CLEAN FLEETS, AN ACHIEVABLE HIGH IMPACT ACTION TO MOVE YOUR COMMUNITY TOWARD SUSTAINABILITY

EASTERN NEW YORK TERRITORY

November 9, 2016

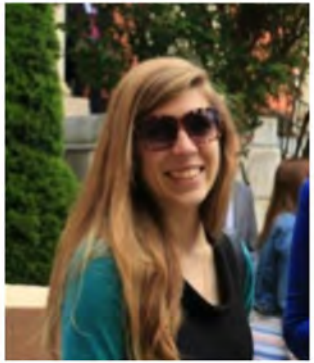
Agenda

Introductions	Pat Courtney Strong, Courtney Strong, Inc.
Available Technical Assistance and Resources	Robyn Reynolds, Coordinator, Capital Region Clean Energy Communities
Municipal ZEV Rebate Program	Nancy Welsh, NYS Dept. of Environmental Conservation, Office of Climate Change
Clean Cities Program	Jen Ceponis, Capital District Clean Cities Coordinator Barry Carr, Clean Communities of Central NY Coordinator Christina Ficicchia, Empire Clean Cities Coordinator
EV Lessons Learned	Adam Ruder, Clean Transportation Program, NYSERDA
Next steps: Drive Electric Hudson Valley	Seth Leitman, Drive Electric Hudson Valley

Question Period

Speakers

Pat Courtney Strong



Robyn Reynolds

Adam Ruder

Nancy Welsh

Jen Ceponis

Seth Leitman

Clean Energy Communities and Clean Fleets

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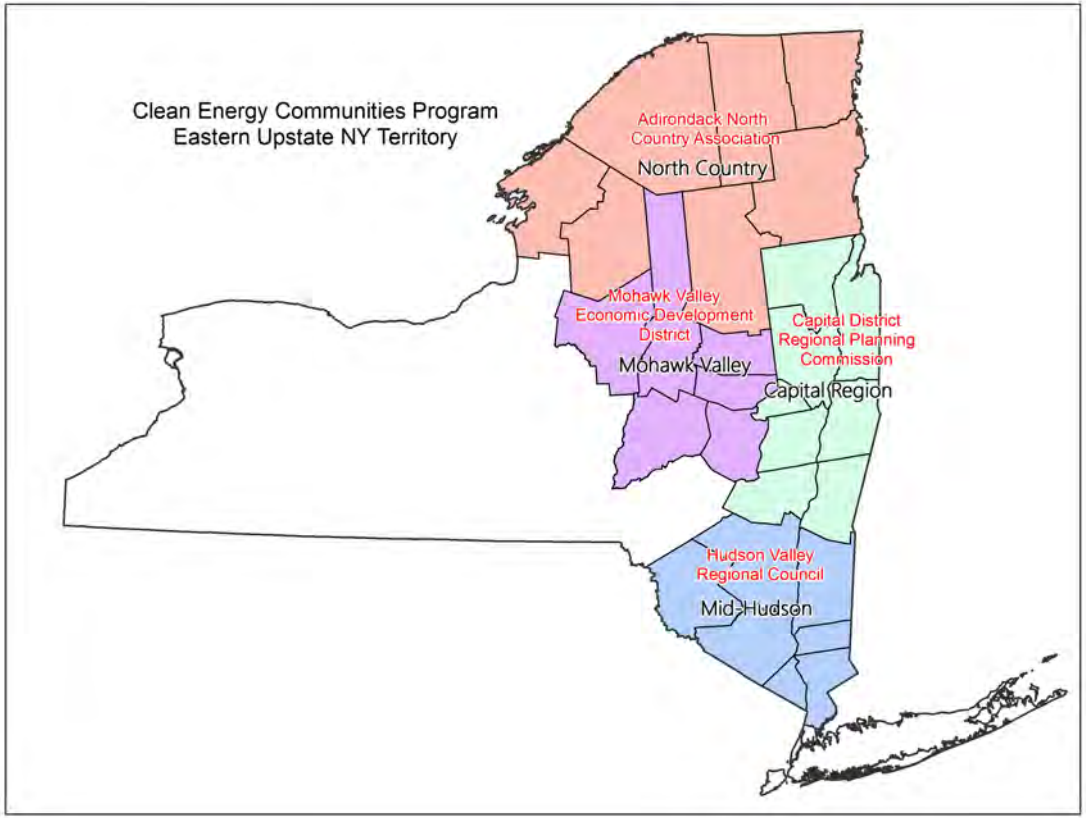
Introduction



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What is the Clean Energy Communities Program?

- **Open enrollment** Program that provides **rewards and recognition** for communities that demonstrate clean energy leadership

- **Step 1: Become Designated a Clean Energy Community**
  - Complete **4 out of 10** High-Impact Actions with assistance from locally-based technical experts

- **Step 2: Receive Funding for Project Implementation**
  - Access up to **$250,000** of funding with no cost share

A Program for all Communities

- Funding allocated by population size
- High-Impact Actions present a variety of options which reduce energy consumption, save money, and increase local economic development
- Each Region has funding for **18** projects
- First come, first-served
- Technical assistance available for all communities
- **No** local cost-share! Up to 25% advance available for projects

Municipality Size by Population	Tier 1 Awards Number of Awards in each Economic Development Region and Amount		Tier 2 Awards Number of Awards in each Economic Development Region and Amount	
Large (40,000+)	2	$250,000	2	$150,000
Small/Medium (0 – 39,999)	4	$100,000	10	$50,000

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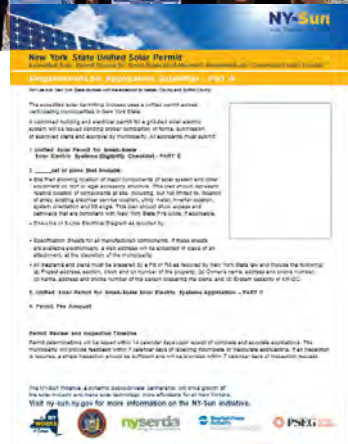
The 10 High-Impact Actions

1) Benchmarking
2) Clean Energy Upgrades
3) LED Street Lights
4) Clean Fleets
5) Solarize
6) Unified Solar Permit
7) Energy Code Enforcement Training
8) Climate Smart Communities Certification
9) Community Choice Aggregation
10) Energize NY Finance



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Clean Fleets

City of Cohoes Plug-In Hybrid

American Natural Gas Fueling Station, City of Saratoga Springs

Install an EV charging station and/or other alternative fuel infrastructure or deploy alternative fuel vehicles in the municipal fleet.

