



MARYLAND ZERO EMISSION

Electric Vehicle Infrastructure Council

November 21, 2019

Agenda

- Welcome and Announcements
- Introductions
- Public Comments
- Legislative Working Group Update
- Communications Working Group Updates
- State Agency Updates
- Utility Update
- Annual Report
- Data Update
- Recommendations & Priority Setting for 2020
- Closing Remarks

Introductions





Public Comments

A decorative graphic in the top right corner showing two hands, one red and one white, holding a globe. The globe is composed of yellow, grey, and red segments. The hands are stylized with white outlines and are positioned as if supporting the globe from below.

Legislative Working Group Update

Dave Schatz

A decorative graphic in the top right corner of the slide. It features two hands, one in red and one in white, cupping a globe. The globe is composed of yellow, grey, and white segments. The entire graphic is semi-transparent and has a soft shadow.

Communications Working Group Update

Events Updates

Maryland EV Events	Location	Estimated Attendance	Touch Points	Date
World Heritage Festival	West Shore Park Baltimore, MD	1,000	141	7/20/19
Festival Latino de Maryland	Timonium Fairgrounds Timonium, MD	1,500	251	8/4/19
Latin Heritage Festival	Veterans Plaza Silver Spring, MD	2,500	754	8/11/19
Caribbean Food and Wine Festival	Howard County Fairgrounds West Friendship, MD	12,000	351	9/7/19
Hagerstown Hispanic 13th Annual Festival	Hagerstown Fairgrounds Hagerstown, MD		375	9/15/19
42nd Annual Korean Festival	Howard County Fairgrounds West Friendship, MD	50,000	1,027	9/21/19
Howard County Diwali Festival (IONHoCo Diwali Mela 2019)	Meadowbrook Athletic Club Ellicott City, MD 21043	5,000	201	10/20/19
Chinese Lunar New Year Celebration	Richard Montgomery High School Rockville, MD	800	TBD	2/16/20

3,100 Total Touchpoints

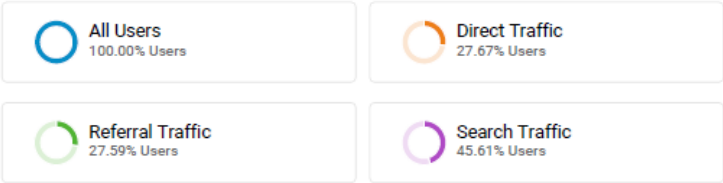
Communications Updates, continued

#MarylandEV

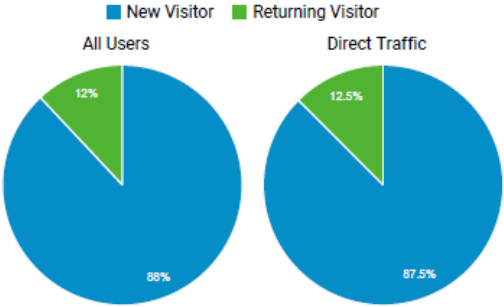
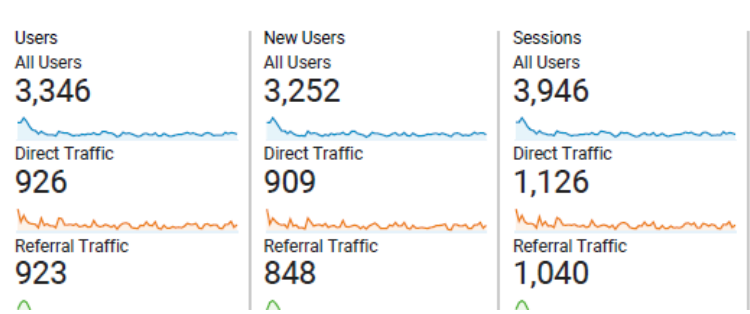
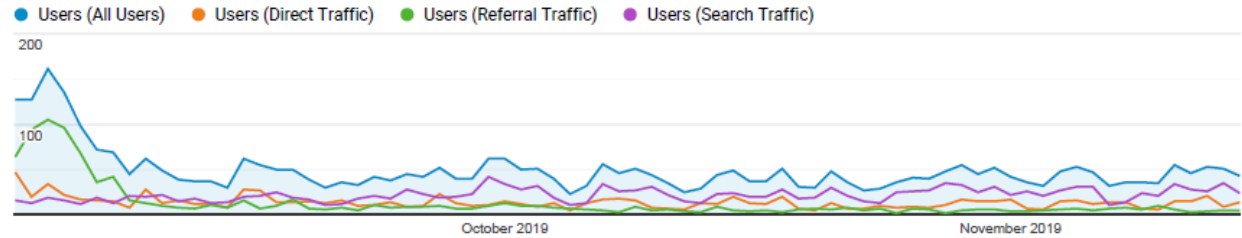
Website Analytics

