



# Municipal EV Programs from Atlantic City Electric

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Tracey Woods | Senior Program Manager, Energy  
Eliza Messinger | Senior Program Coordinator

# Introducing Sustainable Jersey

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





# Statistics

2009  
Program  
Started

83%  
Participating

91%  
Population



123  
Bronze  
Certified

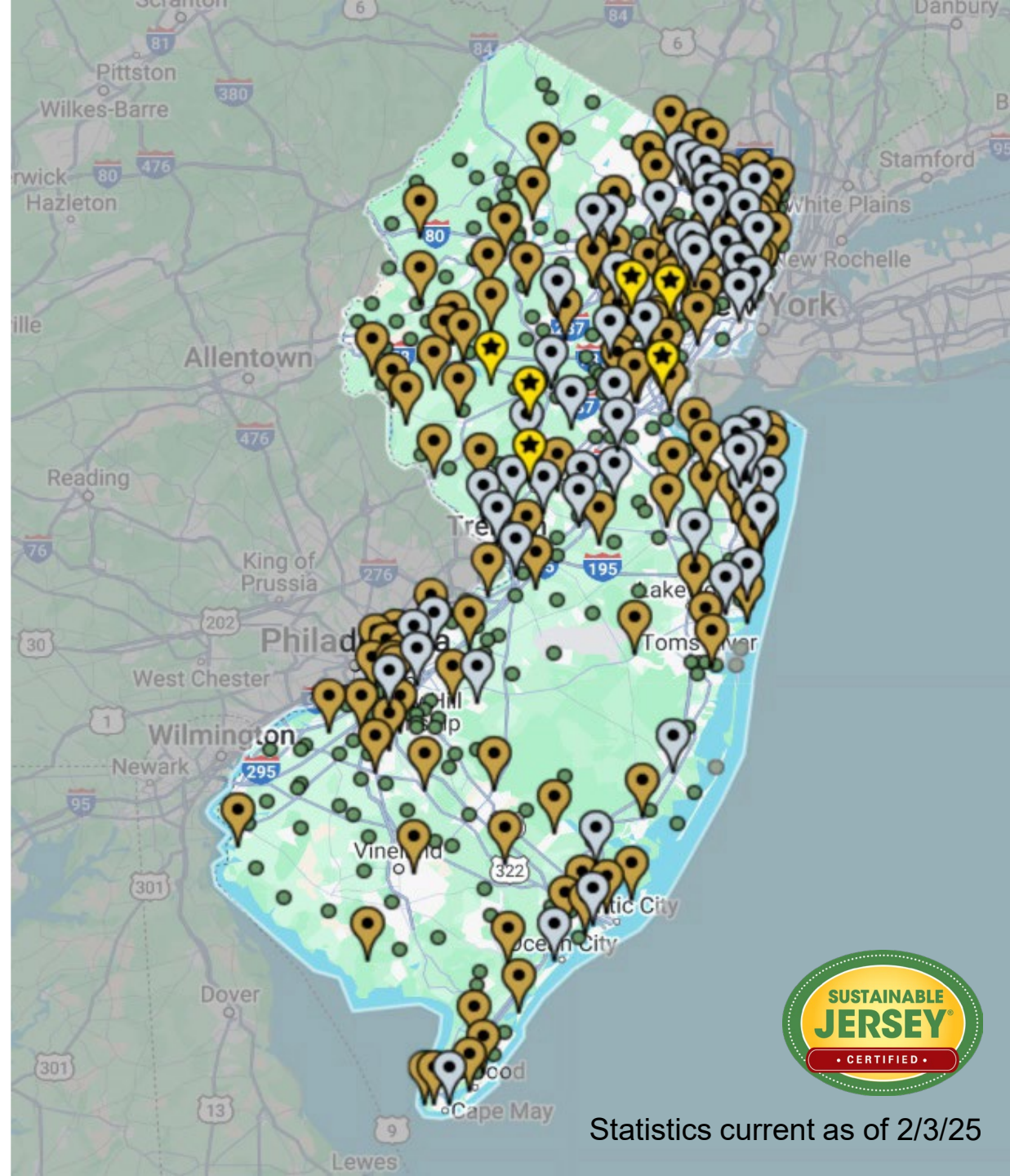


63  
Silver  
Certified



6 Stars

18,103  
Actions  
Implemented



Statistics current as of 2/3/25



**Sustainable Jersey has  
provided technical  
assistance to over 100  
municipalities and school  
districts**

**Some of the content covered in the  
technical assistance program:**

- Applying for State and utility energy efficiency incentives
- Energy tracking and management
- Assistance with fleet electrification and renewable energy planning
- Other sustainability planning

