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
- 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

<table>
<thead>
<tr>
<th>Municipal Operations</th>
<th>Community Energy Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Energy Efficiency</strong></td>
<td><strong>Energy Efficiency</strong></td>
</tr>
<tr>
<td>• Energy Efficiency for Municipal Facilities</td>
<td>• Energy Assistance Outreach</td>
</tr>
<tr>
<td>• Energy Tracking and Management</td>
<td>• Commercial Energy Efficiency Outreach</td>
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<td>• Residential Energy Efficiency Outreach</td>
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<td><strong>Renewable Energy</strong></td>
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<tr>
<td>• On-Site Geothermal</td>
<td>• Make Your Town Solar Friendly</td>
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<tr>
<td>• On-Site Solar</td>
<td>• Municipally Supported Community Solar</td>
</tr>
<tr>
<td>+10 pt storage/resilience + 5 pt solar thermal</td>
<td>• Solar Outreach</td>
</tr>
<tr>
<td>• On-Site Wind</td>
<td>• Renewable Government Energy Aggregation (R-GEA)</td>
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<tr>
<td>• Buy Renewable Energy</td>
<td><strong>Alternative Fuel Vehicles</strong></td>
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</tbody>
</table>

- Fleet Inventory
- Purchase Alternative Fuel Vehicles
- Meet Green Fleet Targets
- 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
## School Energy Actions

### Facilities and Operations

<table>
<thead>
<tr>
<th>Energy Efficiency</th>
<th>Renewable Energy</th>
<th>Alternative Fuel Vehicles</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Carbon Footprint *</td>
<td>• On-Site Solar +10 pts storage/resilience + 5 pts solar thermal</td>
<td>• Sustainable Fleets</td>
</tr>
<tr>
<td>• Energy Tracking and Management</td>
<td>• On-Site Geothermal</td>
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<tr>
<td>• Energy Efficiency for School Facilities *</td>
<td>• Buy Renewable Energy</td>
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### Student Engagement

<table>
<thead>
<tr>
<th>Student Engagement and Community Outreach Actions</th>
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<tbody>
<tr>
<td>• Behavior-Based Energy Conservation</td>
</tr>
<tr>
<td>• Civic &amp; Stewardship Volunteer Initiatives</td>
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<tr>
<td>**Community Education and Outreach ***</td>
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<tr>
<td>• Education for Sustainability</td>
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<tr>
<td>• Enrichment Programs through Partnership</td>
</tr>
<tr>
<td>• Green Challenges</td>
</tr>
<tr>
<td>• Professional Development for Sustainability *</td>
</tr>
</tbody>
</table>
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
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

Make Your Town EV Friendly action

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

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

• 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
  o Award recognizing leadership of local fleet in EV transition
  o Informational webpage on commercial EV incentives

• Workplaces
  o Email to Chamber of Commerce listserv + social media posts about EVSE
  o Promotional video of local employer with newly-installed EVSE

• 2 Letters of Certification for +5 points
  o Letter from local employer that is installing EVSE
  o Letter from local delivery company that is purchasing new EV
<table>
<thead>
<tr>
<th>TASK DETAILS</th>
<th>DESCRIPTION</th>
</tr>
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<tbody>
<tr>
<td><strong>Target audience</strong></td>
<td>(residents, multifamily properties, fleets, commercial properties, workplaces, dealerships)</td>
</tr>
</tbody>
</table>
| **Type of outreach** | - Event (workshop, ride & drive, ribbon-cutting, webinar, awards ceremony, etc.)  
- Publication (physical flyers, mailed letter, e-newsletter, social media post, webpage, etc.) |
| **Date/time of event OR date of publication/distribution** | 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)** | Megan Dyer, 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
1. Less expensive
   o EVs often have lower Total Cost of Ownership (TCO)
2. More efficient
   o In NJ, EVs produce 75% less GHG emissions / mile
3. Charging is easy to find
4. Safe
   o EVs receive equivalent (or better) scores from IIHS
5. Variety of models available

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**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**

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**AFDC EV Charging Station Locations map**
Sustainable Jersey Webinar

Accelerating the Electric Vehicle Transition with Outreach in Your Community

April 5, 2022
Connecting you to information you need to navigate Somerset County.
New EV Outreach Action

4.5.22

• RideWise TMA introduction
• RideWise EV Coalition, Somerset County
• EV Community Outreach examples
• Collaborations
New Jersey TMA network

NJ Transportation Management Associations (TMAs)
- Cross County Connection
- EZ Ride (Meadowlark)
- goHunterdon
- Greater Mercer TMA
- Hudson TMA
- Keep Middlesex Moving
- RideWise
- TransOptions

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
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
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.

1. **Let's Go Electric: What's Next in Electric Vehicles**
   - **Date**: Thursday, December 8, 9-10 AM
   - **Details**: The Current, Our Input, Charge Ahead

2. **Let's Go Electric: Pt. II**
   - **Date**: Thursday, January 14, 9-10 AM
   - **Details**: Join us as we continue the conversation!

