



Accelerating the Electric Vehicle Transition with Outreach in Your Community

Tuesday April 5, 2022





Presenters (in speaking order)

Hogan Dwyer (moderator)

Research and Project Specialist, Sustainable Jersey

Leanne McGowan

Director of Business Development. Strategic Partnerships., RiseWise TMA

Stan Jaracz

Founder & President, Central Jersey Electric Auto Association

Andrea Friedman

Supervisor, Electric Vehicle Programs, New Jersey Department of Environmental Protection

Cathleen Lewis

E-Mobility Programs Manager, New Jersey Board of Public Utilities



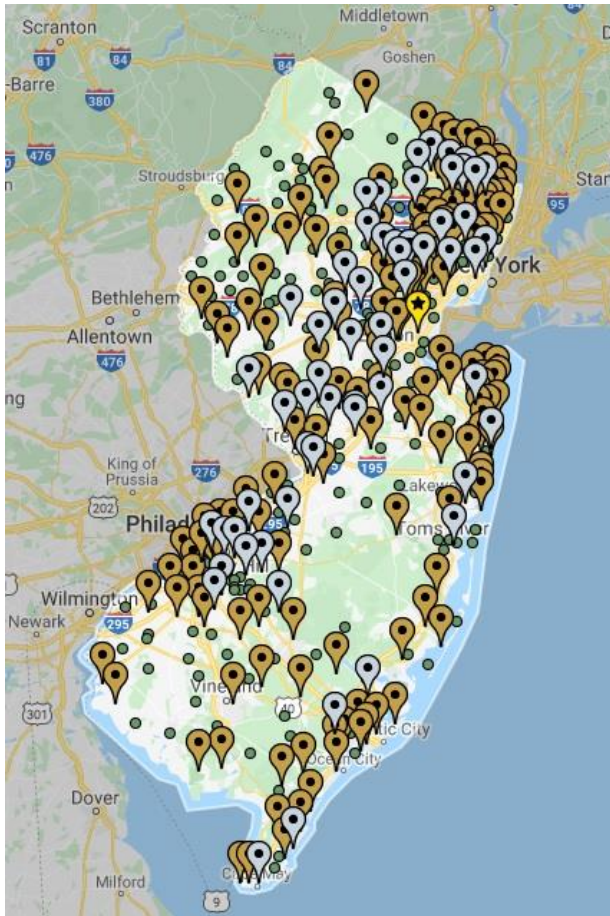
What is Sustainable Jersey?

- **Certification program** for municipalities and schools
- **Tools, resources, and guidance** to help municipalities and schools become more sustainable
- **Grants and funding** for municipalities and schools
- **Regional Hubs**

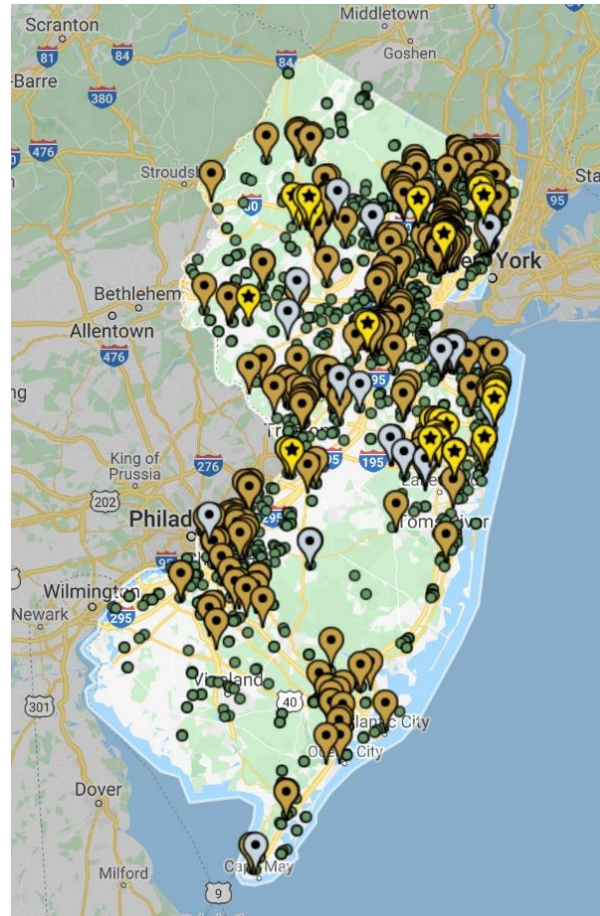




Program Participants



Municipal Program



Schools Program

Municipal Program

- 463 (81%) participating
- 215 Certified
 - 148 Bronze
 - 67 Silver

Schools Program

- 379 (55%) school districts
- 1046 schools participating
- 335 schools certified
 - 292 Bronze
 - 43 Silver



Municipal Energy Actions

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



Gold Star Standard in Energy

Municipal Operations

Municipal Buildings

- Energy efficiency
- Operations / equipment
- On-site renewable energy
- Green building policy

Municipal Fleet

- Fleet electrification
- Route optimization
- Telematics

GHG reductions

- 3.6% annually
- 10.8% over 3 years

Community Actions (two from each category)

~~Energy Efficiency*~~

- ~~• Commercial Energy Efficiency Outreach~~
- ~~• Energy Assistance Outreach~~
- ~~• Residential Energy Efficiency Outreach~~

Renewable Energy

- Make Your Town Solar Friendly
- Municipally Supported Community Solar
- Solar Outreach

Transportation

- **Electric Vehicle Community Outreach**
- Make Your Town Electric Vehicle Friendly
- Public Electric Vehicle Charging Infrastructure

***Energy Efficiency actions temporarily suspended**



Energy Efficiency Outreach actions

- Actions temporarily suspended
- Under revision due to Energy Efficiency Transition
- New collateral being developed
- Municipalities seeking Gold should contact SJ
 - info@sustainablejersey.com
- For further information:

njcleanenergy.com/transition

Program areas served by NJCEP:

- New Construction (residential, commercial, industrial, government)
- Large Energy Users
- Combined Heat & Power & Fuel Cells
- State Facilities*
- Local Government Energy Audits
- Energy Savings Improvement Program

* State Facilities are also eligible for utility programs

Program areas served by the Utilities:

- Existing Buildings (residential, commercial, industrial, government)
- Efficient Products
 - Lighting and Marketplace
 - HVAC
 - Appliance Rebates
 - Appliance Recycling

Additional Programs & Features:

- Dedicated multi-family program
- More financing options
- Quick home energy check-ups
- Moderate-income weatherization



School Energy Actions

Facilities and Operations

Energy Efficiency	Renewable Energy	Alternative Fuel Vehicles
<ul style="list-style-type: none"> • Carbon Footprint * • Energy Tracking and Management • Energy Efficiency for School Facilities * 	<ul style="list-style-type: none"> • On-Site Solar +10 pts storage/resilience + 5 pts solar thermal • On-Site Geothermal • Buy Renewable Energy 	<ul style="list-style-type: none"> • Sustainable Fleets

Student Engagement

* priority actions

Student Engagement and Community Outreach Actions

- Behavior-Based Energy Conservation
- Civic & Stewardship Volunteer Initiatives
- **Community Education and Outreach ***
- Education for Sustainability
- Enrichment Programs through Partnership
- Green Challenges
- Professional Development for Sustainability *



Sustainable Jersey Fleet Actions

Fleet Inventory

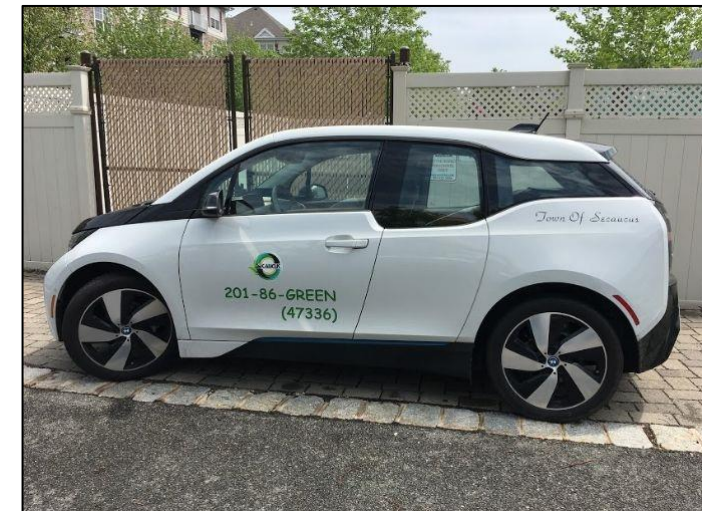
- Taking inventory of municipal fleet and calculating annual emissions

Meet Target for Green Fleets

- Achieving average fleet fuel efficiency of 35 miles per gallon for all light duty vehicles OR 20% reduction in overall fuel usage within four years

Purchase Alternative Fuel Vehicles/ Sustainable Fleets

- Purchasing electric and other alternative fuel vehicles for municipal/school fleet



