

**SUSTAINABILITY**  
**SUMMIT**



# Driving EV Awareness Through Outreach

May 5, 2023

Leanne McGowan, Energy Program Manager

# Panel Speakers

**Elana Berk**, Communications & Outreach Manager  
Sustainable Princeton

**Lisa Nicolaison**, Project Manager  
Sustainable Princeton

**Andrea Friedman**, Supervisor, Electric Vehicle Programs  
Division of Air Quality, Bureau of Mobile Sources NJDEP

**Jack Streppone**, E-Mobility Program Coordinator  
New Jersey Board of Public Utilities

**Moderator: Leanne McGowan**  
Energy Program Manager, Sustainable Jersey

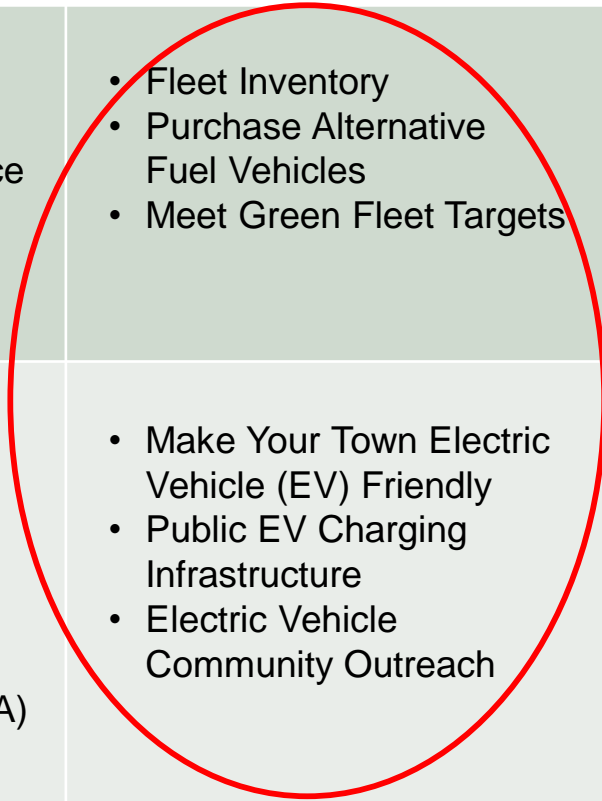
# Agenda

1. EV Actions
2. Why Outreach
3. EV Case Study
4. Outreach Strategies
5. Resources
6. Q & A



# Municipal Energy Actions

	Energy Efficiency	Renewable Energy	Alternative Fuel Vehicles
<b>Municipal Operations</b>	<ul style="list-style-type: none"> <li>• Energy Efficiency for Municipal Facilities</li> <li>• Energy Tracking and Management</li> </ul>	<ul style="list-style-type: none"> <li>• On-Site Geothermal</li> <li>• On-Site Solar               <ul style="list-style-type: none"> <li>• +10 pt storage/resilience</li> <li>• +5 pt solar thermal</li> </ul> </li> <li>• On-Site Wind</li> <li>• Buy Renewable Energy</li> </ul>	<ul style="list-style-type: none"> <li>• Fleet Inventory</li> <li>• Purchase Alternative Fuel Vehicles</li> <li>• Meet Green Fleet Targets</li> </ul>
<b>Community Energy Use</b>	<ul style="list-style-type: none"> <li>• Energy Assistance Outreach</li> <li>• Commercial Energy Efficiency Outreach</li> <li>• Residential Energy Efficiency Outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Make Your Town Solar Friendly</li> <li>• Municipally Supported Community Solar</li> <li>• Solar Outreach</li> <li>• Renewable Government Energy Aggregation (R-GEA)</li> </ul>	<ul style="list-style-type: none"> <li>• Make Your Town Electric Vehicle (EV) Friendly</li> <li>• Public EV Charging Infrastructure</li> <li>• Electric Vehicle Community Outreach</li> </ul>





# Electric Vehicle Actions

## Fleet Inventory

- Awards points for evaluation of current vehicle use and fleet efficiency

## Purchase Alternative Fuel Vehicles

- Awards points for purchase of electric and other AF vehicles for municipal fleet

## Sustainable Fleets (Sustainable Jersey for Schools)

- Awards points for purchase of electric and other AF vehicles for school fleet



# Electric Vehicle Actions

## Public EV Charging Infrastructure

- Awards points for installation of public charging stations

## Make Your Town EV Friendly

- Awards points for:
  - Adopting Model Statewide EVSE Ordinance
  - First Responder training for EVs
  - Permitting/inspection best practices

## EV Community Outreach

- Awards points for supporting adoption of EVs through outreach to multiple types of vehicle owners



# EV Community Outreach

## For 10 points

- Select at least two of six potential target audiences
  - Residents, multifamily property owners, commercial property owners, local workplaces, auto dealerships, and commercial fleet operators
- For each selected audience, complete at least two outreach tasks
  - Materials – webpage, social media post, flyer, mailed letter, video
  - Events – webinar, in-person training, tabling at a green fair, EV Show

## For an additional 5 points

- 2-3 Letters of Certification from target audience members verifying that they are installing EVSE, purchasing an EV, or training staff in EV sales

# Outreach and Collaboration

## Show community members

- Benefits of EVs
- How the community is supporting EV adoption

## Live events, EV shows and Ride & Drives

- Boost consumer interest/confidence
- Reinforce range and affordability of EVs
- Fill a gap in hands-on EV experiences
- Effective at overcoming barriers to adoption
- Offer access to EVs in underserved communities



# eCommuter

# Fest

A horizontal bar containing four black line-art icons on a light green background: a bicycle, a walking person, a car, and a battery with a lightning bolt.

CELEBRATING THE CARBON-FREE COMMUTE

**SUSTAINABLE**  
**PRINCETON.**

SUSTAINABLEPRINCETON.ORG

Four circular social media icons: Facebook (f), Instagram (camera), YouTube (play button), and LinkedIn (in).



# SUSTAINABLE PRINCETON.● leading community change

**Established as a 501(c)(3) nonprofit in 2012**, we work alongside residents, businesses, nonprofits and local government to make our community more sustainable. We envision Princeton as a model town that examines every action through the lens of sustainability, ensuring a healthy environment, strong economy, and well-being of all community members now and in the future.