By the way, if you are interested in getting free energy technical assistance for your school district or municipality email [\*\*info@sustainablejersey.com\*\*](mailto:info@sustainablejersey.com) to learn about current technical assistance options.

# Agenda

## Atlantic City Electric Programs

*Ben Eckstein*

*Chloe Williams*

## Sustainable Jersey EV Resources

*Eliza Messinger – Sustainable Jersey*

*Tracey Woods – Sustainable Jersey*

## Questions and Answers





atlantic city  
electric<sup>SM</sup>

AN EXELON COMPANY

# ACE EVsmart Make-Ready Program



# Overview

## Background

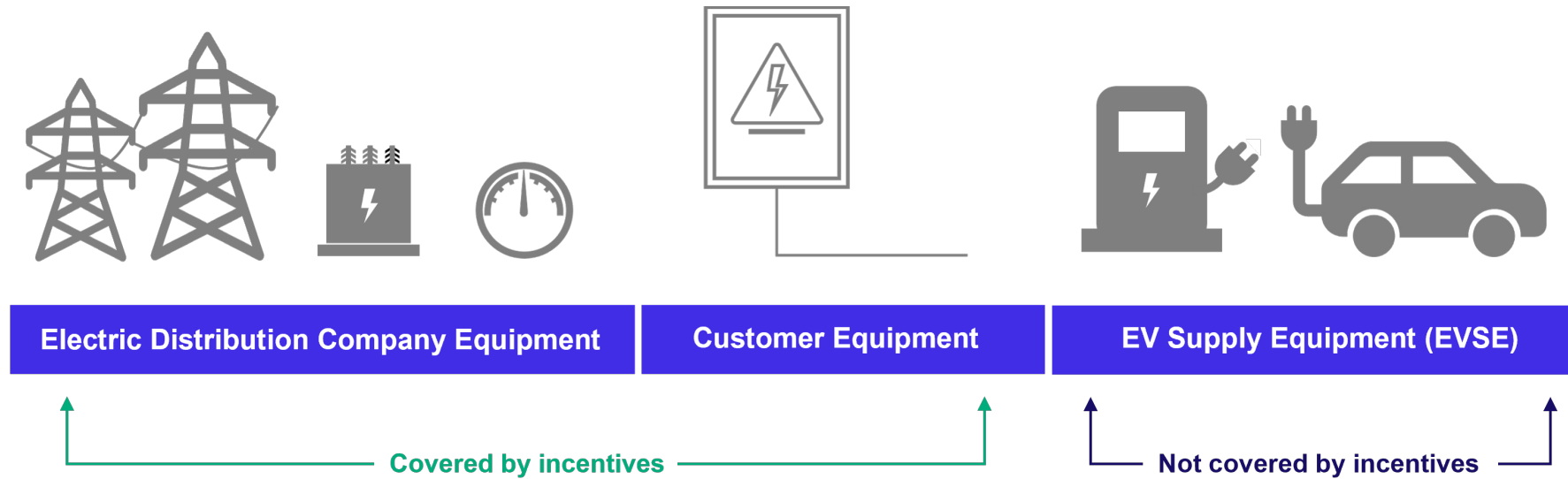
- Program launched December 2021
  - Runs until December 2026 (or until funds are exhausted)
- Residential and commercial charger installations after February 17, 2021, are eligible to receive make-ready incentives under the ACE program
- Supports New Jersey's goal of putting 330,000 EVs on the road by 2025
- Can be paired with additional EV charging infrastructure incentives offered by the New Jersey DEP\*
- \*Limit of one rebate per residential service address



