



December 7, 2013

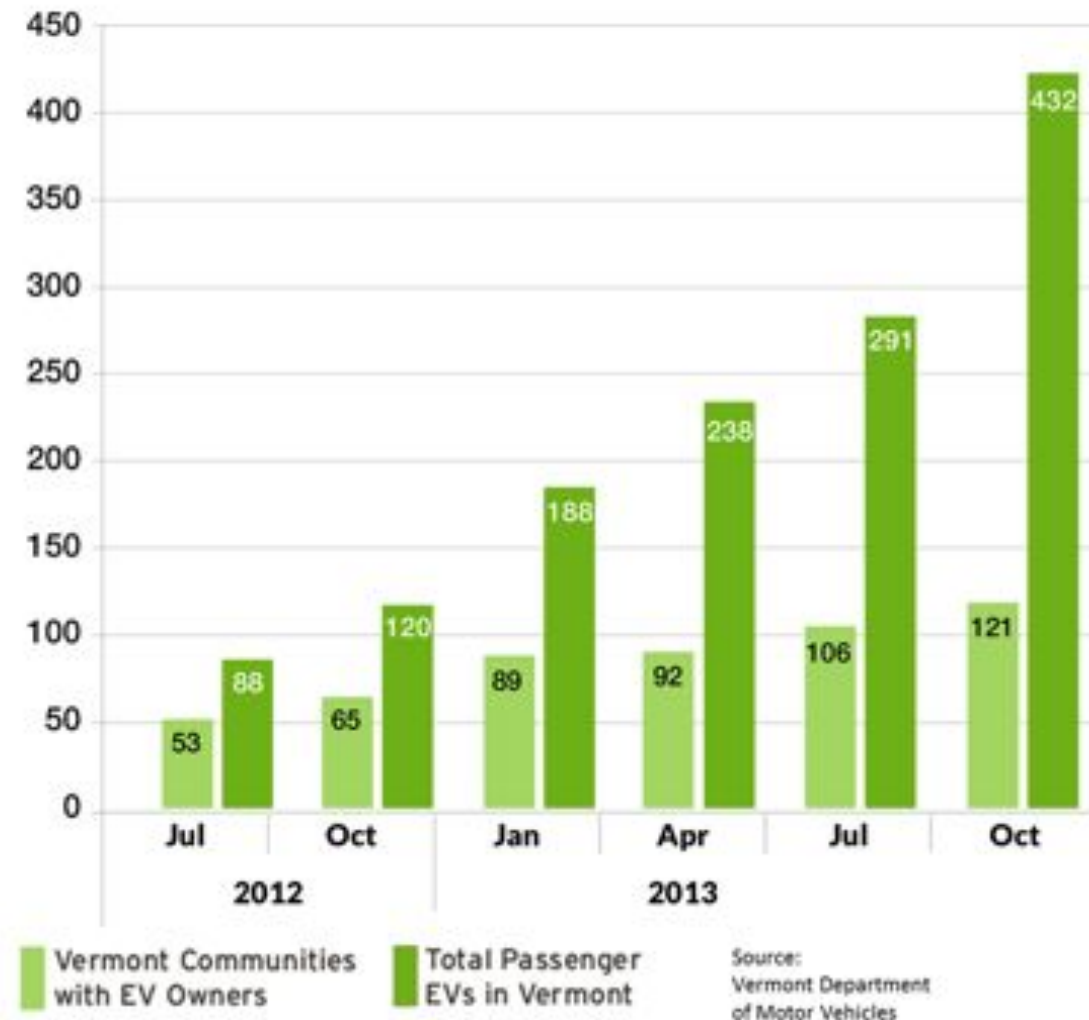
# PROMOTING ELECTRIC TRANSPORTATION IN YOUR COMMUNITY



# Building Momentum

## and Creating Opportunities

VERMONTERS ARE CHOOSING ELECTRIC



Charging  
Station  
Proliferation

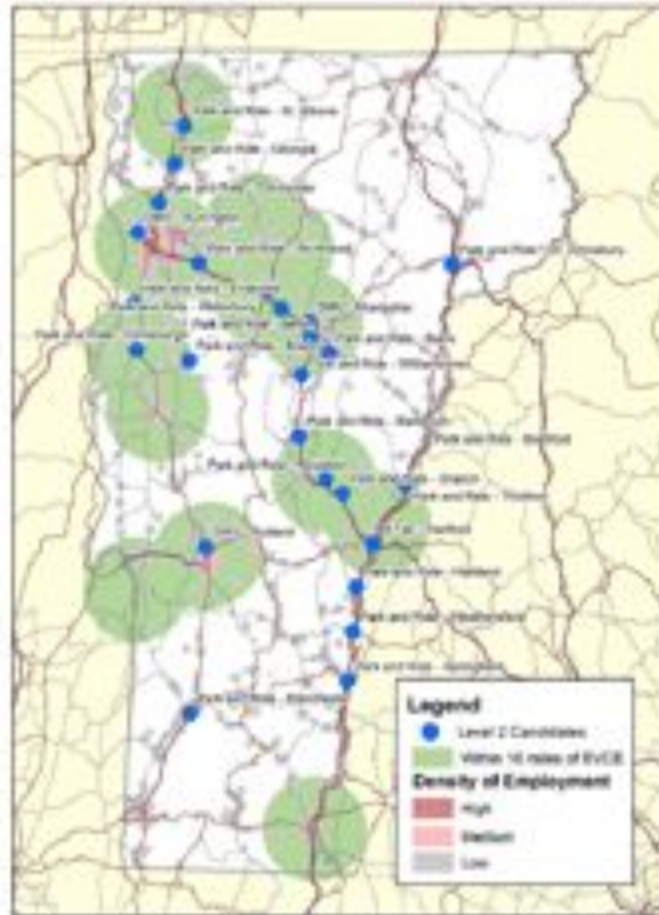
Promote EV  
Adoption

*Over 1,000 by October 2014?*