Audience Overview

Sep 1, 2019 - Nov 15,



Overview



Website Analytics, Top Pages

September 1 to November 15, 2019

Page Views: 6,723

Audience Overview

Search Traffic: 46%

Referral Traffic: 27%

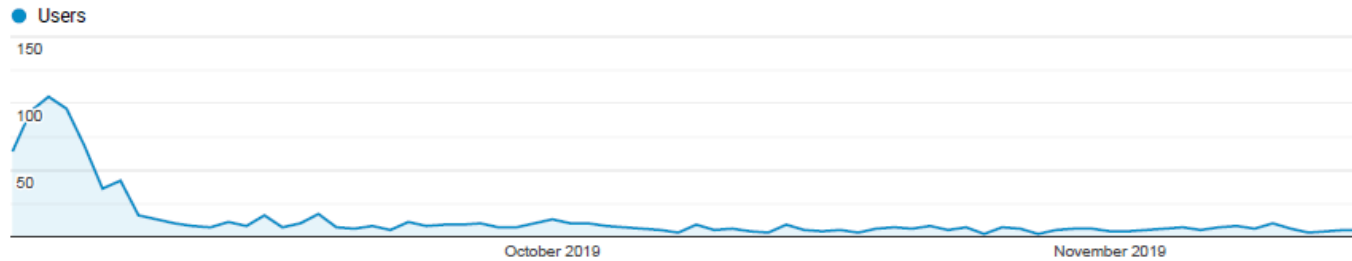
Direct Traffic: 27%

Top Pages Visited:

1. Homepage: 2,482 (36%)
2. Incentives: 2,417 (35%)
3. Charging: 597 (8%)
4. Ev-101: 318 (4%)
5. About-bevi: 99 (1.4%)
6. Resources/ev-calculators: 97 (1.4%)
7. Hydrogen-101: 96 (1.4%)
8. resources/useful-links/90 (1.3%)

Website Analytics, referral sources

September 1 to November 15, 2019



Source	Users	Users	Contribution to total: Users
	923 % of Total: 27.59% (3,346)	923 % of Total: 27.59% (3,346)	
1. m.facebook.com	375	40.45%	
2. pepco.com	201	21.68%	
3. bge.com	167	18.02%	
4. facebook.com	77	8.31%	
5. delmarva.com	32	3.45%	
6. smeco.coop	15	1.62%	
7. l.facebook.com	13	1.40%	
8. baidu.com	7	0.76%	
9. annapolisgreen.com	5	0.54%	
10. blog.feedspot.com	5	0.54%	

Social Media Analytics

Page Summary Last 28 days ▾

[Export Data](#) 

Results from **Oct 21, 2019** - **Nov 17, 2019**

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page i

October 21 - November 17



We have insufficient data to show for the selected time period.

Page Views i

October 21 - November 17

46

Total Page Views ▲ 130%



Page Previews i

October 21 - November 17

3

Page Previews ▲ 200%



Page Likes i

October 21 - November 17

1

Page Likes ▲ 0%



Post Reach i

October 21 - November 17

172

People Reached ▲ 213%



Story Reach i

October 21 - November 17
















Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

Social Media Analytics, continued

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Engagement i

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/14/2019 3:36 PM	 MDOT and ZEEVIC efforts were honored with a Visionary Award for			92 	3 3 	Boost Post
11/07/2019 11:30 AM	 Thanks to BGE, 500 additional EV charging stations will be opened in			125 	12 8 	Boost Post
11/06/2019 10:21 AM	 Have you checked with your local utility yet to see if a rebate is			60 	1 1 	Boost Post
10/20/2019 8:59 PM	 We are enjoying our time here at the IONHoCo Diwali Mela 2019! Happy			66 	8 1 	Boost Post

