



Drive Electric Vermont Overview and FY2021 State EV Program Support February 4, 2020

1. Drive Electric VT (DEV) Overview

- a. **VEIC Background** – VEIC is a sustainable energy nonprofit organization with a mission to enhance the economic, environmental, and societal benefits of clean and efficient energy use for all people. VEIC operates the Efficiency Vermont (EVT) energy efficiency utility under a VT Public Utility Commission (PUC) order of appointment, but under existing Vermont statute EVT funds are not available to support transportation electrification programs.
- b. **DEV Charter** – DEV was initially formed as a public-private partnership as “Project Get Ready” through a joint memorandum of understanding (MOU) between VEIC, VTTrans, VT ANR, and VT DPS in April 2012. This work was rebranded as “Drive Electric Vermont” in September 2012 to better reflect the shared goals of partners and stakeholders.
- c. **Partnerships** – DEV is coordinated by VEIC, but includes many partners at state agencies, electric utilities, clean energy advocates, auto dealers, and others. DEV is called out in the [Vermont Zero Emission Vehicle Action Plan](#) and in the [Governor’s Climate Action Commission](#) recommendations as a program to leverage and enhance in support of Vermont EV adoption.
- d. **Ongoing Work** – The broad goal of DEV is to advance transportation electrification in Vermont. Key activities include:
 - i. *Consumer education & outreach* – The [DEV website](#) is a clearinghouse for motivating EV purchasers and providing ongoing support to EV drivers; VEIC regularly updates the website to stay current with EV models available in Vermont, utility programs, and other content relevant to consumers who are seeking information about EVs. VEIC has supported over 150 EV-related events since 2012. Professional marketing staff developed marketing campaigns spanning online advertising, social media, email marketing and more and track analytics to determine performance of various messages and placements. VEIC has also performed public opinion research to test awareness and purchase behavior related to EVs and inform development of marketing campaigns.
 - ii. *Business engagement* – Support fleet electrification as well as workplace/public EV charging development. Develop and make EV charging installation resources available on DEV website.
 - iii. *Stakeholder engagement* – Quarterly DEV partner meetings to coordinate efforts, understand new technologies and inform policy development. VEIC develops agenda, identifies and secures guest presenters, and facilitates meetings. Provide on-call technical assistance to stakeholders as resources permit.
 - iv. *State support* – Assist with administration of State of Vermont EV incentive program through program guideline development, coordination with auto dealerships on

point-of-sale incentives, customer direct incentive preapprovals, reporting data on EV incentive uptake in conjunction with electric utilities processing incentives and customer support staffing. Also support State of Vermont EV charging programs.

2. Potential FY2021 DEV Tasks

a. State of Vermont EV incentive program

- State of Vermont EV Incentives as of 2/3/2020

EV Model	Incentives by Amount				Grand Total
	\$1,500.00	\$2,500.00	\$4,000.00	\$5,000.00	
Chevrolet Bolt				1	1
Chevrolet Volt			1		1
Ford Fusion Energi	1		3		4
Hyundai Ioniq EV			1		1
Hyundai Ioniq PHEV	2		2		4
Kia Niro Electric		1			1
Mitsubishi Outlander PHEV	1				1
Nissan LEAF		3		4	7
Nissan LEAF Plus		6		6	12
Subaru Crosstrek Hybrid	1		1		2
Tesla Model 3		2		1	3
Toyota Prius Prime	4		3		7
Volkswagen e-Golf				1	1
Preapprovals	2	2	3	1	8
Total	11	14	14	14	53

- Potential FY2021 continued support may include:
 - Consumer support email and call center operation;
 - Consumer incentive pre-approval processing;
 - Auto dealer engagement and participating dealer management, including updates on the DEV website resources directing consumers to dealerships offering point-of-sale incentives;
 - Program management, including incentive program guidelines updates as needed reflecting any changes for FY2021;
 - Program reporting and funding spend-down tracking; and
 - Marketing activities, including leveraging/updating existing DEV website resources in support of the State incentive program.

b. Electric Vehicle Education and Outreach

- DEV website resources, including content review and updates to ensure materials are discoverable, relevant and current for consumers considering EV purchases.
- Consumer marketing programs managed by VEIC professional marketing staff, delivering marketing materials via Google search and display ads, social media, Front Porch Forum, and/or other channels selected to engage with target markets. These programs will be coordinated with electric utility marketing programs when possible.
- EV demonstration event support to help provide consumers with direct experience operating / riding in an EV outside of dealerships.

- Development of additional resources to support EV charging in multi-unit dwellings, drawing on materials from building energy code requirements, development community needs, industry best practices and the latest technological developments.
- Business EV education and outreach support to encourage fleet electrification and EV charging investments.

c. EV Dealer Incentive Support

- No specific role for VEIC identified, but the organization has significant experience with midstream incentive program design and implementation for efficient products, including prior EV dealer incentives offered in Vermont through VEIC's VLITE-funded programs in 2014 and 2016 as well as a dealer pilot currently underway in two upstate New York communities.
- Depending on funding availability, VEIC could work with electric distribution utilities on per-vehicle EV dealer incentive programs to develop program implementation guidelines, track funds and train dealership managers and/or sales staff on the available incentives and EV technology more broadly. This could include leveraging existing call center resources to support dealer-specific incentive programs.

d. EV Charging Infrastructure

- No specific role for VEIC identified, but DEV website EV charging installation and business resources can support State-funded EV infrastructure programs.
- VEIC can provide technical assistance to state agency staff and potential applicants.