# Location Siting

## Building the Network

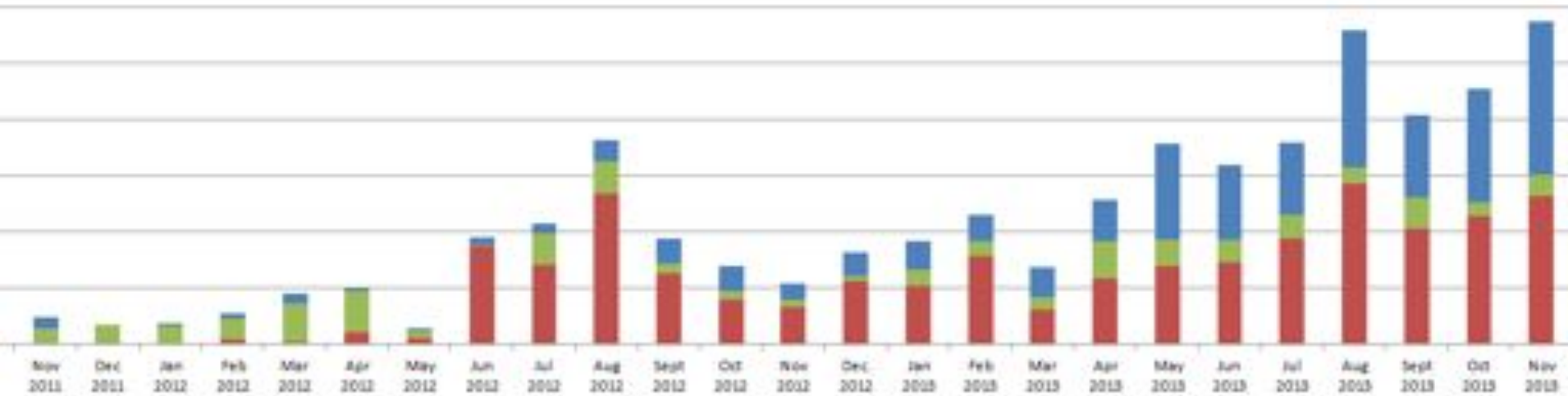
Figure 3.3: Map of Potential Level 2 Sites



[http://www.veic.org/documents/default-source/resources/reports/201307\\_vtrans\\_ev\\_charging\\_plan\\_final\\_report\\_web.pdf](http://www.veic.org/documents/default-source/resources/reports/201307_vtrans_ev_charging_plan_final_report_web.pdf)