State Agency Updates

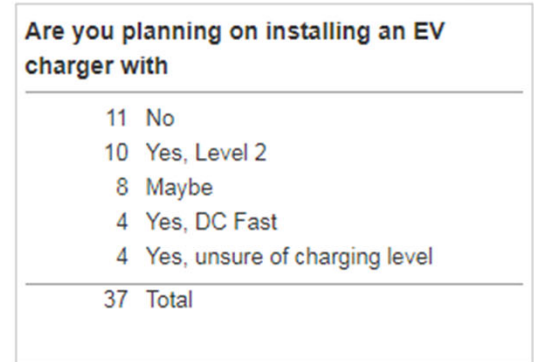
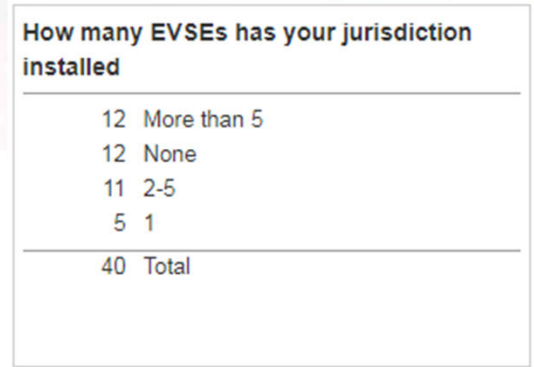
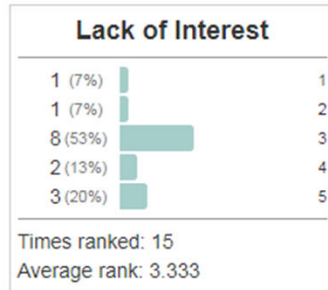
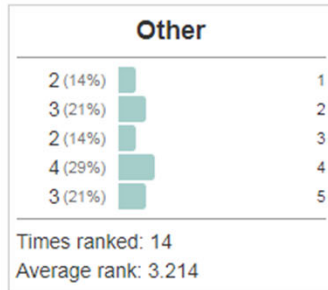
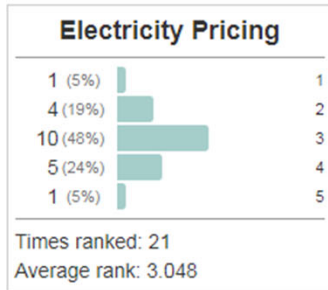
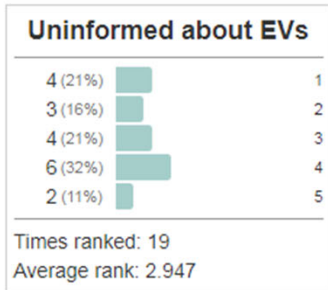
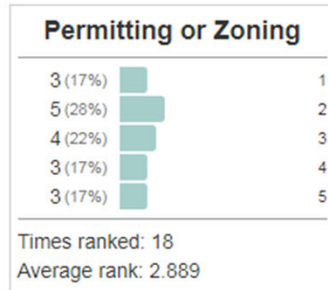
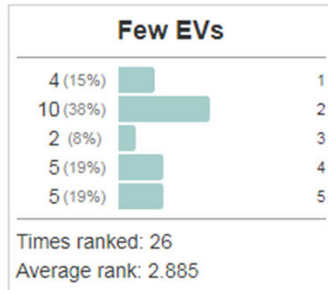
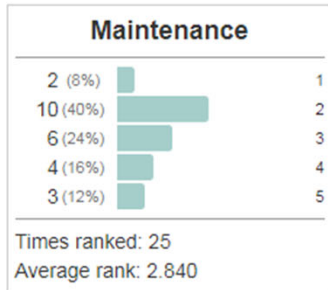
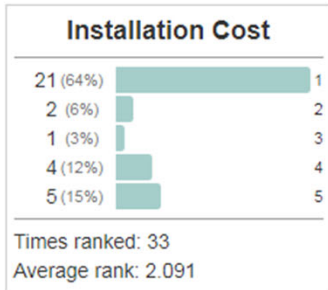
MDOT