## **OUR MISSION**

Inspire our community to develop and implement solutions that positively impact the environment. We strive to lead community change to reduce greenhouse gas emissions, strengthen resilience to the impacts of the changing climate and protect the local ecosystem.

**WHERE IT ALL STARTED**

# AN ELECTRIC *EVENING*.

PRINCETON  
SHOPPING CENTER

PRESENTS

## AN ELECTRIC *EVENING*

WITH  
SUSTAINABLE  
PRINCETON

OCTOBER 1 | 4-7PM

SUSTAINABLE  
PRINCETON.



## ALL ABOUT THE CARS



**WHERE WE TOOK IT**



SUSTAINABLE  
PRINCETON.

# eCommuter Fest



CELEBRATING THE CARBON-FREE COMMUTE

4 - 7 PM

30

SEPTEMBER



SCAN ME



## FEATURING

- EV test drives
- eBike test rides
- Food vendors
- Live entertainment
- Games
- Prizes

## NEW LOCATION

Westminster Choir  
College parking lot

Walk or bike!  
Limited parking  
available

## MORE INFO

[SustainablePrinceton.org/Events](https://SustainablePrinceton.org/Events)

THANKS TO OUR  
GENEROUS SPONSOR





# 2022 OVERVIEW •

- 12 Organizations & Vendors
- 16 e-Bikes
- 22 First Responders attended an EV safety class
- 25 EV owners
- 50 test drives
- 300 attendees!

## eCommuter Fest

CELEBRATING THE CARBON-FREE COMMUTE

SEP 30 • 4-7 PM • WESTMINSTER CHOIR COLLEGE LOT



# LEVERAGING COLLABORATION.

- NRG Energy - sponsor
- NJEVA
- NJCAR
- NJDEP
- PSE&G
- National Drive Electric Week (NDEW)
- PPS High School Community Bike Club
- Princeton University: Art Museum and Transportation and Parking Services
- First responders
- Princeton Municipality





# SUSTAINABLE PRINCETON.

Sustainable Princeton is a registered non-profit with a mission to develop and implement solutions that positively impact our environment.

Learn more about what you can do to reduce our community footprint at:

[www.sustainableprinceton.org](http://www.sustainableprinceton.org)

Follow us on   



## ABOUT PRINCETON'S CLIMATE ACTION PLAN (CAP)

The CAP identifies multiple strategies to promote public transit, bicycling, and walking within Princeton, and to expand access to electric vehicles and other low-emission alternatives.

## LEARN MORE

[www.sustainableprinceton.org/princeton-climate-action-plan](http://www.sustainableprinceton.org/princeton-climate-action-plan)



# eCommuter Fest

CELEBRATING THE CARBON-FREE COMMUTE

## EVENT PASSPORT



Thank you to our generous sponsor



## Earn a stamp for each completed activity:



Visit the Sustainable Princeton table



Walk or bike to eCommuter Fest (get stamped at the PBAC Bike Valet)



Talk to an EV or eBike owner



Visit the Princeton Municipality Table



Test ride an EV or eBike

Bring your stamped passport to the Sustainable Princeton table to enter the raffle to win amazing prizes!

Each stamp = 1 raffle ticket

## EVENT MAP



**EDUCATIONAL SHOWCASE:** NRG Energy, PSEG, ChargePoint, Princeton Municipality, TigerTransit, Sustainable Princeton, Princeton Electrical Makeover

**VENDORS:** Bent Spoon x Sustainable Princeton pop-up shop, Thai Cha Chak truck, Sprouts Flowers

**BIKES:** Sourland Cycles, Princeton eBikes, Pedego, Princeton High School Biking Club, eBike owner showcase

**PBAC BIKE VALET:** If you walked or biked to the event make sure to get your passport stamped!

**EV DEALERS:** Toyota, Ford, Zero Motorcycles, Polaris (GEM), Tesla, Polestar, Audi, Hyundai

**EV TEST DRIVE REGISTRATION**

**ENTERTAINMENT:** Sustainable Jazz

**LOCAL EV OWNER SHOWCASE**

**GETTING THE WORD OUT**



# GET SEEN OFF THE SCREEN.





# GIVE LOCAL PRESS SOMETHING TO TALK ABOUT.

September 21, 2022

## An Expanded eCommuter Fest Moves to Choir College Campus

By Anne Levin

During the pandemic, Sustainable Princeton's eCommuter Fest drew crowds of up to 600 people to the Westminister Shopping Center, eager to examine electric vehicles and learn about how to get around without a car. With the easing of COVID, the latest rendition of the festival — taking place Friday, September 30 on the Westminister Choir College campus — is likely to be even more popular.

This year's ride and drive event, which moved from the shopping center because of construction, celebrates the latest in carbon-free commuter technology. It will begin with an opening statement by Mayor Eric Lipton and will feature prizes that will be offered.

By Pam Hersh

Published September 28, 2022 at 8:18 PM

Last Updated September 29, 2022 at 12:54 PM

**Princeton, NJ** – If you want to see the latest and greatest in electric vehicles and electric bicycles be sure to check out Sustainable Princeton's "eCommuter Fest: Celebrating the Carbon-Free Commute" on Friday September 30, from 4 to 7 p.m. at the Westminister Choir College parking lot. You will be able to kick the tires and even take a test drive in a Toyota, Ford, Tesla, GEM vehicles, or Polestar. If you prefer two wheels instead of four, take a spin on a Zero Motorcycle or an e-bike from Pedego, Princeton eBikes, and Sourland Cycles.