## Program Goals

- The EVsmart programs will make the transition to EVs more convenient, affordable, and equitable.
- The programs support New Jersey's climate goals, helps improve air quality in the region, and helps the state prepare for the economic opportunities connected to the growing EV market.
- Encourages more customers to adopt EV lifestyle
- Helps identify electric infrastructure needed to support EV charging

# Make-Ready



The **EVsmart Make-Ready Programs** provide incentives toward electrical infrastructure at EV parking locations to facilitate easy and cost-efficient installation of EV chargers. Eligible expenses include those related to the purchase and installation of service panels, junction boxes, conduit, wiring, etc., necessary to make a particular location able to accommodate EV charging equipment on a “plug and play” basis. The programs cover costs associated with both utility and customer responsible equipment. *Please note that there may be scenarios in which customers need to cover part of these costs, which is determined on a case-by-case basis.*



# Program Components

## Residential

### Residential EV Charging Program

- Offer 50% rebate (up to \$1,000) to cover the make-ready costs to install smart Level 2 (L2) EV charging equipment in homes
- Incentive is available to approx. 1,500 new EV owners on a first-come, first-served basis
- ACE will enroll approx. 500 existing EV customers to inform future off-peak rate options



# Program Components

## Multifamily

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### Multifamily EV Charging Program

- Offer 75% rebate (up to \$5,000 per L2 port) to cover eligible make-ready costs to install smart L2 EV chargers in multifamily locations
- Limited to 10 ports per site
- 20% of ports will be sited at buildings in overburdened communities and receive rebates covering 100% of installation costs up to \$6,700 per L2 port



# Program Components

## Workplace and Fleets

### Workplace L2 EV Charging

- Offer 50% rebate to cover eligible make-ready costs to install smart L2 EV chargers at workplaces
  - Incentive of 50% up to \$4,500 per port
  - Limited to 10 ports per site

### Fleet L2 EV Charging

- Offer 50% rebate to cover eligible make-ready costs to install smart L2 EV charging equipment for fleet use
  - Incentive of 50% up to \$2,500 per port
  - Limited to 10 ports per site





# Program Components

## Public

### Public Level 2 Charging (L2)

- Offer 50% rebate (up to \$4,500/port) to cover the eligible make-ready costs to install smart L2 EV charging equipment in public spaces
- Incentive is limited to 2 ports per site
- Incentive is available for approx. 1,000 smart L2 EV charging ports in locations available to the public 24/7

### Public Direct Current Fast Charging (DCFC)

- Offer 90% rebate (up to \$60,000/port limited at 2 ports/site) for eligible make-ready costs for DCFC available for public use 24/7
- Incentive is available to approx. 100 EV fast charging units
- Equipment must provide CCS and CHAdeMO connectors





# Application Process

## Application

- The online application can be found at the following link: [EVsmart Application Portal](#)
- Customers can apply online and have ongoing access to check application status while collecting data
- \*The online portal allows customer to add notes and/or respond to notes from the processing team

## Account Set-up

- New users will be prompted to create an online application account.
- If submitting more than one application, same user account should be used to log in to create each separate application

## Information Needed:

- Electrical Company/Contractor
- Date of service (must be on documentation)
- Labor vs. Materials cost breakdown
- Paid in full indication OR proof of payment

# What Happens Next?

## Next Steps

- ACE EVsmart team will review application
- EVsmart team will follow up with customer point of contact to gather additional information/answer questions
- If site is deemed eligible/feasible, EVsmart team will move process forward in coordination with ACE New Business

**Equipment/Network Vendor Selection** - for the most up to date list of approved networks and charger models, please refer to the [Program Manual](#) posted to the [ACE EVsmart website](#).