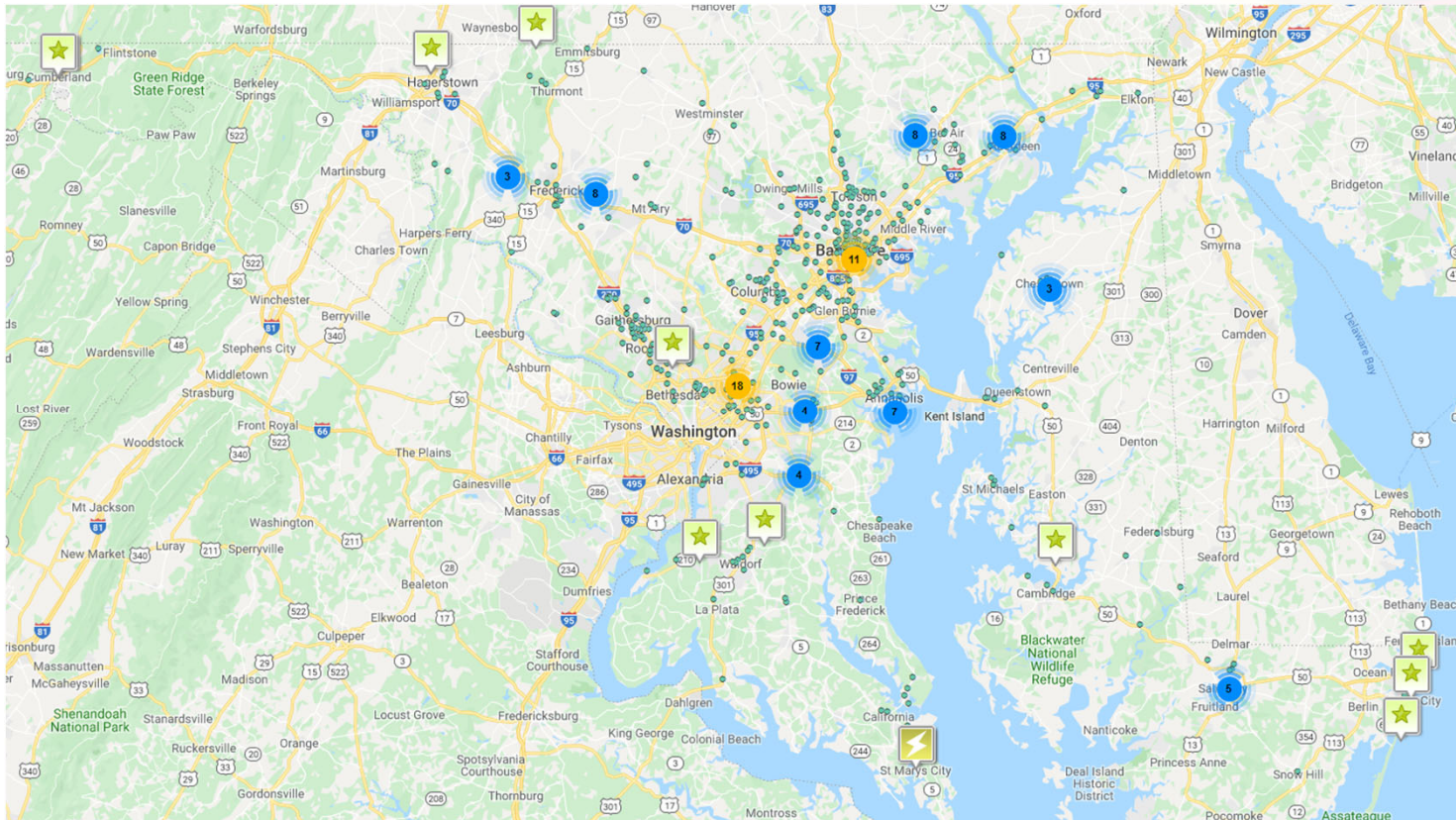
MetroQuest

46 Participants

- 30 Government Agencies
- 1 Non-Government (Greenbelt Homes, Inc.)



MetroQuest



25 Planned Stations

- 20 Govt-Owned Open to Public
- 1 Govt-Owned Closed to Public
- 1 Privately-Owned Open to Public
- 3 No Info Provided

74 Optimal Sites

- 45 Govt-Owned Open to Public
- 14 Privately-Owned Open to Public
- 2 Govt-Owned Closed to Public
- 2 Unsure
- 11 No Info Provided