**PRINCETON MAGAZINE**  
IN PRINT. ONLINE. AT HOME.

**ACCEPTED**

**Artwork from African American Children's Books on View at Princeton Library**

**TOPICS Of the Town**

**eCommuter Fest**  
CELEBRATING THE CARBON-FREE COMMUTE  
4-7 PM  
30 SEPTEMBER

View this email in your browser

## SUSTAINABLE PRINCETON

LEADING COMMUNITY CHANGE

**eCOMMUTER FEST IS TOMORROW!!**  
(4-7 pm // Westminister Choir College parking lot)

**FOLLOW US TO eCommuter Fest**  
CELEBRATING THE CARBON-FREE COMMUTE

**SUSTAINABLE PRINCETON**

**eBike test rides**

**nrg**

**EDUCATIONAL SHOWCASE:** NRG Energy, PSE&G, ChargePoint, Princeton Municipality, TigerTransit, Sustainable Princeton, Princeton Electrical Makeover

**VENDORS:** Bent Spoon x Sustainable Princeton pop-up shop, Thai Cha Chak truck, Sprouts Flowers

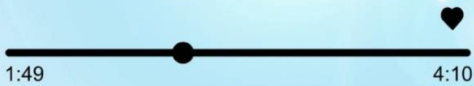
**BIKES:** Sourland Cycles, Princeton eBikes, Pedego



# CREATE THE SURROUND SOUND.

ECOMMUTER

songs to get you goin'



FEST PLAYLIST

sustainableprinceton

sustainableprinceton In honor of #eCommuterFest coming up on Sep 30th, we created a playlist of our favorite commuting songs (link in bio).  
Comment your favorite transportation-themed song and we'll add it to the playlist!  
Edited · 31w

green.lmn Love this! How about "Walking on Sunshine" or "Walk this Way"  
31w · 3 likes · Reply

rel.berk Walking on a Dream by Empire of the Sun, Walkin' on the Sun by Smash Mout, Walk on the Wild Side by Lou Reed 🎸🎸🎸  
31w · 2 likes · Reply

cmikechung Flock of seagulls "I Ran" (so far away)  
31w · 2 likes · Reply

samuel\_garciapj Free Bird - Lynyrd Skynyrd or Born On The Bayou by CCR  
31w · 2 likes · Reply

View insights Boost post

Liked by elana.berk and 17 others  
SEPTEMBER 16, 2022

Add a comment... Post

SUSTAINABLE COMMUTE

BIKES + EBIKES

OF THE WEEK

sustainableprinceton

sustainableprinceton 🚲 When it's just a little too far by foot, but you want to cut down on your carbon footprint, bikes are the perfect choice. Not to mention, with a bikeability score of 88, biking is convenient and possible for most trips in Princeton.

🚲 Electric bikes, or e-bikes, assist with an electric motor, making them less physically strenuous than classic bikes, and still a carbon-free alternative to traditional private vehicles. Typically, e-bikes can go about 30-60 miles on a full charge, and it takes a few hours to charge a fully depleted battery.

🚲 If you've never had an opportunity to ride an e-bike, then our upcoming eCommuter fest is just the event for you. Local bike shops, @Pedegoprinceton @princetonebikes and @Sourland\_Cycles, will be bringing bikes to test ride. If classic bikes are more your speed, the Princeton High School Bike Club @phsbikingclub is offering free bike tune-ups and repair clinics!

Princeton's Climate Action Plan envisions all community members having access to safe, affordable, low-carbon transportation. Emissions from transportation account for 28% of Princeton's GHG emissions. The best way to

View insights Boost post

122 views  
SEPTEMBER 19, 2022

Add a comment...

eCommuter Fest  
CELEBRATING THE CARBON-FREE COMMUTE

VENDOR PREVIEW

eCommuter Fest  
CELEBRATING THE CARBON-FREE COMMUTE

BIKE PREVIEW

eCommuter Fest  
CELEBRATING THE CARBON-FREE COMMUTE

EV PREVIEW

POLARIS GEM CAR

ZERO MOTORCYCLES

FORD LIGHTNING

# MAKE IT EASY WITH MEDIA KITS.

## Media Kit

**SUSTAINABLE  
PRINCETON.**  
LEADING COMMUNITY CHANGE



### Bring your friends, fans and followers to eCommuter Fest!

Since 2018, Sustainable Princeton's "EV Ride & Drive" event has been a well-loved, and well attended event drawing in crowds of about 600 residents. This is a prime opportunity to connect with like-minded neighbors and community members. It benefits us all to have as many people attend as possible, so we've created some fun, personalized social media posts you can share on your own platforms as well as a printable flyer you may choose to hang in your office, store or favorite community spot.

- Social media images have been included in the "social media posts" folder. Choose one that fits you best!
- The flyer is also attached. You can share it digitally, for example in an email newsletter, or you can print it.

Below are some sample captions that you can customize for your social media posts. Tag Sustainable Princeton in your posts so we can "like" and comment on it!

Facebook and Instagram: @sustainableprinceton



### [CAPTION FOR CAR DEALERS]

We'll be at eCommuter Fest offering test drives of some of our newest models of electric vehicles. If you've never been behind the wheel of an EV you'll be hooked as soon as you get behind the wheel.

Visit [SustainablePrinceton.com.Events](https://SustainablePrinceton.com.Events) to learn more. #eCommuterFest #NDEW2022





# LET THEIR VIBE ATTRACT THEIR TRIBE.

»»»»»»»»»»

# FOLLOW MY eBIKE TO eCommuter Fest

CELEBRATING THE CARBON-FREE COMMUTE

**SEP 30** | **WESTMINSTER CHOIR COLLEGE PARKING LOT**  
**4 - 7 PM**

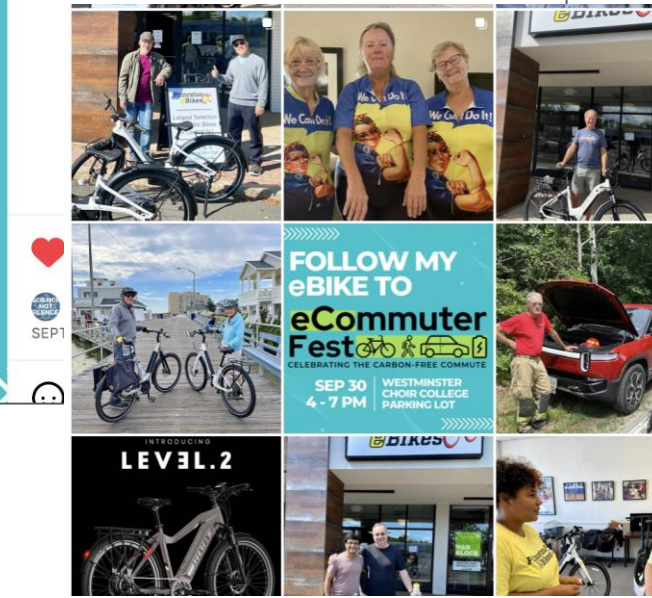
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 **princetonebikes**  
Lawrence, New Jersey