# Public Charging Stations

Use is Rising



October 2011

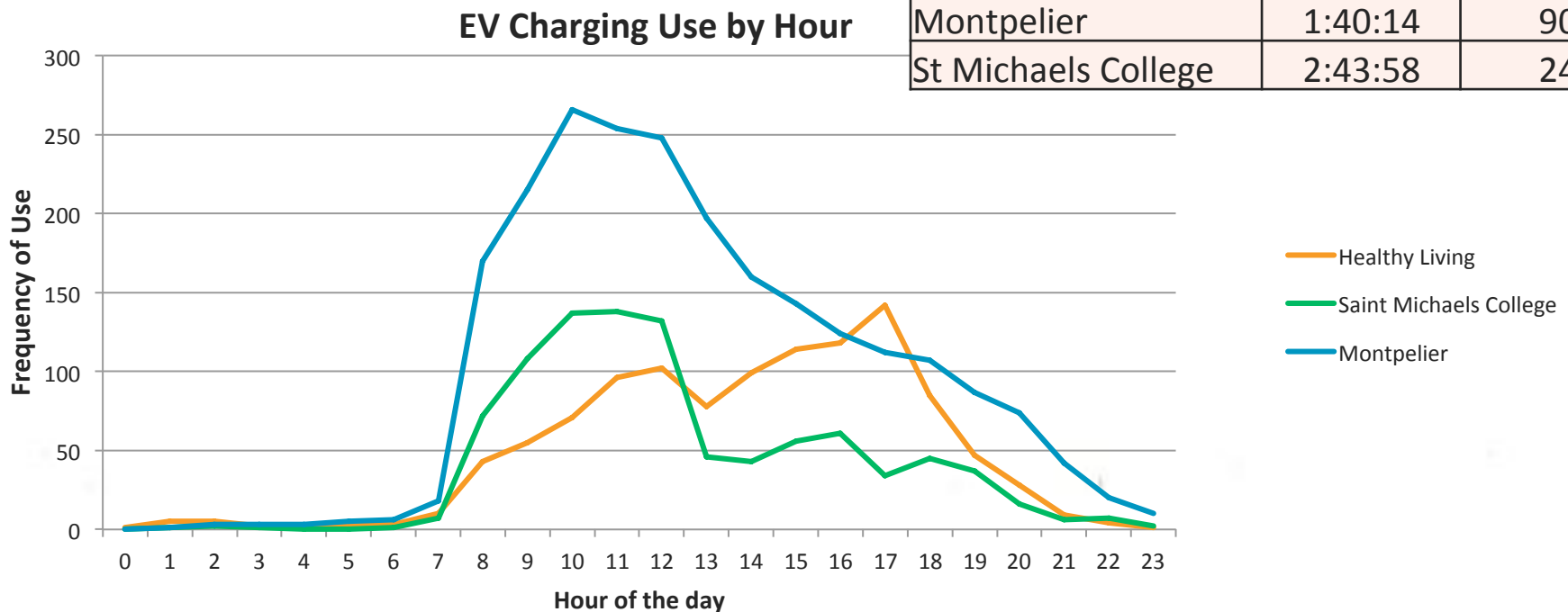
November 2013

# What We've Seen

## GMP Charging Station User Profiles

- Where do people already stay for a period of time?
- Where would you like them to stay?

	Average Duration	Charging Sessions
Healthy Living	0:45:29	673
Montpelier	1:40:14	907
St Michaels College	2:43:58	248



# Costs Range Broadly

## Location Matters!

Level/Type	Equipment	Installation
Level 1	\$200	\$200-\$5,000
Level 2	\$500-\$10,000	\$2,000-\$13,000
Level 3	\$25,000-\$60,000	\$5,000 +

Costs of equipment are dropping, but slowly.  
Installation often majority of the cost.

# Types of Chargers

- What do you want? What do you need?

