



# MARYLAND ZERO EMISSION

**Electric Vehicle Infrastructure Council**

November 17, 2022

# Agenda

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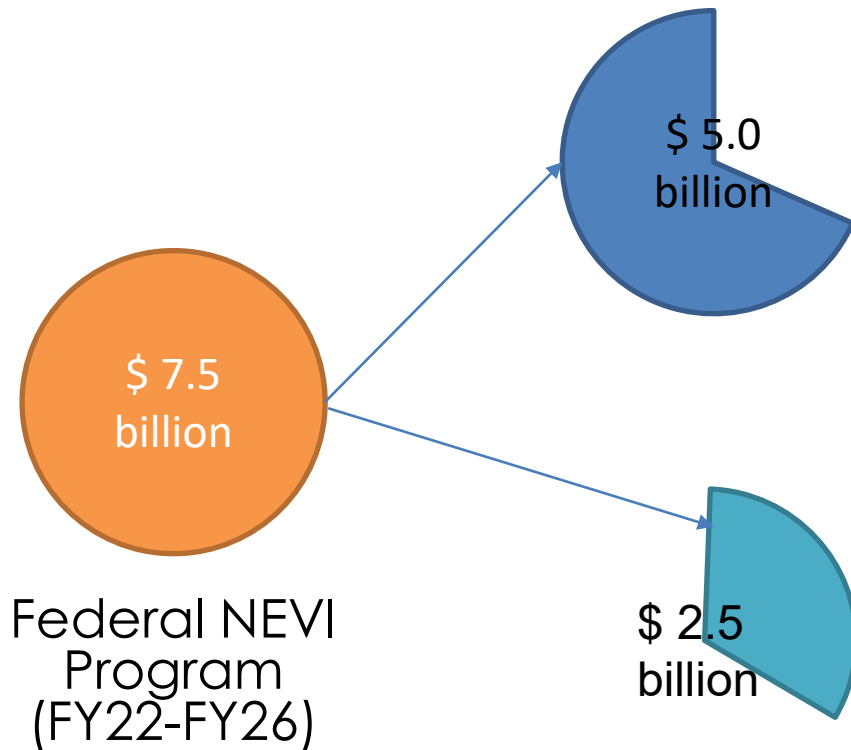
- Welcome and Announcements
- Public Comments
- EV Parking Signage – Status Update
- Maryland NEVI Program Update
- 2022 ZEV Market Data
- 2022 ZEEVIC Annual Report
- State Agency Updates
- Utility Updates and Make Ready Cost Proposal
- MarylandEV and Outreach Updates
- Closing Remarks



# Welcome and Announcements

Deputy Secretary Lewis, MDOT

# NEVI Discretionary Grants Pushed to January



## State-Administered NEVI Formula Funding

- Maryland NEVI Plan approved September 2022
- NEVI Program under development

## Discretionary Grant Programs for Charging and Fueling Infrastructure

- Originally expected November 15, 2022
- Expected now in January 2023

# Maryland EV in the News

- EPA Clean School Bus Program awarded funds to Baltimore City Public Schools, for purchase of 25 electric school buses  
<https://thedailyrecord.com/2022/10/26/1b-in-funds-going-to-schools-including-in-baltimore-for-electric-buses/>
- According to Bumper.com, Maryland was rated as the best state in the country to own an EV.  
<https://www.bumper.com/analysis/best-states-for-electric-cars/>



Overall Rank	State	Combined Score
1	Maryland	14.65
2	New York	15.25
3	Massachusetts	17.10
4	Pennsylvania	17.45
5	Vermont	17.95
6	New Jersey	18.00
7	California	18.35
8	Virginia	18.90
9	Utah	19.25
10	Rhode Island	19.60

# Public Comments





# EV Parking Signage – Status Update





# 2022 NEVI Program Update

November 17, 2022

Dan Janousek, MDOT

Rebecca Bankard, Michael Baker International



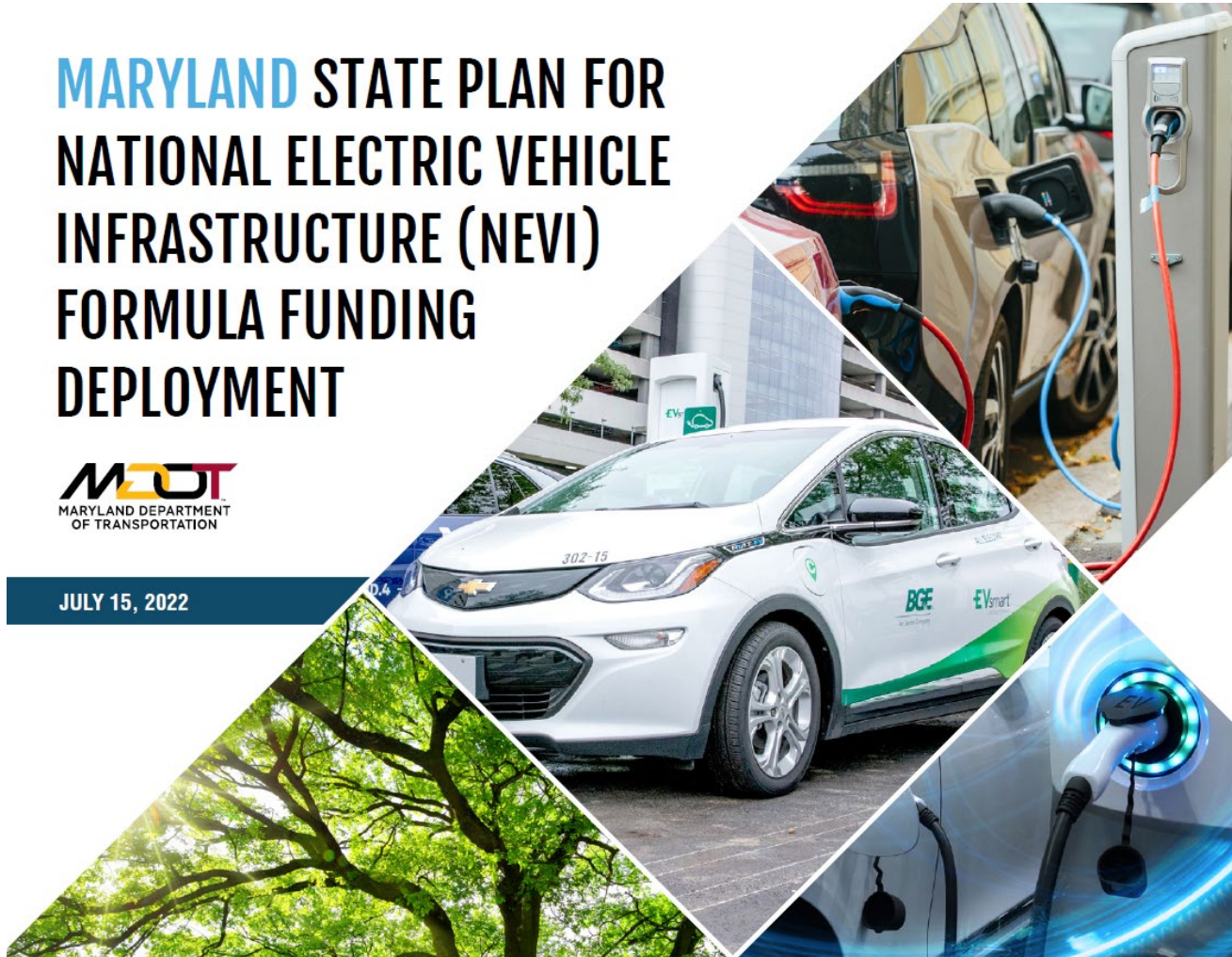


# NEVI Background

## MARYLAND STATE PLAN FOR NATIONAL ELECTRIC VEHICLE INFRASTRUCTURE (NEVI) FORMULA FUNDING DEPLOYMENT



JULY 15, 2022



- Maryland plan approved by the Joint Office on September 14, 2022
- \$57,500,000 for investment in Maryland (after set-asides)
- Maryland Goals:
  1. Certify Corridors
  2. Invest in Communities



# NEVI Proposed Program 'Round 1' Funding

- Funding Amount: \$4.25 million
- Targeted Investment
  - Build-out specific corridors
  - Primarily focused on Interstates
  - Supports MetroQuest survey results
- Cap on Funding Awarded
  - Limit on # of chargers installed
  - Overall cost per site