 **princetonebikes** Visit us at eCommuter Fest! We'll be there offering test rides on some of our coolest eBikes. If you've never tried an eBike, you'll be hooked once you get in the saddle. Visit [SustainablePrinceton.com/events](https://SustainablePrinceton.com/events) to learn more. #commuterfest #princetonebikes #ebikelifestyle #ebikeshop  
Edited · 31w

 **sustainableprinceton** Can't wait! 🍏 🚲  
31w Reply



 **THAI CHA CHAK**  
September 29, 2022 · 🌐

Looking for our truck on Friday, Sep 30th: The event "eCommuterFest" at the Westminster Choir College parking lot, Princeton NJ from 4-7 P.M. [Sustainable Princeton](https://SustainablePrinceton.com) #Padthai #SweetChilliLoadedFries



# **SUCCESS & LESSONS LEARNED**



# SUCCESS & LESSONS LEARNED ●

**2021**



**2022**



# A \*NOT SO HUMBLE\* BRAG.

Rank	Municipality	County	Total Personal Vehicles	Number of PEVs (Jun 2022)	Number of PEVs (Dec 2022)	Percentage of EVs	EV Index (Number x Percentage)
1	Millburn township	Essex	13,020	591	975	7.49%	73.01
2	West Windsor township	Mercer	18,347	630	1,061	5.78%	61.36
3	Princeton	Mercer	15,263	540	929	6.09%	56.54
4	Jersey City city	Hudson	88,454	1,077	2,115	2.39%	50.57
5	Livingston township	Essex	20,000	527	999	5.00%	49.90
6	South Brunswick township	Middlesex	29,797	1,305	1,207	4.05%	48.89
7	Montgomery township	Somerset	15,454	485	863	5.58%	48.19
8	Edison township	Middlesex	59,239	2,004	1,592	2.69%	42.78
9	Monroe township	Middlesex	32,072	1,459	1,161	3.62%	42.03
10	Montclair township	Essex	21,667	519	903	4.17%	37.63

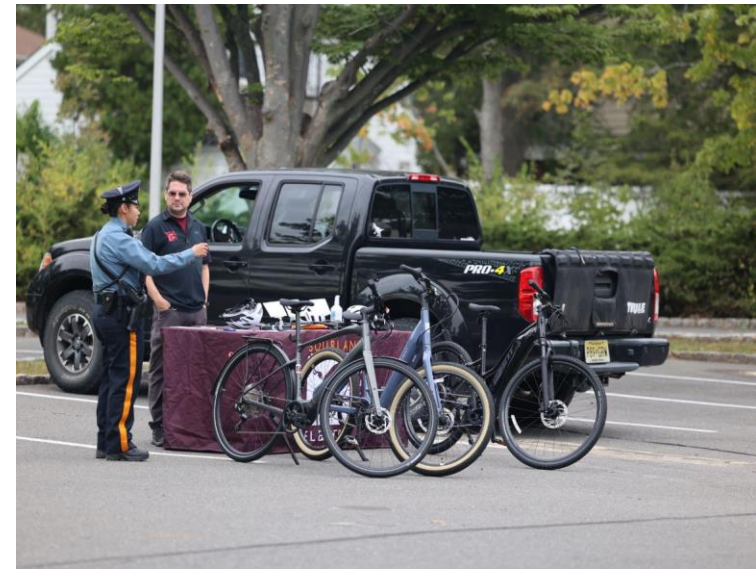
Number of personal EVs by zip code from the Dec 2022 NJDEPs AFV data to the number of EVs by municipality, and many municipalities had a big jump in EV numbers from **June to December 2022**. **Princeton had a 72% increase!** Princeton now has the third-highest EV Index score (Number x Percentage) in the state.

**WHAT'S NEXT?**



# PLANS FOR 2023 ●

- Return to Shopping Center!
- Entertainment
- Increase number of unique EVs
- Expand beyond EVs to include other modes of transportation





# EXPANDING THE "E".



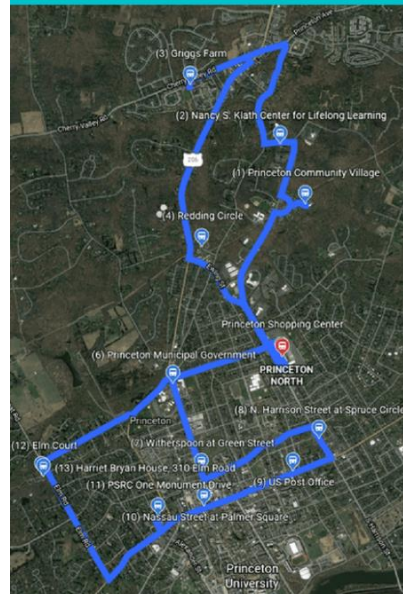
**Electric  
Eco-Friendly  
Equitable**

## EL MUNIBUS ES GRATUITO Y DISPONIBLE AL PÚBLICO EN GENERAL!

MuniBus (1 ruta // Lunes a sábado // 7:30 AM - 8:50 PM)

[Click para ver el horario completo.](#)

No hay servicio en días festivos. Consulte el sitio web para el calendario de días festivos.



El MuniBus tiene este logo



## TIGERTRANSIT DE PRINCETON UNIVERSITY ES UN AUTOBÚS GRATIS Y DISPONIBLE AL PÚBLICO EN GENERAL!

TigerTransit (5 rutas // los horarios varían)

[Click para ver el horario completo.](#)

No hay servicio en días festivos. Consulte el sitio web para el calendario de días festivos.

Los autobuses de TigerTransit tienen este logo



WS = Weekend Shopper (ruta de compras de fin de semana) solo opera sábados y domingos

**YOU CAN DO IT TOO!**

# TOOLS & RESOURCES.

- Planning Checklist
  - National Drive Electric Week Event Planning Resources + Giveaways
- Make it your own
  - Know your community!

**SUSTAINABLE  
PRINCETON.**

**Electric Vehicle Ride-and-Drive**

**Planning Checklist**

**CHOOSE A DATE, TIME AND LOCATION**

- Choose a date and time that people will be able to attend your event. Events during lunchtime or after work tend to have better attendance. **Note:** In New Jersey, car dealerships are closed on Sundays (and unable to work events) and Saturdays are their high traffic days.
- Choose a location that is easy for people to find and if possible, within walking/biking distance or accessible via public transportation to reduce the number of cars.
- If test drives will be given, make sure cars can safely and easily get in and out of the event | location.