3. **Let's Go Electric February 25, 2021**

4. **Creating EV Ready Communities**
   - **Date**: Thursday, March 25, 9-10 AM
   - **Details**: Webinar and March EV Coalition meeting

5. **RISE OF THE GEN Z ELECTRIC DRIVER**

6. **Removing Barriers and Zero-Cost Solutions**
   - **Date**: Thursday, May 13, 10-11 AM
   - **Details**: EV Workshops and May Coalition meeting

7. **Root Analysis: Steps to EV Alternatives & Cost Savings**
   - **Date**: Thursday, July 22, 10 AM

8. **Join the Let's Go Electric EV Coalition for EV Chargers at Places You Like**

9. **The EV Model Ordinance is ready! Are you?**
   - **Date**: March 11 at 10 am for An Introduction to Micro- and E-Mobility

10. **Q&A with NJBPU**
    - **Date**: March 3, 2022 at 10 am
    - **Details**: EV Charger Incentive for Multi-Unit Dwellings

11. **Register at ridewise.org/lets-go-electric/**
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
- CJEAA
- 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
Upcoming

• 4/28 EV Show with CJEAA 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
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
jaraczs@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/
Organizing EV Show in your Community
The best way to convert people to an EV is to have them sit and ride in one.

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
Peg Hanna and Maria Connolly from DEP presenting EV model ordinance

Ride & Drive provided by dealerships
Newark, NJ, 9/25/2021: Covid vaccination

News12 covering the event.

Giveaways, EV awareness for children
West Windsor, NJ - get Proclamation from the Council

PROCLAMATION
National Drive Electric Week
September 26 – October 4, 2020

Whereas, plug-in electric vehicles are now becoming a popular, practical and increasingly prevalent means of transportation, with real-world vehicle range, competitive pricing, increasing consumer choices and improved national charging infrastructure; and

Whereas, transportation sector needs support to move toward adoption of clean energy technology, including plug in electric vehicles, that reduces our dependence on foreign fuels and supports a healthy environment and economy; and

Whereas, West Windsor Township is dedicated to being a leader in the use of clean energy, establishing policies and programs that conserve energy, and promote sustainability; and

Whereas, September 26 – October 4, 2020 has been designated as National Drive Electric Week throughout the United States to educate our citizens about the benefits of plug in electric vehicles and to promote their adoption; and

Whereas, the citizens of West Windsor are coming together on October 3, 2020, to share information, learn about, and promote the use of plug in electric vehicles with their neighbors and surrounding towns; and

Whereas, the West Windsor Township Environmental Commission and Township Council are also supportive of these ideals.

NOW, THEREFORE, BE IT RESOLVED, the Mayor, Henriet Maniscalco and the Township Council of West Windsor, Township, do hereby publicly September 25 – October 4, 2020, in “Drive Electric Week” in the township and ask upon all residents to join us in supporting the aims and goals of this worthwhile effort.

In witness whereof, we hereby set our signatures and seals to be affixed in the Township of West Windsor this 3rd day of October, 2020.

[Signatures]
Workplace Charging
Workplace Charging - Why is it important?

- Plugged-in @ home
- Optionally plugged-in @ work
- Driving
- Plug @ Shop
- Driving
- Plugged-in @ home

Load curve (KW)
Solar generation curve (KW)
## Workplace Charging Implementation

<table>
<thead>
<tr>
<th>Large Company</th>
<th>Small business</th>
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<tbody>
<tr>
<td>• Contact Sustainability officer/ manager</td>
<td>• Contact business owner</td>
</tr>
<tr>
<td>• Circle in HR (benefits)</td>
<td>• Educate about state /utility incentives</td>
</tr>
<tr>
<td>• Synchronize with facilities / construction planning</td>
<td>• L1 for employees could be sufficient</td>
</tr>
<tr>
<td>• Engage security to resolve ICEing issues</td>
<td>• L2 for visitors/customers, e.g. restaurants</td>
</tr>
<tr>
<td>• Attraction of high quality workforce</td>
<td>• Potential income from o/n charging if residential dwellings are nearby</td>
</tr>
<tr>
<td>• Helps to market corporate ESG efforts</td>
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</table>

- 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.

<table>
<thead>
<tr>
<th>Time</th>
<th>Car 1</th>
<th>Car 2</th>
<th>Car 3</th>
<th>Car 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-10AM</td>
<td>10-12PM</td>
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<td></td>
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<tr>
<td>12-2PM</td>
<td></td>
<td>2-5PM</td>
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</tbody>
</table>
Colgate Palmolive Technology Center

metered: ChargePoint Network

unmetered
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
• 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
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

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

www.drivegreen.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 ZEZs

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.
### PSE&G Electric Vehicle Sub-Program Incentives

<table>
<thead>
<tr>
<th>1. Residential Smart Charging</th>
<th>2. Level 2 Mixed Use Charging</th>
<th>3. Public DC Fast Charging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Homes</td>
<td>Multi-Family, Government &amp; Publicly Accessible</td>
<td>Travel Corridors &amp; Community Locations</td>
</tr>
<tr>
<td>$80M Investment</td>
<td>$35M Investment</td>
<td>$45M Investment</td>
</tr>
<tr>
<td>40,000 chargers</td>
<td>~3,500 chargers</td>
<td>~1,200 chargers</td>
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</tbody>
</table>

**Incentives include:**
- 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:**
- 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)
- 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

**Incentives include:**
- Up to $100,000 per site for behind the meter (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
- 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

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**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.

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**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
- **Special electric rate option** for homes
- **200** EV charging ports at multi-family buildings
- **450** workplace and fleet EV charging ports

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*Some incentives may depend on participants’ agreement to allow PSE&G to collect charging data.*
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 AwardT0099

• $4,000 per battery electric vehicle

• Grants awarded on rolling basis until funding expended

• Questions? EVprograms@bpu.nj.gov
Overburdened Municipalities

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

<table>
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<tr>
<th>Municipality</th>
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Cathleen Lewis
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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
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
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
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
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
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NEW JERSEY SUSTAINABILITY SUMMIT

JUNE 24, 2022
8 AM - 4 PM

BELL WORKS, HOLMDEL, NJ

#NJSustainabilitySummit
Thank You!

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