**Schedule a Meeting:** Email EVSmart-ACE@icf.com



# **Sustainable Jersey EV Resources**



# Direct Pay Eligibility

- Tax-exempt organizations, including municipalities and school districts, are eligible for Direct Pay tax incentives.
- Eligible entities typically must be sole owners of project to take advantage of Direct Pay program.



Runnemedes Code Enforcement EV at the Green Fair





# Direct Pay Eligible Projects

Category	Eligible Projects	Base Tax Credits
<b>Qualified Commercial Clean Vehicles</b>	qualifying clean vehicles e.g. EVs and Plug-in Hybrids  For eligible vehicles, see: <a href="https://irs.gov/credits-deductions/commercial-clean-vehicle-credit">irs.gov/credits-deductions/commercial-clean-vehicle-credit</a> <a href="https://fueleconomy.gov/feg/tax2023.shtml">https://fueleconomy.gov/feg/tax2023.shtml</a>	Up to \$7,500 per light vehicle  Up to \$40,000 per larger vehicle
<b>AFV Refueling/Charging Equipment</b> (non-urban and low-income)	qualified fuels include electricity, ethanol, natural gas, hydrogen, and biodiesel	Up to 30% for eligible equipment
<b>Investment Tax Credit</b> (Most municipal and school renewable energy projects fall into this category.)	solar, geothermal, small wind, energy storage, fuel cells, biogas, microgrid controllers, and combined heat and power properties	Typically 30% of costs
<b>Production Tax Credit</b>	wind, biomass, geothermal, solar, small irrigation, landfill and trash, hydropower, marine and hydrokinetic energy	Varies by project type

Full list of Direct Pay eligible tax credits at [irs.gov/pub/irs-pdf/p5817g.pdf](https://irs.gov/pub/irs-pdf/p5817g.pdf).

# Alternative Fuel Vehicle Refueling Property Credit (30C credit)

Eligible census tracts fall into two categories and eligible property can be in either type of tract (or both, if the tract falls under both categories) to qualify:

- 1. Low-income community census tracts:** Population census tracts as described in Internal Revenue Code section 45D(e), i.e., the “low-income community” definition of the New Markets Tax Credit (NMTC).
- 2. Non-urban census tracts:** Population census tracts defined as “not an urban area” (or “non-urban area”) according to Treasury/IRS guidance.

**Time periods when property would need to be installed in order to qualify in either census tracts:**



Eligible tract through 2024 (2011-2015 NMTC tracts)