Types of Vehicles and Infrastructure

- Communities must provide alternative fuel **infrastructure:**
  - At least two or more Level 2 charging ports or 1 or more DC fast charge ports
  - At least one CNG fueling station

OR

- Communities must deploy an **alternative fuel vehicle**:
  - Plug-in electric vehicles (battery electric or plug-in hybrid)
  - CNG vehicles
  - Hydrogen fuel cell vehicles

Available Assistance and Resources

- **Technical Assistance** to help implement High-Impact Action available from locally-based **Clean Energy Coordinators**

- **Toolkit** for **Clean Fleets** available on NYSERDA's Clean Energy Communities Website

- Funding and financing opportunities including:
  - **NYPA's Energy Efficiency Program**
  - **DEC Municipal ZEV Rebate Program**
  - **NYSERDA's Truck Voucher Incentive Program**

Where do I get more information?

- **NYSERDA Clean Energy Communities Program Website**
  - https://www.nyserda.ny.gov/cec

- **NYSERDA Clean Energy Communities Program Guidance Documents**
  - https://www.nyserda.ny.gov/Funding-Opportunities/Current-Funding-Opportunities/PON-3298-Clean-Energy-Communities-Program

- **Connect with your Regional Clean Energy Coordinator** to set up an introductory meeting and receive technical assistance:
  - https://www.nyserda.ny.gov/Contractors/Find-a-Contractor/Clean-Energy-Community-Coordinators

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NEW YORK STATE OF OPPORTUNITY | Department of Environmental Conservation

Zero-Emission Vehicles (ZEV) & ZEV Infrastructure Rebates for Municipalities

Nancy Welsh, NYSDEC

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Environmental Protection Fund (EPF) FY16/17

- New Title 15 “Climate Smart Community Projects” added to Article 54 of Environmental Conservation Law (the EPF)
  - Funding for adaptation and mitigation projects, including flood mitigation and coastal and riparian resiliency,
  - climate change adaptation planning,
  - greenhouse gas reductions outside the power sector, and
  - **clean vehicle projects**.

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Clean Vehicle Projects

Rebates will be available **to municipalities** for

- purchase or lease for no less than 36 months of **eligible clean vehicles**
- **eligible infrastructure projects** for charging and/or fueling of eligible clean vehicles

Vehicle Rebates

- Eligible clean vehicles:
  - have a battery with at least **4 kWh capacity**
  - can be **recharged from an external source of electricity** or from a hydrogen fuel cell
  - maximum speed capability of a**t least 55 mph**
- Must be purchased or leased at a dealership within New York State
- Costs beginning April 1, 2016 are eligible.

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Rebate Parameters - Vehicles

- Up to **$750,000** total available for clean vehicles
- **$2,500** rebate for vehicles with electric range of **10-50 miles**
- **$5,000** rebate for vehicles with electric range of **50+ miles**

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Infrastructure Rebates

- Eligible infrastructure projects are any facility, not including a building and its structural components, used **primarily for public** charging and/or fueling of eligible clean vehicles
- Rebates up to $250,000 per facility

Rebate Parameters - Infrastructure

- Match requirement - **20% of requested rebate amount**
- Up to **$1,250,000** total available for electric vehicle charging infrastructure
  - Electric Vehicle Supply Equipment (EVSE)
  - Direct Current (DC) Fast Charging
- Up to **$1,000,000** total available for hydrogen fuel cell infrastructure

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Electric Vehicle Charging Infrastructure

- NYS will pay no more than 80% of an estimated reasonable baseline cost =
  - **$8,000 per port** for EVSE
  - **$32,000 per pedestal** for DC Fast Charge
- Level 2 networked EVSE required
- Up to 2 years of charging cost can be eligible

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Making Rebate Awards

- Eligible Clean Vehicles – **first come, first served** until funds are exhausted within the category
- Eligible Infrastructure – first come, first served **for projects that accumulate a minimum number of technical criteria points** until funds are exhausted within the category

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Important Dates

- **After December 31, 2016**, all remaining funds from all categories will be pooled and awards will be first come, first served for eligible projects regardless of category, until funds are exhausted.
- This round **closes on March 31, 2017**.

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How to Apply

- You must first **register** through the Grants Reform Website (grantsreform.ny.gov/Grantees)
- Download the “Registration Form for Administrator” and follow the instructions – **MAIL** it to the address specified

  THEN

- With the log-in information you receive, log in to the **NYS Grants Gateway Grant Opportunity Portal** (grantsgateway.ny.gov) to apply

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http://www.grantsreform.ny.gov/Grantees

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Home | State Agencies | Grantees | Videos

The New York State Grants Gateway is Live.

Click here to access the Grants Gateway

Quick Links

- Grants Gateway
- Training Calendar
- Registration Form for Administrator
- Sample Organization Charts
- Grantee User Guide
- Quick Start Guide: Applications
- Quick Start Guide: Contracts
- Sample Board of Directors Profile
- Substitute Form W-9
- Senior Leadership CV Template
- MWBE Board Resolution Template
- NFP Prequalification
- Website Resources
- FAQs About Prequalification
- May 15 Correspondence
- Policy Statement
- Prequalification Exemption
- Exemption Request Form
- Documents and Questions
- Vendor Prequalification Manual
- Maintaining Prequalification

Information for Current and Potential Grantees

The Grant Opportunity Portal

The Grant Opportunity Portal is a one-stop shop for anyone interested in locating funding opportunities. Sta
hundreds of upcoming and available procurements and are adding to the list on a daily basis. You can searc
solicitations with no login required. Check out the Grant Opportunity Portal today!

The Grants Gateway

The Grants Gateway is the next step for organizations interested in doing business with New York State. St
opportunities are posted on the Gateway for online application. Potential applicants can locate online opport
Opportunities on the user's Home page. State agencies review proposals on the system and make their awa
Gateway automatically generates a standardized draft contract, including using the applicant's proposed bu
Thereafter, State agency and grantee staff can log in and work together to finalize and execute the agreement in real time. The
Gateway also provides significant workload management tools allowing the State and grantees to plan for and manage toward on-
time approvals. To date, 33 State agencies are using this functionality, over 2,000 applications have been processed and $1.2 billion
has been awarded via the Grants Gateway.

Prequalification Overview

Pursuant to the New York State Division of Budget Bulletin H-1032 Revised, dated July 16, 2014, New York State has instituted key reform initiatives to the grant contract process which require that **not-for-profits must register in the Grants Gateway and complete the Vendor Prequalification process**. In the case of competitive grant opportunities:

Proposals received from not-for-profit applicants that have not Registered and are not Prequalified in the Grants Gateway on the proposal due date cannot be evaluated. Such proposals will be disqualified from further consideration.

In order to prequalify, not-for-profit organizations must submit an online Prequalification Application through the Grants Gateway. The Prequalification Application is comprised of five components to gauge organizational structure and the types of services provided. The required forms and document uploads are all part of the Document Vault. The Vendor Prequalification Manual detailing the requirements can be found in the Quick Links Section.