State Agency Updates

GGRA and MCCC – MDOT & MDE



Greenhouse Gas Emissions Reduction Act: 2018 GGRA Draft Plan

Draft Released – October 15, 2019

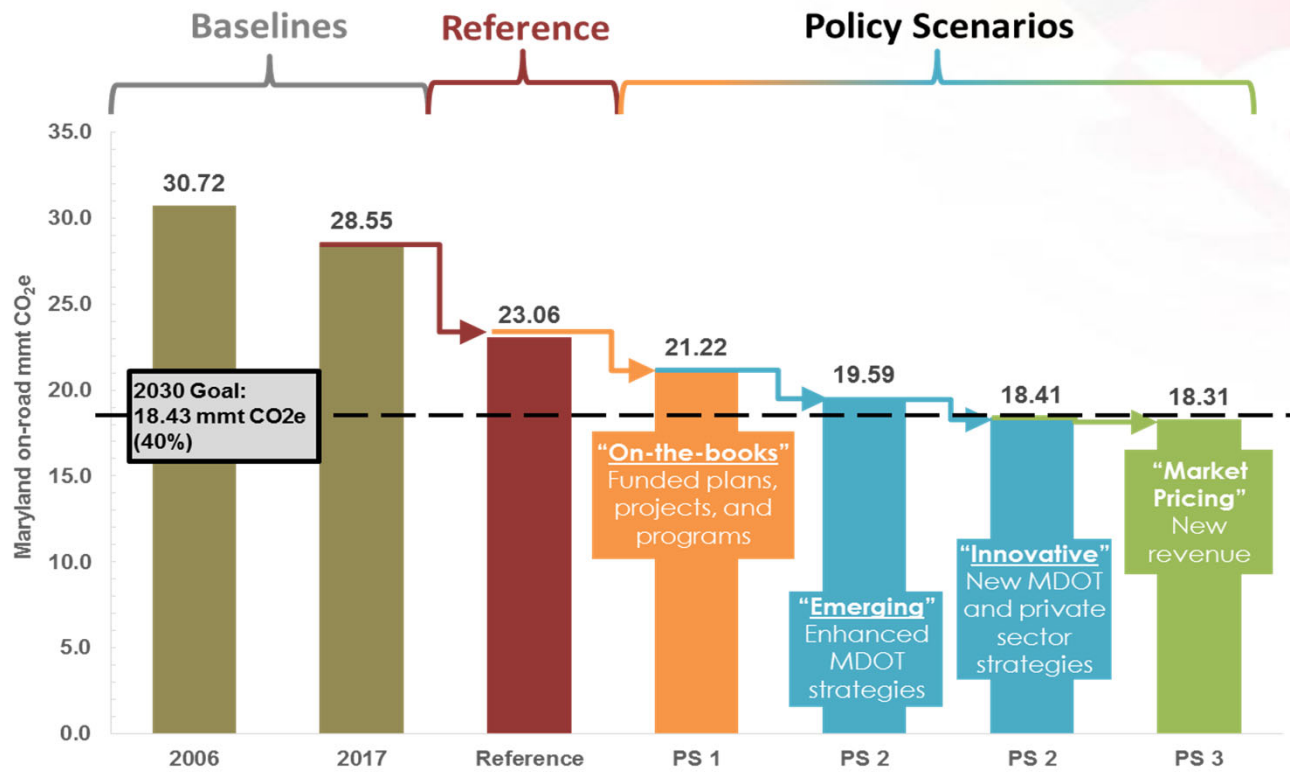
Maryland Commission on Climate Change (MCCC):

<https://mde.maryland.gov/programs/Air/ClimateChange/MCCC/Pages/index.aspx>

2018 GGRA Draft Plan:

[https://mde.maryland.gov/programs/Air/ClimateChange/Pages/2019-Greenhouse-Gas-Emissions-Reduction-Act-\(GGRA\)--Draft-Plan.aspx](https://mde.maryland.gov/programs/Air/ClimateChange/Pages/2019-Greenhouse-Gas-Emissions-Reduction-Act-(GGRA)--Draft-Plan.aspx)