Secaucus' BMW i3



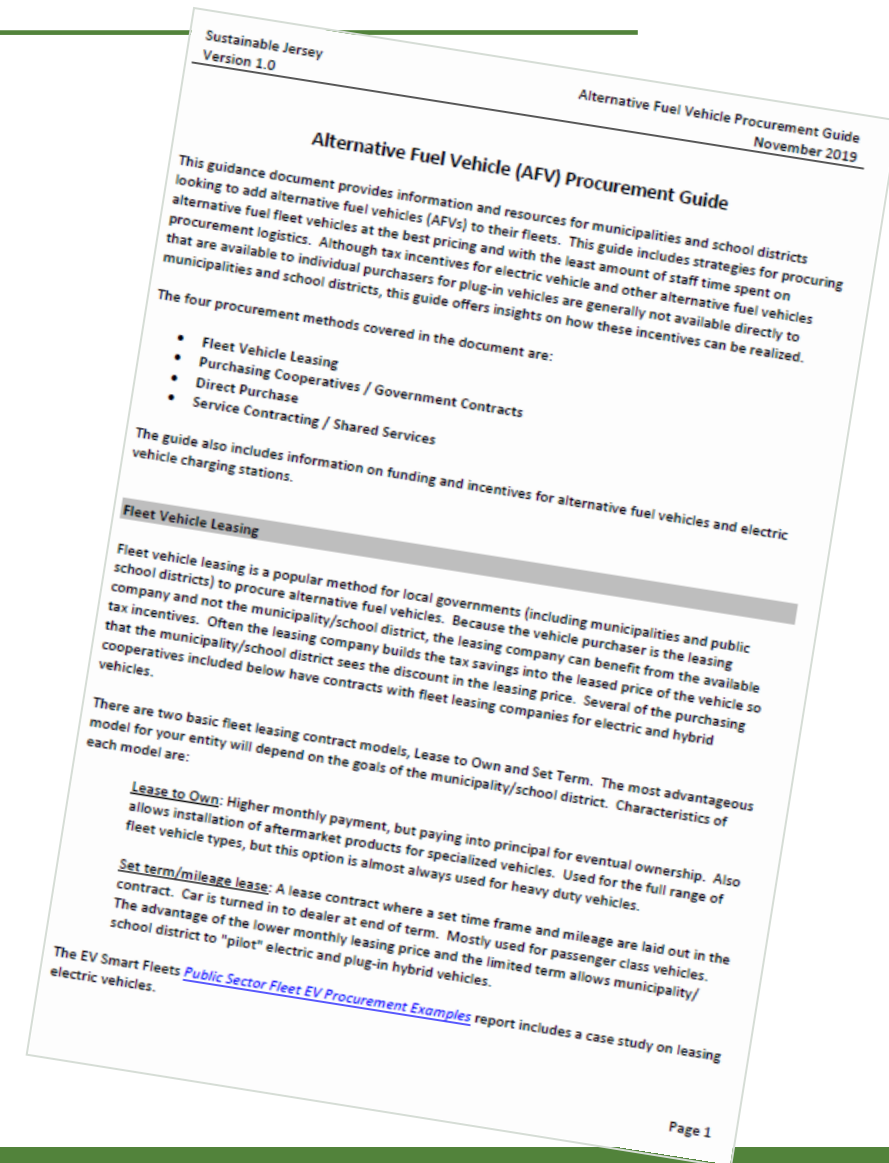
Procurement Guidance

Sustainable Jersey Alternative Fuel Vehicle Procurement Guide

Includes guidance for capturing tax credits and procurement options

- Fleet Leasing
- Purchasing Cooperatives/Government Contracts
- Direct Purchase Options
- Service Contracts/Shared Service

[https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Sustainable Jersey Alternative Fuel Vehicle Procurement Guide.pdf](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Sustainable_Jersey_Alternative_Fuel_Vehicle_Procurement_Guide.pdf)





Make Your Town EV Friendly action

- Adopt Model Statewide EVSE Ordinance
 - Must comply with SJ guidance on “reasonable standards”
- Update land use code
- First Responder training
- Choose one of three options
 - Info about EVSE permitting on municipal website
 - Info about EVSE inspection on municipal website
 - Amend master plan to incorporate EVs

#

AN ORDINANCE
AUTHORIZING AND ENCOURAGING
ELECTRIC VEHICLE
SUPPLY/SERVICE EQUIPMENT (EVSE) & MAKE-READY PARKING SPACES

[Note: Pursuant to P.L. 2021, c.171, all sections of this model ordinance become effective in each municipality upon its publication on the Department of Community Affairs' Internet website. Municipalities may make changes to the reasonable standards in the model ordinance as noted below through the normal ordinance amendment process. However, municipalities may not make changes to the legislatively mandated requirements in Sections C., D., and E.]

This Ordinance sets forth procedures for the installation of Electric Vehicle Supply/Service Equipment (EVSE) and Make-Ready parking spaces and establishes associated regulations and other standards within the {name of municipality} _____ of {name of county} _____.

WHEREAS, supporting the transition to electric vehicles contributes to {name of municipality} _____'s commitment to sustainability and is in the best interest of public welfare; and

WHEREAS, installation of EVSE and Make-Ready parking spaces encourages electric vehicle adoption; and

WHEREAS, the {name of municipality} _____ encourages increased installation of EVSE and Make Ready parking spaces; and

WHEREAS, adoption of this ordinance supports the State of New Jersey's goals to reduce air pollutants and greenhouse gas emissions from the transportation sector as outlined and supported by various programs related to NJ's 2019 Energy Master Plan, Global Warming Response Act (P.L.2007, c.112 (C.26:2C-37 et al.)), and EV Law (P.L. 2019, c. 362); and

WHEREAS, P.L. 2021, c.171, which Governor Murphy signed into law on July 9, 2021, requires EVSE and Make-Ready parking spaces be designated as a permitted accessory use in all zoning or use districts and establishes associated installation and parking requirements; and

WHEREAS, adoption of this ordinance will support the Master Plan of {name of municipality} _____ adopted in concurrence with P.L. 1975 c. 291, s. 1 eff. Aug. 1, 1976, and is consistent with goals {list #s or names} _____ of the Master Plan as well as the land

1

DCA Model Statewide EVSE Ordinance

www.nj.gov/dca/dlps/home/modelEVordinance.shtml



Electric Vehicle Community Outreach action

New action for 2022

For 10 points

- Select two audience types to target
 - Residents
 - Commercial fleets
 - Commercial properties
 - Multifamily
 - Workplaces
 - Auto dealerships



Maywood's June 2021 EV awareness event

- For each selected audience, complete two “Outreach Tasks”
 - Materials - informational webpage, social media posts, brochure, video
 - Events - webinar, in-person training, tabling

For 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 (dealerships)

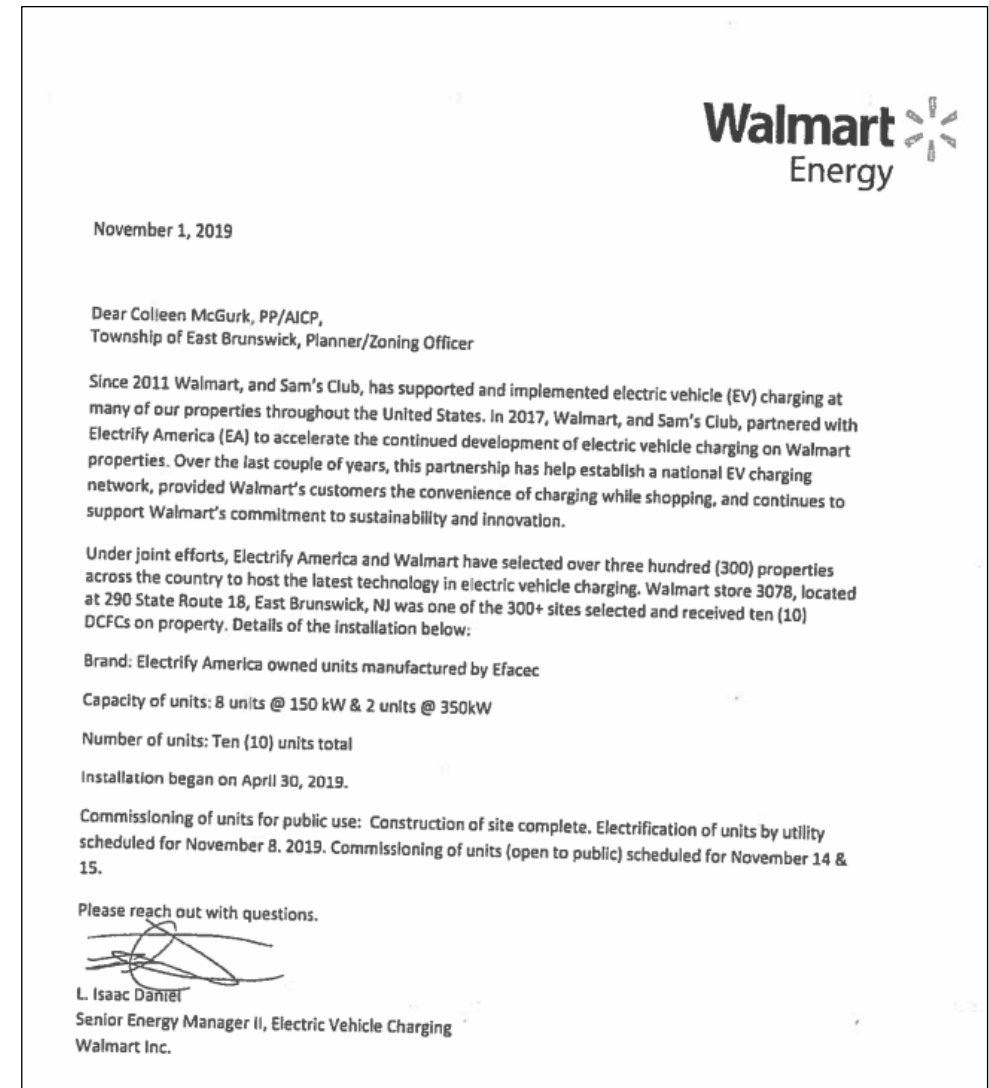


Example Submission

- Two audiences: commercial fleets and workplaces
- Commercial fleet
 - Award recognizing leadership of local fleet in EV transition
 - Informational webpage on commercial EV incentives
- Workplaces
 - Email to Chamber of Commerce listserv + social media posts about EVSE
 - Promotional video of local employer with newly-installed EVSE
- 2 Letters of Certification for +5 points
 - Letter from local employer that is installing EVSE
 - Letter from local delivery company that is purchasing new EV