Prequalification Updates

Prequalification Progress (3/14/16)

To date, nearly 6,000 not-for-profits have been prequalified in the Grants Gateway and about 75% of those organizations maintain that prequalified status at any given time. There are currently over 150 Prequalificaiton Specialists across 3 State Agencies assisting these not-for-profits with their prequalification efforts.

You are here: http://www.grantsreform.ny.gov/Grantees

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Grants Gateway Opportunity Portal

Website: https://grantsgateway.ny.gov

- Click on "**Search Now**".
- Type "**ZEV**" into "Search by Grant Opportunity" box and click "Search".
- Click on the relevant ZEV opportunity (**vehicles** or **infrastructure**).
- Click on "View Grant Opportunity" to open or download the **Request for Applications**.

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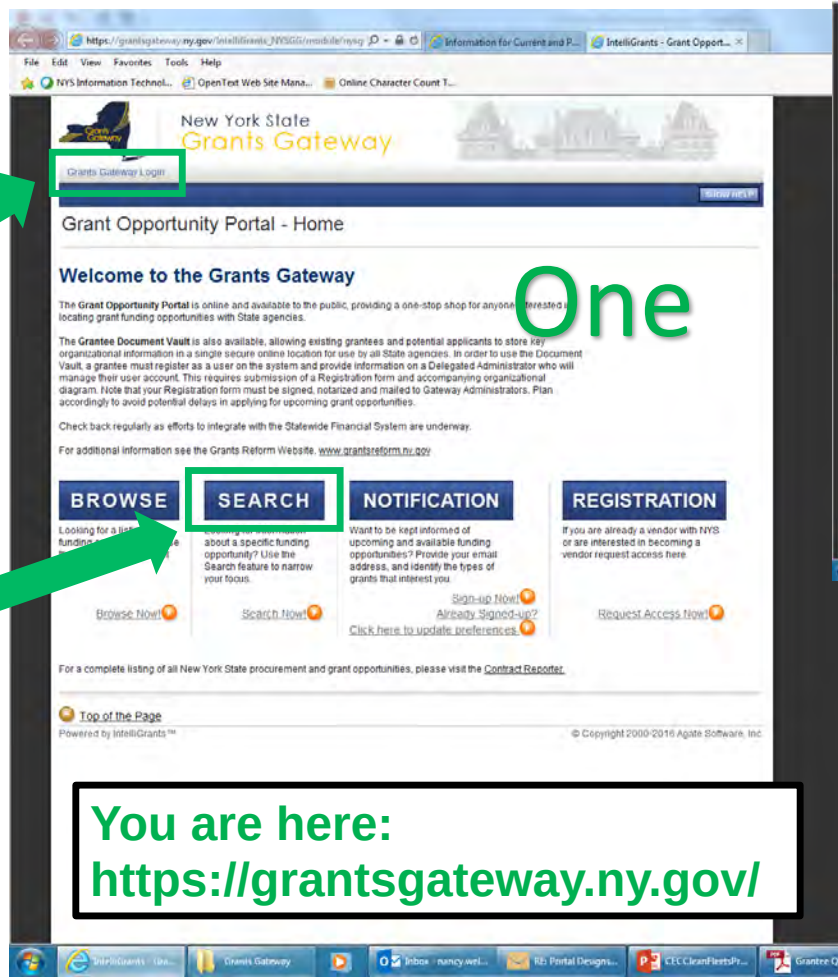

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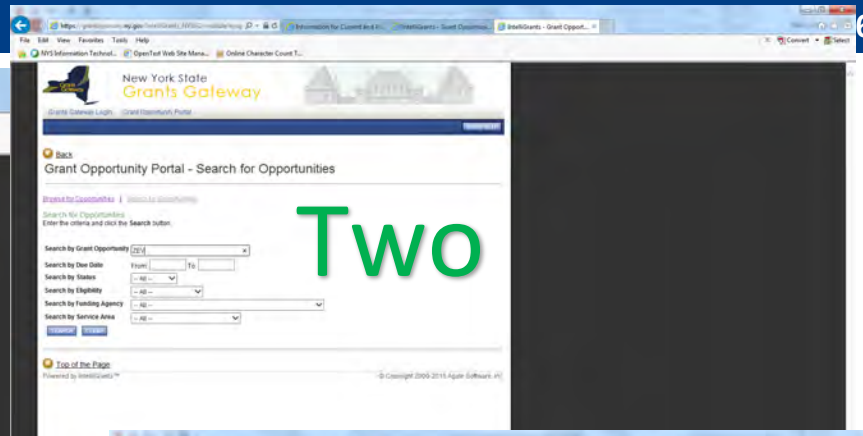

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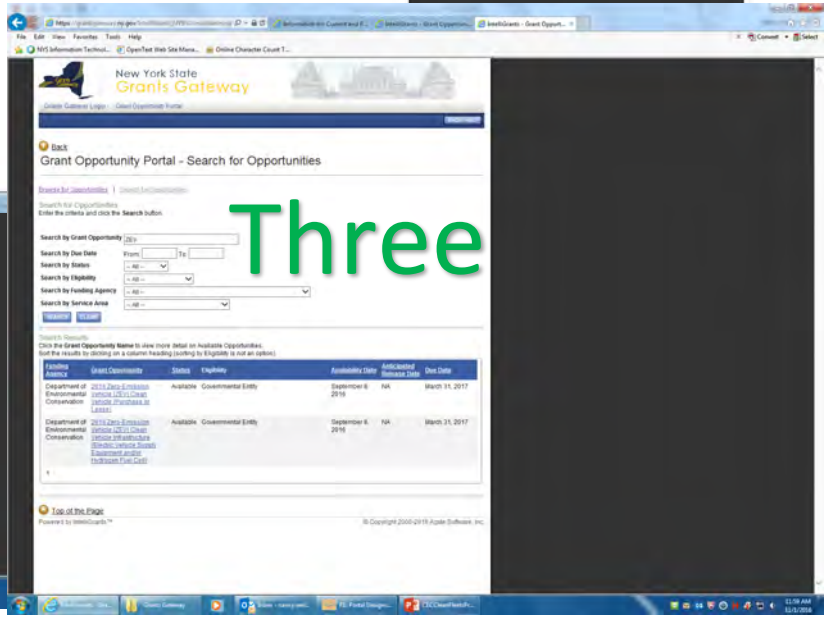

Three

You are here:
https://grantsgateway.ny.gov/

https://grantsgateway.ny.gov/IntelliGrants_NYSGG/module/nysg

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SHOW HELP

Grant Opportunity Portal - Grant Opportunity Profile

Browse for Opportunities | Search for Opportunities

Grant Opportunity Profile

Grant Opportunity ID
DEC01-ZEVCV-2016

Agency
Department of Environmental Conservation

Grant Opportunity
2016 Zero-Emission Vehicle (ZEV) Clean Vehicle (Purchase or Lease)

Contact Name
Nancy Welsh

Contact Email
ZEVrebate@dec.ny.gov

Solicitation Profile
A total of $750,000 will be distributed during this grant cycle to municipalities for rebates on the cost of purchasing or leasing eligible clean vehicles. Vehicles must have been purchased or leased (with a lease term of no less than 36 months) on or after April 1, 2016 at a dealer located within NYS, and placed into municipal service. Rebates of up to $5,000 per vehicle are available, depending on the electric range of the vehicle. No more than 50% of the total funding available in this grant funding category will be awarded to any one municipality.