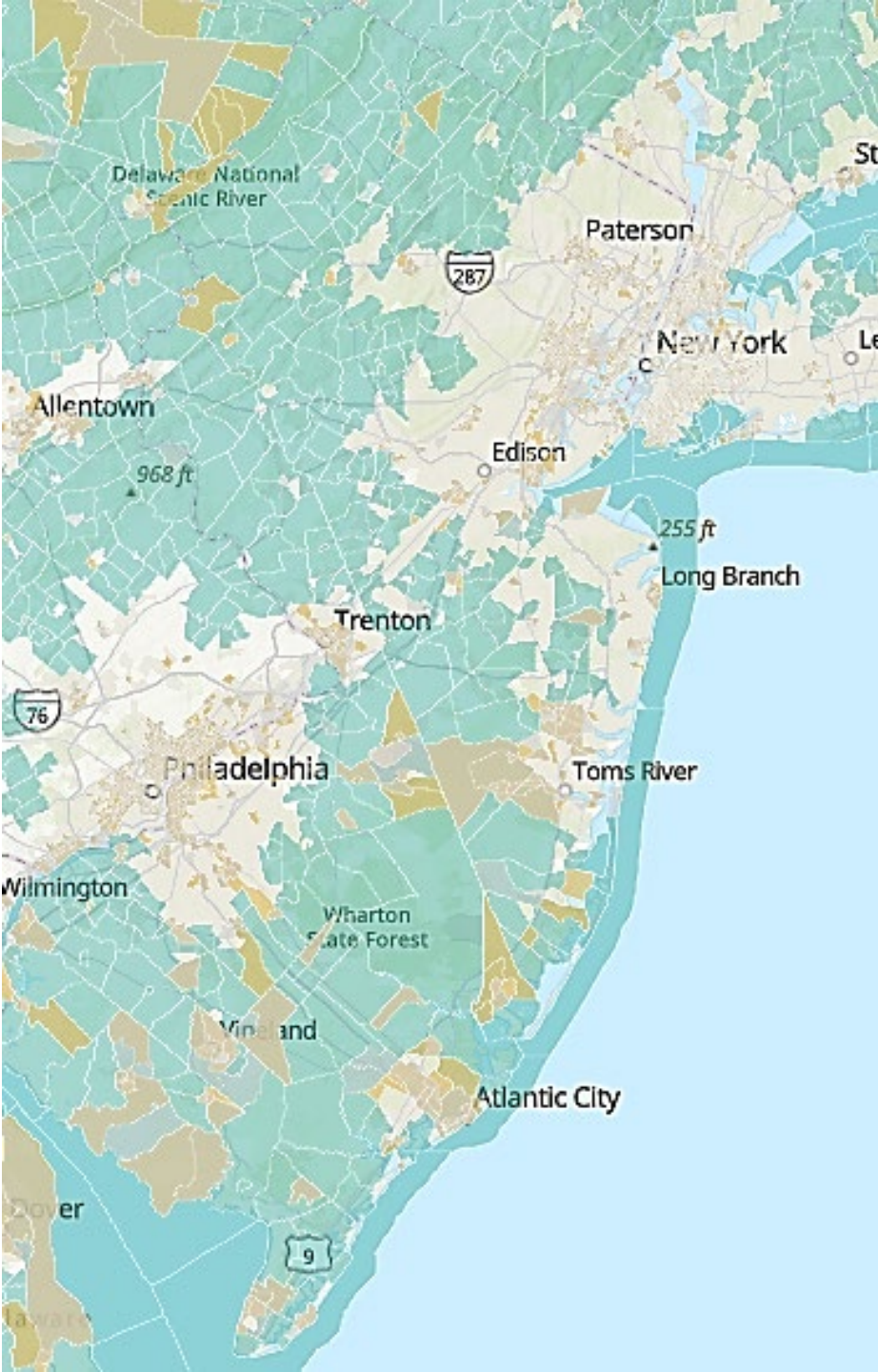


Eligible tract through 2029 (2016-2020 NMTC tracts)



Eligible tract through 2030 (2020 Non-Urban tracts)

At right: Screenshot of U.S. DOE map of eligible locations for Alternative Fuel Vehicle Refueling Property Credit in New Jersey. <https://experience.arcgis.com/experience/3f67d5e82dc64d1589714d5499196d4f/page/Page/>





# 30C: The Alternative Fuel Vehicle Refueling Property Credit

## What is it?

A tax credit for installing **qualifying refueling or recharging equipment!**

## What's the Credit?

- Businesses and Tax Exempt Entities:
  - 6% of the total cost, or 30% if you meet prevailing wage and apprenticeship requirements
  - Up to \$100,000 for each qualified item
- Individuals:
  - 30% of total cost
  - Up to \$1,000 for each qualified item

Find more information at:

<https://www.irs.gov/credits-deductions/alternative-fuel-vehicle-refueling-property-credit>



# EV Charging Feasibility Study

• If the municipality lacks the in-house resources to plan EV charging installation, it may be desirable to commission an EV Charging Feasibility Study.

