



# Charging Smart Cohort Session 4

Education and Incentives Category

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Air Quality Planner

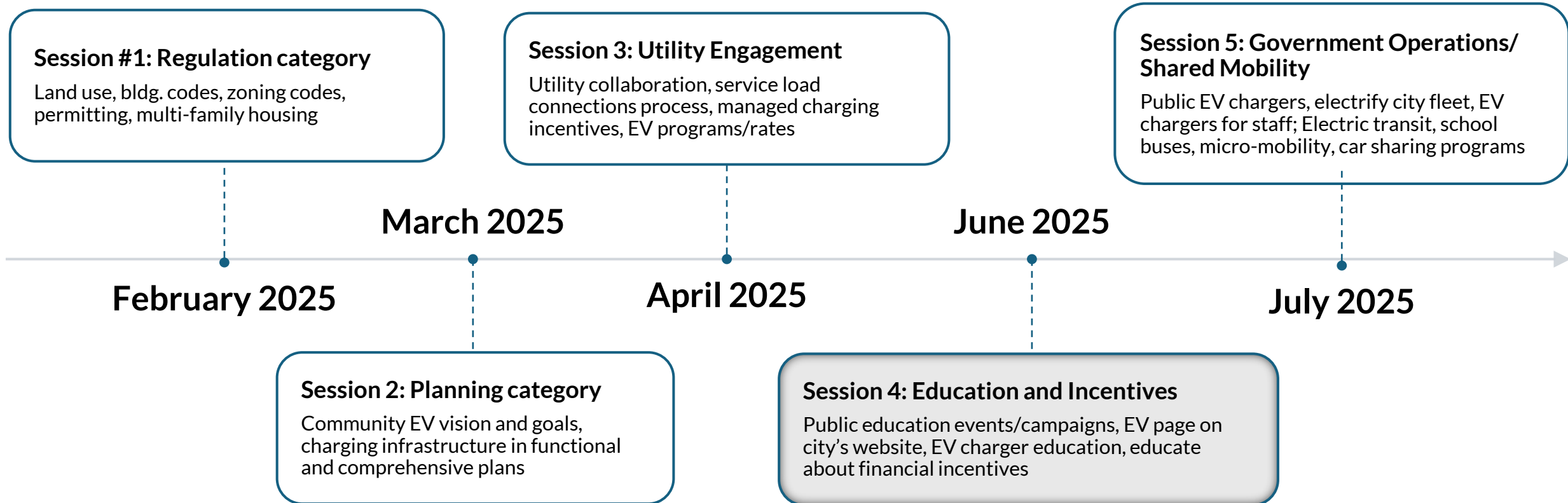
June 4, 2025



# Agenda

1. Cohort Structure/Timeline
2. Our Updates
3. Peer Updates
4. Bronze Designation Requirements
5. Education and Incentives Category Walk-Through
6. Group Discussion
7. Homework Assignment, Next Session

# Cohort Structure and Timeline



# Our Updates

- Oncor EVolution Session- June 17 ([Register here](#))
  - Held at the Arlington Service Center at 2118 S. Bowen, Rd, Pantego, TX 76013 from 9:15 AM- 1:30PM
- NCTCOG will host a Charging Smart Designation Celebration for all designees!
  - Probably occurring in November or December
- EV Charging Electricity Plans webpage will soon be available on our DFWCC website (E2.2- Promote EV programs that utilities offer)
- Local Resources Document soon to be accessible in both the Google Folder and the Teams channel

# Peer Updates

- What updates do you have on your progress on the criteria actions since the last session?
- Any questions for us?



# Bronze Designation Point Breakdown

## General Points

Prerequisites 35

Education & Incentives 15

Planning 10

Actions of Your Choice 20

Total (General Points) 80

R1.6: Review zoning requirements and identify restrictions that intentionally or unintentionally prohibit EVSE deployment (15 points)

R3.1: Adopt a standard EV charging infrastructure permit application process (10 points)

R3.4: Develop a charging infrastructure permitting checklist (5 points)

U1.1: Meet with utilities to discuss EV collaboration opportunities (5 points)

# Education and Incentives Category Explanation

This category focuses on raising awareness, providing accessible information, and creating financial mechanisms to support EV adoption.