An eligible clean vehicle is propelled at least in part by an electric motor drawing electricity from a battery (including plug-in hybrid electric vehicles) with at least four kWh capacity and which can be recharged from an external source of electricity or from a hydrogen fuel cell.

The Department of Environmental Conservation will continuously accept applications through March 31, 2017. Clean Vehicle rebate grant applications will be selected to receive grant funding based on the earliest date an application is received in the Grants Gateway (first come-first serve basis) providing the application meets al fail criteria. Awards will continuously be made co t with the method of award outlined in the Requ Applications for this grant opportunity. No awar e made earlier than October 17, 2016.

To apply f pportunity, you must be logged in to the Grants ay with a role of Grantee, Grantee Contract S , or Grantee System Administrator. Once logge h one of these roles, click "View Opportunit View Available Opportunities section o e page and search for the grant opportunity listed above. Click the "Apply for Grant Opportunity" button to start your application.

VIEW GRANT OPPORTUNITY

Full Announcement Details

Announcement Link	
Applications Due (Date / Time)	March 31, 2017 / 03:00 PM EST
Bidder's Conference(s)/Application Workshop(s)	*None available*
Anticipated Award Date	Monday, October 17, 2016
Anticipated Initial Contract Length	2 Years
Total Funding Available	$750,000.00
Anticipated Amount of Award (s)	
Narrative	Rebate amounts are dependent upon the electric range of the purchase/leased vehicle. ($2,500 - $5,000 per vehicle).
Letter of Intent	--Select--
Letter of Intent Due	
Narrative	
Questions Due Date	Tuesday, March 28, 2017
Questions and Answers Narrative	The Department of Environmental Conservation will continuously accept applications through March 31, 2017. Clean Vehicle rebate grant applications will be selected to receive grant funding based on the earliest date an application is received in the Grants Gateway (first come-first serve basis) providing the application meets all pass/fail criteria. Awards will continuously be made consistent with the method of award outlined in the Request For Applications for this grant opportunity. No awards will be made earlier than October 17, 2016.
Questions and Answers Posting Type	Upload
Questions and Answers Posting Date	
Questions and Answers Link or Upload	Click here
Eligible Applicants	Governmental Entity
Target Population (s)	Organizations - Government Entities
Service Area(s)	Environmental Supports

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Climate Smart Communities

Rebate Program Questions?

ZEVrebate@dec.ny.gov

NYSDEC Office of Climate Change

518-402-8448

NEW YORK STATE OF OPPORTUNITY. Climate Smart Communities

CLEAN CITIES PROGRAM OVERVIEW

U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy

Clean Energy Communities

Clean Fleets Webinar

November 9, 2016

Jennifer Ceponis, Barry Carr, & Christina Ficicchia

Capital District Clean Communities
Clean Communities of Central New York
Empire Clean Cities

Why Clean Cities?

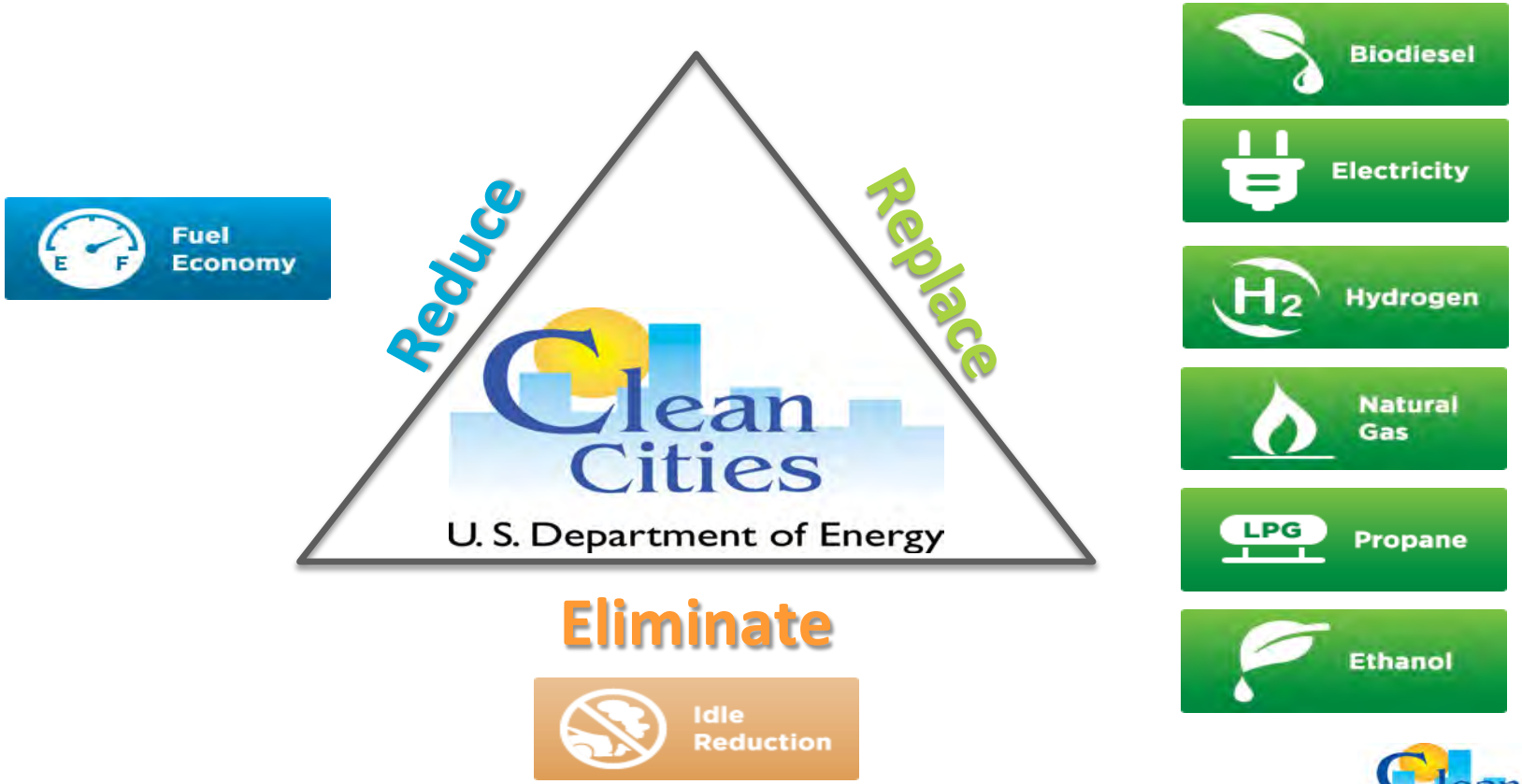
Clean Cities

advances the energy, economic, and environmental security of the United States by supporting local actions to cut petroleum use in transportation.