TASK DETAILS	DESCRIPTION <i>Please write directly in the boxes below.</i>
Target audience (residents, multifamily properties, fleets, commercial properties, workplaces, dealerships)	Commercial fleets
Type of outreach <ul style="list-style-type: none"> Event (workshop, ride & drive, ribbon-cutting, webinar, awards ceremony, etc.) Publication (physical flyers, mailed letter, e-newsletter, social media post, webpage, etc.) 	Informational webpage
Date/time of event OR date of publication/distribution (list multiple dates, if applicable)	Posted to municipal website March 1, 2022 Link posted on municipal social media March 17, 2022 Link sent to Chamber of Commerce listserv on April 1, 2022
Location (venue name or website or places distributed)	Municipal website: www.newjerseymuni.org/fleetEVinfo
# of people attended OR # of copies distributed OR # of impressions (indicate if estimated)	4275 followers on municipal social media accounts
Speaker/writer name(s) and job title(s)	<u>Mogan Dyer</u> , Sustainability Director
Other details: The municipal website features pages specific to residents and to businesses. The Commercial Fleets page features information on the municipality's success with fleet electrification and incentives relevant to fleet EV procurement.	

Example completed Task Report

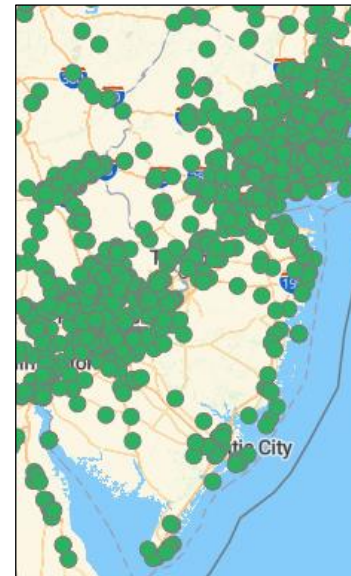


Letter of Certification from Walmart about EVSE at East Brunswick location



EV Facts

1. Less expensive
 - EVs often have lower Total Cost of Ownership (TCO)
2. More efficient
 - In NJ, EVs produce 75% less GHG emissions / mile
3. Charging is easy to find
4. Safe
 - EVs receive equivalent (or better) scores from IIHS
5. Variety of models available



AFDC EV Charging
Station Locations map

Purchase price of vehicle
(with incentives)

+ Fuel cost

lightweight EV fuel cost
in NJ is 51.4% less

+ Maintenance

lightweight EVs cost 40%
less to maintain than ICE cars

= Total Cost of Ownership



RideWise

Let's go!™

Sustainable Jersey Webinar

**Accelerating the Electric Vehicle Transition
with Outreach in Your Community**

April 5, 2022

A woman with long dark hair and blue-rimmed glasses is smiling while looking at her smartphone. She is wearing a blue top. The background shows the interior of a car. A green location pin icon with a white circle in the center is overlaid on the phone. The text is overlaid on a dark blue semi-transparent box on the left side of the image.

**Connecting you to
information you
need to navigate
Somerset County.**

LET'S GO! >

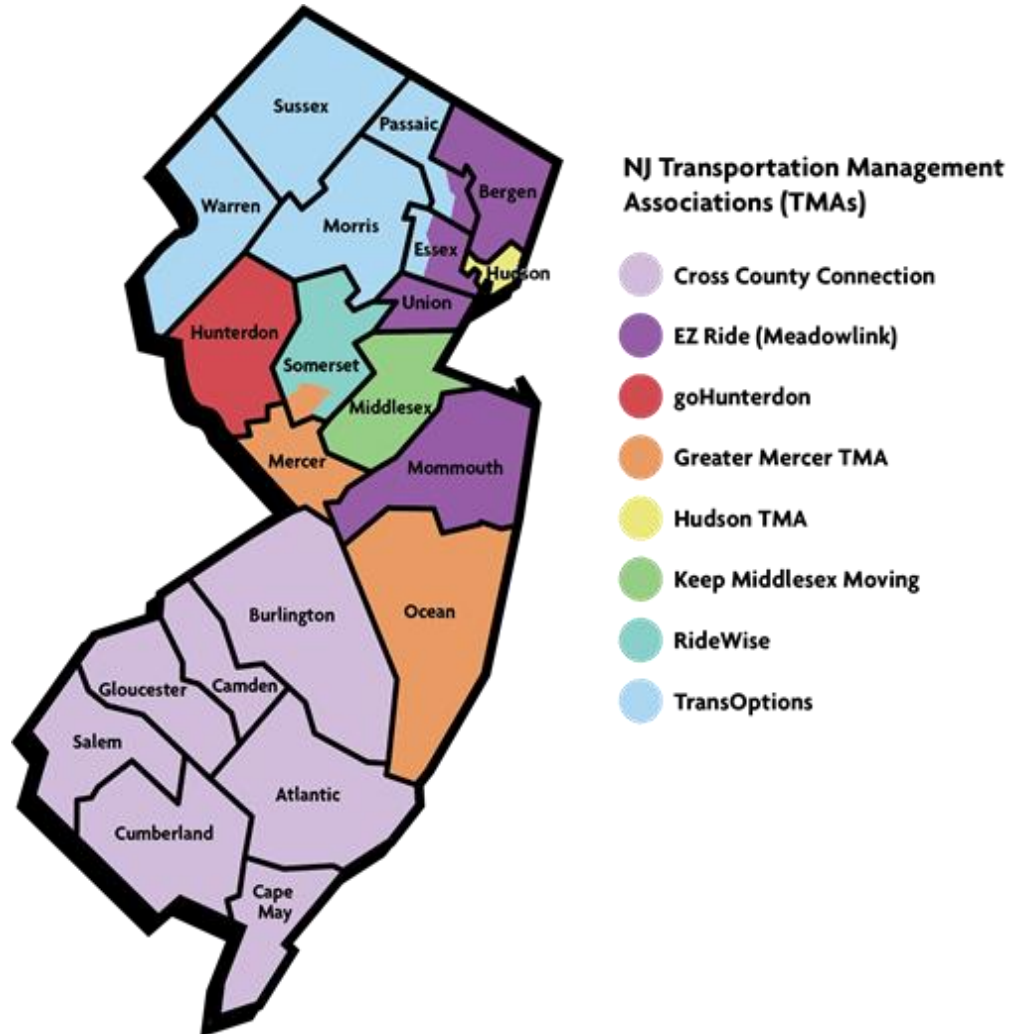
New EV Outreach Action

4.5.22

- RideWise TMA introduction
- RideWise EV Coalition, Somerset County
- EV Community Outreach examples
- Collaborations



New Jersey TMA network



EV POTLUCK
for TMA program staff

*"Bring what you have,
take what you need"*

An informal, virtual discussion
about collaborating to move
EV adoption forward.

Dec 9, 2021 | 10 - 11 AM

Zoom link and agenda. More info: leanne@ridewise.org

Electric Vehicle Coalition

RideWise is working with partners throughout Somerset County to further the electrification of transportation and help achieve Somerset County's ambitious Electric Vehicle (EV) goals.

A diverse group of local, state, and other stakeholders with a variety of experience with EVs is sharing ideas and collaborating to accelerate electric vehicle adoption.

Whether you're newly interested in EVs or have EV-related expertise to share, you're invited to participate in the EV Coalition!



Somerset County EV Readiness Goals

Provide assistance to municipalities in planning for EVs

Promote the implementation of public charging stations

Educate the public and business community

2020-2022 EV Coalition Education & Outreach





RideWise
Let's go!

It Ain't Easy Being Green!
Connecting Municipalities & Businesses to Opportunities that Advance EV Adoption and Infrastructure

January 27th, 10-11 AM

Join RideWise, NJEDA/NJ Zero-Emission Incentive Program, Supreme Green Team and the Franklin Twp. Chamber of Commerce to discuss how businesses - including minority and/or women-owned (W/MBE) - and municipalities can work together to meet mutual EV planning goals.

Register at ridewise.org/lets-go-electric/

Interactive Webinar

PAST LET'S GO ELECTRIC MEETINGS


Below is a list of past EV Coalition meetings. Click on each icon to visit the page for each meeting to access recordings, presentation slides, and other resources.



