

## Electric Vehicles

### DRAFT IDEAS FOR RECOMMENDATION / ACTIONS

Recommendation	Actions
<i>Draft text for Maine Won't Wait. Keep short. Provide explanation below.</i>	
Accelerate Maine's Transition to Electric Vehicles	<ul style="list-style-type: none"> <li>● By 2026, develop education and awareness campaign(s) to ensure all Maine citizens, including disadvantaged populations, have concise, accurate information on electric, hybrid, and plug-in hybrid vehicle technologies and incentives, building off current efforts and with assistance from grassroots organizations.               <ul style="list-style-type: none"> <li>○ <i>Study consumer attitudes, beliefs, and behaviors through surveys, focus groups, and research to understand attitudes, behaviors, and identify knowledge gaps. Ensure study includes disadvantaged populations, including low-income drivers.</i></li> <li>○ <i>Based on study results, develop tailored campaigns to different types of consumers in different regions of the states and to relevant stakeholders.</i></li> <li>○ <i>Implement campaigns</i></li> <li>○ <i>Develop metrics to evaluate the effectiveness of the campaigns and inform future efforts.</i></li> </ul> </li>   <li>● Continue investing in charging infrastructure needed to support light-duty EV targets and fill gaps in the network, including charging among low-to-moderate (LMI) income households, renters, and multifamily renters, and LMI households in rural areas.               <ul style="list-style-type: none"> <li>○ <i>The state is doing well in meeting its public infrastructure needs; however, gaps still exist, as noted above. FHWA Community Funding Infrastructure (CFI) grants help fill gaps.</i></li> <li>○ <i>Incorporates Equity Goal: "Increase EV charging availability among LMI and rural drivers, renters, and multifamily residents"</i></li> </ul> </li>   <li>● By 2026, develop education and training for the dealer network, including used vehicle dealers, to improve dealer knowledge of EVs, train technicians, and expand the network offering rebates.               <ul style="list-style-type: none"> <li>○ <i>Education and training for interested dealers</i></li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ <i>Includes training on service, installation, and maintenance of chargers</i></li> <li>○ <i>Education could include an overview of how rebates work, including for used vehicles</i></li> <li>○ <i>Continual training needed for high staff turnover</i></li> <li>○ <i>Supports equity goal: “Increase EV ownership among low-to-moderate (LMI) income households, renters, and multifamily renters, and LMI households in rural areas.”</i></li> <li>● Increase funding for EV Rebate Programs for Light-Duty Vehicles, including a tiered rebate system based on income. <ul style="list-style-type: none"> <li>○ <i>Tiered rebate system based on income bracket will support equity goal: “Increase EV ownership among low-to-moderate (LMI) income households, renters, and multifamily renters, and LMI households in rural areas.”</i></li> <li>○ <i>Explore ‘niche’ opportunities with Commercial, government, or NGO uses such as contractors’ pickup trucks, municipal fleets, shuttle vans, etc.</i></li> </ul> </li> <li>● Explore policy options that support light-duty EV targets to achieve state GHG emissions goals. <ul style="list-style-type: none"> <li>○ <i>Although ACC II wasn’t adopted, keep exploring policy options.</i></li> </ul> </li> <li>● Work with employers to encourage employee adoption of electric, hybrid, and plug-in hybrid vehicles and install workplace charging. <ul style="list-style-type: none"> <li>○ <i>This would be a new effort separate from GO MAINE.</i></li> </ul> </li> <li>● Review state and local codes to remove barriers to EVs and EV charging while maintaining safety, reliability and access; provide model codes as a resource. <ul style="list-style-type: none"> <li>○ <i>Local codes would include building codes, NFPA, zoning, ADA, etc.</i></li> </ul> </li> <li>● Continue to plan for increased electricity demand to support the growth of EVs.</li> </ul>
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	<ul style="list-style-type: none"><li>● Better understand superusers to offer targeted rebates and outreach.<ul style="list-style-type: none"><li>○ <i>The definition of superuser is under development</i></li><li>○ <i>Once this group is understood, public education can begin and rebates can be explored with EMT.</i></li></ul></li> <li>● Assess feasibility of financing programs like loan loss reserve programs to support light-duty EV goals.<ul style="list-style-type: none"><li>○ <i>Could also include exploration of programs like Cash for Clunkers</i></li><li>○ <i>Incorporates equity goal: “ Increase EV ownership among low-to-moderate (LMI) income households, renters, and multifamily renters, and LMI households in rural areas.”</i></li></ul></li> <li>● Continue to explore the electrification of public transportation and ferries.<ul style="list-style-type: none"><li>○ <i>Public transportation would include buses, vans, light-duty vehicles used for transit purpose, etc.</i></li></ul></li> <li>● [To be addressed in May] Put 41,000 light-duty EVs on the road in Maine by 2025 and 219,000 by 2030.<ul style="list-style-type: none"><li>○ <i>We will look at this target in the context of needed GHG emission reductions</i></li><li>○ <i>Potentially add a target for LMI households</i></li></ul></li></ul>
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