- Funding Resources:
  - CEPG Grant
  - Sustainable Jersey Small Grant Program
- Sustainable Jersey has a template RFP/RFQ
- Meeting with utility EV Program reps and pre-bid consultations with vendors may be sufficient

## Scope of work for a feasibility study could include:

- EV charging locations, including meters that will be used
- Type of EV chargers
- Cost estimates for:
  - hardware,
  - Installation - including:
    - electrical infrastructure upgrades
    - sitework (protective bollards, etc.)
  - ongoing costs, such as payment collection
- Recommended Incentives



# EV Resources



## Electric Vehicle and Fleet Resources

*Sustainable Jersey is a certification program for municipal governments in New Jersey. Points towards certification are earned by completing Sustainable Jersey actions. Each action focuses on a sustainability goal and provides **best practices, resources, and case studies** from municipalities that are succeeding with the action.*

*Transportation actions in the program provide guidance for municipal and school fleets as well as guidance for promoting adoption of electric vehicles in the community.*

### Recent Sustainable Jersey EV and Fleet Webinars

#### Funding for Transitioning Fleets to EVs (2022)

- [View Recording](#)
- [Download Presentation](#)

#### Join the EVolution (2021)

- [View Recording](#)
- [Download Presentation](#)

### Sustainable Jersey Electric Vehicle Resources

#### Alternative Fuel Vehicle Procurement Guide

Provides information about procurement methods and funding resources for fleet electrification. Click [here](#).



### Fleet Actions

**Fleet Inventory** – This action assists municipalities in completing an inventory of the vehicles currently in the fleet. Fleet analysis shows which vehicles can be retired or replaced to achieve a cost-effective result. The action includes a spreadsheet that automatically calculates the carbon emissions of the municipal fleet.

**Purchase Alternative Fuel Vehicles** – This action awards points for the purchase of electric and other alternative fuel vehicles for the municipal fleet.

**Sustainable Fleets (Sustainable Jersey for Schools)** – This action awards point for adding alternative fuel vehicles to the school fleet, such as electric buses.

### Actions for supporting adoption of EVs in the community:

**Electric Vehicle Community Outreach** – This action awards points for outreach to residents, businesses, and other entities to encourage adoption of EVs and electric vehicle charging infrastructure (EVSE).

**Public EV Charging Infrastructure** – This action awards points for installation of municipally-supported public EV charging stations.

**Make Your Town EV Friendly** – This action awards points for supportive EV policies and practices, including passing the New Jersey Model Municipal Electric Vehicle Ordinance, and first responder training.

Need help? Email [info@sustainablejersey.com](mailto:info@sustainablejersey.com) for help getting started with Sustainable Jersey's Transportation Actions.

[https://www.sustainablejersey.com/fileadmin/media/Actions\\_and\\_Certification/Actions/Energy/EV\\_Resource\\_page.pdf](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/EV_Resource_page.pdf)

# EV Community Outreach

- ❖ Reach out to at least **two of six potential audiences**.
  - Residents
  - Commercial Property Owners
  - Multi-Family Owners
  - Workplaces
  - Commercial Fleet Operators
  - Car Dealerships
  
- ❖ For each of the two selected audiences, complete at **least two Outreach Tasks**.
  - Events - webinar, in-person training, tabling
  - Materials - informational webpage, social media posts, brochure, video
  
- ❖ **10 Points** in Sustainable Jersey Certification
- ❖ Sustainable Jersey Electric Vehicle Community Outreach action



Maywood's June 2021  
EV awareness event



# Upcoming Events



# Upcoming Events

## Upcoming Webinars:

**Municipal Leader's Guide to Preparing for the June Energy Pricing Increases**

**4/15/2025 from 1-2 PM** [Webinar Registration](#)

**How to Start a Municipal Community Solar Automatic Enrollment Program**

**4/30/2025 from 1-2:30 PM** [Webinar Registration](#)

## Trainings on Demand

**Unveiling the Sustainable Jersey Purchasing Center Webinar**

[PowerPoint Link](#)

[Webinar Link](#)



**EcoPatrol**

[Webinar Recording](#)



## Check out the NEW Sustainable Jersey Purchasing Resource Center

Online tool with directory of cooperative purchasing options and a quote library.