Example actions include:

- Hosting public education events and campaigns
- Creating an EV landing page on the city's website
- Providing EV and EV charger education to commercial property owners
- Offering financial incentives for charging infrastructure installation or purchasing EVs



# Education and Incentives Action E2.1

## E2.1- Create a specific page on the website that includes information about EVs (5 points)

Launch a dedicated webpage consolidating available local electric vehicle information and resources

- Educate audiences on topics such as charging basics, policy news and goals, infrastructure locations/maps, purchasing incentives, and vehicle options

Verification: Provide a direct link to the specific EV page on the community's website. If the link doesn't go directly to the EV-related information, provide an explanation of how to navigate to the information.



# Action E2.1 Example

## Why Electric Vehicles?

EVs do not have tailpipe emissions, which is why they have emerged as a key climate strategy to reduce greenhouse gas (GHG) emissions and mitigate the worst impacts of climate change.

The transportation sector is the largest source of carbon pollution in the U.S., responsible for more than 28% of the GHG emissions. 59% come from light-duty vehicles alone. Regionally, transportation contributes about one-third of total annual GHG emissions (Regional Greenhouse Gas Inventory, 2012-2017, PAG).



## Goals for the City of Tucson Government

- ✓ Transition 100% of the City's light-duty vehicle fleet to electric by 2030.
- ✓ Increase the stock of zero-emissions, battery-powered transit to 90% by 2030.
- ✓ Invest in the charging infrastructure needed to support EVs in the City fleet and provide adequate workplace charging for municipal employees.
- ✓ Increase awareness and use of personal EVs among City employees.

# Education and Incentives Action E2.3

E2.3- Add (or link to) a map or list of publicly available chargers in the area, or identify and promote EVCS by sharing digital EVCS locating tools (5 points)

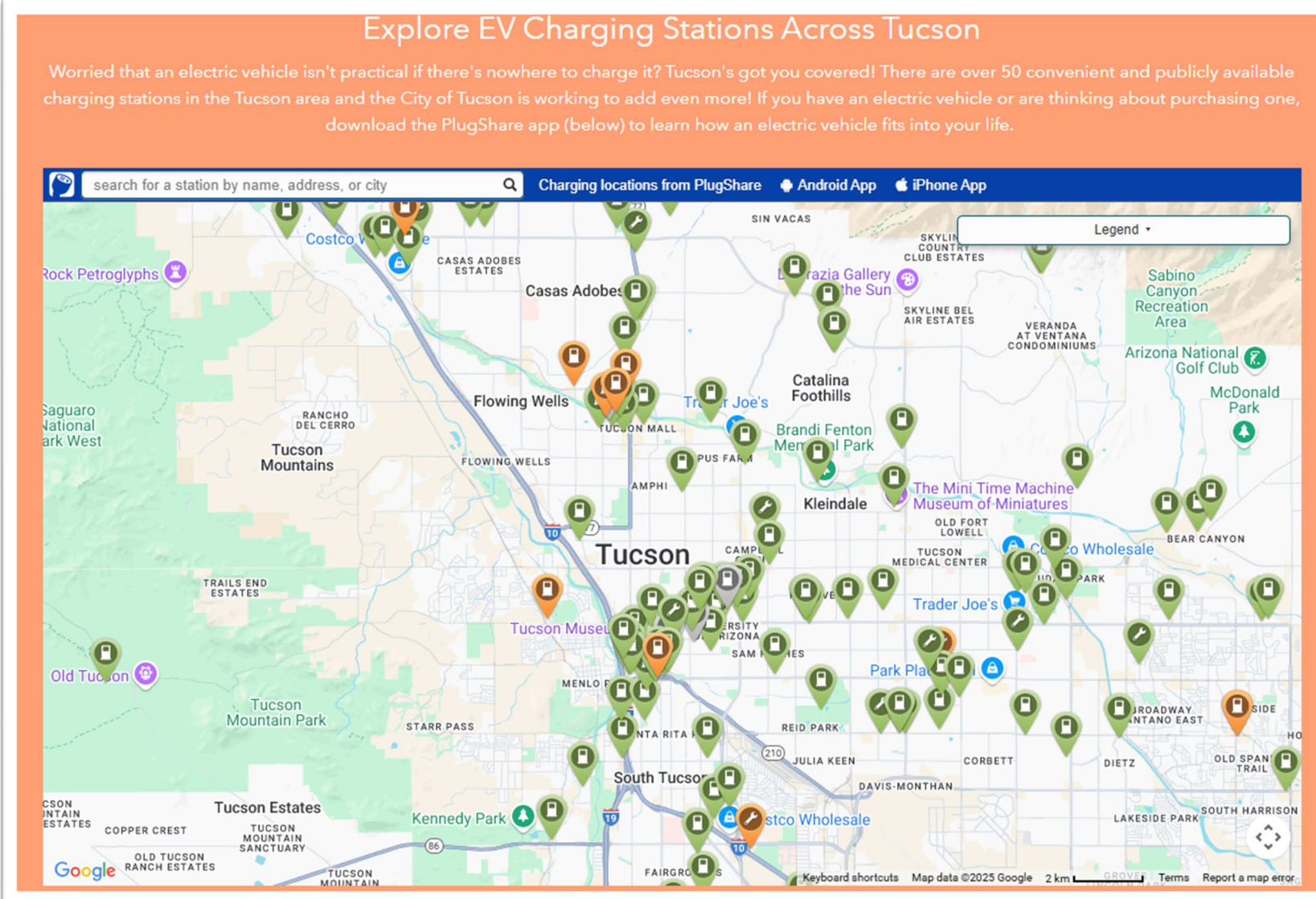
Leverage web resources, providing real-time visibility into geographically available electric vehicle charging stations

