

**Vermont Climate Action Commission
Vehicle Electrification Workgroup**

Preliminary Work Plan
March 12, 2018

Five Buckets of Actions to be Implemented Holistically:

1. Education and Outreach (E&O)

- a. Leverage and enhance Drive Electric Vermont (DEV) to maximize the impact of education and outreach campaigns and stakeholder engagement to build awareness and encourage purchase consideration for EVs.
- b. Explore other E&O possibilities (e.g., utility interactive EV websites, utility-bill flyers, NESCAUM (Northeast States for Coordinated Air Use Management) campaigns, DMV waiting-room monitors).
- c. Provide EV educational materials to dealers.
 - i. Work through NESCAUM to develop materials for dealer education.
 - ii. Modify an existing New Jersey dealer-education packet.
 - iii. Continue DEV education of dealers and focus materials on helping dealers talk about EVs (to make the sale).
- d. Amplify E&O through Vermont Climate Action Commission Commissioners.
- e. Consider EV marketing over the radio, if funding is available.
- f. Conduct pilot projects in less populated areas to increase consumer knowledge of EVs.
 - i. EV ride and drive events in partnership with local energy committees.
 - ii. DEV events.

2. Creative Ways to Lower EV Prices

- a. In the absence of new revenue, explore creative workarounds to provide EV purchase incentives. Should new revenue become available, it should be dedicated to point of sale purchase incentives.
- b. Work with dealers and DEV to gather and publicize special EV pricing purchase and lease deals; maintain and update this information on a regular basis on DEV website.
- c. Research ride hailing leasing pilots to discount EVs for drivers; offer EV purchase incentives to customers who agree to use their EVs for ride share in rural areas (to help make EVs available to low-income Vermonters and to address the absence of mass transit in rural areas).
- d. Explore ways in which EV incentives under Tier III of the State's Renewable Energy Standard can be equalized through state or utility investments to provide a more equitable benefit to all Vermonters.
- e. Create a better used-EV market by working with dealers, manufacturers, and financiers on ways to keep used EVs in the State.

- f. Explore tariff on-bill financing (PAYS) and other finance strategies to help overcome the high upfront costs of electric buses; leverage PAYS with Tier III or VW settlement funds if PAYS cannot yet function on its own in the heavy-duty EV market.

3. Rate Design Policy Support to Utilities and the PUC to Lower EV Charging Costs While Not Driving Up Costs for Utility Customers

- a. Consider changes to demand charges for charging stations.
- b. Combine rate design and planning.
- c. Incorporate locational value into rate design.
 - i. Account for areas that may need additional load.
 - ii. Target areas that need additional load for heavy-duty EV pilot projects (e.g., school buses).
- d. Use rate design to help build a business model for publicly available charging stations.
- e. Use rate design to benefit both utility customers and the grid.
- f. Feed Commission recommendations into the PUC process relating to rate design.
- g. Use interactive rate design to help dealers explain the economic opportunities in EVs to potential EV purchasers.
- h. Collaborate with utilities on the Commission's rate-design work.

4. Utility Engagement in Building Out Publicly Available EV Charging Infrastructure

- a. Engage utilities around public DCFC buildout, while leveraging private funds/private industry to the extent possible.
- b. Engage utilities as potential applicants for VW Appendix D settlement funds to install and operate DCFCs at identified gap sites.
- c. Seek utility input on the Tier 3 value of DCFC.
- d. Reach out to OEMs (possibly through utilities) for charging infrastructure buildout.
 - i. Charging stations near dealers could attract EV purchasers.
 - ii. A broader charging network could leverage EV purchase incentives.

5. Policy Support for the State's Administration of VW Settlement Appendix D Funds

- a. Provide policy recommendations without participating in funding decisions.
- b. Recommend siting priorities for charging stations (EVSE).
- c. Offer input on potential pilot projects for heavy-duty electric vehicles.