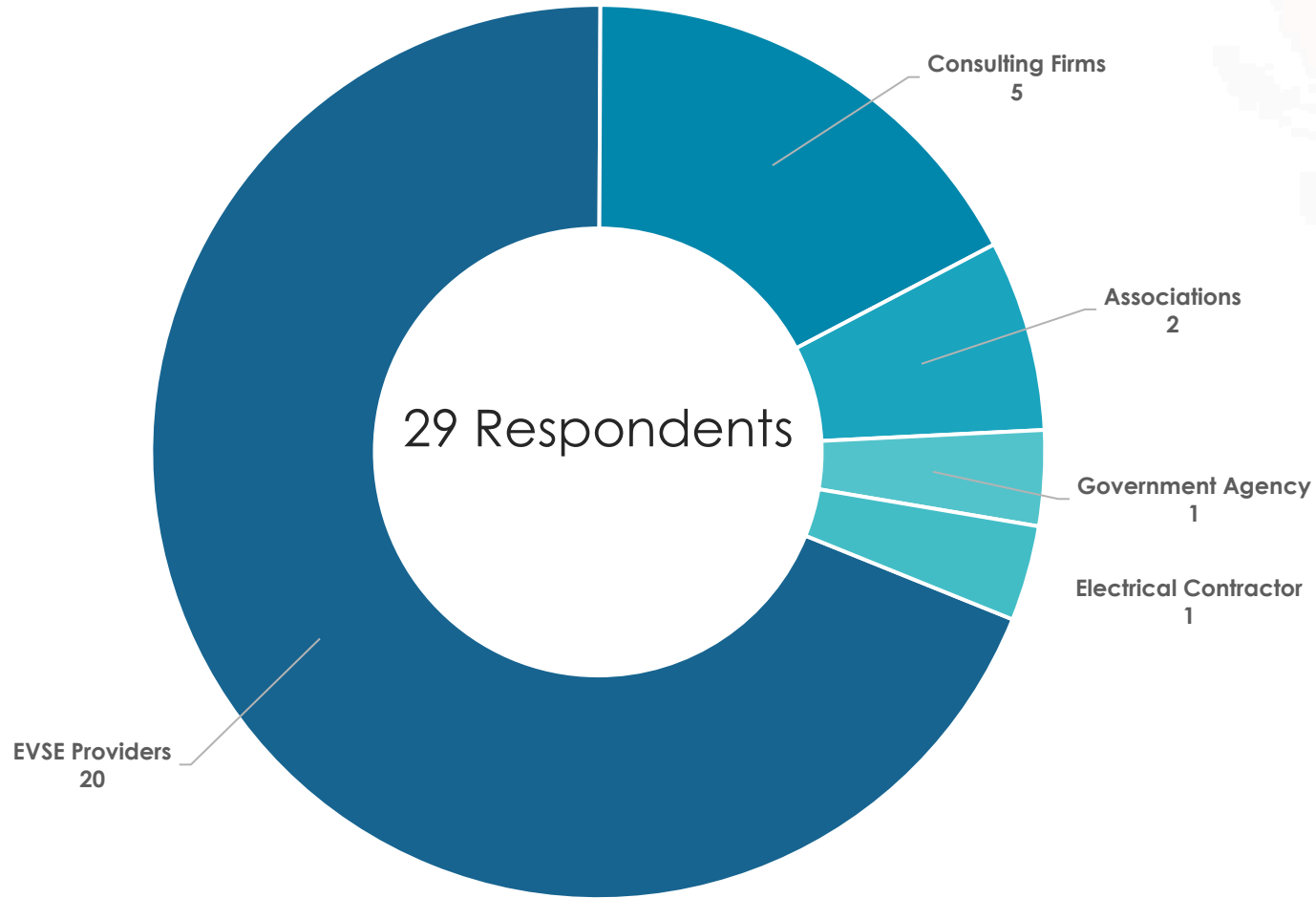
## **Emphasis of Round 1:**

Maximize Funding  
Demonstrate Early Wins/Progress.

# NEVI Update

- **NEVI Request for Information (RFI)**
  - 29 Total Responses
  - Release Date – September 27th
  - Close Date – October 26th
- **Notice of Funding Opportunity (NOFO)**
  - Expected to be Released Dec 2022/Jan 2023
- **Minimum Standards**
  - Pending Release by FHWA
- **NEVI Discretionary Funds**
  - Anticipated January 2023

# RFI Overview



15 applicants said “yes” to having deployment experience in MD

21 applicants said “yes” to employing accessible design standards

15 applicants said “yes” to being able to collect and share required data; 5 applicants said “yes” to being able to collect and share some of the data

21 applicants said “yes” to planning to take advantage of NEVI Funding

# Site Amenities at Existing Locations

- ✓ Food / Catering
- ✓ Convenience Store / Shops / Malls
- ✓ Parking

## Other Site Amenities:

- Merchandise and workstations
- Lodging
- Bathrooms
- Lighting
- Wi-fi
- CCTV Security Cameras
- ADA Compliant
- Shade from Carports
- Landscape
- Recreational Activities
- Phone Line

Are there other amenities that are missing?



# Challenges With Rural vs Urban Areas

- ✓ Low utilization / Low EV registration rates in these areas
- ✓ Safety and comfort

## Other Challenges / Concerns:

- Many rural communities have long distribution circuits of single-phase power and DCFC requires, for the most part, three-phase power
- Existing site condition readiness
- Grid capacity
- Real estate availability
- Sufficient space and power
- Cyber security and data protection
- Lack of high-speed communications
- Reduced battery performance in colder rural climates
- Higher upfront costs

# Ways to Increase EV Usage in Rural or Disadvantaged Communities

- ✓ Driver education and community engagement
- ✓ EV charging rates / subsidized rates
- ✓ Grant and rebate programs for EV purchases
- ✓ Increase number of stations in these communities to reduce range anxiety

## Other Ways to Increase EV Usage:

- Consumer incentives
- Installation at multi-unit dwellings
- Electric car and ride-share programs / incentives
- Utility make-ready programs with EVSE incentives
- Sales tax exemptions for new and used EVs
- Increase visibility and awareness through highway and wayfinding signage
- Clear, streamlined permitting process for installing home chargers
- Offering multiple payment options
- Reliable and user-friendly infrastructure



# Efforts or Policies for Employing / Training Staff from Disadvantaged Communities

- ✓ Use of local staff and contractors
- ✓ Engage local, EVITP-certified installation partners, with a strong preference for DBE contractors
- ✓ Offer internships related to core technical disciplines, working with local community colleges

## Other Efforts or Policies:

- Informative training presentations for staff, community members, and disadvantaged communities after the completion of projects
- Develop training programs for its electrical contractor members who install EV charging infrastructure
- Hire diverse staff and recruit those under-represented in the industry
- Offers grant funding for STEM education activities in the EV space (community college and technical schools)
- Local workforce training on general installation and maintenance of DCFCs through a “train the trainer” approach

# Contact Information



## **Dan Janousek**

Maryland Department of Transportation

Email: [djanousek@mdot.maryland.gov](mailto:djanousek@mdot.maryland.gov)

## **Rebecca Bankard**

Maryland Department of Transportation

Email: [rbankard@mdot.Maryland.gov](mailto:rbankard@mdot.Maryland.gov)