- Static maps, dynamic locator tools, and up-to-date station lists should be linked/embedded on landing pages
- Residents can identify charging station locations, status availability, and equipment specifications

Verification: Provide a direct link to the information on the community's website. If the link doesn't go directly to the EV charging station location information, explain how to navigate to the information.



# Action E2.3 Example



# Action E2.3 Example

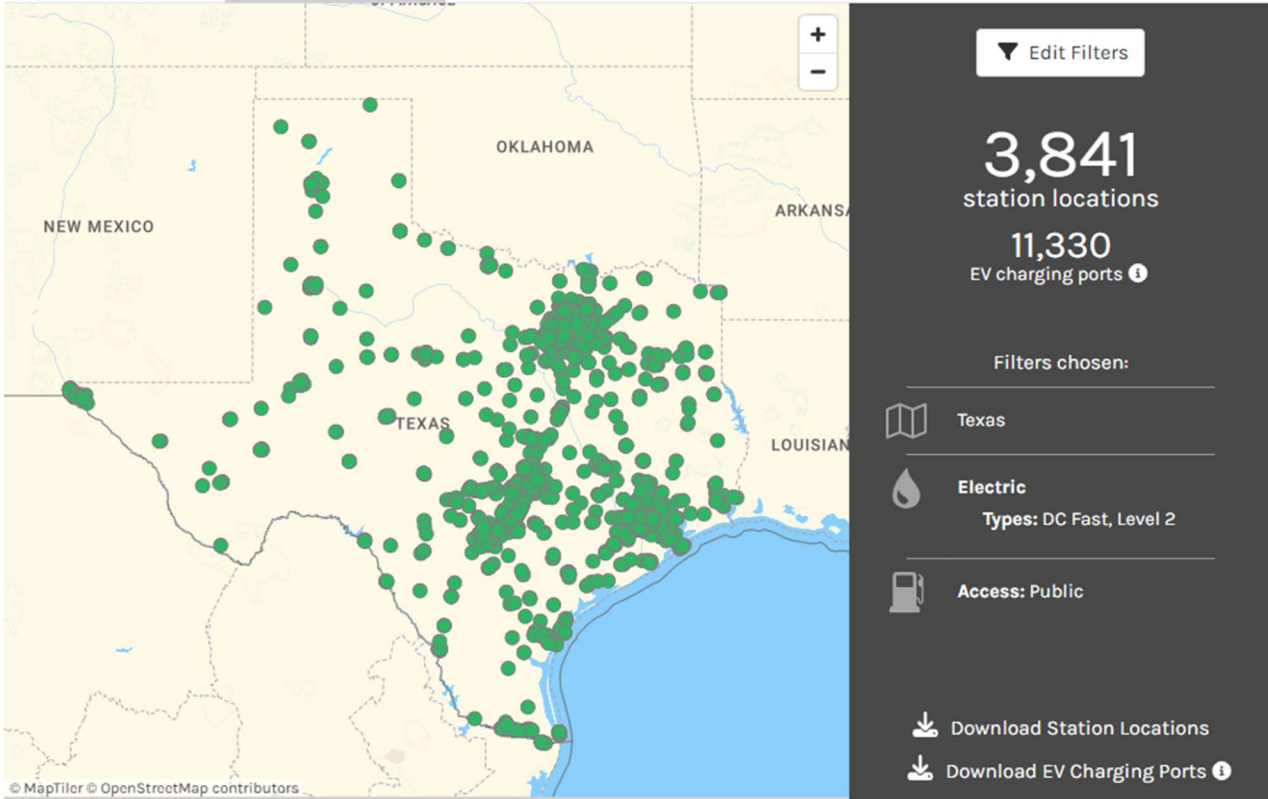
## Alternative Fuels Data Center: Alternative Fueling Station Locator

Use the “Embed Tool” function to embed this feature on your city’s website for public use.