☀ **TIP: Locations with large parking lot surfaces and multiple entrances are ideal for test-drive locations. You may need to work with local police to block entrances or roads for the test-drive.**

**bit.ly/evchecklist**



*Scan me!*

# Got questions? Reach out to us!

[info@sustainableprinceton.org](mailto:info@sustainableprinceton.org)

One Monument Drive  
Princeton, NJ 08540  
609-454-4757

**Elana Berk**  
*Communications & Outreach Manager*  
***[elana@sustainableprinceton.org](mailto:elana@sustainableprinceton.org)***

**Lisa Nicolaison**  
*Project Manager*  
***[lisa@sustainableprinceton.org](mailto:lisa@sustainableprinceton.org)***





# EV Outreach in Your Community

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Andrea Friedman, NJDEP

Sustainability Summit 2023







## EV Outreach Resources from NJDEP

1. Ride & Drive Events
2. Destination Electric
3. PlugStar Dealer Training
4. Multi Unit Dwelling Toolkit
5. Social Media

# DEP can run an EV Ride & Drive for you

Test drives change minds!

EV Ride & Drives are great at green fairs, annual town celebrations and large employers.







# CHARGING NEARBY

Showcase public charging in your town or city



**CHARGING NEARBY** Jersey City

See all the things you can do while your electric vehicle charges nearby!

- Participating Business
- Fast Charging Station
- Level 3 Charging Station

Check out all the Northwest states and businesses participating in Destination Electric at [DriveElectric01.com/what-drive-electric-see-the-listing](http://DriveElectric01.com/what-drive-electric-see-the-listing)



**ELKINS CHEVROLET** is a



# PlugStar Certified Dealer

Staff at this dealership know how to:



- ★ Better assist customers looking for electric vehicles (EVs)
- ★ Direct customers to information on EV incentives
- ★ Provide guidance on EV charging and best practices

Go to **PlugStar.com** to find more information on available incentives

Contact the EV Support Program for your EV related questions:

**support@pluginamerica.org**

**1 (877) EV-HELP-1**

Tell your local auto dealers about the PlugStar Dealer Training and Certification Program



# DEP Multi-Unit Dwelling Toolkit



## Multi-Unit Dwelling Toolkit

Multi-Unit Dwellings (MUDs) house more than 1/3 of New Jersey residents. Limited access to electric vehicle (EV) charging at MUDs is a major barrier to transportation electrification. These multi-family households often lack easy access to at-home charging, due to the lack of private garages, driveways, or proximity and availability of an electrical source. Access to reliable home charging is a major determining factor for someone considering an EV as their next vehicle since most charging occurs overnight at home, allowing drivers to take advantage of off-peak electrical rates. Lack of access to EV charging at home is an important equity issue, because non-residential EV charging options (e.g., workplace or public charging stations) are generally more expensive. Our goal is to ensure all residents have equitable access to clean transportation which includes charging stations at MUDs.

Due to the the many different types of MUDs, no one-size-fits-all solution exists for charging projects. This toolkit is a guide to encourage and support the installation of EV charging in multifamily communities and has been developed with New Jersey's existing legal and development framework in mind.

[Download full Toolkit](#)



[Back to top](#)



# DEP Multi-Unit Dwelling Toolkit



## EV Terminology

A Glossary of key EV terms used throughout this toolkit

[Get Familiar](#)



## Checklist for EVSE at MUDs

A step-by-step guide for installing EV chargers at your multi-unit dwelling property.

[Get Started](#)



## Survey Template

Conducting a survey of your residents is a great way to gauge the current and future needs of your community.

[Get Feedback](#)



## Requirements for New Multi-Unit Dwelling Construction

A Mandatory Electric Vehicle Ordinance requires new multi-unit dwellings to have EV charging

[Review the Requirements](#)



## Benefits of Installing EV Charging Stations

There are numerous benefits to installing EV chargers within your MUD community. See how your property and residents can benefit.

[Explore](#)



## Compare Grant Opportunities

Find the incentive program that will best support your project needs.

[Compare](#)



## FAQs and Additional Resources

Still have questions? Check out these additional resources to find commonly asked questions and project guidance.

[Get Answers](#)



## EV Charging Station Consideration Matrix

The EV Charging Station Consideration Matrix is a tool for multi-unit dwelling property management, owners, and HOAs to use as guidance in the consideration and selection of appropriate EV charging stations for their property.

[Visit](#)



## Tools of the Trade

The Vehicle Charging Innovations for Multi-Unit Dwellings (VCI-MUD) project has produced multiple resources to further help you plan for your EV installation project. Check out the *MUD Building Self-Evaluation Survey* and *Technology Selection Tool* for detailed guidance documents based on your property's specific characteristics.

\*This is not a DEP website

[Learn more](#)



# Using Social Media to Promote EVs

- Rebates, grants and incentives
- Amplify press releases
- Promote webinars (especially when your staff is presenting!)
- Share EV basics, charging basics
- Brag about EVs in local fleets
- Important industry news & trends
- Brag about local public chargers



# Follow us on social media, and share our posts



Instagram [drivecleannj](#)



Facebook [NJDEPAEMS](#)



Twitter [@NewJerseyDEP](#)

We'll promote your posts too!