- Reduced petroleum consumption
- Reduced greenhouse gas (GHG) emissions
- Reduced dependence on imported petroleum

Clean Cities
U.S. Department of Energy

Portfolio


Fuel Economy
Reduce
Replace
Clean Cities
U. S. Department of Energy
Eliminate
Idle Reduction
Biodiesel
Electricity
Hydrogen
Natural Gas
LPG
Propane
Ethanol

Complementary Framework

Local & National Partnerships

Information & Education

Competitively Awarded Financial Assistance

Technical & Problem Solving Assistance

Clean Cities coalitions are locally based with the ability to tap national resources.

Clean Cities
U.S. Department of Energy

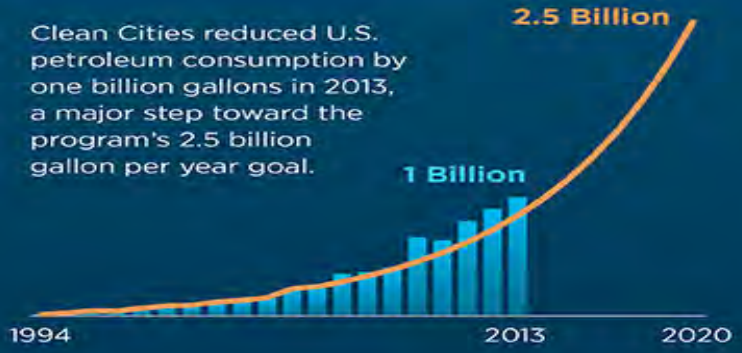
2013 Milestone

1,000,000,000 Gallons Saved Annually

Clean Cities is shifting transportation away from petroleum—**one vehicle, fleet, and community** at a time. For the first time ever, coalitions and their stakeholders across the nation hit a major milestone in 2013 by reducing U.S. petroleum consumption by **one billion gallons** in a single year.

This puts the Clean Cities program ahead of schedule for meeting its petroleum-reduction goal of **2.5 billion gallons a year by 2020.**

Clean Cities reduced U.S. petroleum consumption by one billion gallons in 2013, a major step toward the program's 2.5 billion gallon per year goal.



Clean Cities advances the **energy, economic, and environmental security** of the United States by supporting local actions to reduce petroleum use in transportation.

In 2013 alone, the program:

- Reduced petroleum use by **1 billion gallons**
- Prevented **7.5 million tons** of greenhouse gas emissions
- Put **475,000 alternative fuel vehicles** on the road

Clean Cities: Reducing America's Oil Dependency a Billion Gallons at a Time

Clean Cities
U.S. Department of Energy

Local Partnerships: Clean Cities Coalitions

- National network of nearly **100 local coalitions**
- **82% of the total U.S. population** lives inside coalition boundaries
- Nearly **500,000 alternative fuel vehicles (AFVs)**

Local Partnerships: Stakeholders

- 15,000 stakeholders nationwide
- 52% from private sector
- 48% from public sector

- **Fleets**
- **Product and service providers**
- **Environmental and energy agencies**
- **Advocacy organizations**

Clean Cities
U.S. Department of Energy

Local Partnerships: Building Relationships and Strengthening Markets

- Connecting fleets with fuel providers and industry partners
- Offering training and information
- Supplying access to technical assistance
- Identifying funding
- Providing public recognition
- Collecting data and tracking progress

Clean Cities
U.S. Department of Energy

National Partnerships: Clean Fleets Partnership

- Helps **large private fleets** significantly cut their petroleum use
- Provides fleets with **tools, expertise, and technical support** to incorporate alternative fuels and fuel-saving measures into their operation
- Positions Partners as **pace-setters** for other fleets to follow

More Than 25 Partners

NATIONAL Clean Fleets PARTNERSHIP
U. S. Department of Energy

Johnson Controls, BEST BUY, SYLVANIA, at&t, ups, VEOLIA, Coca-Cola, PEPSICO, FedEx, ThyssenKrupp, KWIK TRIP STORES, verizon, ampCNG, ENTERPRISE HOLDINGS, Alamo, Enterprise, National, Frito Lay, Schwan's, Ryder, GE, STAPLES, PG&E, CHS, Time Warner Cable, REPUBLIC SERVICES, ARAMARK, WM WASTE MANAGEMENT

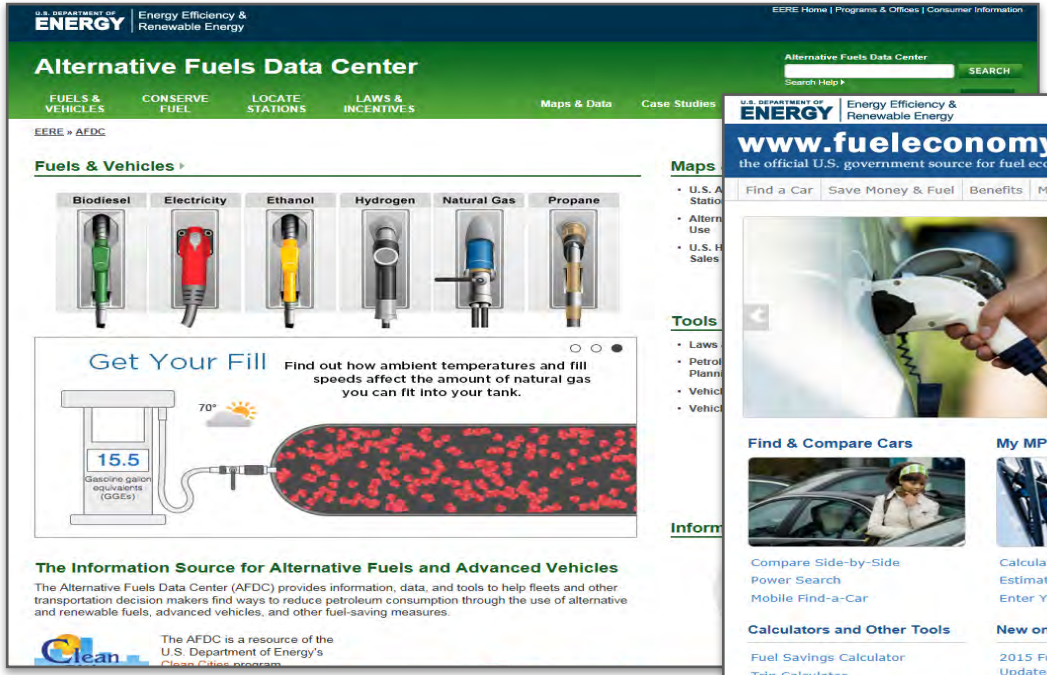
(logos used with permission of companies represented)