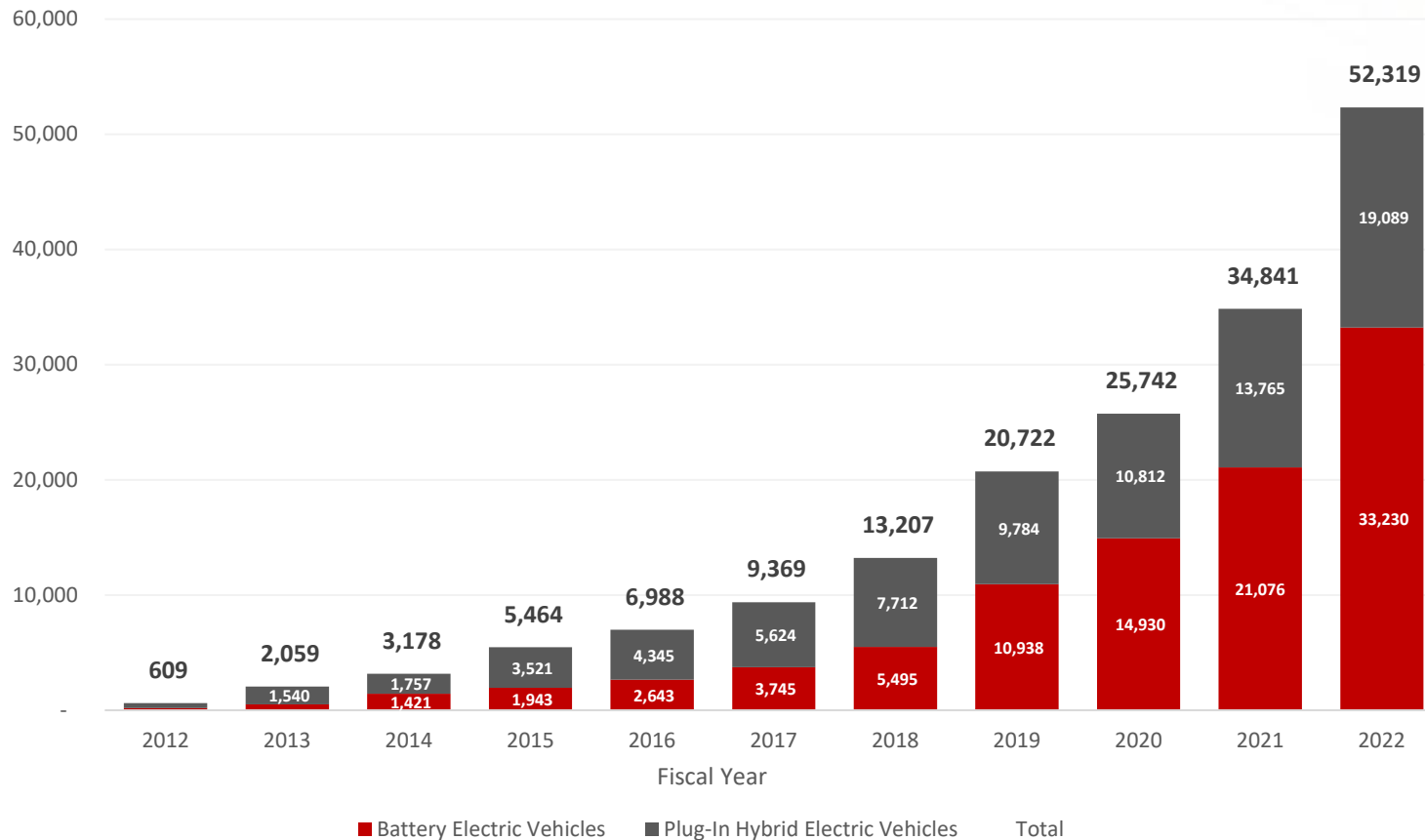




# 2022 Maryland ZEV Market Data

Rebecca Bankard & Scott Wilson

# Registered EVs - At The Close of Fiscal Year



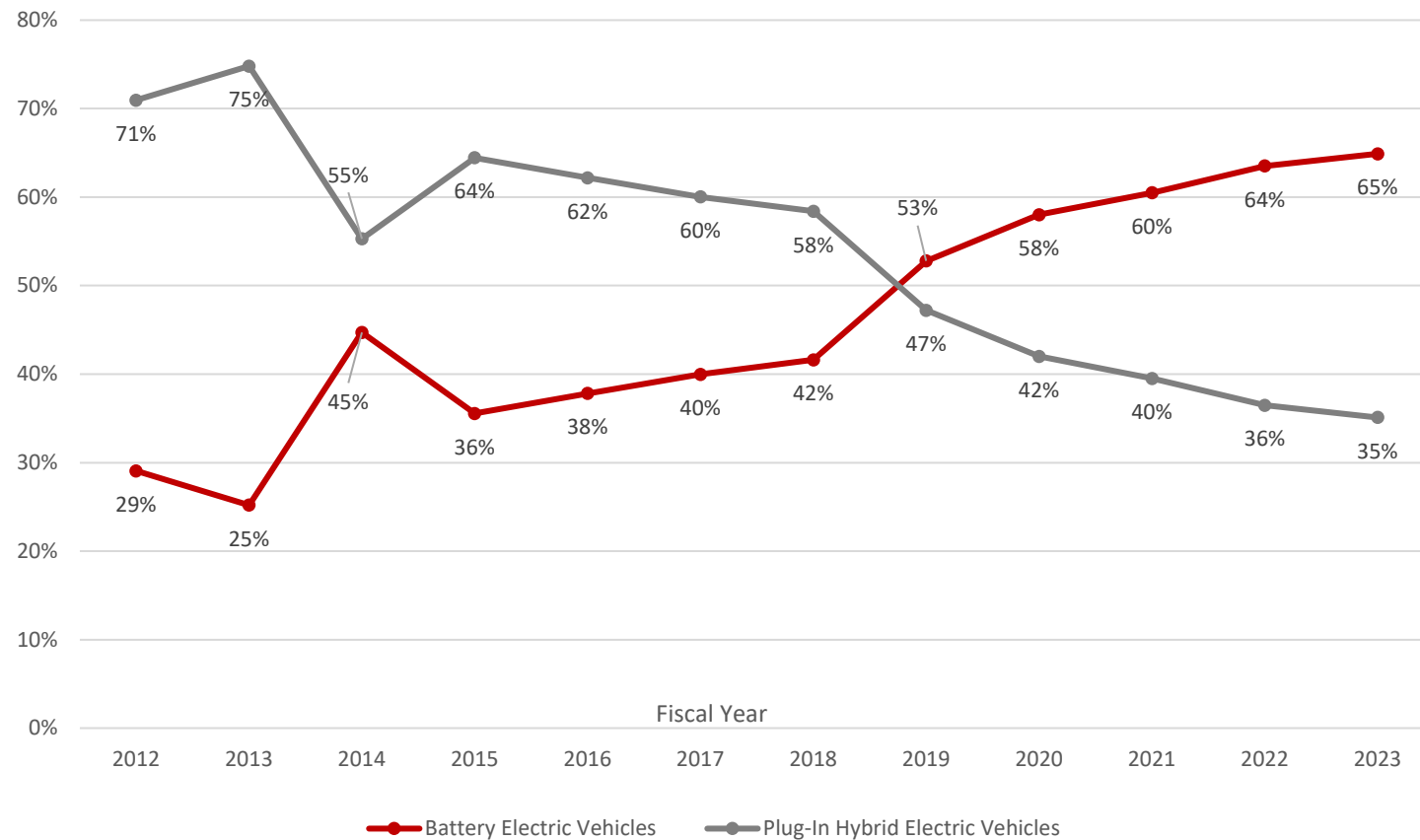
FY 22 concluded June 30, 2022:

- 50% increase in EVs registered since end of FY 21
- 17,487 registered EVs

FY 23 has not concluded:

- Currently – 57,347 registered EVs
- Growth of 9.6% since end of FY 22
- 5,028 registered EVs

# Percentage of BEVs & PHEVs Registered

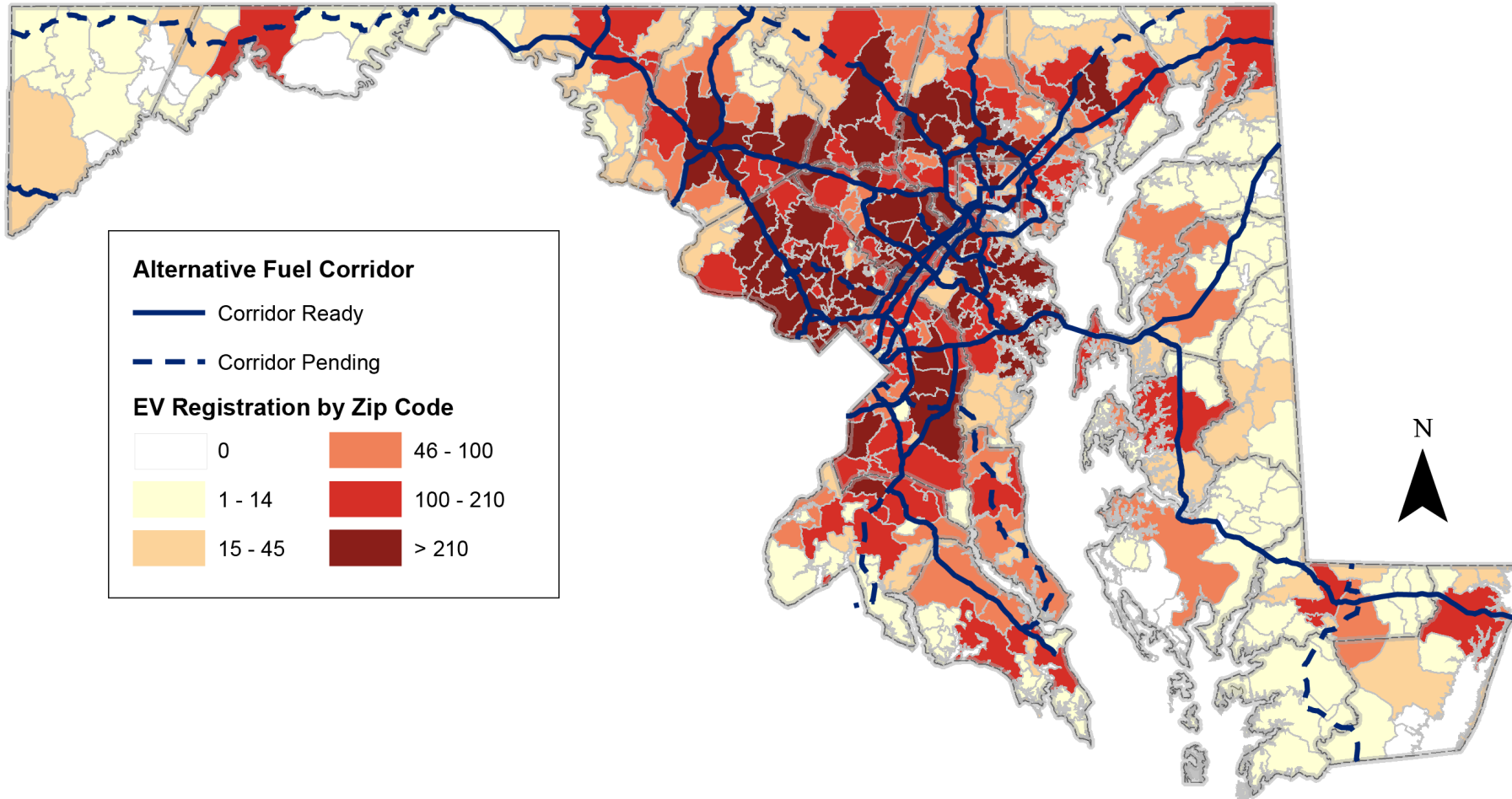


- BEVs have been growing steadily
- BEVs overtook PHEVs for the largest market share during FY 19

# Registration Growth in 2022

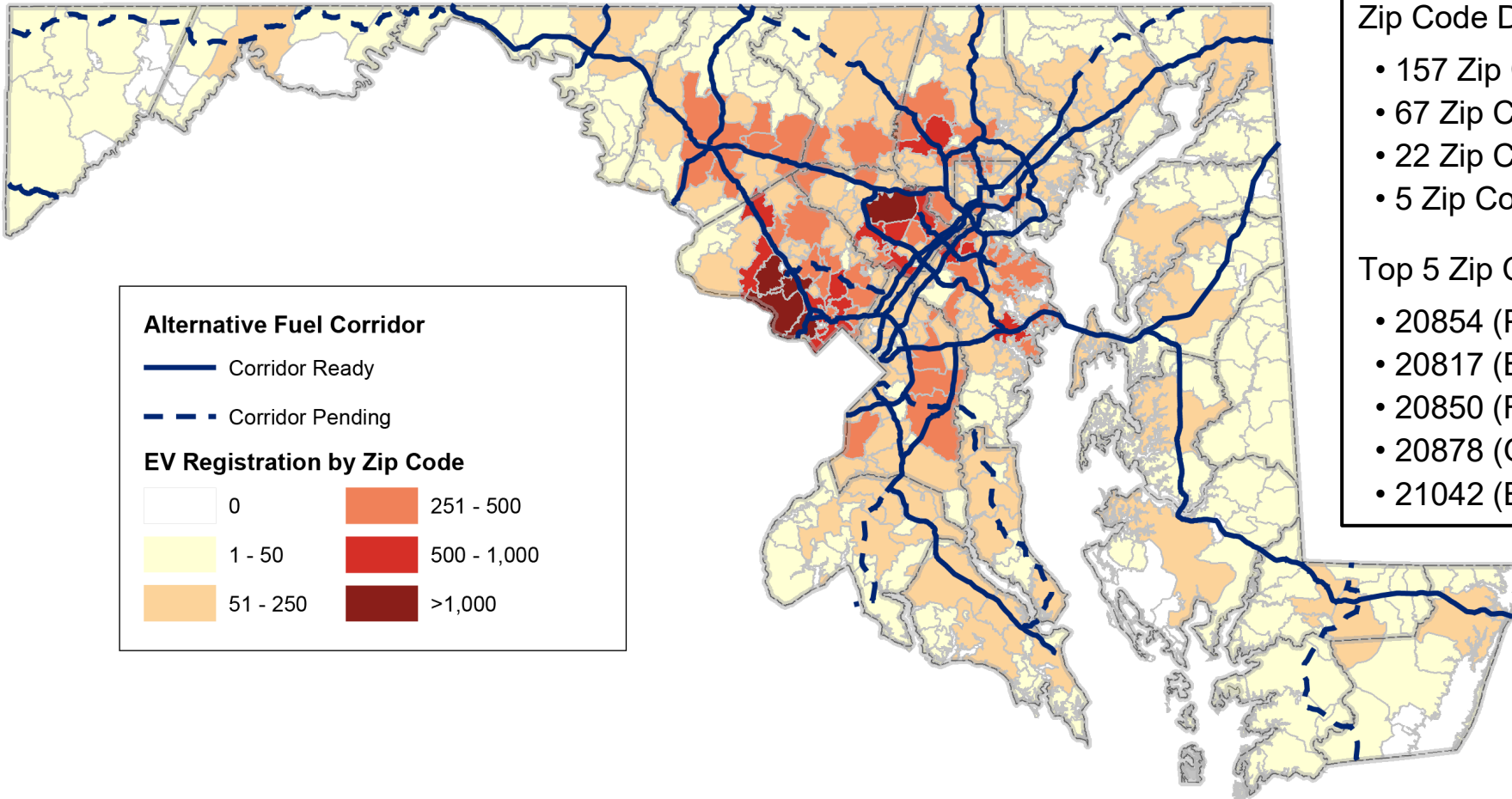
Date		Total Registered EVs	New EVs Registered	% Growth
January 1, 2022		41,474	-	-
February 1, 2022		42,516	1,042	2.5%
March 1, 2022		43,708	1,192	2.8%
April 1, 2022		45,294	1,586	3.6%
May 1, 2022		47,132	1,838	4.1%
June 1, 2022		48,391	1,259	2.7%
Start of FY 23	July 1, 2022	52,319	3,928	8.1%
August 1, 2022		52,966	647	1.2%
September 1, 2022		54,305	1,339	2.5%
October 1, 2022		55,952	1,647	3.0%
November 1, 2022		57,347	1,395	2.5%