2018 GGRA Draft Plan – Achieve 40% Reduction

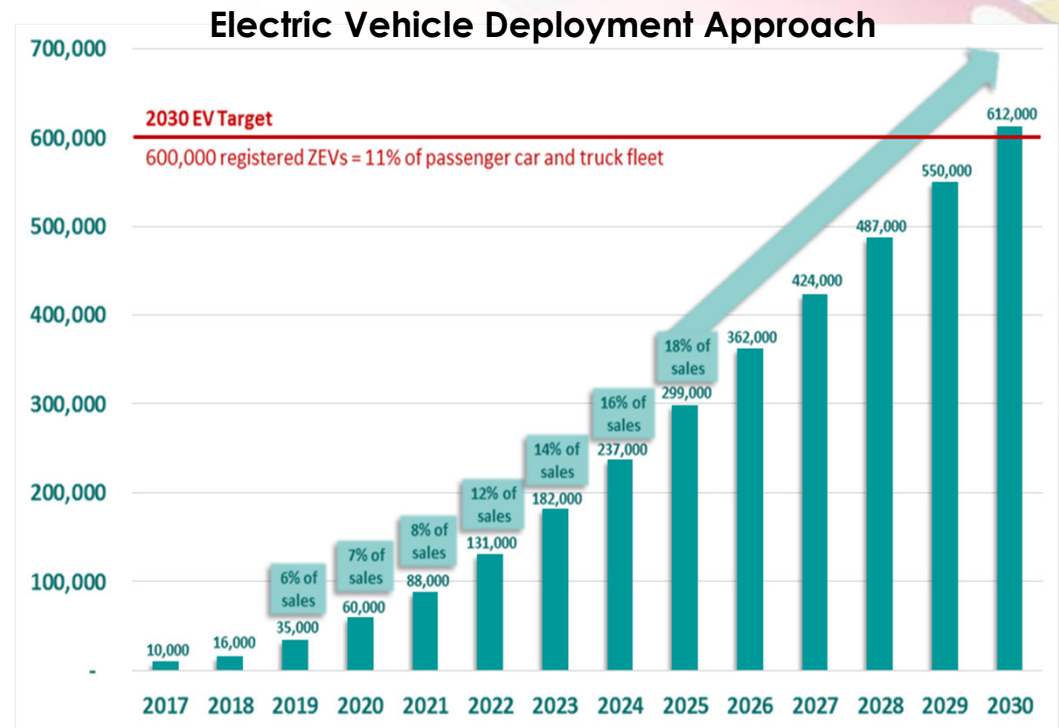


2018 GGRA Draft Plan – Transportation Technology

Maryland Clean Cars Program

- Fuel Efficiency Standards
- ZEV Mandate

“...Further improvements in vehicle technologies and fuels are anticipated to play a key role in significantly improving air quality and reducing GHG emissions.”



2018 GGRA Draft Plan – Next Steps

Public Outreach & Input

- 6 Public Meetings
 - 3 Meetings – Central Maryland
 - 1 Meeting Each – Eastern Shore, Western Maryland, & Southern Maryland
 - Held during the day (10:30AM-12:30PM) and at night (6:00-8:30PM)
- 3 Webinars

2018 GGRA Draft Plan – Meeting Announcements

- Meeting schedule will be available/announced via:
- MDE press release
- MDE website
- MDE Twitter and Facebook feeds
- Maryland Commission on Climate Change and/or Working Group meetings