More up-to-date information may be available. See the Clean Cities website: https://cleancities.energy.gov/fleets

Clean Cities
U.S. Department of Energy

Information & Education: Websites

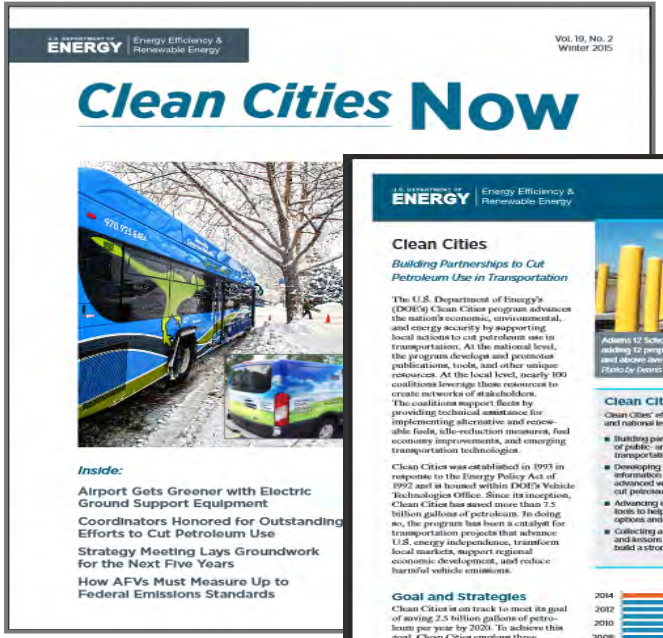
afdc.energy.gov

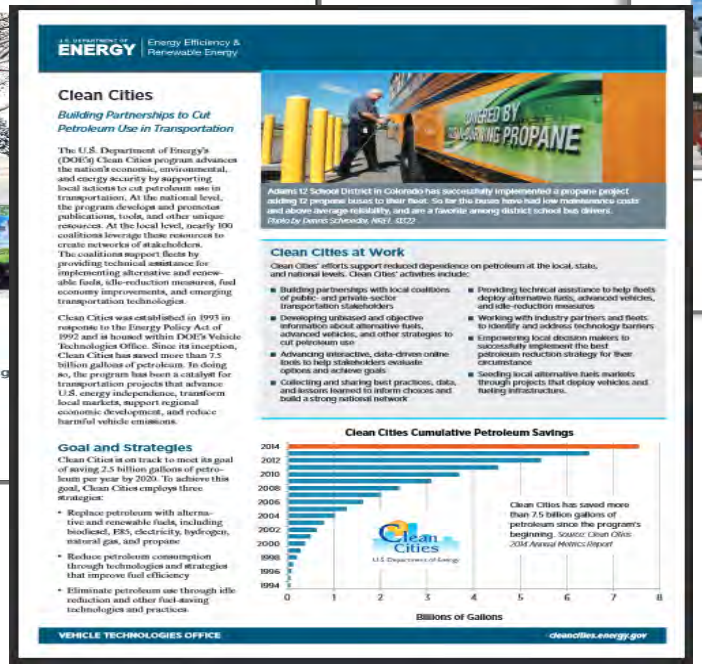


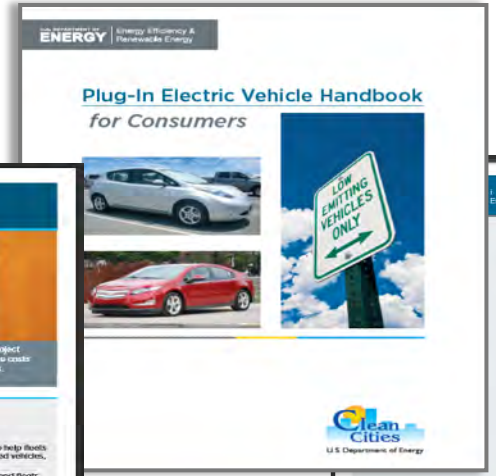
FuelEconomy.gov

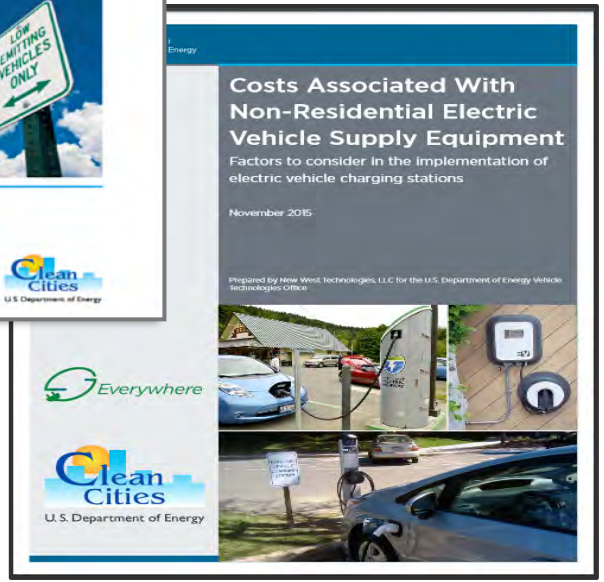
Clean Cities
U.S. Department of Energy

Information & Education: Publications









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Technical & Problem Solving Assistance

Technical Response Service

- **First-level** resource for stakeholders, consumers, and others
- Research and respond to general inquiries
- Address challenging questions
- Educate legislators and government officials.

TechnicalResponse@icfi.com, 800-254-6735

Tiger Teams

- **Second-level** resource for coordinators, stakeholders, and others
- Expert technical problem solving to overcome obstacles
- Assistance on barriers that challenge local resources
- Help at any point in the project/product life-cycle (concept, development, execution, operation/maintenance, closure).

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Competitively Awarded Financial Assistance

Clean Cities has funded more than 500 projects and distributed nearly $400 million since 1993:

2009: 48 American Recovery and Reinvestment Act projects helped deploy more than 1,500 stations and 8,500 vehicles.