# Registration by Zip Code (Original Color Scale)





# Registration by Zip Code (Updated Color Scale)



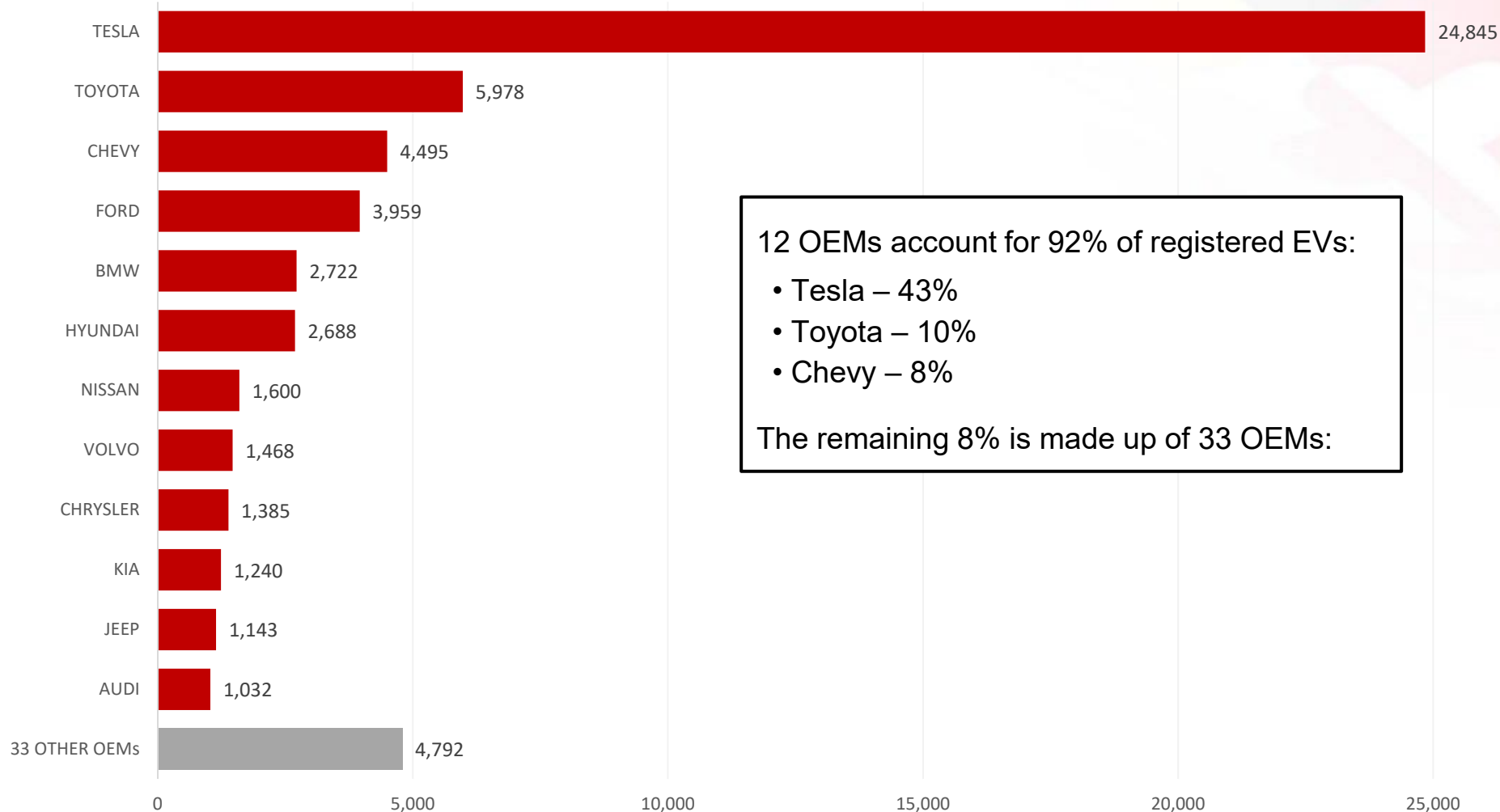
## Zip Code Data:

- 157 Zip Codes > 100 EVs
- 67 Zip Codes > 250 EVs
- 22 Zip Codes > 500 EVs
- 5 Zip Codes > 1,000 EVs

## Top 5 Zip Codes:

- 20854 (Potomac) – 1,996 EVs
- 20817 (Bethesda) – 1,519 EVs
- 20850 (Rockville) – 1,461 EVs
- 20878 (Gaithersburg) – 1,442 EVs
- 21042 (Ellicott City) – 1,068 EVs

# Makes Registered

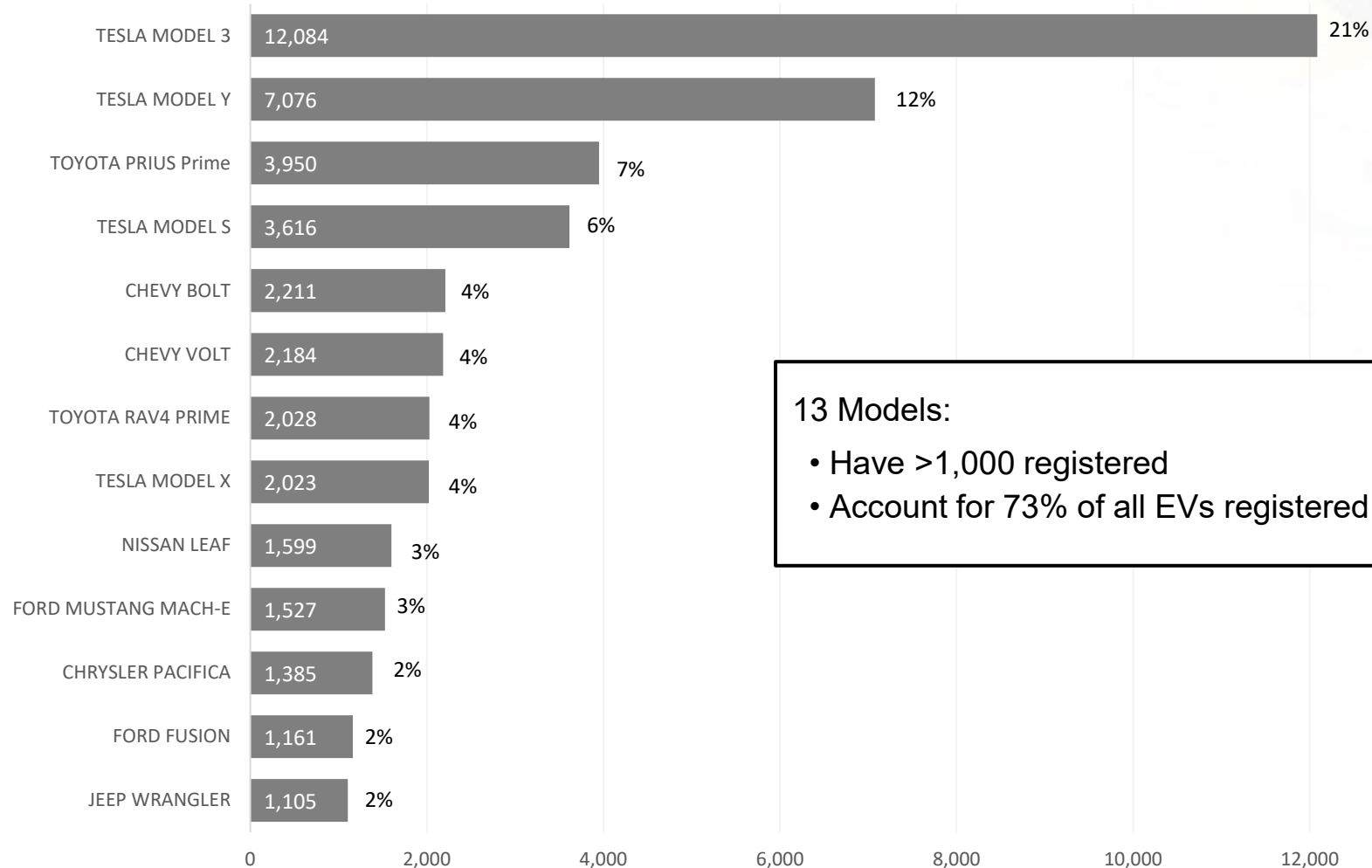


12 OEMs account for 92% of registered EVs:

- Tesla – 43%
- Toyota – 10%
- Chevy – 8%

The remaining 8% is made up of 33 OEMs:

