Recommendation #15

Develop a Community-Wide EV Deployment Strategy

Description

Currently, there are approximately 620,000 vehicles on the road in Prince George's County. To support the goal of 50% emissions reduction by 2030, Prince George's County aims to have at least 15% of those vehicles (approximately 100,000) powered by electricity (this aligns with the State of Maryland goal of having 600,000 Electric Vehicles(EVs) registered statewide by 2030). The County recognizes this ambitious goal and will require other market forces, including state and federal action, to make it a reality.

Co-Benefits

- Within County Control
- Alignment with Existing Initiatives
- Technical Feasibility
- Cost-Effectiveness

Time Frame

0-3 years

To support this transformation of the transportation sector, the County will develop a Community-Wide EV Deployment Strategy by 2024. The EV Strategy will identify goals and strategies to support the acceleration of community-wide EV deployment. For example, including requirements for Electric Vehicle Supply Equipment(EVSE) in parking and development regulations, mapping existing incentives, and identify gaps particularly related to multi-family and commercial properties. In addition, GIS analysis to highlight census tracts with the highest need for EVSE and analysis of public charging stations needed over the next 5, 10, and 30 years will be part of the comprehensive EVSE deployment strategy. This effort will also include developing an education and outreach strategy to support residents as they consider investing in EVs.

Proposed Measurement & Tracking

On an annual basis track and map the following:

- Number of EV charging stations installed in Prince George's County .
- Number of registered EVs in Prince George's County.
- Number of participants from Prince George's County accessing state & utility incentives. Include amount provided through other programs in tandem with County incentives.

Capacity and Funding:

What Capacity and funding is necessary to enact this recommendation?

1. Allocate additional funding to support ongoing consulting services for the development of the EV Community-wide Deployment Plan.

2. Allocate and budget for hiring additional full-time OCS staff dedicated to supporting the ongoing implementation of the plan and related activities.

Implementation Steps

Step 1: Scope EV Deployment Strategy. The County will develop a scope of work and timeline and identify the questions addressed in the Community-Wide EV Deployment Strategy. Consider including the following as part of the scope of work:

- Recommend policies that will enable, promote, or incentivize EV adoption by community members, including individuals, businesses, and organizations located in the County.
- Recommend siting and prototypes for community-wide EV charging infrastructure, which should include summarization of code revisions and other materials needed to support permitting of EVSEs and other deployments
- Provide lessons learned, case studies, programs, policies, etc., from other regions which have already piloted EV programs that are considered successful.
- Recommend EV infrastructure service models and best practices to aid local hire and workforce development.

Step 2: Develop Inclusive EV Deployment Strategy. Working with a consultant, the County will develop a comprehensive, community-wide EV Deployment Strategy. The development of this strategy will include significant community engagement to ensure that strategies are grounded in the needs and concerns of residents. In addition, the strategy's actions will identify specific programs, policies, regulations, and outreach efforts needed to support the deployment of 100,000 EVs in Prince George's County by 2030.

Step 3: Improve Community Education and Outreach. The County can play an essential role in helping residents connect with credible information and make informed decisions about investing in EVs. Based on community input and the Community EV Strategy, the County will develop educational materials and conduct community outreach, including targeted outreach to commercial and multi-family properties owners.

Step 4: Engage transportation network companies in strategy development. Businesses providing transportation services are beginning to convert to electric transportation. These businesses are likely to increase their inventory of EVs as prices for these vehicles decrease and the lower total cost of ownership is realized. Likewise, demand will grow for high-powered EV charging (i.e. direct current fast charge station or DCFC) in high transit areas. Explore opportunities to partner with these entities to deploy DCFC for public use. Integrate EV deployment plans of these business entities in the County's EV strategy development.

Equity Considerations

Equity Concerns

Lower-income residents and renters are less likely to afford an EV or have access to charging infrastructure.

How can this recommendation be implemented to lead to equitable outcomes?

- Create an EV or hybrid car voucher/discount program with ZIP or similar short-term car rental or share programs.
- Locate short-term rental cars in equity emphasis areas near County installed EVSE.
- Support community-wide car share program in Equity Areas via grants and partnership to purchase EVs and install EVSEs.
- Create a program to recondition hybrid or EVs which have been retired from the County's EV fleet for reuse in a community-wide car share program.
- Create multilingual advertisements of EV Car share programs and leverage the trusted voices of the community to disseminate information about the programs.

Helpful Resources

- **Resource**: City of Alexandria, VA
  - Link: Electric Vehicle Charging Infrastructure Readiness Strategy
  - Description: This city strategy provides recommendations for deploying EV charging infrastructure, strengthening local codes to support EV deployment, and enhancing communication and public awareness.
- **Resource**: Forth Mobility, Hacienda CDC
  - Link: https://forthmobility.org/storage/app/media/Documents/2018.07_cev_casestudy_FINAL.pdf
  - Description: A case study of an EV carshare pilot program coordinated by the Latino Community Development Corporation in the Cully neighborhood of Portland, OR, and the Community EV Project
- **Resource**: National Renewable Energy Laboratory
  - Link: Integrating Electric Vehicle Charging Infrastructure into Commercial Buildings and Mixed-Use Communities: Design, Modeling, and Control Optimization Opportunities: Preprint (nrel.gov)
  - Description: Overview of an EV charging pilot, energy modeling, and how to synergistically integrate EV charging with building loads and distributed generation
- **Resource**: MWCOG
  - Link: https://www.bing.com/search?q=pathway+for+cities+trying+to+increase+ev+charging&cvid=cd74ee2dbbd34d409e0c3bcf1c28cfab&aqs=edge..69i57.10395j0j4&FORM=ANAB01&PC=U531
  - Description: Pathways to EV: Preparing Cities for the Transition to Electric Vehicles. Provides an overview of state policies, city strategies, utilities, organization and planning, and partnerships.
- **Resource:** City of Columbus, OH
  - Link: mud-case-study-final.pdf (d2rfd3nxvhnf29.cloudfront.net)

    - Description: A case study on the Smart Colombus initiative to expand the EV market by increasing access to residential EVSE at multi-family residential properties.
- **Resource**: City of Sacramento, CA
    - Link: EVStrategy_171212_FINAL_CityOfSacramento.pdf
    - Description: Sacramento's EV Strategy. Provides an overview of the carshare program and strategies for identifying priority EV locations and reaching vulnerable populations.