Let's Go Electric: What's Next in Electric Vehicles

THURSDAY
DECEMBER 3RD, 9-10 AM

- THE CURRENT
- OUR INPUT
- CHARGE AHEAD



RideWise
Let's go!

Let's Go Electric: Pt. II

THURSDAY, JANUARY 14
9-10 AM

CHARGING AHEAD IN 2021
Join us as we continue the conversation!



RideWise
Let's go!

Let's Go Electric

February 25, 2021




Creating EV Ready Communities

Thursday, March 25
9-10 AM

Webinar and March EV Coalition meeting

RISE OF THE GEN Z ELECTRIC DRIVER



Removing Barriers and Zero-Cost Solutions

Presented by Yaron Vilosny, Greenspot Mobility

Thursday, May 13
10 - 11 AM

EV Workshop and May Coalition meeting

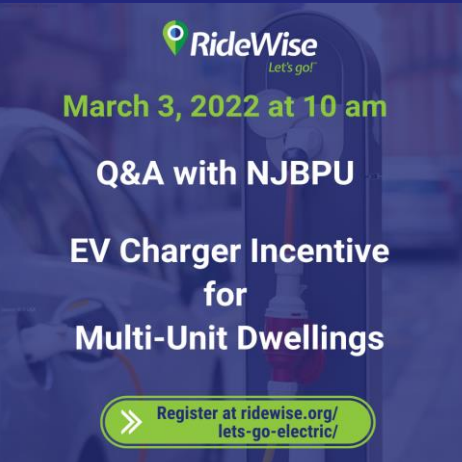


RideWise
Let's go!

Join us on March 31 at 10 am for:

An Introduction to Micro- and E-Mobility

Register at ridewise.org/lets-go-electric/



RideWise
Let's go!

March 3, 2022 at 10 am

Q&A with NJBPU

EV Charger Incentive for Multi-Unit Dwellings

Register at ridewise.org/lets-go-electric/



Fleet Analysis: Steps to EV Alternatives & Cost Savings

Thursday, July 29, 10 AM



Where to charge?
HERE TO GO
Franklin Township
HERE
Bridgewater
HERE
Bridgeton

Join the Let's Go Electric EV Coalition for

EV Chargers at Places You Like

The EV Model Ordinance is ready! Are you?

Model Ordinance Overview, Next Steps & How to Implement



TMA EV audiences

- Community members
- Municipal and County staff/volunteers/green teams
- Schools/community colleges
- Commercial property owners/managers/developers
- Multi-family property owners/managers/HOAs
- Workplaces
- Fleet operators



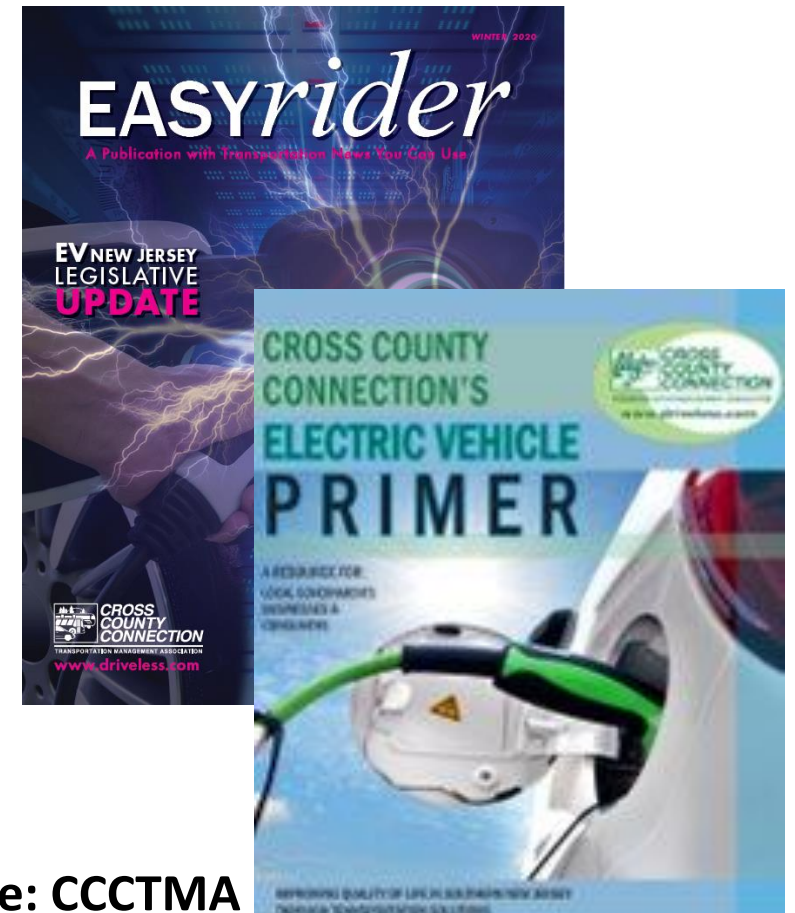
Follow the Template

- Sustainable Jersey provides a template
- RideWise/your TMA and other partners can provide guidance and technical assistance
- Use existing NJ programs and resources and adapt them to your audiences (NJDEP BMP)
- Start somewhere



EV Outreach Examples

- Education presentation/training/workshop
- Celebration event for new EV(s) in fleet or new workplace/public charging station
- Information table at community fair
- Publish/distribute original brochure
- Create EV video/podcast
- Promote EV/SE info (website, newsletter, emails, social media, etc.)
- Awards ceremony - recognition of EV leadership/commitment to EV transition
- Community/workplace EV show



Source: CCCTMA

Collaborations...

- Somerset County Office of Planning, Policy & Economic Development
- Sustainable Somerset/SCBP
- ChargEVC
- Sustainable Jersey
- CJEA
- Duke Farms
- Raritan Valley Community College
- EAA/PlugIn America
- NJAPZA
- NJDEP
- NJEDA/NJZIP
- NJBPU
- EV/SE providers, manufacturers, environmental organizations and businesses
- Local, regional and statewide Chambers of Commerce
- Municipalities
- Other TMAs



...lead somewhere

- Volta Charging 2021 presentation --> Volta EV chargers expected 2022 installation
- Joint, customizable EV educational flyer shared with all local municipalities
- Connect county/municipal and workplace partners with providers et al, and with financial incentives information
- EV Meet & Greets
- Fostering and elevating the conversation

MAKING THE SWITCH TO ELECTRIC VEHICLES

Green Driving
All electric vehicles produce zero direct emissions, helping to improve air quality and reduce smog-forming pollutants.

MYTH EVs have low range
FACT EVs now have over 200 mile range with models having over 400 mile range coming onto the market soon

Not Just For the Environment
Electric Vehicles...

- are quieter than gas vehicles
- require less maintenance (no oil changes!)
- can earn you tax credits
- require no money spent on gas
- are FUN to drive!

MYTH EVs are too expensive
FACT Some EVs may cost more upfront, but with less cost for gas

Growing Market
In 2021, there are approximately 5.6 m. EVs worldwide-- a 64% increase from 2018. NJ Governor Murphy's 2020 bill calls for EVs to make up 85% of all car sales by 2040.

LOOKING LOCAL: ELECTRIC VEHICLES
Somerset County - Hillsborough Township

In Hillsborough

- As of 2019, 1,776 electric vehicles have been registered in Hillsborough
- There is currently a public EV charging station at Duke Farms
- In 2022 public EV charging will be available at the Twp. municipal building

NJ Electric Vehicles & Plug In Hybrid Registrations by County

Future Goals:
Charging stations will be more accessible than ever with plans already in progress:

- LD Construction (Larkin): two outside stations and every garage has the capability to have one.
- Amwell Terrace: two outside stations and every garage has the capability to have one.
- Green Village/Brookhaven: possibly 2 stations @ hotel.
- Bilkoo gas station: two stations.
- Sunpower/Comcast: two stations.

LEARN MORE: sustainablehillsborough.com ridewise.org

Upcoming



- **4/28 EV Show with CJEA at RVCC**
- **MEEP Electric School Bus Show with NJ Clean Cities (Somerset County)**
- **First Responder EV Safety Training (SC)**
- **EVs in Microtransit (virtual)**

Join our virtual programs:

<https://ridewise.org/lets-go-electric>

THANK YOU!

Questions,
feedback, collaboration ideas:

Leanne McGowan

leanne@ridewise.org

 /RideWiseTMA

 @RideWise

 RideWise

 ridewisetma

 RideWise Inc.





Sustainable Jersey: Electric Vehicle Outreach

- Electric Vehicle Association - advocating for EVs since 1967
- How to organize perfect EV show
- Workplace charging tips & tricks
- First Responder training

Stanislav Jaracz, PhD
Founder & President, Central Jersey Electric Auto Association
jaracz@yahoo.com

Electric Vehicle Association - About Us

Founded in 1967, the Electric Vehicle Association (formerly the Electric Auto Association) is North America's leading volunteer organization that accelerates the adoption of electric vehicles by supporting its nearly 100 chapters and thousands of members as they educate their communities about the benefits of driving electric.

New Jersey

- ▶ North Jersey EV Club
- ▶ **Central Jersey EAA**
- ▶ South Jersey EV Club

Our Mission

The Electric Vehicle Association educates and advocates for the rapid adoption of electric vehicles.

<http://www.cjeaa.org/>

<https://www.myeva.org/>



The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central area is white, providing a clean space for the text.