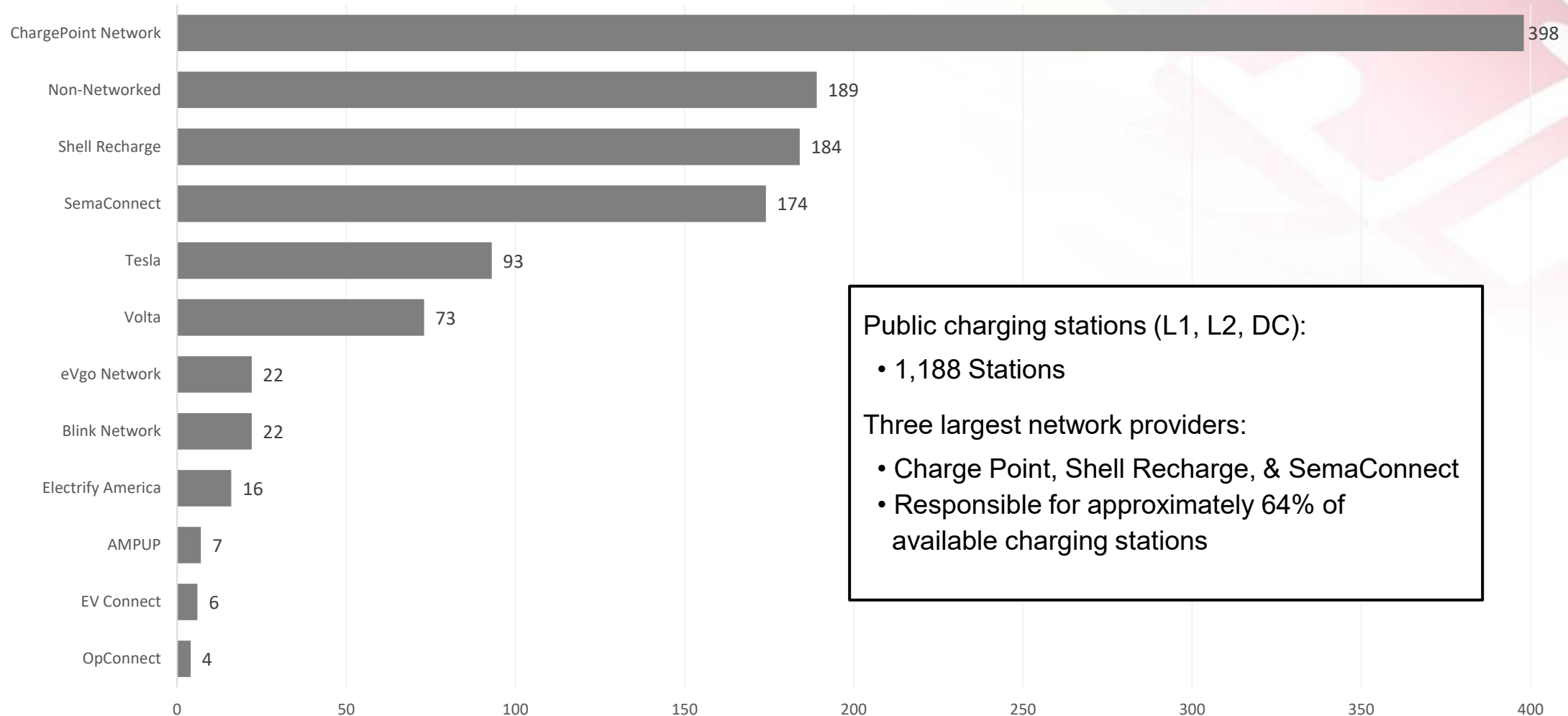
# Models With More Than 1,000 Registered



## 13 Models:

- Have >1,000 registered
- Account for 73% of all EVs registered

# Charging Networks – All Stations



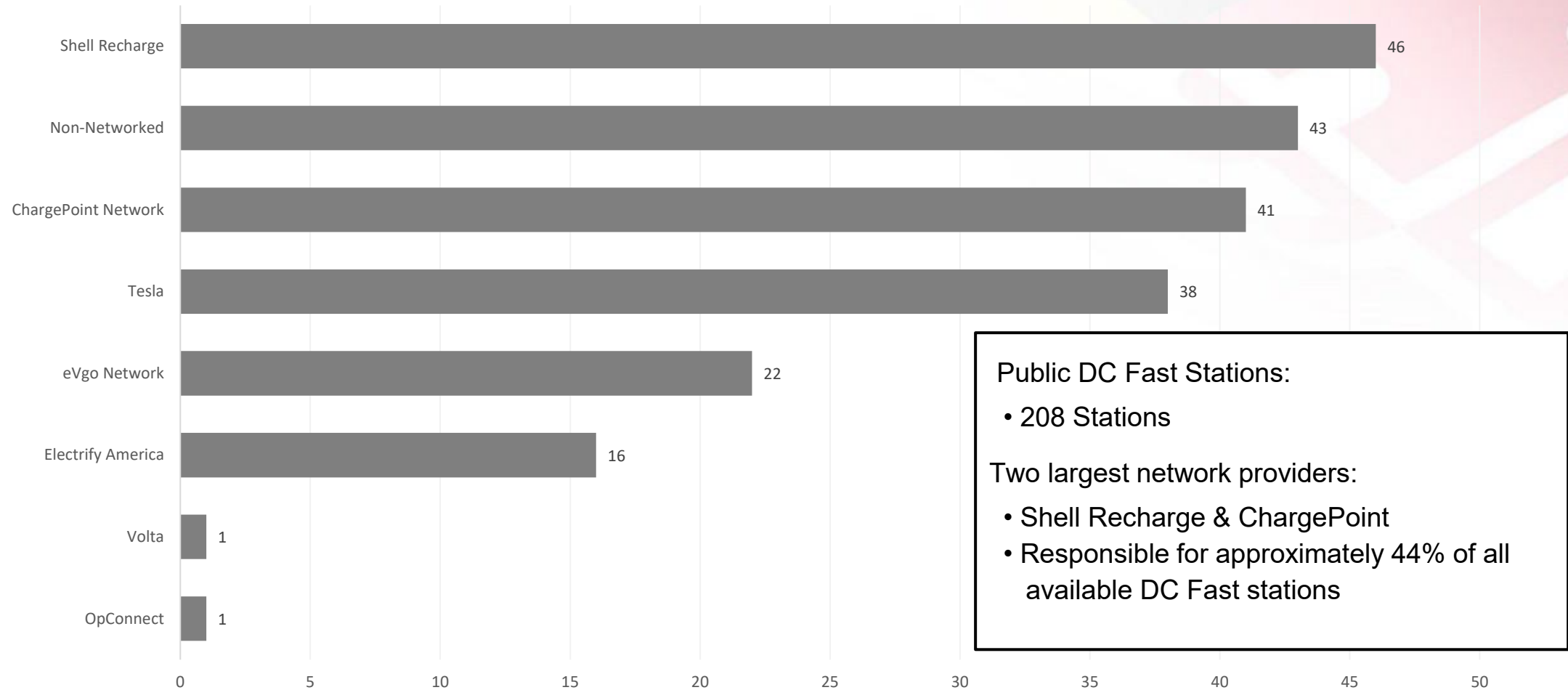
Public charging stations (L1, L2, DC):

- 1,188 Stations

Three largest network providers:

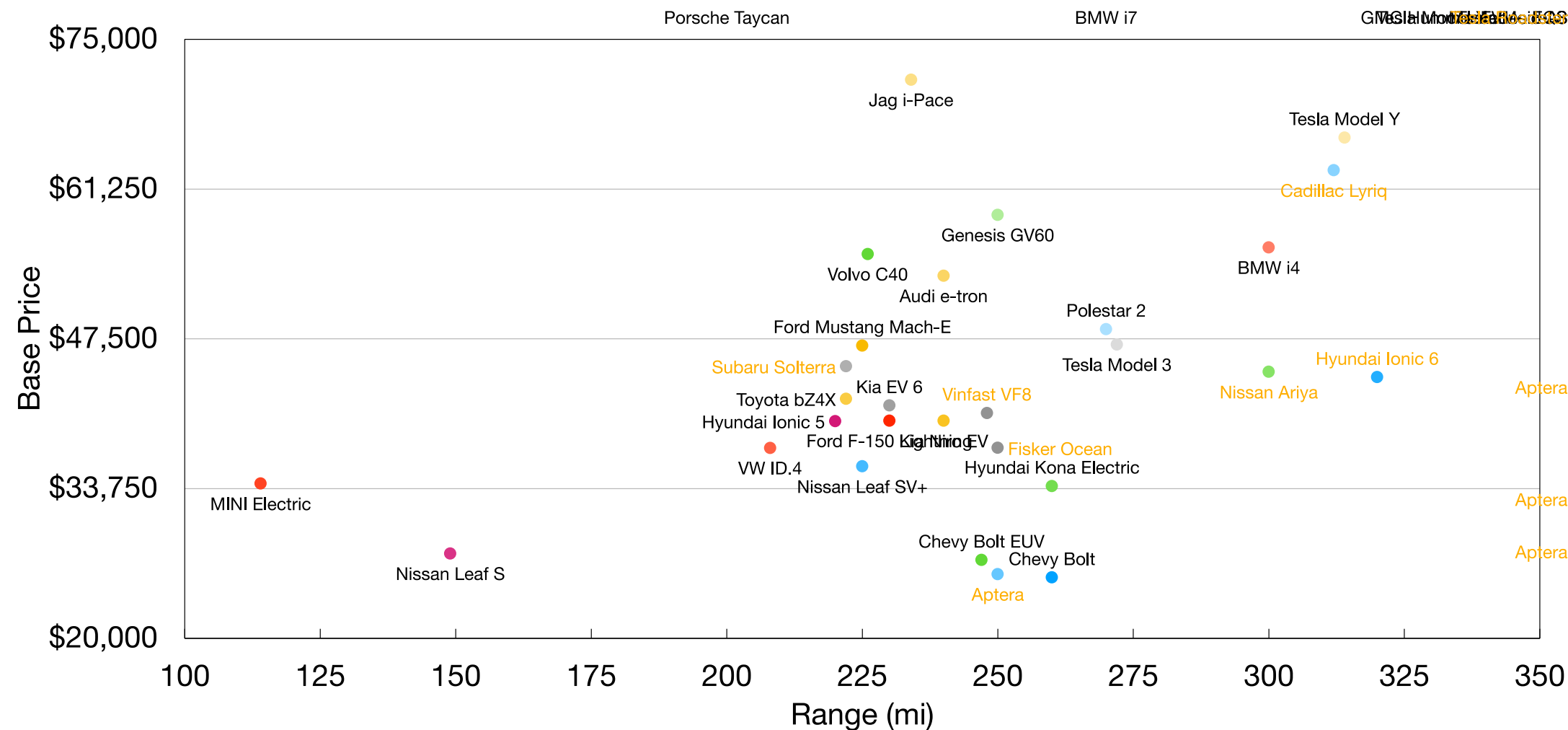
- Charge Point, Shell Recharge, & SemaConnect
- Responsible for approximately 64% of available charging stations

