you know? It 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://marylanddev.org/charging/

Maryland Electric Vehicle
Published by Crowdbeer - October 29 at 5:00 PM - 0
Maryland’s future is green! Learn more about initiatives at state, county, city, and local levels to develop the future of electric vehicles:
https://marylanddev.org/local_ev_resources/
Legislative Discussion
Colleen Turner, MDOT
2021 Legislative Considerations

Maryland Session
• Senate Reopening Guide:
• House Reopening Guide:

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

- 24,395 Registered EVs as of January 31, 2020
- 15,2000 tons of CO2 emissions avoided annually
- 2020 EV Goal: 40,000 Registered EVs
- Potential annual CO2 reduction of 506,000 metric tons
- 2030 EV Goal: 300,000 Registered EVs
- Potential annual CO2 reduction of 1,890,000 metric tons

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

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 Vehicles
Maryland Electric Vehicle Initiative
Maryland Department of Transportation
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?

- Government/Public Sector: 38%
- Trucking Industry: 17%
- Infrastructure (Utility, Fuel, etc.): 16%
- Environmental or Community: 16%
- Other: 13%

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

- Funding [Vehicles or Infrastructure]: 25
- Infrastructure Deployment: 11
- Vehicle/Fleet Operator Concerns: 8
- Availability of Vehicles on the Market: 10
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
Statewide Webinar | 10/28/2020 | 64 attendees

Western Region
10/6/2020
19 attendees

Central Region
10/8/2020
55 attendees

Eastern Shore and Southern Region
10/7/2020
21 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

Participants ranked procurement and incentives as high priority

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<tr>
<th>Opinions</th>
<th>Percentage</th>
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<tr>
<td>It is HOT! Entering a period of huge opportunity.</td>
<td>40%</td>
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<tr>
<td>Heating up, but still see obstacles on the horizon.</td>
<td>50%</td>
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<tr>
<td>Lukewarm to cool. There’s momentum, but challenges outweigh opportunities.</td>
<td>10%</td>
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<tr>
<td>Cold as the coming winter.</td>
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Which option best describes the ZEV Market and associated opportunities over the next few years?

1. Financial incentives for vehicle purchase
2. Targets for ZEV procurement in local government fleets
3. Conduct public awareness campaigns
4. Revised building codes to remove barriers to charging installation
5. Purchase ZEV buses for public transportation

Please rank the following ZEV opportunities in order of importance:
Polls and Discussion

Meeting attendees are looking for cost information and analysis tools

- Detailed project cost information and infrastructure guidance: 1st
- More decision support tools (like interactive maps, gap analysis, etc.): 2nd
- Access to best practices and case studies from peer local agencies: 3rd
- Guidance on accommodating ZEV through zoning and code revisions: 4th

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

- Strongly Agree – More gatherings like this, please
  - 48%
- Agree – Need to know more to be fully invested.
  - 48%
- Somewhat Agree – Yes, but maybe in a different way.
  - 4%
- Somewhat Disagree – Good to get together, but other needs are a priority.
  - 2%
- Disagree – Other needs are a priority.
  - 2%

I am interested in future opportunities to continue this 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