[Bit.ly/PurchasingCenter](https://bit.ly/PurchasingCenter)

**Sustainable Jersey Purchasing Resource Center**  
**Electric Vehicle Charging Equipment - BETA VERSION**

Home Page | Reset Filters | EV Charging FAQ/Glossary | General Information

Charger Type: - | Price Range: - | Purchasing Co-op: -

Vendor	Charger Type	Purchasing Co-op/Contract	EVSE Details	Pricing	Spot Sheet, Quote	Installation	Warranty	Safety Features
Vendor name: Trailer Electric Point of contact: Brad Denker Preferred contact method: brad@trailer-electric.com or (848) 546-8401	Charger type: Level 2 Charger speed: 80 amp, 19kW	Educational Services Commission of NJ Formerly Middlesex Regional Educational Services Commission	Manufacturer: Zenvo powered by Noodin Model: A880 W01	Equipment Cost: \$2,800 (MSRP) Please contact us for Discount Pricing.	LINK	Yes	Length of initial manufacturer's warranty: 2 Years Extended Warranty: Contact us for Pricing Warranty Covers: Charging cables, Connections, Power modules (Parts Only) Warranty excludes: Vandalism, Acts of nature, Operations & Maintenance (Parts & Labor) Warranty is also available upon request. O&M Warranty covers: Parts & Labor Warranty excludes: Vandalism, Acts of nature	Over-current protection Over Voltage Protection Surge Protection Device Rated for outdoor installation
Vendor name: Trailer Electric Point of contact: Brad Denker Preferred contact method: brad@trailer-electric.com or (848) 546-8401	Charger type: Level 2 Charger speed: 48 amp, 11kW	Educational Services Commission of NJ Formerly Middlesex Regional Educational Services Commission	Manufacturer: Zenvo powered by Noodin Model: A880 W01	Equipment Cost: \$1,900 (MSRP) Please contact us for Discount Pricing.	LINK	Yes	Length of initial manufacturer's warranty: 2 Years Extended Warranty: Contact us for Pricing Warranty Covers: Charging cables, Connections, Power modules (Parts Only) Warranty excludes: Vandalism, Acts of nature, Operations & Maintenance (Parts & Labor) Warranty is also available upon request. O&M Warranty covers: Parts & Labor Warranty excludes: Vandalism, Acts of nature	Over-current protection Over Voltage Protection Surge Protection Device Rated for outdoor installation

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Disclaimer: Sustainable Jersey has created the Purchasing Resource Center to serve as a guide for municipalities and schools in New Jersey who are pursuing green transportation technologies. The information provided in this resource should be verified by each user. It is important to note that Sustainable Jersey is not affiliated with any of the vendors listed on this resource, and does not sell any products or services. Sustainable Jersey is a non-profit organization that seeks to empower communities with the tools, training and financial incentives necessary to pursue critical sustainability initiatives. Learn more about Sustainable Jersey.



2025 NEW JERSEY

# SUSTAINABILITY SUMMIT

1



**MAY 9, 2025, 9:00AM - 4:00PM**  
BELL WORKS, HOLMDEL, NEW JERSEY

Learn More & Register:



[bit.ly/SustainabilitySummit-25](https://bit.ly/SustainabilitySummit-25)

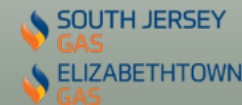


# Sustainable Jersey Underwriters and Sponsors

## Program Underwriters



## Corporate Sponsors







# Thank You

- Tracey Woods, Sustainable Jersey – [Woodst@tcnj.edu](mailto:Woodst@tcnj.edu)
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