# Charging Networks – DC Fast



# New EV Models available in MD currently and in 2023





































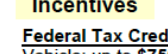
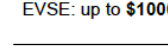
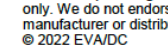
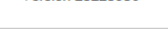












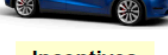
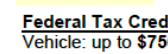
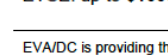
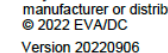






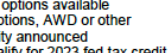

From “new inventory” listings on OEM web sites + able to be ordered




1,100





		Base Price (USD) <sup>1</sup>	Net Price (USD) <sup>2</sup>	Range (mi) <sup>3</sup>	Batt. (kWh)	Power (hp) <sup>4</sup>	0-60 (sec)	QC (kW) <sup>5</sup>	MPG equiv <sup>6</sup>	Fuel Mo. <sup>6</sup>	
              	<b>All Electric</b>										
	Chevy Bolt EV	\$25,600	\$25,600 <sup>5</sup>	259	66	201	6.5	55	120	\$46	
	Chevy Bolt EUV	\$27,200	\$27,200 <sup>5</sup>	247	66	201	7.0	50	115	\$46	
	Fisker Ocean #	\$37,499	\$37,499	250-350	80*	275-550	3.6-6.9	250*	—	—	
	Ford Mustang Mach-E <sup>®</sup>	\$46,895	\$39,395 <sup>5</sup>	224-247	70	266	5.2-5.8	115	93-103	\$54	
	Ext. Range, GT #	\$54,975	\$47,475 <sup>5</sup>	260-314	91	290-480	3.5-6.1	150	82-101	\$58	
	Hyundai Ioniq Elec.	\$33,245	\$33,245	170	38	134	9.5	75	133	\$42	
	Hyundai Ioniq 5	\$39,950	\$39,950	220	58	167	7.4	230	98-	\$50	
	Long RWD-AWD	\$44,000	\$44,000	256-303	77	225-320	5.2	230	114	\$50	
	Hyundai Kona Elec.	\$34,000	\$34,000	258	64	201	7.9	75*	120	\$46	
                            	Kia EV6 Light	\$41,400	\$41,400	232	58	167	8.0	230	117	\$46	
	Wind, GT #	\$47,500	\$47,500	274-310	77	225-320	3.5-7.2	230	105-117	\$46	
	Kia Niro EV	\$39,990	\$39,990	239	64	201	7.5	77	112	\$50	
	Mazda MX-30	\$33,470	\$33,470	100	36	143	8.7	50	98	\$58	
	MINI Electric	\$34,225	\$34,225	114	33	181	6.9	50	110	\$50	
	Nissan Ariya #	\$45,950	\$45,950	285-300*	91	238-389	4.8-7.2	130	—	—	
	Nissan LEAF S	\$27,800	\$20,300 <sup>5</sup>	149	40	147	7.4	50	111	\$50	
	SV Plus	\$35,800	\$28,300 <sup>5</sup>	226	62	214	6.5	100	108	\$50	
	Subaru Solterra	\$44,995	\$44,995	222*	73	215	6.5	150	102	\$50	
	Toyota bZ4X #	\$42,000	\$42,000	222-252	71-73	201-214	6.7*	150	119	\$46	
                    	VW ID.4 Std	\$37,495	\$37,495	208*	62	201	7.6	125	112	\$50	
	Pro #	\$42,495	\$42,495	245-275*	82	201-295	5.4	170	95-101	\$54	
	Average U.S. Gasoline Car	\$48,000							25	\$200	
	Audi Q4 e-tron #	\$53,300	\$53,300	241	82	201	7.9	135	95	\$58	
	Audi e-tron	\$70,800	\$70,800	226	95	300	5.5	150	78	\$71	
	BMW i4 #	\$55,900	\$55,900	300*	84	335-536	<4-5.7	200	96-109	\$50	
	Cadillac Lyriq #	\$62,990	\$62,990 <sup>5</sup>	312	100	340	<4	190	89	\$63	
	Genesis GV60	\$58,890	\$58,890	248	77	225-429	—	350	94*	—	
	Genesis Elec. GV70	\$65,000*	\$65,000*	248*	77	429	4.5*	350	—	—	
	Genesis Elec. G80	\$79,825	\$79,825	282	87	365	4.1	350	95*	—	
           	Jaguar I-Pace	\$71,300	\$71,300	234	90	394	4.5	50	76	\$71	
	Lexus RZ 450e	\$55,000*	\$55,000*	225*	71	308	5.6	150	—	—	
	Mercedes EQE350 #	\$70,000	\$70,000	300*	91	288-402	5.6*	170	97*	\$58	
	Polestar 2 Single	\$48,400	\$48,400	270	78	228	7.0	150	107	\$50	
	Dual	\$51,900	\$51,900	249	78	402	4.5	150	89	\$62	
	Tesla Model 3 RWD	\$46,990	\$46,990 <sup>5</sup>	272	60	283	5.8	170	132	\$42	
	AWD	\$55,990	\$55,990 <sup>5</sup>	315-358	82	449	3.1-4.2	250	113-131	\$46	
	Tesla Model Y Long	\$65,990	\$65,990 <sup>5</sup>	314-330	75	283	4.8	250	122	\$46	
	Performance	\$69,990	\$69,990 <sup>5</sup>	303	75	449	3.5	250	111	\$50	
	VinFast VF8 AWD *	\$57,000	\$57,000	250*	83-87	348-402	5.3-5.8	—	—	—	
 	Volvo C40 Recharge	\$55,300	\$55,300	226	78	402	4.7	250	87	\$63	
	Volvo XC40 Recharge	\$53,550	\$53,550	223	78	402	4.7	250	87	\$63	

Data comes primarily from the EVADC Information Sheet, available at

[www.Evadc.org/EVInfo](http://www.Evadc.org/EVInfo)

#### Incentives

##### Federal Tax Credits

Vehicle: up to \$7500  
EVSE: up to \$1000

##### Federal:

New tax credit rules starting 1/1/2023, see Inflation Reduction Act  
EV Supply Equipment (EVSE) Tax Credit - 50% of cost up to \$1000  
Excise tax exemption. Reduced vehicle registration fee of \$36

##### Maryland:

EV Supply Equipment (EVSE) Tax Credit - 40% of cost, max \$700

##### Virginia:

Reduced personal property tax in Arlington and Loudoun counties  
Discounted electricity rates for off-peak residential EV charging

## Armchair car shopping on [cars.com](https://cars.com)

- used
- electric fuel type
- 250 mi from Rockville

<b>Gen 1 Nissan Leaf (2011-2017) (371)</b>	\$5.7K - \$21K
<b>Mitsubishi i-MiEV (3)</b>	\$6K - \$12K
<b>Chevy Volt (145)</b>	\$8K - \$20.6K
<b>Chevy Spark EV (27)</b>	\$12K - \$17.6K
<b>Ford Focus Electric (94)</b>	\$12K - \$21.5K
<b>Smart ForTwo (21)</b>	\$12.5K - \$19K
<b>Mercedes B-Class (14)</b>	\$13.5K - \$19K
<b>Kia Soul EV (48)</b>	\$15.6K - \$21.6K
<b>BMW i3 (609!)</b>	\$16K - \$41K
<b>VW e-Golf (113)</b>	\$16.4K - \$29.6K
<b>Hyundai IONIQ EV (45)</b>	\$22K - \$36K
<b>Gen 2 Nissan Leaf (2018+) (192)</b>	\$22.3K - \$40K
<b>Chevy Bolt EV (62)</b>	\$22.5K - \$36K
<b>Cadillac ELR (9)</b>	\$24K - \$32K
<b>Tesla Model S (652)</b>	\$25K - \$146K
<b>Hyundai Kona (46)</b>	\$26K - \$42K



# 2022 ZEEVIC Annual Report

Leo Sawada, Jacobs

# 2022 ZEEVIC Annual Report

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- 2022 ZEEVIC Activities
- Legislation
- NEVI and Alternative Fuel Corridors
- EV Market
- Fuel Cell EV
- Incentives
- Outreach

ZEEVIC  
Member comments  
due by 11/18/2022





# Hydrogen AFC in the region



# Automakers Goals

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## **Automakers EV Goal Highlights:**

- BMW: 50% of global sales to be electric by 2030.
- Ford: 50% of global sales to be electric by 2030.
- GM: Sell only zero-emission cars and trucks by 2035.
- Honda: Entire lineup zero-emissions in major markets by 2040.
- Hyundai: Plans to sell 1.9 million BEVs annually by 2030 (and 1.2 million for Kia)
- Mazda: 25% of vehicles will be electrified by 2030
- Nissan: 40% of US sales to be EV by 2030.
- Stellantis: 50% of US sales to be electric by 2030.
- Subaru: EVs to make 40% of its sales by 2030
- Toyota: All EV sales to reach 3.5 million by 2030.
- Volkswagen: 50% of US sales to be electric by 2030.
- Volvo: 50% of all car sales to be electric by 2025, and fully electric by 2030.