Organizing EV Show in your Community

EV Show - It's the Season!

The best way to convert people to an EV is to have them sit and ride in one.

JANUARY							FEBRUARY							MARCH							APRIL									
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Drive Electric
Earth Day

National Drive Electric Week

<https://driveelectricweek.org/>
<https://driveelectricearthday.org/>

EV Show Toolkit

- ▶ Peruse national campaigns (DEED, NDEW)
- ▶ Partner with local chapter of EVA to identify EV advocates/owner
- ▶ Combine Event with Sustainability/Green/Wellness/Eco/Street Fair, Farmers Market
- ▶ Allow easy vehicle ingress/egress
- ▶ Be flexible with EV owners having limited time availability
- ▶ Pay attention to vehicle brand variety
- ▶ Add e-motorcycles, e-bikes, e-scooters
- ▶ Add electric lawn equipment
- ▶ Bring EV charging installation vendors
- ▶ Find sponsors for giveaways
- ▶ Add spinwheel with quizzes/prizes
- ▶ Short EV expert speeches
- ▶ Bring reporter
- ▶ Do not worry about offering vehicle charging



Princeton, 10/1/2021



Peg Hanna and Maria Connolly from DEP presenting EV model ordinance



Ride & Drive provided by dealerships

SUSTAINABLE
PRINCETON.
LEADING COMMUNITY CHANGE

CENTRAL JERSEY

Electric Auto Association

Newark, NJ, 9/25/2021: Covid vaccination



Giveaways, EV awareness for children

News12 covering the event.



West Windsor, NJ - get Proclamation from the Council

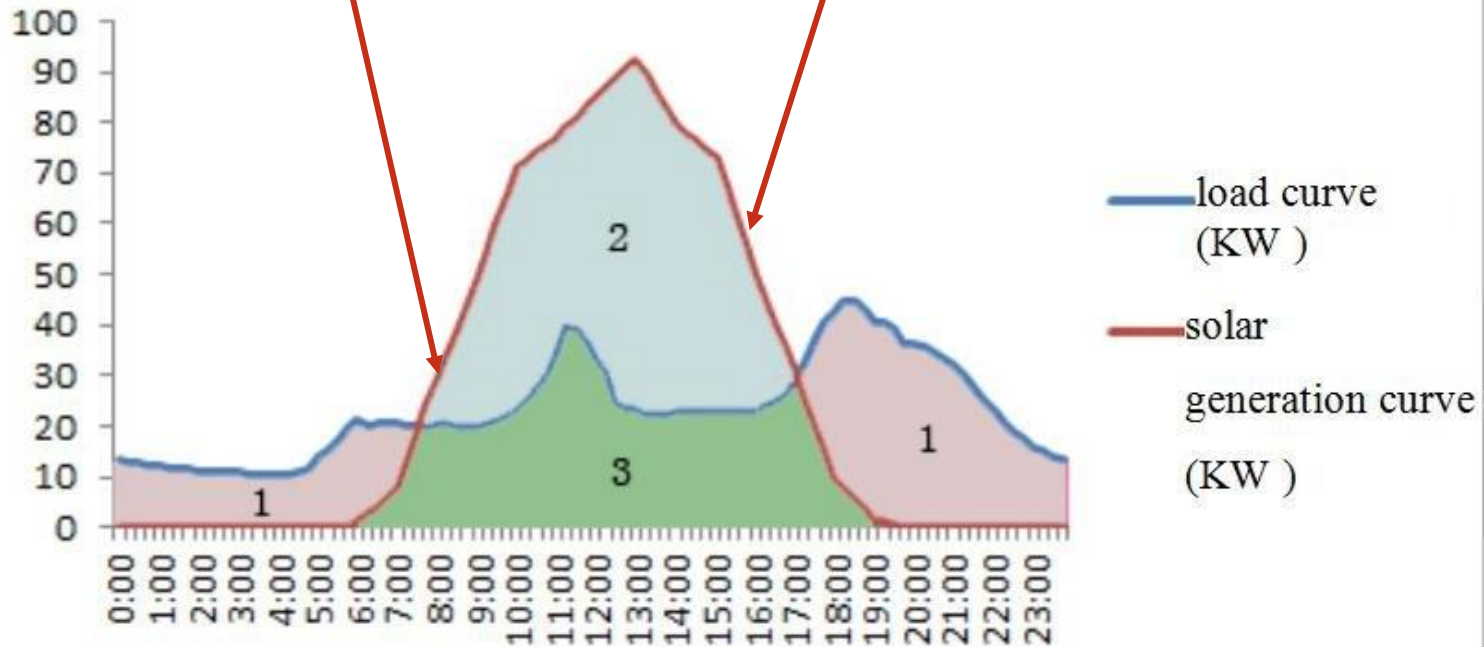


Workplace Charging

Workplace Charging - Why is it important?



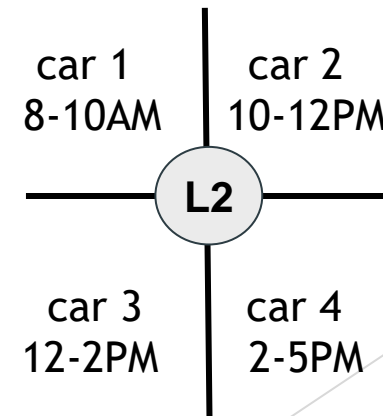
typical daily solar generation curve and load curve



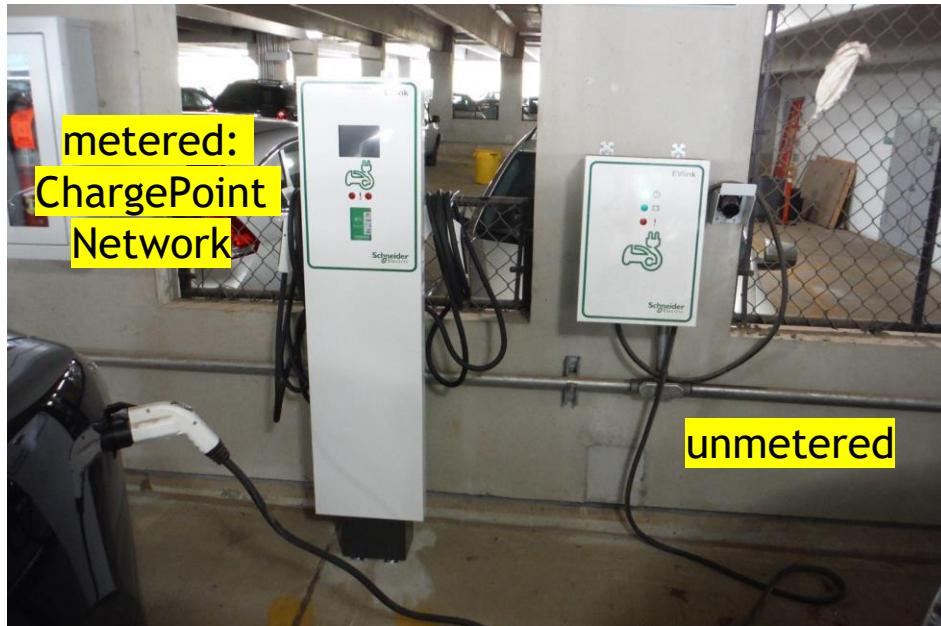
Workplace Charging Implementation

Large Company	Small business
<ul style="list-style-type: none">● Contact Sustainability officer/ manager● Circle in HR (benefits)● Synchronize with facilities / construction planning● Engage security to resolve ICEing issues● Attraction of high quality workforce● Helps to market corporate ESG efforts	<ul style="list-style-type: none">● Contact business owner● Educate about state /utility incentives● L1 for employees could be sufficient● L2 for visitors/customers, e.g. restaurants● Potential income from o/n charging if residential dwellings are nearby

- Install chargers at non-prime location to avoid ICEing.
- Avoid business disruption: Have one L2 charger serving 4 parking spots OR one L1 per parking spot.
- Never overcharge \$ but it does not have to be free.
- Bill per kWh.



Colgate Palmolive Technology Center



First Responder EV Training

First Responder EV Training - couple it with EV show

Central Jersey EAA has modest resources to offer First Responder training

- ▶ How to cut off high voltage power
- ▶ How to fight EV fires
- ▶ EV charging and fire safety
- ▶ IID: Identify, Interrupt, Disengage
- ▶ Stranded Energy

Bring various EV brands to show where is the high-voltage interrupt

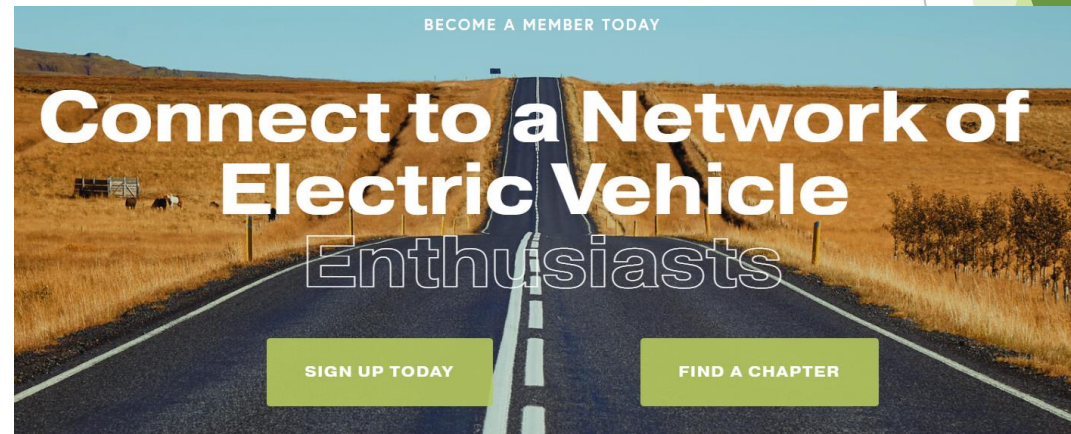
Excite fire fighters to embrace EV technology



Princeton Junction Volunteer Fire Company



Thank you for all you do for electric vehicles. And the planet. And the people. You are the people.



