Local Demand & Policies for Public Charging

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What does it mean to be EV Ready?

The development, implementation, and execution of policies that proactively support cost-effective and equitable electric vehicle adoption and charging infrastructure deployment.
What are the benefits of readiness planning?

**The Obvious**
- “Friendlier” policies
- Stakeholder engagement, partnerships
- More coordinated effort
- Increased EV awareness

**The Not So Obvious**
- Signals a proactive position, leadership
- Gives local government agencies a seat at the table
Why aren’t more communities EV Ready?

- (Perceived) lack of technical assistance/support
- Misplaced focus on “Best Practices” vs. “Best Strategies”
- Weak or nonexistent enforcement policies
- Competing planning priorities
- Attempting to align a long-term plan with a rapidly changing market
- Uncertain role of local government in charging infrastructure development
What is the local government’s role related to charging infrastructure?

Recommended

• Understand the technology
• Understand demand
• Pursue grant funding, solo and in partnership
• Establish supportive policies, ordinances

For further discussion...

• Provide incentives for public stations
• Install and operate public stations
• Conduct an in-depth demand analysis
Alternative Fuel Vehicle Readiness: A Guidebook for Municipalities

- North Jersey Transportation Planning Authority (NJTPA)
  - njtpa.org/afv
- What does it take?
  - Set Goals and Integrate into Municipal Master Plans
  - Understand Existing Conditions and Opportunities
  - Identify Gaps and Understand Barriers
  - Develop Recommended Actions
  - Track, Revisit, and Update
- Includes examples, recommended methodologies, relevant resources, and more
Thank you!

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