**Alternative Fueling Station Locator**

Find alternative fueling stations in the United States and Canada. By default, this tool displays only available, publicly accessible stations. You can use the advanced filters to expand your search. For U.S. stations, see [data by state](#). For Canadian stations in French, see [Natural Resources Canada](#).

Public Stations Advanced Filters Fuel Corridors



3,841 station locations  
11,330 EV charging ports ⓘ

Filters chosen:

- Texas
- Electric  
Types: DC Fast, Level 2
- Access: Public

Download Station Locations  
Download EV Charging Ports ⓘ

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iPhone App for U.S. stations Android App for U.S. stations Developer APIs Embed Tool Submit New Station About the Data

# Education and Incentives Action E4.5

## E4.5- Promote state and federal incentives (5 points)

Actively promote state and federal EV incentives to residents and businesses

- Promotional efforts should aim to increase awareness and utilization of available incentives
  - Tax credits and rebates for EV purchases or charging stations

Verification: Provide a link to, a copy of, or attach the materials used to actively promote state and federal EV incentives to residents and businesses.

# Action E4.5 Example

## Highlights



### Electric Vehicle Charging Infrastructure Readiness Strategy (EVRS)

The EVRS identifies strategic recommendations for the City to encourage EV adoption and support community EV charging needs now and into the future.



### Federal Tax Credits for EVs and Chargers

Save up to \$7,500 on an EV purchase, and up to \$1,000 on an at-home EV charger! Learn more about the federal incentives for the purchase of new and used all-electric, plug-in hybrid, and fuel cell electric vehicles, and for the installation of a home EV charger.



### Dominion Energy EV Charging Programs and Incentives

Dominion Energy offers information and incentives to make it easier and more affordable to charge your EV at home.



### Join the Eco-City Multi-Family Dwelling Peer Group

Send us a note by [completing this form](#) to share information with your neighbors and learn from industry experts about EVs and other sustainability topics.



# Action E4.5 Example

Visit [NCTCOG - Air Quality Funding](#) to view funding for:

- Consumer alternative fuel vehicle and infrastructure purchases
- Fleet vehicles and alternative fuel infrastructure
- Clean energy and energy efficiency projects

State Incentives: [Alternative Fuels Data Center: Texas Laws and Incentives](#)

Federal Incentives: [Alternative Fuels Data Center: Tax Credits for Electric Vehicles and Charging Infrastructure](#)



# Education and Incentives Category Resources

E2.1- Create a specific page on the website that includes information about EVs (5 points) &

E2.3- Add (or link to) a map or list of publicly available chargers in the area or identify and promote EVCS by sharing digital EVCS locating tools (5 points)

- [Electric Vehicles For a Cleaner Tucson](#) City of Tucson, AZ Example
- [Electric Vehicle Website Templates](#) GPI resource
- [Electric Vehicle Communications](#) GPI resource
- [Alternative Fuels Data Center: Electric Vehicles](#)
- [Alternative Fuels Data Center: Alternative Fueling Station Locator](#)
- [DFWCC EV Registration Data](#)
- [FuelEconomy.gov](#)

# Education and Incentives Category Resources

## E4.5- Promote state and federal incentives (5 points)

- [Electric Vehicles in Alexandria](#) City of Alexandria, VA Example
- [AFDC: Federal and State Laws and Incentives](#)
- [AFDC: Tax Credits for Electric Vehicles and Charging Infrastructure](#)
- [NCTCOG - Air Quality Funding](#)
- [Tax Incentives](#)

# Group Discussion

Any questions, comments, or concerns?

Does your city's webpage mention EVs?

Do you have any advice to share with your cohort partners? Any challenges to sort out?

# Homework and Next Session

Continue addressing Regulation, Planning, and Utility Engagement actions

Begin addressing the Education and Incentives category

Next cohort session – date, time?

- July 2, 10AM
- July 3, 11AM

# Contacts



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