2011: 16 readiness projects prepared communities in 24 states to roll out PEVs and charging infrastructure.

2013: 20 projects addressed implementation initiatives to advance alternative fuel markets in 33 states.

2015: 11 projects will improve potential buyers' experiences with AFVs, support training, and integrate alternative fuels into emergency planning.

2016: Two projects will support aggregate purchasing models for alternative fuel and advanced technology vehicles and infrastructure.

Clean Cities
U.S. Department of Energy

Capital District Clean Communities

- Hosted by Capital District Transportation Committee (CDTC)
- First designated in 1999
- 85+ stakeholders
- 1,000,000+ displaced gallons per year

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U.S. Department of Energy

CDCC Activities

- Vehicle demonstrations
- Grant workshops
  - NYSERDA EV Truck Voucher
- Training
  - EVSE Installation
  - First Responder
  - CNG101 & Building Modifications
- Facility tours
  - Port of Albany
  - Price Chopper's LEED facility
- I-90 EV Charging Station Plan
- Workplace Charging
- Film Screenings
  - Who Killed the Electric Car?
  - Idle Threat
  - Fuel

Clean Cities
U.S. Department of Energy

CAPITAL DISTRICT CLEAN COMMUNITIES

Jennifer Ceponis

(518) 458-2161

jceponis@cdtcmpo.org

www.capitalcleancommunities.org

@CapitalDistrictCleanCommunities

@CDCCAltFuels

Clean Cities
U.S. Department of Energy

Clean Communities of Central NY (CC of CNY)

Barry P. Carr, Coordinator

Clean Communities of Central NY

(315) 278-2061

Coordinator@ccofcny.com

Clean Communities of Central NY (CC of CNY)

- Designated in 1995; Originally Hosted by the CNY RPD Authority
- Since 2012; Hosted by the Syracuse University Center of Excellence
- In 2015; our Stakeholders Displaced over 2.4 Million Gallons of Petroleum by Utilizing Alternative Fuels
- CC of CNY Hosts 5 – Public Access CNG Stations and 110 EV Public Access Charging Stations

Clean Cities
U.S. Department of Energy

Empire Clean Cities

- Designated in 2003
- Boundary: Brooklyn, Bronx, Manhattan, Queens, Staten Island, and Putnam, Rockland, and Westchester counties
- 25M+ gallons of petroleum displaced per year
- AFV Stations:
  - Biodiesel: 6
  - Natural Gas: 22
  - Ethanol (E85): 8
  - Electric: 646
  - Propane: 0

Christina Ficicchia, Coordinator

christina@empirecleancities.org

(212) 839-7728

www.empirecleancities.org

@EmpireCleanCities

@EmpireClean

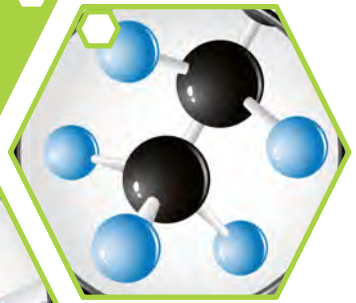
Clean Cities: Making the Connections

Local & National Partnerships

Information & Education

Competitively Awarded Funding

Technical & Problem Solving Assistance



Clean Cities
U.S. Department of Energy

Communities and EVs

Adam Ruder, NYSERDA

November 9, 2016

New York State: Progress To Date

- Over **14,000** EVs and PHEVs registered in NYS
- Approximately **1,600** Charging Stations in NYS
- Over a decade of **research on EVs and Charging Stations**
- Continued work on **breaking down regulatory barriers**

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Programs and Resources Available

- EV Truck Voucher Program
- Municipal Charging Station & EV Deployments
- EV Rebate (upcoming)
- ChargeNY Website: www.nyserda.ny.gov/chargeny
- Transportation and Climate Initiative's EV Readiness Project

EV Truck Voucher Program

- Incentives for all-electric trucks of up to $150,000 per truck
- Eight OEMs' vehicles are pre-qualified
- Almost $8 million available
- More info at https://truck-vip.ny.gov

What Communities Can Do to Support EVs

Why Should Munis Care?

- Building codes allow for, but don’t encourage, charging stations
- Comprehensive plans probably don’t mention EVs or charging stations
- Most zoning and parking ordinances are silent on charging stations
- Allowable settings for charging stations may not be well considered

What Can Munis Do?

- City-wide or regional plans to identify prime locations for charging stations
- Building code, permitting, or zoning and parking ordinance amendments to promote EVs
- Site design guidance for public and private parking facilities
- Signage standardization

Citywide & Regional Planning Under Way

- NYC has extensive plans for EVs and has new initiative to update building codes to install up to 10,000 charging stations in NYC by 2020
- Albany crafted a city-wide EV plan that identifies key spots around city for charging stations
- EV charging studies completed in 5 MPOs and Tompkins County

Comprehensive Planning

- If you want to pursue EV-friendly local ordinances, you should strongly consider including EVs and charging stations in your comprehensive plan

Building & Electrical Code Options

- Building codes can be used to
  - Require a set amount of wiring for charging stations in specific types of buildings
    - Vancouver requires 20% of parking spaces in multi-family homes to be wired for charging stations, requires space in electrical room for electrical expansion to service 100% EVs
  - Require accessibility of charging stations
    - Sunnyvale, CA requires at least one charging station per installation be wheelchair-accessible
- Electrical codes can be used to
  - Reserve space for EV circuits
  - Streamline permitting and inspections
    - Oregon sets rules for what permits and inspections are required for charging stations

Zoning Options

- Zoning ordinance best practices include:
  - Define what types of charging stations are allowable and appropriate in each land use type
  - Request developers install charging stations or wiring with new developments or significant renovations
  - Establish design criteria for charging station installations
  - Provide density bonuses for charging station installations
- Different levels of requirements/requests may be appropriate for different communities

Parking Options

- Parking ordinances can help municipalities to:
  - Enable towing or fines for parking in EV-only spaces
  - Require minimum amounts of charging stations for large lots
    - Hawaii requires all parking lots over 100 spaces to have at least one charging station near the building entrance

Permitting Options

- A wide range of permitting policies have been implemented, including:
  - Online permitting and/or standardized forms specific to charging stations
  - Low-cost charging station permits
  - Labeling charging stations as minor work
  - Same-day inspections
  - Inclusion of electric service worksheet to confirm that electric service is sufficient
- Permitting guide available from NYSERDA