*Join Electric Auto Association
TODAY!
myeva.org*



EV Outreach in Your Community

Sustainable Jersey Webinar, April 5, 2022





Agenda

- Ride & Drives
- PlugStar Dealer Training
- Destination Electric
- E-Mobility
- Promoting Incentives
- Social Media

Host a Ride and Drive

Test drives change minds!

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



Tell your local auto dealers about PlugStar certification



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



CHARGING NEARBY

Showcase your convenient public charging stations



Jersey City



Red Bank



Princeton



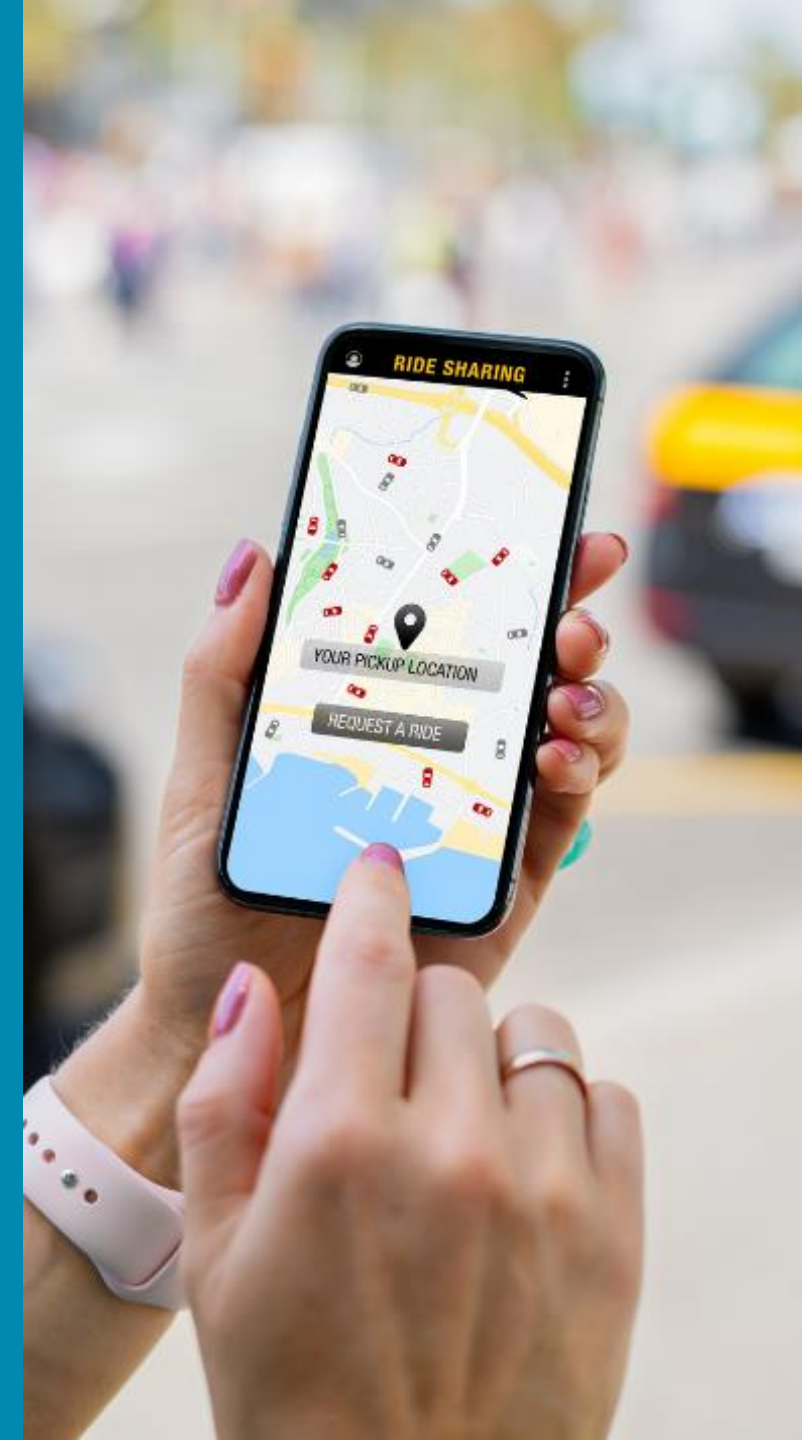
Launch an e-Mobility program

Shared Transportation using EVs:

- Rideshare
- Carshare
- Ride hailing
- Shuttle Services
- And more

Example: Isles, Inc.

Rideshare, carshare, and shuttle service for Trenton



Promote NJ's best-in-the-nation EV rebate



[Program Overview](#)

[Car Shoppers](#)

[Dealers](#)

[Dealer Login](#)



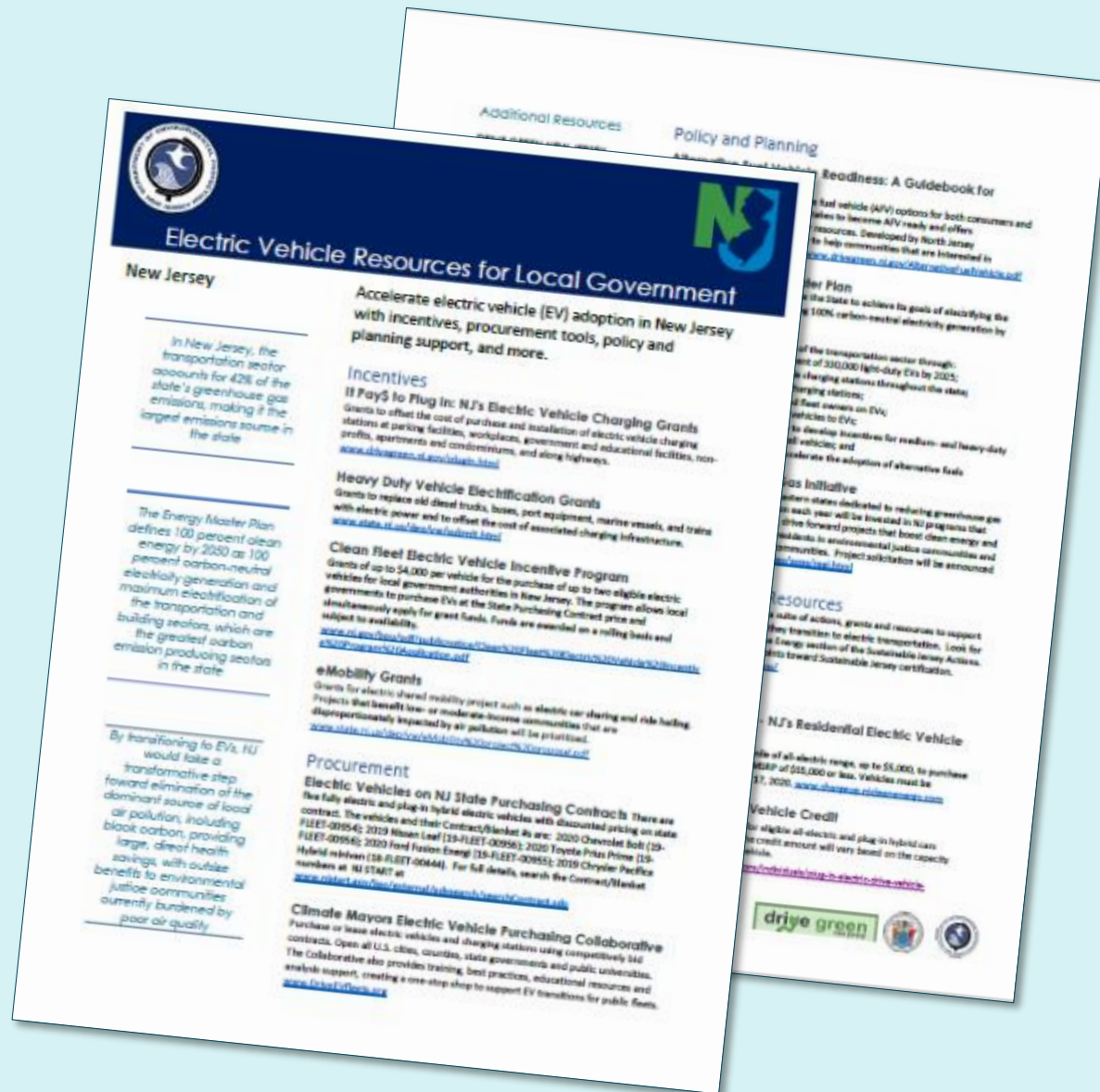
Receive an incentive of up to \$5,000 when you purchase or lease a new electric vehicle!