## OPTIONS:

- Level & speed of charging

Level 1: cheap, easy, slow ↔ Level 3: costly, fast, complex

- Control & communication

## EXPLORE VENDORS

<http://www.pluginamerica.org/accessories>



# Other Details



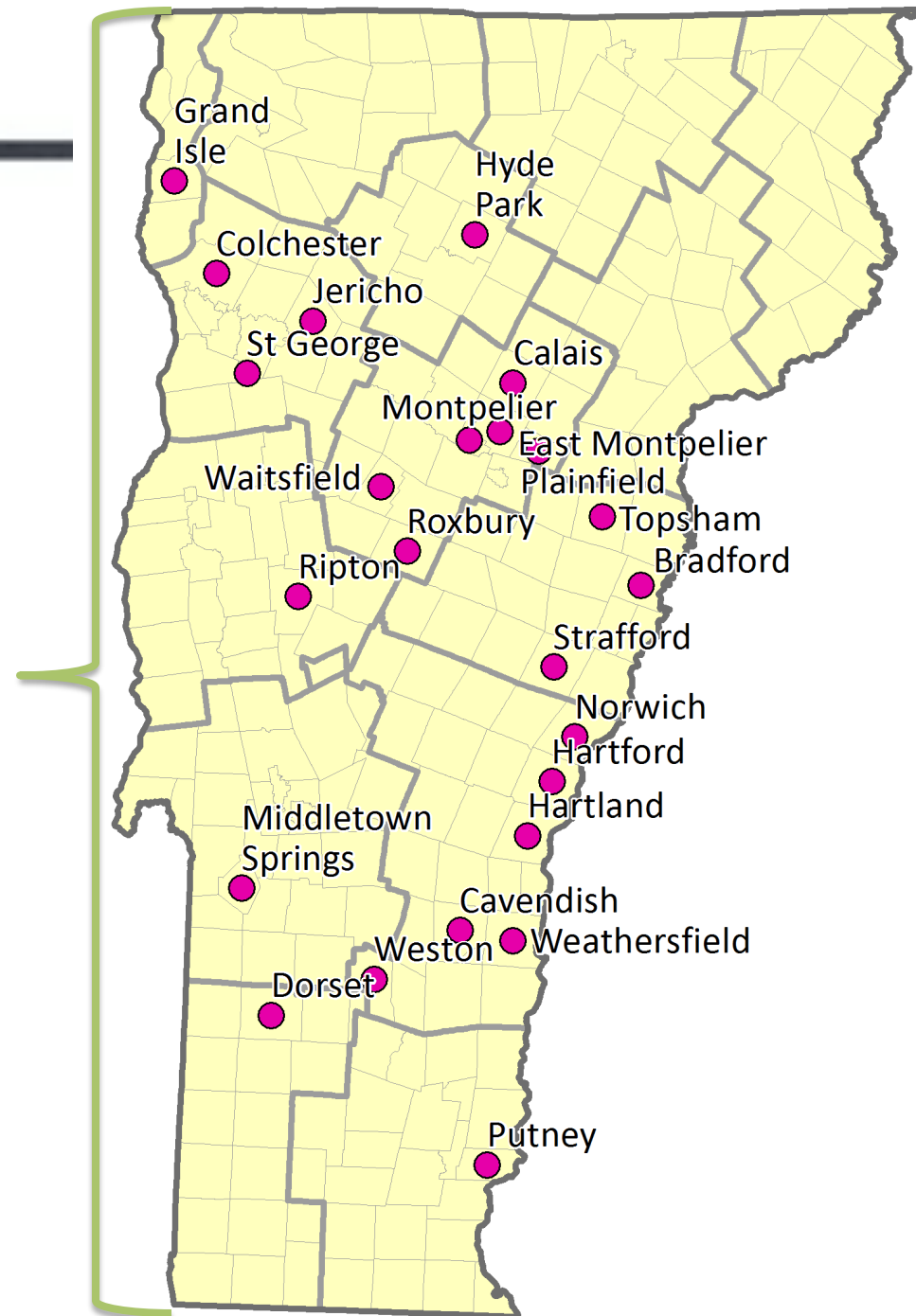
- Permitting. Is it easy and clear for installers?
- Include or count EV parking spots in the parking requirements rather than in addition to the parking requirements
- Curbing, tire stops, or bollards should be installed to protect the charging station unit
- Signage so people can find it and leave the space for EV users
- Consider installing an additional conduit for future charging stations
- Adding Solar PV





# VECAN Outreach

- Local energy committees are interested in EVs
- 25 Communities Responded to survey
- 60% have worked on transportation
- Most have some EV knowledge



# A few survey results

## Interests

**Reducing greenhouse gas emissions from transportation energy sector**

<b>Somewhat important</b>	<b>15%</b>
<b>Very important</b>	<b>85%</b>

**Deployment of EVs and public charging stations**

<b>Somewhat important</b>	<b>46%</b>
<b>Very important</b>	<b>54%</b>

## Activities

**Set up a local EV demo event**

<b>Not interested</b>	<b>15%</b>
<b>Somewhat interested</b>	<b>54%</b>
<b>Very interested</b>	<b>31%</b>

**Coordinating discussions such as tabling at community events**

<b>Not interested</b>	<b>19%</b>
<b>Somewhat interested</b>	<b>63%</b>
<b>Very interested</b>	<b>19%</b>

**Work with a local business or municipality to install an EV charging station for public use**

<b>Not interested</b>	<b>15%</b>
<b>Somewhat interested</b>	<b>50%</b>
<b>Very interested</b>	<b>35%</b>

# EV Adoption

## Promoter & Catalyst

- Drive adoption of vehicles & infrastructure will follow
- Get the word out...new technology follows education
  - Create venues for information/education
  - Use Facebook / Twitter
- Host and participate in events
  - High School EV sessions or EV for driver's education
  - Business Education – host session for local businesses
  - Neighborhood driveway demos or Farmer's Market
    - <http://www.pluginamerica.org/ElectricDriveWay>

# Finding the Dollars

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- Occasional grants
  - Go Vermont Community Grant - \$500
- Partnerships with local businesses
- Local utility
- Low cost loans
  - 1% low interest loan program from State Infrastructure Bank for public EV charging

**Be Ready...**

# Choose your strategy

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- Tee up the conversation
- Dabble in the space
- Put together options and plans



**THANK YOU**  
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