# EV outreach resources from DEP

## DEP EV Ride & Drive events

[dep.nj.gov/drivegreen/ride-and-drives/](http://dep.nj.gov/drivegreen/ride-and-drives/)

## Destination Electric

[driveelectricus.com/why-drive-electric/see-the-lifestyle/](http://driveelectricus.com/why-drive-electric/see-the-lifestyle/)

[dep.nj.gov/drivegreen/destination-electric/](http://dep.nj.gov/drivegreen/destination-electric/)

## PlugStar Dealer Training and Certification Program

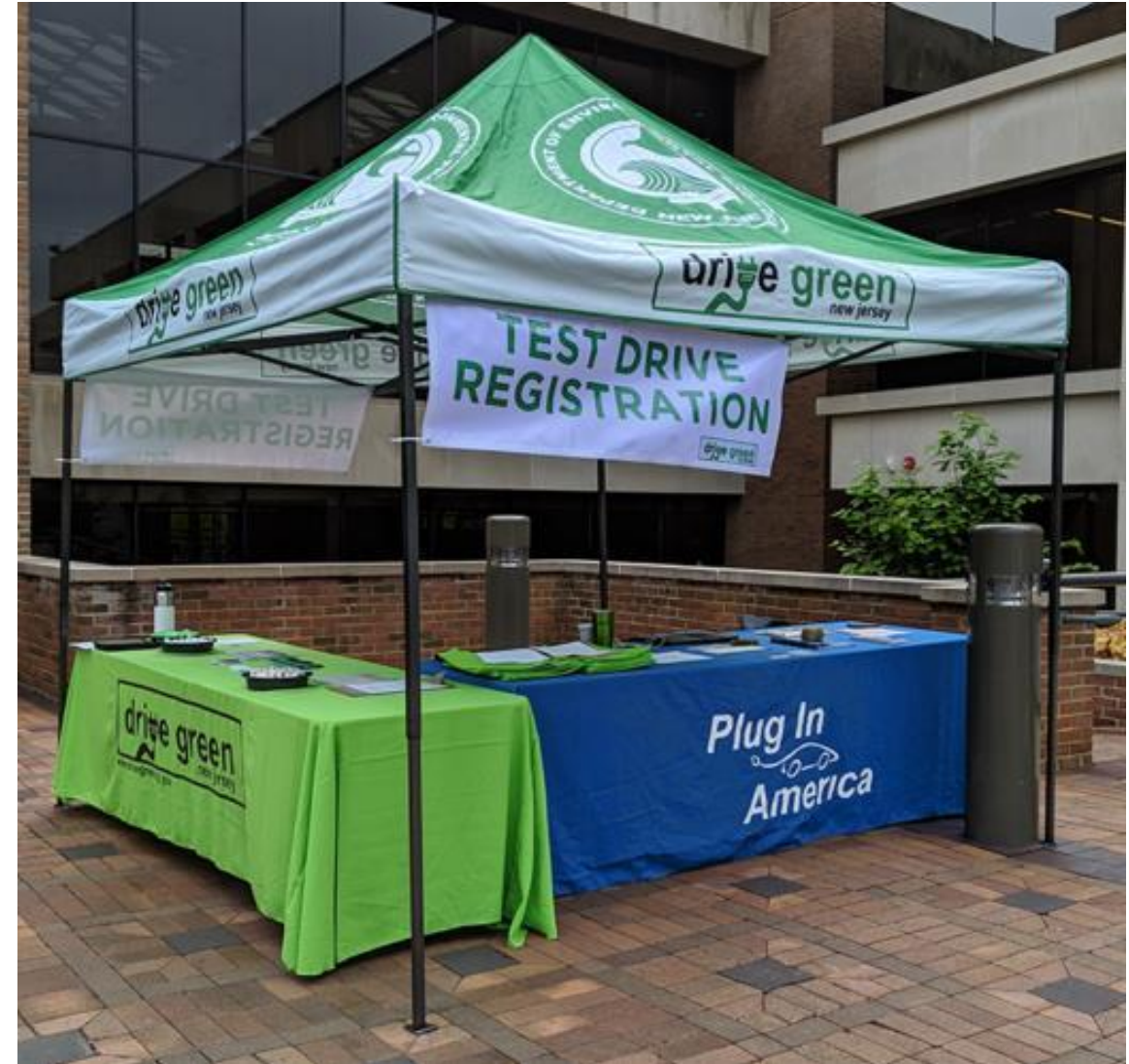
[njar.org/resources/plugstar-electric-vehicle-training-program/](http://njar.org/resources/plugstar-electric-vehicle-training-program/)

## Multi-Unit Dwelling Toolkit

[dep.nj.gov/drivegreen/multi-unit-dwelling-toolkit/](http://dep.nj.gov/drivegreen/multi-unit-dwelling-toolkit/)

## DriveGreen New Jersey – DEP's EV Website

[dep.nj.gov/drivegreen/](http://dep.nj.gov/drivegreen/)



# Visit our Website for more EV info

[dep.nj.gov/drivegreen/](http://dep.nj.gov/drivegreen/)



Home 

Learn about EVs 

For Car Buyers

Medium- and Heavy-Duty EVs 

Why go Electric? 

Incentives 

Outreach & Education 

Policy and Partnerships 

Active Solicitations 



[Learn the Basics](#)

[Learn the Benefits](#)

[Find an Electric Vehicle Dealer or Retailer](#)

## The Benefits Add Up When You Drive Green



Like & follow us!



@DriveCleanNJ

*Bureau of Mobile Sources Instagram*



Thank you!

Andrea.Friedman@dep.nj.gov





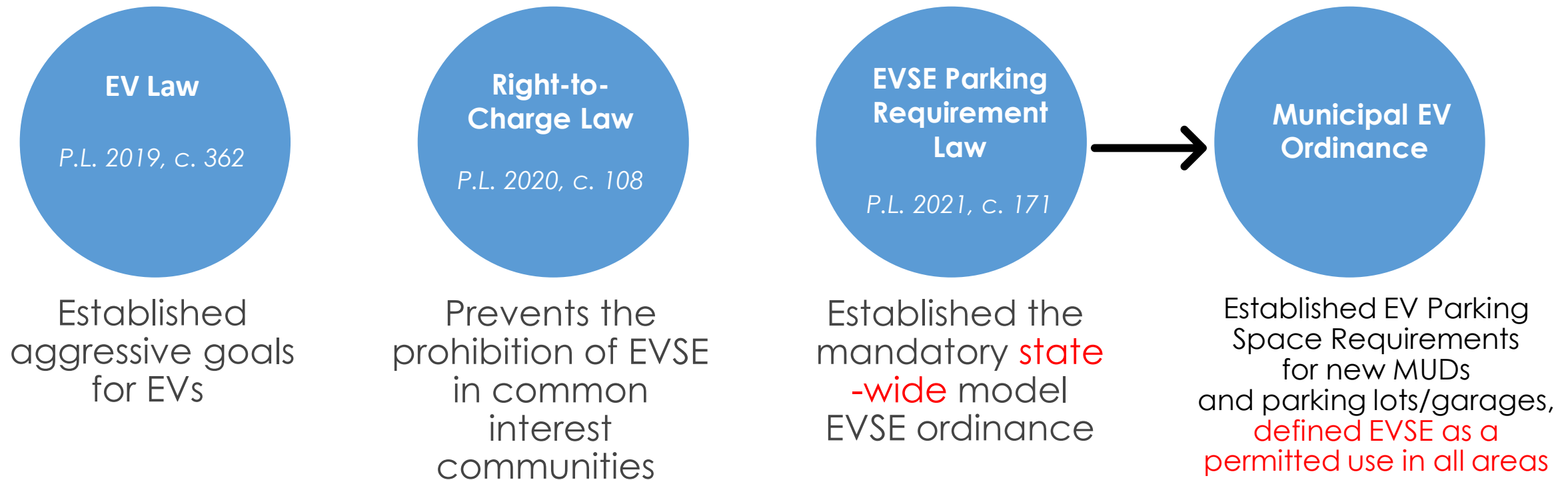
# NJ BPU:

# Driving EV Adoption

May 5, 2023  
Sustainability Summit

# EV Policy

New Jersey is implementing a suite of strategies in a concerted effort to increase the number of light-duty electric vehicles (EV) on the road and to ensure sufficient public electric vehicle charging infrastructure.





# Requirements for New MUDs

As a condition of preliminary site plan approval, permit applications involving new multi-unit dwellings with more than five units must comply with the following:

- **Immediately:** 15% of parking spaces shall be make-ready and 1/3 of those shall have EVSE installed;
- **Within 3 years:** install EVSE in an additional 1/3 of the original 15% ;
- **Within 6 years:** install EVSE in the final 1/3 of the original 15%; and
- **Overall,** at least 5% of EVSE **per site** must be accessible for people with disabilities.

# Requirements for New Parking Lots & Garages

- Requirements are based on the number of parking spaces in a new lot or garage (see chart below).
- Once over 100 parking spaces, at least one of which shall be accessible for people with disabilities.

Number of Parking Spaces	Number of Make-Ready Required (can be EVSE)
< 50	1
51-75	2
76-100	3
101-150	4
> 150	4%

Program	Description	Eligible Vehicles (Only Battery Electric Vehicles)	Level 2 Chargers (Energy Star certified, Pre-Qualified Network)	Fast Chargers (DCFCs)
Charge Up NJ	Residents, point of sale program for personal vehicles	MSRP <\$45,000 = \$4,000 MSRP \$45,001-55,000 = \$2,000	Residential Chargers = \$250	N/A
Clean Fleet	For State, County, Municipal, and other Local Government	\$4,000, limits based on population	Public chargers = \$5,000 Fleet charger = \$4,000 *Make ready for fleet only up to \$5,000 Limits based on population	\$50,000 Make ready for fleet up to \$50,000 Limits based on population
MUD	Multi- unit dwellings with at least 5 units and dedicated off street parking	N/A	\$4,000, properties located in Overburdened Municipalities \$6,000 Up to 6 per property	N/A
EV Tourism	Competitive solicitation for tourism locations (i.e. downtowns, parks, historic sites, etc.)	N/A	Public chargers = \$5,000, up to 6 per location	\$50,000, up to 2 per location
RGGI MHD EV Charging	Charging for MHD Vehicles, community or fleet charging	See EDA's NJZIP voucher program	N/A	\$225,000 for community charging \$175,000 for fleet charging
It Pay\$ to Plug In	NJDEP program for public and private charging uses	Periodic competitive solicitations	\$750 per Level 1 charging port; \$4,000 per Level 2 charging port.	Periodic competitive solicitations



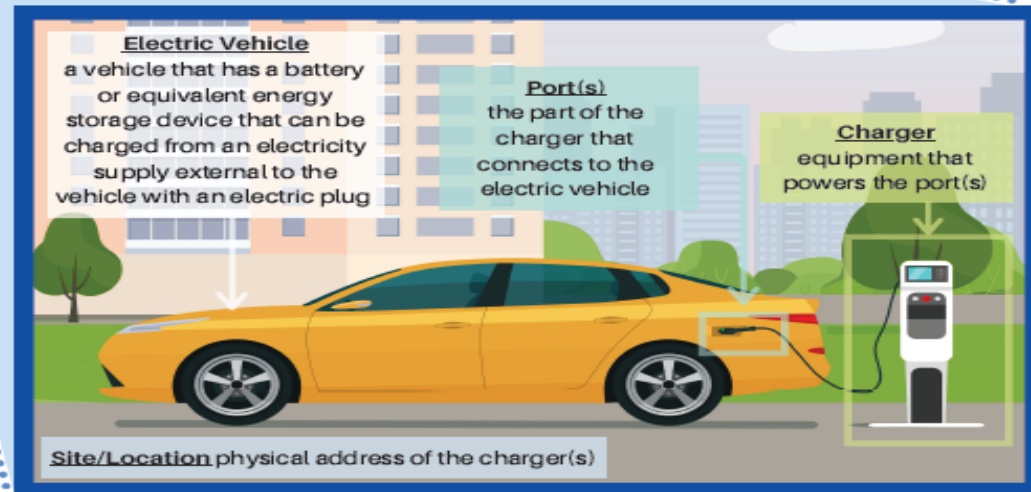
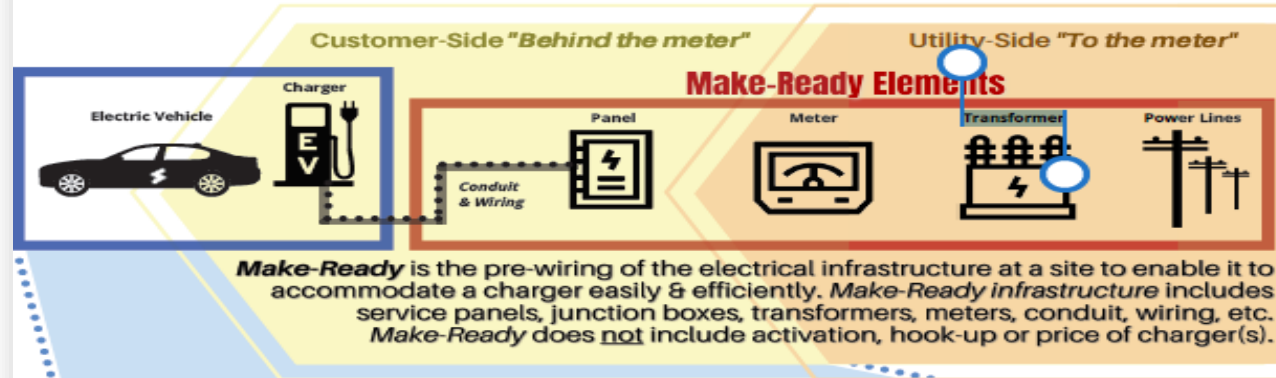
# Utility Programs