# State Agency Updates

MDE, MEA, PSC, MDOT, MDP, DGS



# MDE Program Updates

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## Volkswagen Settlement Updates

- EVSE Infrastructure Programs
  - Phase II
    - Working with AG for final approval of Agreements
    - Once approved, will send Agreements out for signatures
    - Expect Agreements to all be signed by February 2023
- Vehicle Replacement Projects
  - Contacting projects that are still outstanding to determine status
  - Re-open several funding categories in the first half of 2023

# MEA Program Updates

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- EVSE Rebate Program

- 1,242 chargers totaling \$1,219,468 (67.65% of budget committed).
- 1,087 residential, 155 commercial. \$ 52% residential, 48% comm.
- Figures through 10/13, actual burn rate estimated at 89%.
- Determining next steps/protocols for post funding-depletion.

- Clean Fuels Incentive Program (CFIP)

- FY23 application period opened 8/22, closes 11/22.
- Largely similar to FY22 Round 2 FOA.
- Potential for extension and/or second funding round.

- Clean Fuels Technical Assistance (CFTA) Program

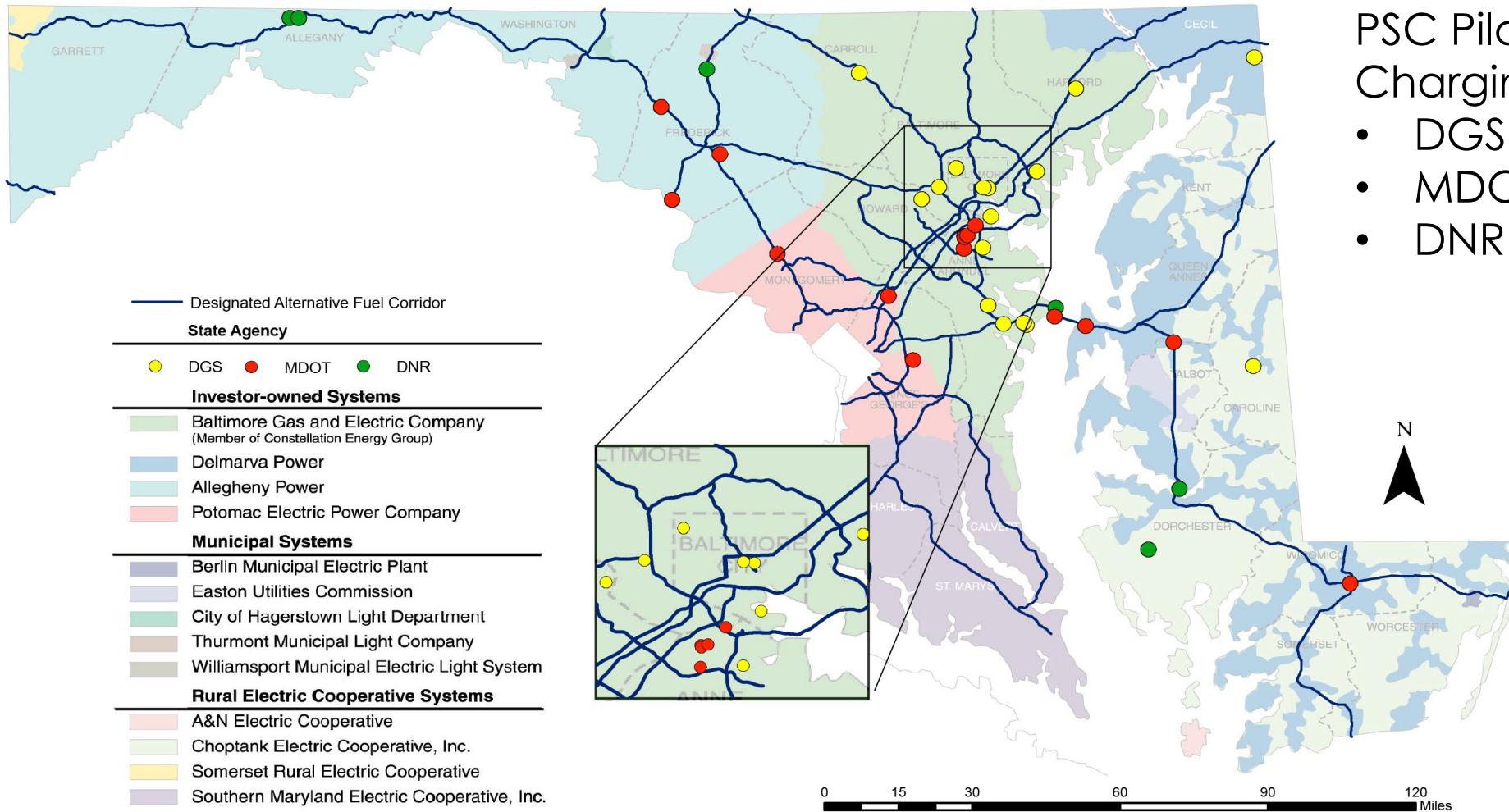
- Application period was extended again through 12/31, received 2 applications so far.

# Public Service Commission (PSC)

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- SMECO filed a request with the Commission for approval of residential and multifamily EV pilot proposals. The proposals were reviewed during the November 7, 2022, Administrative Meeting by the Commission.
- The Commission will make a final decision on the proposals after an additional filing is made by SMECO based on the discussion and recommendations made at the November 7, 2022, Administrative Meeting.
- The PC44 EV Work Group will be filing a reliability update with the Commission by December 1, 2022.

# MDOT – DGS – DNR



## PSC Pilot Program – Public Charging on State sites

- DGS sites - 16
- MDOT sites - 17
- DNR sites – 6

# Additional State Agencies

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- MDP
- DGS



# Utility Updates

BGE, PHI, SMECO, Potomac Edison



# BGE

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- EVSE Pilot Program Update
  - Residential: 2,319
  - Multifamily: 181 ports
  - Public: 245 live, 173 in progress
  - TOU Rate: 1,304 participants
  - Fleet program approved 9/14/2022
  - Smart Charge Management – LIVE!
- Events & Outreach
  - Maryland Zoo – ZooBOOO October 29-30th



# PHI

## MD EVsmart Incentive and Rebate Programs`

Program	Jurisdiction	Program Target	Current Enrollment/Installations
Residential Rebate	Pepco MD	750	750
	DPL MD	250	94
R-PIV TOU Rate	Pepco MD	No Limit	368
	DPL MD	No Limit	7
Residential Plug-in Vehicle TOU (PIV)	Pepco MD	100	39 (7 applicants in review pipeline)
	DPL MD	37	6 (4 applicants in the review pipeline)
Multi-Dwelling (MDU) Incentive	Pepco MD	100	15 (26 ports installed; 28 applicants in review pipeline)
	DPL MD	25	2 (3 ports installed, 4 applicants in review pipeline)
Off Peak/Off Bill Rebate	Pepco MD	250	250
	DPL MD	75	57

## MD EVsmart Public Chargers – In Service

	L2 Charger	DC Fast Charger	Total
<b>Pepco</b>	129	3	132
<b>DPL</b>	72	5	77
<b>Total</b>	201	8	209

## MD EVsmart Pipeline Status – Public Chargers

	Sites	Chargers
<b>Pre-Construction / In Construction</b>	6	14
<b>Engineering</b>	34	107
<b>Total</b>	43	132

- Events & Outreach
  - Washington DC Auto Show - January 20-29, 2023

# SMECO

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- EVSE Pilot Program Update
  - 29 EVSE Installed (26 Level 2, 3 DC Fast)
  - First installation in Prince George's County
  - Launched whole-house TOU rates in February
- Other Programs
  - Filed Residential Rebate, Multi-family, and Managed Charging with MD PSC

# Potomac Edison

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- EVSE Pilot Program Update
  - Residential Rebates: 384
  - Multifamily: 6
  - Public: 23 Level 2, 8 DC Fast Chargers
  - TOU Rate: 500 participants
- Events & Outreach
  - EV Charging Webinars with EVA and MMHA on November 9, 2022

# Potomac Edison

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- Myersville Park and Ride
  - Combination Battery Energy Storage System (BESS) and EV charging site
  - This system will test the ability of a BESS to minimize the demand spikes associated with vehicle fast charging as well as provide uninterrupted EV charging during area power outages
  - System expected to be fully operational and available for drivers in mid-November
  - Myersville Park and Ride near I-70 in western Frederick County







# MarylandEV Outreach Updates

David Proctor, Sharp & Company



# July – September Outreach Events



**Maryland EV Outreach  
July - September 2022**

**Baltimore Washington  
One Carnival**  
July 9, 2022

**Washington County Fair**  
July 23, 2022

**Wicomico County Fair**  
Aug 20, 2022

**Heritage Days**  
Sept 10, 2022

**Maryland Wine Festival**  
Sept 17-18, 2022

**St. Mary's County Fair**  
Sept 24, 2022

120% increase in total message reach (Digital + In-Person)  
rising from 292,000 in 2021 to over 687,000 in 2022

Over 4000  
Interactions!