Promote NJ's incentive programs for EVs and chargers

- It Pay\$ to Plug In
- RGGI Heavy Duty Vehicle Grants
- Clean Fleet EV Incentive Program
- NJ ZIP – Zero Emission Incentive Program
- E-Mobility Grants
- Utility Incentives for Charging Stations
- EV Tourism
- Multi-Unit Dwelling (MUD) EV Charging Incentive



Flyer: EV Resources for Local Government



Includes:

Incentives

Procurement Tools

Policy & Planning Support

Sustainable Jersey Resources

Resources for Residents

nj.gov/dep/drivegreen/localresources.pdf

Follow us on social media, and share our posts



Instagram [drivecleannj](#)



Facebook [NJDEPAQES](#)



Twitter [@NewJerseyDEP](#)

We'll promote your posts too!

Visit our Website for more EV info

Your choice to drive electric improves New Jersey's air quality and helps slow climate change.

drive green new jersey

- Vehicle Basics**
Between all of the different acronyms, it's easy to get confused. Here we have a basic breakdown of the main types of electric vehicles that either plug in or have no harmful tailpipe emissions.
- Charging**
There are many options when it comes to charging your electric vehicle. This information will reveal the types of charging stations, where to find one, information on the cleanliness of the NJ grid, and charging resources.
- Incentives to Drive Green**
There are many different federal and state incentives to make the transition easier. Explore Electric Vehicle Affordability with calculators that determines your personal cost. "It Pays to Plug In", provides grants to offset the cost of electric vehicle charging stations.
- Policy Initiatives**
Learn about the policy initiatives New Jersey is developing to support the electrification of the transportation sector to meet State's 2050 greenhouse gas goal.

Electric vehicle basics
All about charging
Charging station locator

How much will I save?
Choosing an EV
Multistate initiatives

Grants & incentives
Maps and data
Join our listserv

www.drivegreen.nj.gov

Like & follow us!



@DriveCleanNJ

Bureau of Mobile Sources Instagram



Thank you!

Andrea.Friedman@dep.nj.gov



Building an EV Future in New Jersey

Presented By
Cathleen Lewis

Federal Priorities

- Funding for charging stations across the country
- Funding for federal fleet electrification
- Incentives for personal EVs
- Incentives for replacing diesel vehicles with ZEVs

New Jersey's Got That!

- It Pay\$toPlug, Clean Fleet, EV Tourism, utility programs
- Clean Fleet
- Charge Up New Jersey
- NJZIP, RGGI diesel replacement program



2025 EV Charging Goals

- At least **400** DC Fast Chargers shall be available for public use at no fewer than **200** charging locations
- At least **1,000** Level Two chargers shall be available for public use.
- At least **15 percent** of all multi-family residential properties in the State shall be equipped with EVSE for the routine charging of plug-in electric vehicles.
- At least **30 percent** of all multi-family properties shall be equipped for electric vehicle charging.
- At least **20 percent** of all franchised overnight lodging establishments shall be equipped with EVSE for routine electric vehicle charging by guests of the establishment by providing Level Two EVSE.



Public Charging



Utility Filings

Make Ready Incentives

- Public
- Workplace
- MUD



Fast Charging

PSEG 1200

ACE 100



Level 2

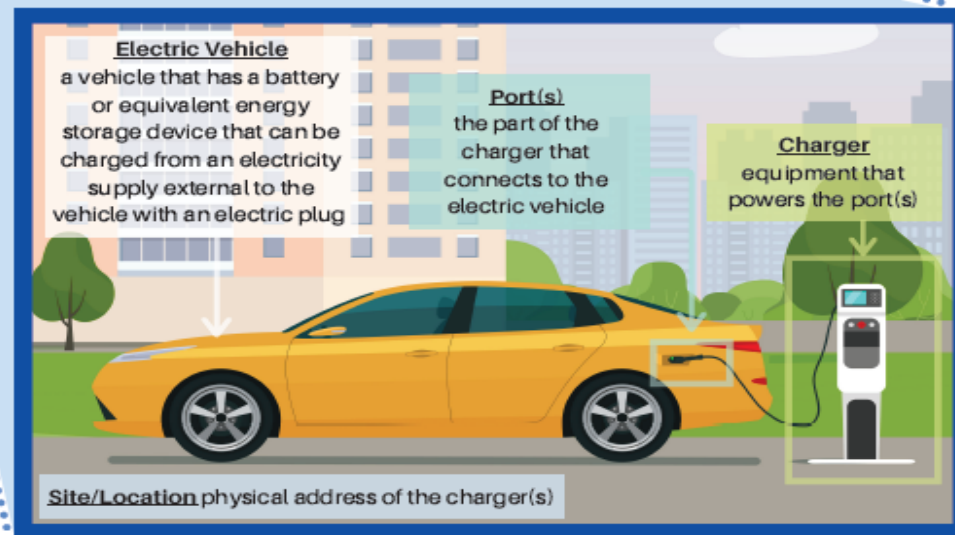
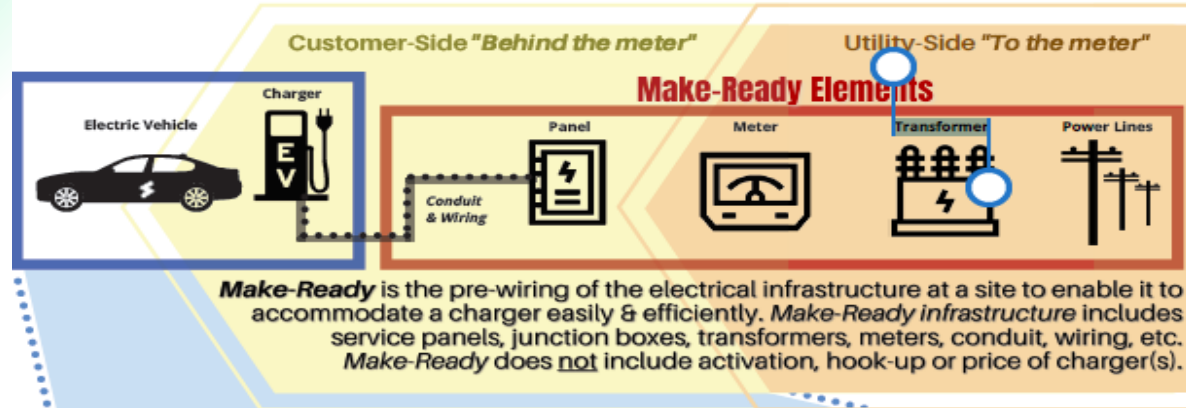
PSEG 3500

ACE 1500+




Make Ready

The infrastructure required to power an EV charger is called the Make-Ready work. By the end of 2022 all 4 electric utilities will provide programs to incentivize those costs.

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



PSE&G Electric Vehicle Sub-Program Incentives

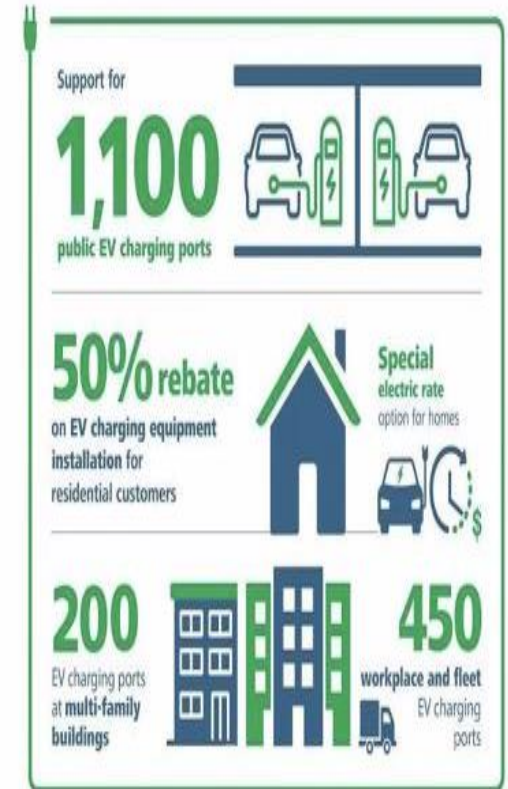
1. Residential Smart Charging		2. Level 2 Mixed Use Charging		3. Public DC Fast Charging	
Single Family Homes 	Multi-Family, Government & Publicly Accessible 	Travel Corridors & Community Locations 			
\$60M Investment	40,000 chargers	\$35M Investment	875 sites -3,500 chargers	\$45M Investment	300 sites -1,200 chargers
Incentives include*: <ul style="list-style-type: none"> Up to \$1,500 toward the behind the meter (BTM) installation of a residential Level 2 charger Up to \$5,000 of pole to meter (PTM) utility service upgrades (if needed) Credit on charging during off-peak periods to help lower your bill (if not already an RLM customer) 		Incentives include*: <ul style="list-style-type: none"> Up to \$30,000* toward the behind the meter (BTM) installation of commercial Level 2 chargers Up to \$10,000 for pole to meter (PTM) utility service upgrades (if needed) <p>*Note: the incentive is based on the number of chargers installed, offering up to \$7,500 per charger installation for up to four chargers per site</p>		Incentives include*: <ul style="list-style-type: none"> Up to \$100,000** per site for behind (BTM) the meter installation costs for DCFC chargers Up to \$50,000 of pole to meter (PTM) utility service upgrades (if needed) Demand Charge Rebates to help lower your electricity bill <p>**Note: the incentives is based on the number of chargers installed, offering up to \$25,000 per charger installation for up to four chargers per site</p>	

*Some incentives may depend on participants' agreement to allow PSE&G to collect charging data

ACE's programs will expand South Jersey's public EV charging network by supporting the installation of 1,100 Smart L2 and fast charging ports in locations that are available to the public 24/7.