Utilities Update

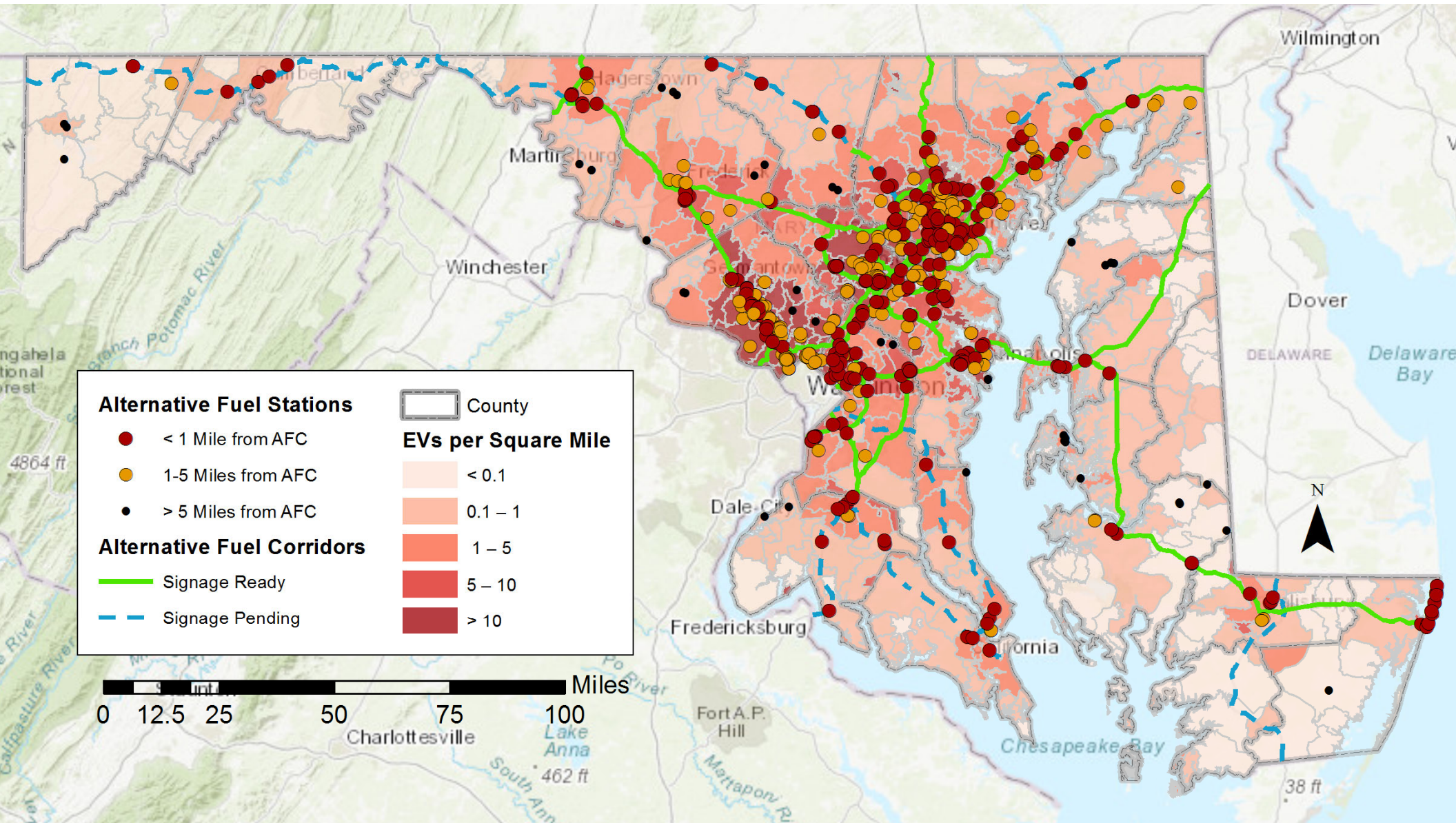


Annual Report

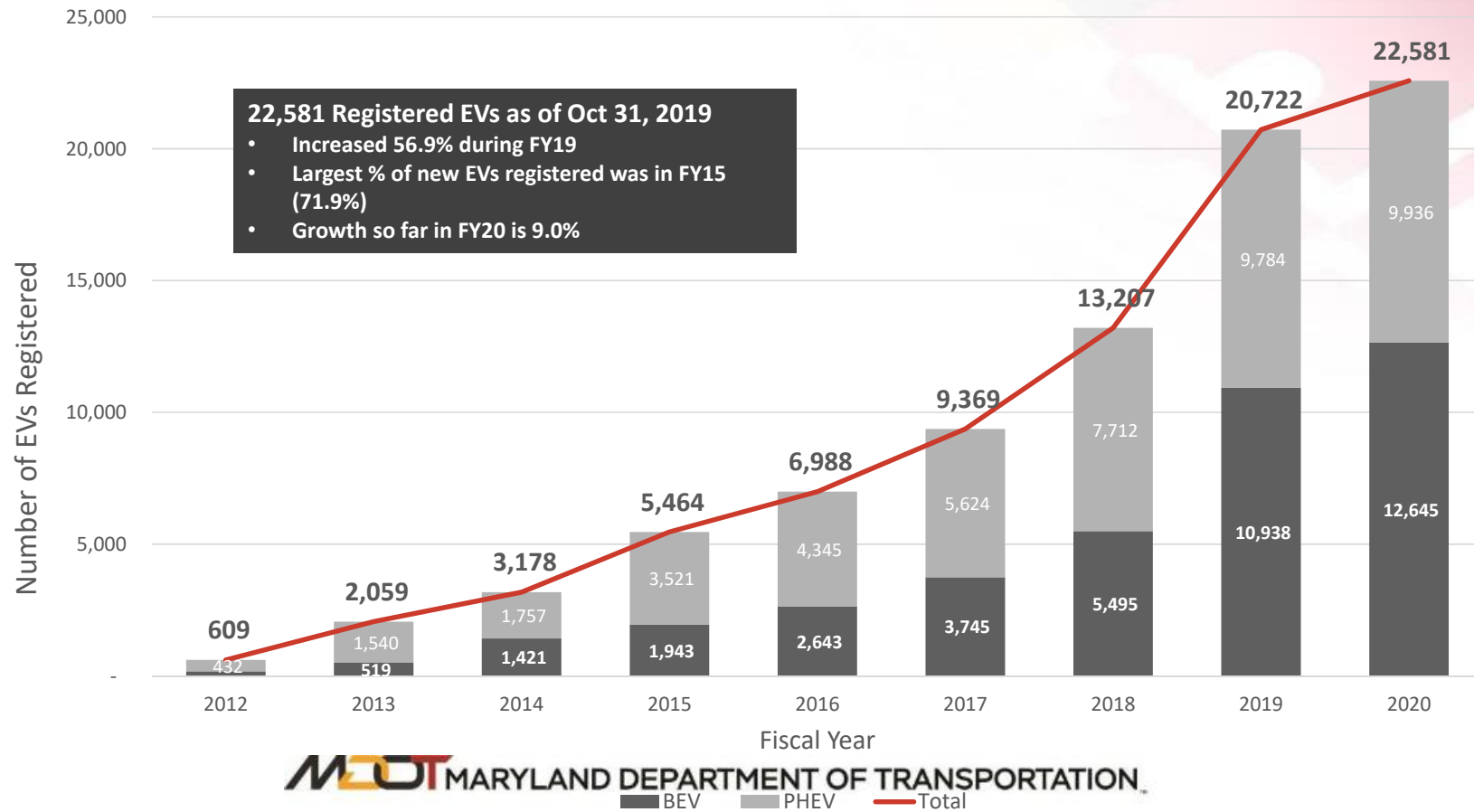


