Moving to Zero Emissions in the Northeast

MATT SOLOMON
NORTHEAST STATES FOR COORDINATED AIR USE MANAGEMENT
NEW ENGLAND ENERGY CONFERENCE AND EXPOSITION
JUNE 5, 2018
About NESCAUM

- Association of air quality control agencies of the states of CT, MA, ME, NH, NJ, NY, RI, VT
- Technical and policy advisor on regulatory issues
- Facilitator of coordinated multi-state action
- Acting collaboratively for decades to address state and regional air quality, climate, and transportation problems

- Created by N.E. governors in 1967
- First regional power plant pollution cap
- Regional effort to reduce mercury releases
- Facilitating multi-state governors’ efforts on zero emission vehicles (ZEVs)
In October 2013, eight Governors announced an initiative to put 3.3 million ZEVs on their roads by 2025 to:

- Reduce GHG emissions
- Improve air quality and public health
- Enhance energy diversity
- Save consumers money
- Promote economic growth

Multi-State ZEV Action Plan released May 2014

NJ Gov. Murphy’s Signature Added March 2018!!
What are the ZEV MOU States Doing to Accelerate ZEV Adoption?
The ZEV Program

• In effect in CA and 9 other states = **28%** of the US market
• Automakers must sell increasing numbers of BEVs, PHEVs or FCEVs through 2025
• Requirement defined in terms of *credits*, not cars
• Automakers may trade credits from state to state
• 2.2M credits required by 2025 across all nine §177 ZEV states.
  • This could be achieved with:
    ➢ 570,000 Bolt-like BEVs, or:
    ➢ 570,000 fuel-cell vehicles, or:
    ➢ 2,380,000 Leaf-like BEVs, or:
    ➢ 1,400,000 Leaf-like BEVs and 2,000,000 Volt-like PHEVs, or...
Multi-State ZEV Task Force

Eight states working together to identify and remove barriers to ZEV adoption

Formed in 2013 in a Governor’s Memorandum of Understanding

Facilitated by NESCAUM

All Task Force member states have adopted California’s ZEV requirements per CAA §177
Multi-State ZEV Task Force

- Eight Nine states working together to identify and remove barriers to ZEV adoption

Formed in 2013 in a Governor’s Memorandum of Understanding

Facilitated by NESCAUM

All Task Force member states have adopted California’s ZEV requirements per CAA §177
ZEV Task Force
Focus Areas For 2018-2020

- Infrastructure
- Incentives
- Consumer Education and Outreach
- Fleets
- Dealerships
State Support for ZEV Infrastructure: Example Policies

Maryland: EVSE Rebate Program 2.0
http://energy.maryland.gov/transportation/Pages/incentives_evseresbate.aspx

Massachusetts: EVIP program for Workplace charging
https://www.mass.gov/how-to/massevip-workplace-charging

New York: Tax credits for public/workplace EVSE; NYPA and DEP incentive programs for local governments
https://www.nyserda.ny.gov/All-Programs/Programs/ChargeNY

Rhode Island: “Charge Up!” program offers incentives for agencies and municipalities to install public EVSE
http://www.energy.ri.gov/transportation/ev/charge-up.php
ZEV Purchase Incentive Programs (partial list)

Connecticut: CHEAPR Electric Vehicle Rebate Program
- $5,000 for FCEVs, up to $3,000 for BEVs, and up to $2000 for PHEVs
- Over $5,000,000 awarded since 2016

Maryland: Excise Tax Credit
- Up to $3,000. Linked to Battery Size. PHEVs eligible.

Massachusetts: MOR-EV program
- Up to $2500 for BEV and FCEV, up to $1500 for PHEV
- Over $12,000,000 awarded since 2014, $20M cumulative commitment
- [https://mor-ev.org/](https://mor-ev.org/)

New York: Drive Clean Rebate for Plug-in Electric Cars
- Up to $2000
- Launched in 2017
- [https://www.nyserda.ny.gov/All-Programs/Programs/Drive-Clean-Rebate](https://www.nyserda.ny.gov/All-Programs/Programs/Drive-Clean-Rebate)
Consumer Awareness

Drive Change. Drive Electric.

Switch to electric without switching up your everyday life. As with any lifestyle change, your routines will adapt—but we'd venture to say it will be for the better. See how the performance, ease, and comfort of electric cars can help you drive change.

Fellow along as Gabriel and his daughter travel to the mountain and back in his electric car without needing to stop and refuel.

See the performance, ease, and comfort of electric cars can help you drive change.
MASS DRIVE CLEAN is the nation’s first state-sponsored electric vehicle test drive campaign.

- Mix of funding sources; growing with utility and corporate sponsorship
- Over 3,300 test drives at 40 sites in the past three years
- Conducted at workplaces, community and public events
- Data is collected pre- and post- test drive
- Looking for employers to sponsor test drives and champion growth of EVs

Survey Data Illustrates the Power of MASS DRIVE CLEAN to Favorably Shape Consumer Perceptions of Driving Electric

- 83% percent reported their overall opinion of an EV is better than before their test drive
- 35% reported they had never driven an EV
- 73% reported they had never before been a passenger in an EV
- 68% reported they were more likely to purchase an EV after their test drive

Source: www.massdriveclean.org