- Make-Ready for residential, L2 workplace, L2 MUD, L2 public and DCFC public chargers.
- No utility ownership until Areas of Last Resort.
- MUD rates must be substantially similar to residential rates.
- Demand Charge Solution.
- Can cover no more than 90% of total cost of project with federal, state and utility funding.
- Must be a universal charger, proprietary charges must be collocated, receive smaller incentive.
- Data sharing.
- *Each utility has its own program requirements and caps.*

# Make Ready

The infrastructure required to power an EV charger is called the Make-Ready work. As of 2022, all four electric utilities provide programs to incentivize those costs.

## What does *Make-Ready* mean? A Guide to Electric Vehicle Infrastructure





# Federal Tax Credits

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Commercial  
Vehicles  
30% ZEV, 15%  
PHEV

- Up to \$7,500 Light and Medium duty vehicles
- Up to \$40,000 for Heavy Duty vehicles

Alternative  
Fuel Property  
Credit  
(EV charging –  
30%)

- Up to \$100,000 for Rural and Low-Income Urban
- Up to \$1,000 for individual

Previously  
Owned Clean  
Vehicle Credit  
(Used Vehicles –  
30%)

- Up to \$4,000

Clean Vehicle  
Credit

- Up to \$7,500
- Based on manufacture in US and battery mineral sourcing

# More Information

**Jack Streppone**

*E-Mobility Programs Coordinator*

[Jack.Streppone@bpu.nj.gov](mailto:Jack.Streppone@bpu.nj.gov)

**Visit:** [NJCleanEnergy.com](http://NJCleanEnergy.com)

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# SUSTAINABILITY SUMMIT



# Thank You

**Elana Berk**

[elana@sustainableprinceton.org](mailto:elana@sustainableprinceton.org)

**Lisa Nicolaison**

[lisa@sustainableprinceton.org](mailto:lisa@sustainableprinceton.org)

**Andrea Friedman**

[Andrea.Friedman@dep.nj.gov](mailto:Andrea.Friedman@dep.nj.gov)

**Jack Streppone**

[Jack.Streppone@bpu.nj.gov](mailto:Jack.Streppone@bpu.nj.gov)

**Leanne McGowan**

[mcgowale@tcnj.edu](mailto:mcgowale@tcnj.edu)

Session slides will be available on [sustainablejersey.com](https://sustainablejersey.com) by 5/12.



# Upcoming Events and Opportunities

## FREE ENERGY TECHNICAL ASSISTANCE FOR SCHOOLS AND MUNICIPALITIES IN ELIZABETHTOWN GAS, NEW JERSEY NATURAL GAS, AND SOUTH JERSEY GAS SERVICE TERRITORIES

Free technical assistance to identify and apply for utility incentives and New Jersey's Clean Energy Program (NJCEP) incentives for energy efficiency audits and facility upgrades. This technical assistance is funded by Elizabethtown Gas, New Jersey Natural Gas, and South Jersey Gas.

For more information please visit: [bit.ly/EnergyTAforMunisandSchools](http://bit.ly/EnergyTAforMunisandSchools)

## 2023 MUNICIPAL CERTIFICATION CYCLE

The next deadline to apply for certification is **May 12, 2023**. The final application deadline is **July 27, 2023**. View the full cycle timeline on the 2023 Certification Cycle page.

For more information please visit: [bit.ly/MuniCertCycle](http://bit.ly/MuniCertCycle)

## 2023 SUSTAINABLE COMMUNITIES GRANT PROGRAM

Atlantic City Electric and Sustainable Jersey are pleased to offer **\$50,000** to support municipal environmental stewardship and resiliency projects in Atlantic City Electric's service territory. Municipalities are encouraged to work with local organizations on applications, which are due **June 29, 2023**. An informational webinar will be held on **May 15, 2023 from 1:00pm - 2:00pm**.

For more information please visit: <http://www.bit.ly/SustainableCommunitiesGrantProgram>

## TRI-COUNTY SUSTAINABILITY GENERAL MEETINGS

This Sustainable Jersey Regional Hub will host virtual meetings on a variety of sustainability topics throughout the year. The next meeting is **May 31, 2023 from 7:00pm - 8:00pm**.

For more information please visit: <http://www.bit.ly/Tri-CountySustainability>

## 2023 SCHOOL CERTIFICATION CYCLE

The final deadline to apply for certification and Digital Schools Star Recognition is **June 15, 2023**. View the full cycle timeline on the 2023 Certification Cycle page.

For more information please visit: <http://www.bit.ly/SchoolsCertCycle>

## TREES FOR SCHOOLS PROGRAM, TREE-PLANTING GRANTS FOR NJ PUBLIC SCHOOLS, COLLEGES AND UNIVERSITIES

The Trees for Schools program will provide **\$2.5 million** in grants to New Jersey public school districts, county colleges and state colleges and universities to fund the planting of trees on campuses across New Jersey. Competitive grants of **\$10,000 to \$500,000** will fund costs associated with planning, site preparation, trees, planting, watering, monitoring and related expenses over a three-year period. Applications are due on **July 13, 2023**, for spring 2024 plantings. An informational webinar will be held on **May 18, 2023 from 3:00pm - 4:30pm**. The Trees for Schools program is a collaboration of the New Jersey Department of Environmental Protection, The College of New Jersey and Sustainable Jersey.

For more information please visit: [bit.ly/TreesforSchools](http://bit.ly/TreesforSchools)

# Sustainable Jersey Underwriters and Sponsors

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## GRANTS PROGRAM



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# SUSTAINABILITY SUMMIT

