

Senate Transportation Committee - February 25, 2021

Overview of Proposed Transportation Programs

Daniel Reilly

Director of Public Affairs, Efficiency Vermont

Kelly Lucci

Director of Partner & Customer Engagement, Efficiency Vermont





Efficiency Vermont

- Statewide infrastructure
- Network of partners
- Market transformation

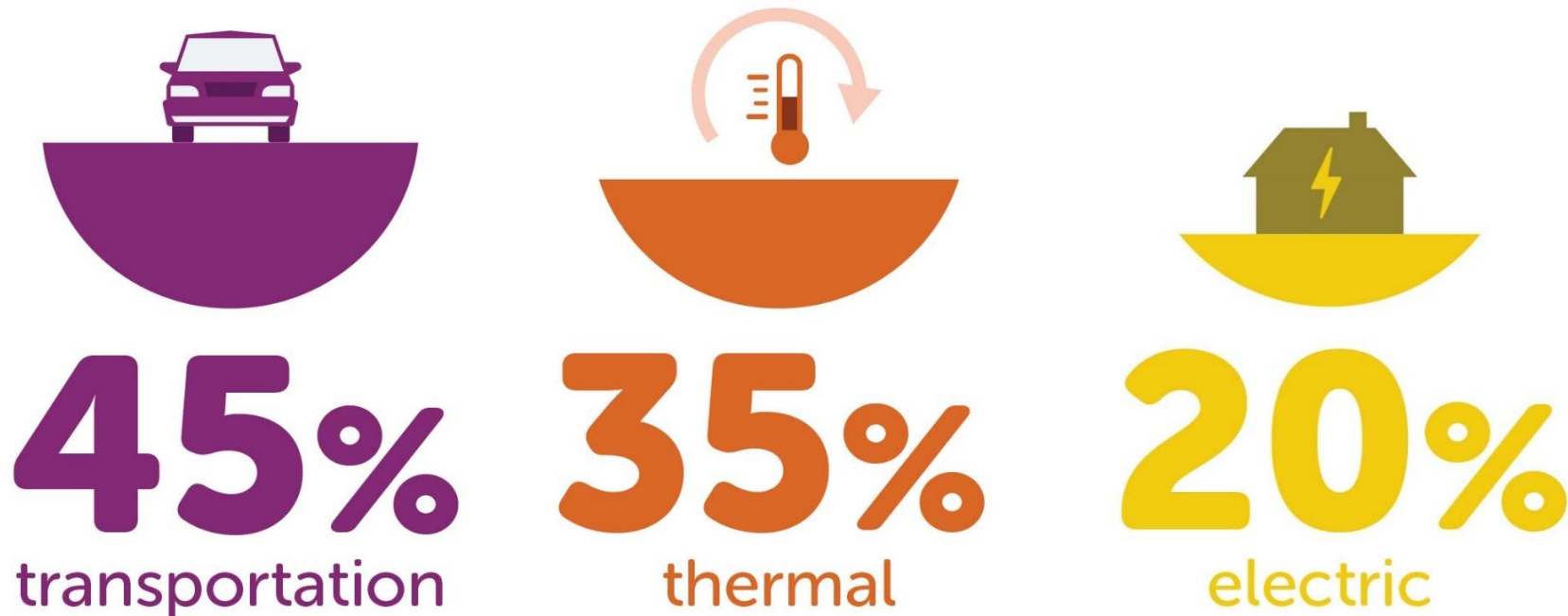
Results

- Over **\$2.6 billion** in energy cost savings
- Over **12 million** metric tons of CO₂e
- Robust efficiency workforce

Breakdown of Energy Burden

The average Vermont family spends **10% of their income on energy costs**.
This averages **\$5,800 each year**.

Costs break down across three energy sectors:



Quick Review of Act 151 Requirements

3-year Pilot Program with Key Provisions

EEU can spend up to \$2M of existing Resource Acquisition budget on programs, measures & services that **reduce GHG emissions** in the thermal and transportation sectors

- Must have a **nexus with electric usage**
- Must be **additive and complementary** – shall not replace or be in competition with utility Tier 3 or state programs
- Must be **coordinated with Utilities and with relevant state agencies**, such that they result in the largest possible GHG emissions reductions in a cost-effective manner
- Must be **delivered on a statewide basis**
- Implementation plan must be **approved by PUC**

Overview of Proposed Programs

EV Supply Chain Development

Support, engagement & incentives for car dealers to promote and stock EVs

EV Education & Awareness

Buyer resources and statewide education campaign to increase customer interest in purchasing EVs

2022-23: Wx+CCHP

Future pilot, to be designed in partnership with utilities, aimed at supporting weatherization plus electrification

Developing the Supply Chain for EVs

Collaboration

Partner and build on great work of utilities, VADA, VTrans – and many others

Outreach

To both new and pre-owned dealerships
Special focus on ensuring geo-equity

Training

Focus on connecting salespeople with VT-specific info on incentives, operating conditions

Network

Development of a dealership network – with support for charging infrastructure, etc.

Marketing Support

Help dealers promote EVs, and Vermont incentive offerings

Incentives

Dealership and salesperson incentives – work to streamline and improve the purchase experience

Building Consumer Awareness of EVs

Research

Understand concerns and barriers for low- and moderate-income Vermonters

Collaboration

Develop a campaign in collaboration with partners, under the banner of Drive Electric Vermont

Advertising

Leverage a variety of media outlets, with extra focus on rural areas

Engagement

Collaborate with partners to hold events, conduct outreach

Web

Updates and resources for consumers and EV shoppers

Collateral

In-dealership materials and collateral

What happens next?

Public Utility Commission (PUC) to review & decide on Act 151 programs

- Efficiency Vermont submitted proposal to PUC on February 12th
- PUC will review as we continue to plan with partners
- If the PUC approves the programs, we plan to launch in summer/early fall
- Programs proposed on a yearly basis

Questions?

Kelly Lucci

Director of Partner & Customer
Engagement

E klucci@efficiencyvermont.com

T (888) 921-5990

Daniel Reilly

Public Affairs Director

E dreilly@efficiencyvermont.com

T (888) 921-5990

D (802) 735 4430

20 Winooski Falls Way, 5th Floor
Winooski, VT 05404



efficiencyvermont.com