- 1,000 Smart L2 charging ports, which can fully charge most EVs in about 3-5 hours, will be installed in communities across South Jersey
- 100 DCFC ports, which can charge most EVs to 80 percent in about 30 minutes or less, will be installed in communities across South Jersey.
- Locations will be determined by third-party providers and incentives will be provided on a first-come-first-serve basis to applicants that meet the program's parameters
- Third-party providers will install, own, and maintain the charging stations
- A new rate option for owners of public EV fast charging stations will help attract private investment in fast chargers and support the continued expansion of charging infrastructure in South Jersey

Here's how our electric vehicle programs will help you skip the gas pump



Support for **1,100** public EV charging ports

50% rebate on EV charging equipment installation for residential customers

200 EV charging ports at multi-family buildings

450 workplace and fleet EV charging ports

Special electric rate option for homes

MUD EV Charging Incentives

A Program that encourages Multi-Unit Dwellings (MUDs) to install chargers



Provides incentives for chargers

- \$1500 per L2 charger
- 50% of make ready, up to \$5,000 per L2 charger
- Chargers in Overburdened municipalities may receive \$2000 per charger and \$7,500 for make ready.

Sites are eligible for up to 6 L2 chargers .

njcleanenergy.com/ev



MUD EV Charging Incentives cont.



- Eligible MUDs are dwellings with 5 or more units that have dedicated off-street parking
- Property owners or managers may apply
- Property managers must include a letter from the property owner authorizing the application.

Applications due by May 2, 2021.

njcleanenergy.com/ev



Clean Fleet



- \$2,000 for a public L2 charger
- \$1,500 for a fleet L2 charger
- 50% (up to \$5,000) for the Make-Ready for an L2 charger
- 50% (up to \$75,000) for the Make-Ready and charger for a Fast Charger

njcleanenergy.com/ev



EV Tourism

A Program that encourages tourism destinations to invest in EV charging infrastructure



Provides incentives for chargers:

- \$2000 per L2 charger
- 50% of make ready, up to \$5,000 per L2 charger
- 50% of DCFC (charger and make ready), up to
- \$75,000 per charger

Sites are eligible for up to 6 L2 chargers and 2 DCFC.

Round 2 due May 16, 2022

njcleanenergy.com/ev



EVSE Requirements

All BPU EV Charging Programs have similar basic requirements

- **Dual Port Chargers**
- **Networked Chargers**
- **Data Sharing**
- **Stacking Incentives**
- Utility Programs are required to verify that the combination of federal, state and utility funds may not exceed **90%** of the total costs. If they do, the utility program will reduce the incentive to **90%** of the cost.
- Most NJBPU programs may not stack with It Pay\$ to Plug In.
 - * **check specific program rules for details**

njcleanenergy.com/ev





EV Goals

- At least **330,000** registered light duty EV by December 2025
- At least **2 million** registered light-duty EVs by December 2035;
- At least **85 percent** of all new light-duty vehicles sold or leased in the State shall be plug-in EVs by December 2040
- At least **25 percent** of State- owned non-emergency light-duty vehicles shall be EVs by December 2025
- **100 percent** of State-owned non- emergency light-duty vehicles shall be plug-in electric vehicles by December 2035

Charge Up New Jersey



Up to \$5,000 for EVs

- \$25 per e-mile
- MSRP must be under \$55,000
- tiered incentive to prioritize incentive essential buyers and lessees

\$30 million funding pot

- Funding required each year for 10 years through the EV ACT

Program currently paused


- Following a public stakeholder process NJBPU is reviewing feedback and considering changes to the program, including increased funding.

chargeup.njcleanenergy.com



Clean Fleet Program

- Electric vehicles are now included on the State Purchasing Contract under Award T0099
- \$4,000 per battery electric vehicle
- Grants awarded on rolling basis until funding expended
- Questions?
EV.programs@bpu.nj.gov



New Jersey's
cleanenergy
program™

Clean Fleet EV Incentive Award Caps

	EVs	Charging stations
Local governments, entities, schools		
<i>serving populations < 20,000</i>	2	1
<i>serving populations > 20,000</i>	5	2
<i>serving populations > 50,000</i>	7	4
Local governments		
<i>serving populations > 100,000</i>	10	4
State agencies, boards, commissions, universities, and counties	10	4

www.NJCleanEnergy.com/EV



Overburdened Municipalities

- The listed locations are considered Overburdened Municipalities and may be eligible for bonus incentives for BPU EV programs

Municipality	County	Municipality	County
Asbury Park City	Monmouth	Millville City	Cumberland
Atlantic City	Atlantic	New Brunswick City	Middlesex
Bridgeton City	Cumberland	Newark City	Essex
Buena Boro	Atlantic	North Wildwood City	Cape May
Camden City	Camden	Passaic City	Passaic
Cape May Point Boro	Cape May	Paterson City	Passaic
Chesilhurst Boro	Camden	Paulsboro Boro	Gloucester
City of Orange Twp	Essex	Penns Grove Boro	Salem
Clementon Boro	Camden	Perth Amboy City	Middlesex
Commercial Twp	Cumberland	Phillipsburg Town	Warren
East Newark Boro	Hudson	Plainfield City	Union
East Orange City	Essex	Pleasantville City	Atlantic
Egg Harbor City	Atlantic	Prospect Park Boro	Passaic
Elizabeth City	Union	Salem City	Salem
Fairfield Twp	Cumberland	Seaside Heights Boro	Ocean
Flemington Boro	Hunterdon	Trenton City	Mercer
Freehold Boro	Monmouth	Union City	Hudson
Harrison Town	Hudson	Victory Gardens Boro	Morris
Hi-nella Boro	Camden	Vineland City	Cumberland
Irvington Twp	Essex	West New York Town	Hudson
Lakewood Twp	Ocean	Wildwood City	Cape May
Lindenwold Boro	Camden	Woodbine Boro	Cape May
Long Branch City	Monmouth	Woodlynne Boro	Camden
Maurice River Twp	Cumberland	Wrightstown Boro	Burlington



New Jersey's
cleanenergy
program™

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Upcoming Webinars

Community Design for All Ages

- Tuesday April 26, 2022 @ 12:00-12:45pm
- <https://register.gotowebinar.com/register/2085482609409118224>



Free Technical Assistance for Energy Projects: Apply for an EDF Fellow

Fellows help municipalities and school districts track and analyze energy usage and apply for New Jersey's Clean Energy Program and utility incentives!

Application deadline
extended to **Wednesday**
April 20, 2022

Questions?
Contact Brandon Rothrock at
rothrocb@tcnj.edu



2021 EDF Fellows on Zoom with SJ staff



New Funding for Electric School Buses

U.S. EPA's Clean School Bus Rebates

- Applications will open in late April 2022
- Schools can prepare for application now

[https://www.epa.gov/
cleanschoolbus/prepare-clean-school-bus-
funding](https://www.epa.gov/cleanschoolbus/prepare-clean-school-bus-funding)

EPA United States Environmental Protection Agency

**Bipartisan Infrastructure Law
Clean School Bus Program**

First Webinar: March 23rd at 1:00 PM

Get Ready for the Rebate Program!
EPA anticipates it will begin accepting applications in late April 2022.

[epa.gov/cleanschoolbus](https://www.epa.gov/cleanschoolbus)



Join our SolSmart Cohort

- Points-based national designation program
- Solar planning, zoning, permitting, and outreach
- SolSmart Silver counts for Make Your Town Solar Friendly action

Join Sustainable Jersey's SolSmart Cohort today!

To join, email Zenon Tech-Czarny at czarnyz@tcnj.edu

For more information: solsmart.org



Image www.solsmart.org.



Online Solar Permitting Tool



- Developed by National Renewable Energy Laboratory (NREL)
- Free for municipalities
- Automated plan review, code compliance check
- Online fee payment
- Can reduce permitting time by 5-10 days

solarapp.nrel.gov



Image from NREL. solarapp.nrel.gov



STUDENT CLIMATE CHALLENGE

**It is not too
late to
register!**

*Student submissions
due April 20, 2022!*

The Challenge is free and open to all New Jersey public schools serving students in grades 6 to 12. Students identify and complete a school or community project to address a cause or impact of climate change and create a short video about their experience.

Schools with first, second and third place winners will receive a grant ranging from \$2,500 to \$500 to advance their climate education initiatives. The students and their teachers will be recognized at an awards ceremony hosted by the Drumthwacket Foundation with the New Jersey Governor and First Lady.

www.sustainablejerseyschools.com/events/nj-student-climate-challenge



SAVE THE DATE

NEW JERSEY SUSTAINABILITY SUMMIT

JUNE 24, 2022

8 AM - 4 PM

BELL WORKS, HOLMDEL, NJ

#NJSustainabilitySummit





Thank You!

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