

Proposed Act 151 Transportation Electrification Programs

Overview - February 2, 2021

- Act 151 ([S. 337](#)) was enacted in September 2020 and authorizes electric energy efficiency utilities (EEUs), including Efficiency Vermont, to spend up to \$2 million annually over a 3-year pilot cycle on programs that reduce greenhouse gas emissions in the transportation and thermal sectors. Work must:
 - Have a nexus with electric usage;
 - Be additive and complementary – not replace or in competition with existing electric utility Renewable Energy Standard Tier 3 offerings or state programs;
 - Be coordinated with utilities and relevant state agencies;
 - Be delivered on a statewide basis; and
 - Implementation plans must be approved by the Vermont Public Utility Commission.
- Efficiency Vermont has engaged with stakeholders and developed a draft Act 151 plan for the three-year pilot which includes two focus areas related to plug-in electric vehicle (EV) market development – EV supply chain support and consumer education & outreach.
- Though the focus in 2021 will be on transportation-related initiatives, we anticipate developing a **weatherization plus heat pump pilot** in collaboration with utilities in 2022-3.

EV Supply Chain Support

Auto dealerships are a critical partner in advancing EV adoption in Vermont. Stakeholder engagement revealed many EV supply chain initiatives undertaken by dealerships, automakers, electric utilities, Drive Electric Vermont and others which have enhanced Vermont's EV sales network over the past ten years. However, there was also recognition that increased investment in the EV supply chain could be beneficial, particularly in expanding pre-owned EV sales. Our workplan includes the following proposed activities to further support development of a robust statewide EV supply chain:

- **Outreach** to new and pre-owned vehicle dealerships on programs to advance EV sales;
- **Salesperson training programs** that will provide Vermont-specific information on EV incentives, operating conditions and other sales-related issues;
- **Development of an EV dealership network**, which may include financial support for dealership investments in EV charging and service infrastructure;
- **Marketing support** to help dealers promote EVs and participation in these programs; and
- **Dealership and salesperson incentives** to increase access to EV technologies and support more streamlined purchasing experiences for customers.

EV Consumer Education and Outreach

Efficiency Vermont will leverage the Drive Electric Vermont brand and marketing channels as well as our own engagement channels to increase consumer awareness and knowledge of EV options available to Vermonters. Components of this work may include:

- **Research** to inform program design, including better understanding issues of concern for low-and-moderate income Vermonters who might consider an EV purchase;
- **Advertising** campaigns across a variety of media outlets;
- **Website updates and resources** for EV shoppers;
- **Community engagement** and event support, including potential partnerships with utilities, the State of Vermont and others interested in accelerating EV adoption; and
- **In-dealership materials & collateral** and cooperative marketing support with dealers (as noted above).

Proposed Budget

Efficiency Vermont has developed the draft budget tables provided below with more information on our planned Act 151 investments.

| Calendar Year 2021 | Incentives | Other Direct Costs | Labor | Total |
|---|-------------------|---------------------------|------------------|--------------------|
| EV Supply Chain | \$460,000 | \$132,500 | \$442,500 | \$1,035,000 |
| EV Consumer Outreach & Education | - | \$450,000 | \$50,000 | \$500,000 |
| Thermal Efficiency with Heating Electrification | | | | \$0 |
| Total | \$460,000 | \$582,500 | \$492,500 | \$1,535,000 |

| Calendar Year 2022 | Incentives | Other Direct Costs | Labor | Total |
|---|--------------------|---------------------------|------------------|--------------------|
| EV Supply Chain | \$725,000 | \$36,500 | \$265,000 | \$1,026,500 |
| EV Consumer Outreach & Education | - | \$562,500 | \$50,000 | \$612,500 |
| Thermal Efficiency with Heating Electrification | \$300,000 | | | \$300,000 |
| Total | \$1,025,000 | \$599,000 | \$315,000 | \$1,939,000 |

| Calendar Year 2023 | Incentives | Other Direct Costs | Labor | Total |
|---|--------------------|---------------------------|------------------|--------------------|
| EV Supply Chain | \$765,000 | \$40,500 | \$225,000 | \$1,030,500 |
| EV Consumer Outreach & Education | - | \$562,500 | \$50,000 | \$612,500 |
| Thermal Efficiency with Heating Electrification | \$300,000 | | | \$300,000 |
| Total | \$1,065,000 | \$603,000 | \$275,000 | \$1,943,000 |

| 2021-2023 Summary | 2021 | 2022 | 2023 | Total |
|---|--------------------|--------------------|--------------------|--------------------|
| EV Supply Chain | \$1,035,000 | \$1,026,500 | \$1,030,500 | \$3,092,000 |
| EV Consumer Outreach & Education | \$500,000 | \$612,500 | \$612,500 | \$1,725,000 |
| Thermal Efficiency with Heating Electrification | \$0 | \$300,000 | \$300,000 | \$600,000 |
| Total | \$1,535,000 | \$1,939,000 | \$1,943,000 | \$5,417,000 |