# Maryland EV Social Media Post Examples


Oct - Nov 2022

**Maryland Electric Vehicle**  
Published by Dalia Trostinetzky · October 10 at 3:10 PM · 🌐

You could start seeing expansions to existing highway EV stations by the end of the year, thanks to plans that the US Department of Transportation (USDOT) have just approved. The National Electric Vehicle Infrastructure (NEVI) plan will make your Maryland EV road trips that much easier. Visit the following link to read the article: <https://thedailyrecord.com/.../states-get-final-ok-to-.../>

To learn more about Maryland's strategy for the NEVI Plan visit: <https://evplan.mdot.maryland.gov/>

#marylandev #EV




162 People reached   10 Engagements   — Distribution score   [Boost post](#)

👍❤️👎 5

**Maryland Electric Vehicle**  
Published by Nadiya Kutishcheva · October 13 at 4:41 PM · 🌐

Montgomery County Public Schools is getting greener! Highland Electric is partnering with Voltus to use the energy stored in MCPS' electric school bus fleet to help strengthen Maryland's energy grid. If you want to learn more, read here <https://cleantechnica.com/.../electric-school-buses-used-.../>

#marylandev #EV



140 People reached   7 Engagements   — Distribution score   [Boost post](#)


👍❤️👎 6

**Maryland Electric Vehicle**  
Published by Dalia Trostinetzky · October 17 at 3:14 PM · 🌐

According to [Bumper.com](https://www.bumper.com/ana.../best-states-for-electric-cars/) Maryland was rated as the best state in the country to own an EV! One factor that puts Maryland ahead of others are our great financial incentives available from federal, state, and utility sources!

View the article here: <https://www.bumper.com/ana.../best-states-for-electric-cars/>

Learn more about EVs in Maryland here: <https://marylandev.org/the-ev-journey/>



123 People reached   7 Engagements   — Distribution score   [Boost post](#)

👍❤️👎 5

# Maryland EV Year End Digital Analytics

Google Analytics for Jan – Oct. 2022

## Total Page Views

**41,008**

% of Total: 100.00% (41,008)



## Unique visitors

**20,796**

% of Total: 100.00% (20,796)



## Avg. Time on Page

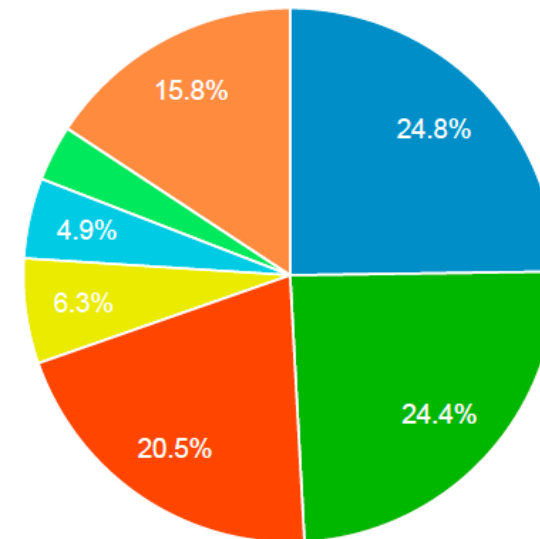
**00:01:55**

Avg for View: 00:01:55 (0.00%)



## Top viewed pages by percentage

■ / ■ /maryland-ev-tax-credit/ ■ /incentives/ ■ /charging/  
■ /the-ev-journey/ ■ /local\_ev\_resources/ ■ Other

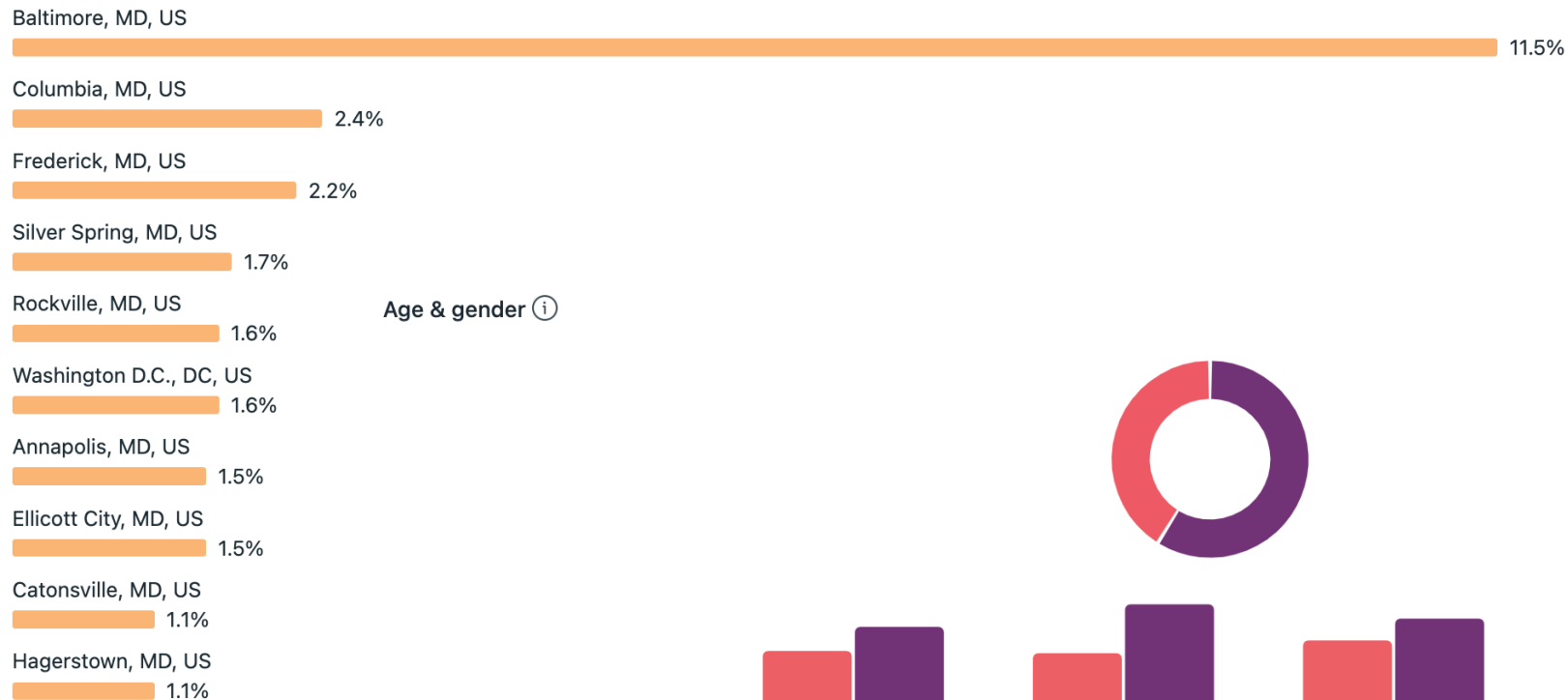




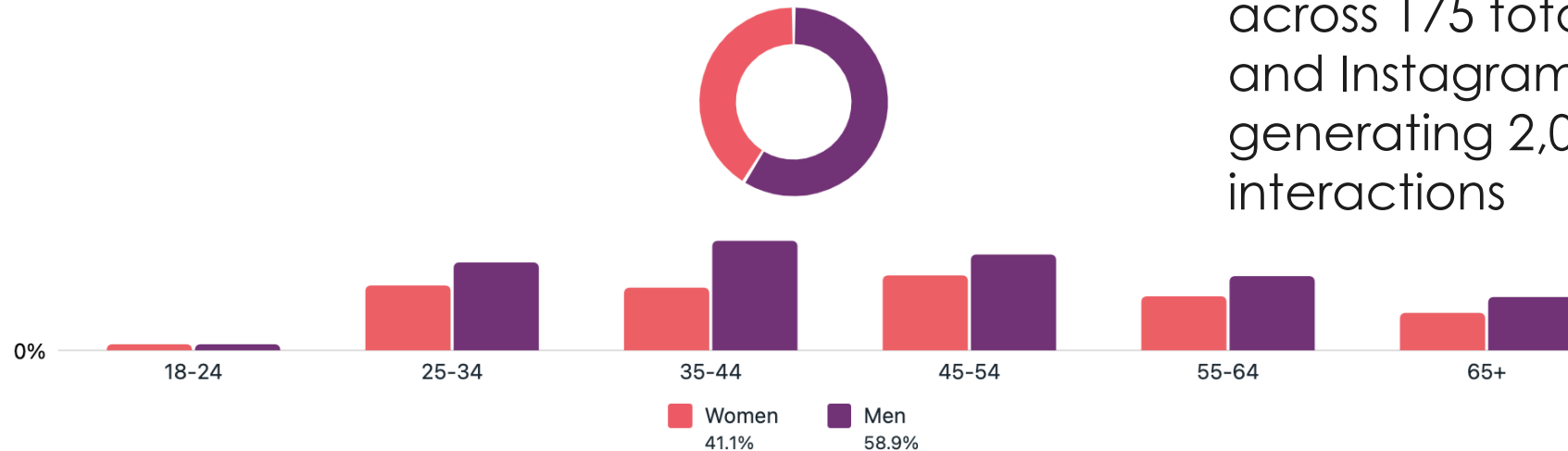
# Maryland EV Year End Digital Analytics

## Social Media Followers Breakdown by Age/Gender and Location

### Top towns/cities



### Age & gender ⓘ



### Highlights:

- 418 New Followers
- 2006 Facebook likes vs. 1588 on Jan 1, 2022.
- Social media postings reached over 27,000 across 175 total Facebook and Instagram posts, generating 2,088 interactions

# Maryland EV Year End Digital Analytics

## Story Map

### Highlights:

- Total views: 2,369
- Avg. views per day: 12.95
- Intro video views: 164



# Maryland EV Year End Digital Analytics

## Testimonials



2021 Tesla Model Y

*"EVs are superior vehicles when comes to acceleration and how they handle on turns. Solar panels on our house generate enough electricity per year to drive our EV 35,000 miles per year. Solar panels combined with EV let us be energy independent."* – The Borkowski Family from Ijamsville, MD



Mazda MX-30

*"I love my EV, it is the perfect car for my commute around the DMV, including Baltimore and Richmond. I like to think I am contributing to something bigger than me, with my EV."* – The Ramon Family from Waldorf, MD



# Closing Remarks

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- Next meeting: January 12, 2023
- 2023 meeting dates will be sent out in December