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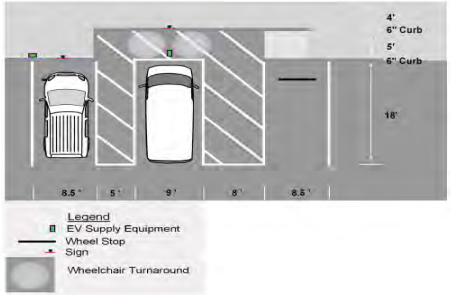
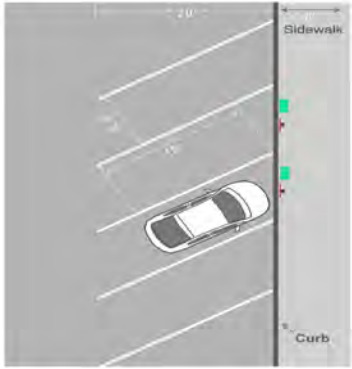
Siting & Design Options

- Inclusion of siting and design standards in zoning ordinances or traffic manuals can help avoid costly, unsafe charging stations installations
- Best practice guides are available at www.nyserda.ny.gov/chargeny





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Siting & Design Factors to Consider

- Cost of Installation
  - Length of cable run from electrical panel
  - Pavement
- Convenience for EV drivers
- ADA Compliance
- Impacts on Pedestrians and Traffic Flow
- Protection from Traffic and Plows
- Optics of Potentially Empty Parking Spaces

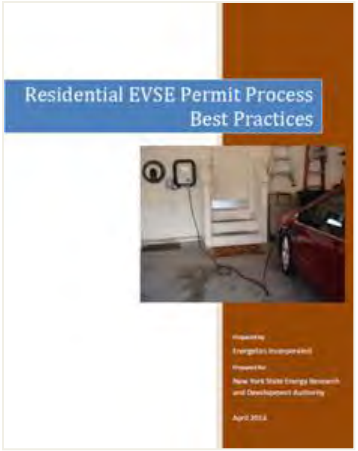
Signage Options

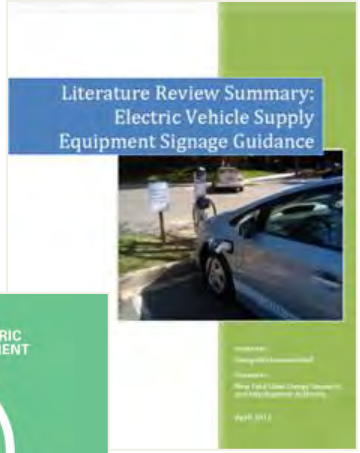
- MUTCD-approved signage is now available
- Wayfinding signs – similar to gas stations, but may need more in parking lots
- Signage should be distinct from other uses
- Signage design guide available from NYSERDA

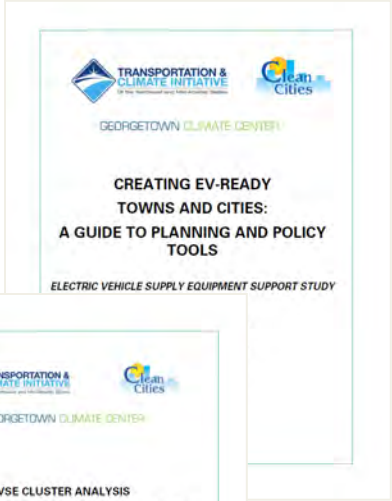
How to Implement

- Tools can be phased in or made optional at first before becoming mandatory
  - Consider pilot phases for new rules
- Rules should be enforceable and not cause undue local burdens
- As with other similar processes, consult with local stakeholders

Sources to Support Munis







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For More Information

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Drive Electric Hudson Valley

Drive Electric Hudson Valley

Activating the market

- ……is an ACTIVE process….. Consumer perceptions don't always keep pace with the real opportunity
- Community based social marketing is a proven strategy
    - NYPA/Th!nk
    - Solarize Hudson Valley

Characteristics: educate, motivate, remove barriers, inspire action, make it social

Seth Leitman, "Green Living Guy"
Series editor w/ Tab McGraw-Hill, blog + social media reach > 4.86M
EV market strategist - NYPA Clean Commute model

New York Power Authority and Electric Cars

- NYPA/TH!NK Clean Commute Program TM is still the largest retail station car program in North America.
- $199 month to lease an EV for 34 months. Commute from home to train is a “Clean Commute”.
- Free electricity and prime parking space at station. Installed charger in home at no cost.
- Transit Check and insurance reduction credits.
- Seven sites, six counties throughout the NY metropolitan area.
- Developed Green Parks Program.
- Managed and **low speed vehicle donation programs** with Ford and GEM.
- Worked with fleet vehicles for all forms of electric vehicles.

SOLARIZE HUDSON VALLEY

SUSTAINABLE HUDSON VALLEY

3-year SHV community education and group purchasing program supported by NYSERDA Cleaner, Greener Communities
At mid-point, has achieved 2.74 mW of PV, 320 signed contracts
108 events, 1691 workshop participants, 2450 volunteer hours

Drive Electric HV summary

- Community education, incentives, and outreach pilot supported by NYSERDA and Orange County
- Workshops and special events in community, at dealerships and commuter hubs
- Guided by consumer survey to 200+ potential EV customers
- Multi-factor evaluation for potential replication

Survey findings & implications

65% commute 20 miles or less, 60% solo in own vehicle
Next car: 80% plan to buy (not lease) and 50% within next 2 years
72% will consider EV, 70% can name at least one model
Top 4 motivators for next car: reliability, fuel economy, practicality, enviro impact
Top reasons for EV choice: Enviro impact 'way out front, then performance, convenience & cost roughly equal
Top incentives: up-front cost reduction
Best info channels: online 60%; talk w owners 45%; see cars 40%; workshops 30%
Would you share data in exchange for discount? 88% yes or maybe.

Public sector partners

- Orange County Planning
- SUNY Ulster
- Ulster Co Dept of Environment
- Sustainable Westchester
- EV Connect
- New Yorkers for Clean Power
- Sierra Club
- Catskill Mountainkeeper
- Capital District EV Drivers Club
- Green Car Reports
- ++++++++++++++++++++++

Private sector partners

- Central Hudson
- Automakers – summarize discounts, contributions, etc.

Program highlights

- Tabling and intro events (Drive EV Week block party, Green Drinks, Passive House, USGBC expo)
- Consumer workshops (SUNY Ulster, Locust Grove and Wappingers condo) – with Central Hudson and county legislator Francena Amparo
- EV enthusiast partners e.g. Green Car Reports
- Next up: Park & Rides, train stations, dealerships

Potential of the model

- Connect with dealer, fed/ state and other incentives
- Connect with workplaces
- Scale up pipeline: education, purchase/ lease, data sharing
- Use customer geography to support infrastructure planning *and use*
- Connect EV education and interest with other aspects of **clean energy** at the **community** level

Questions?