Data Update

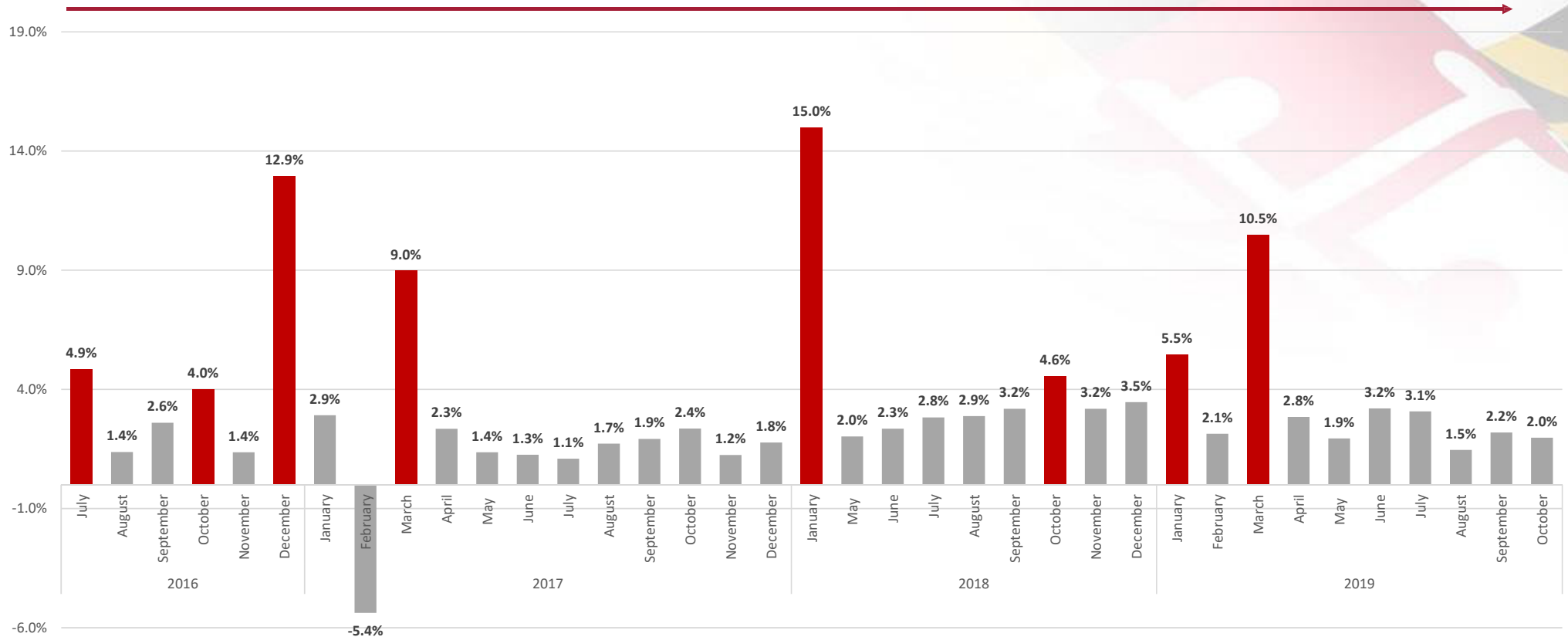




EV Registration

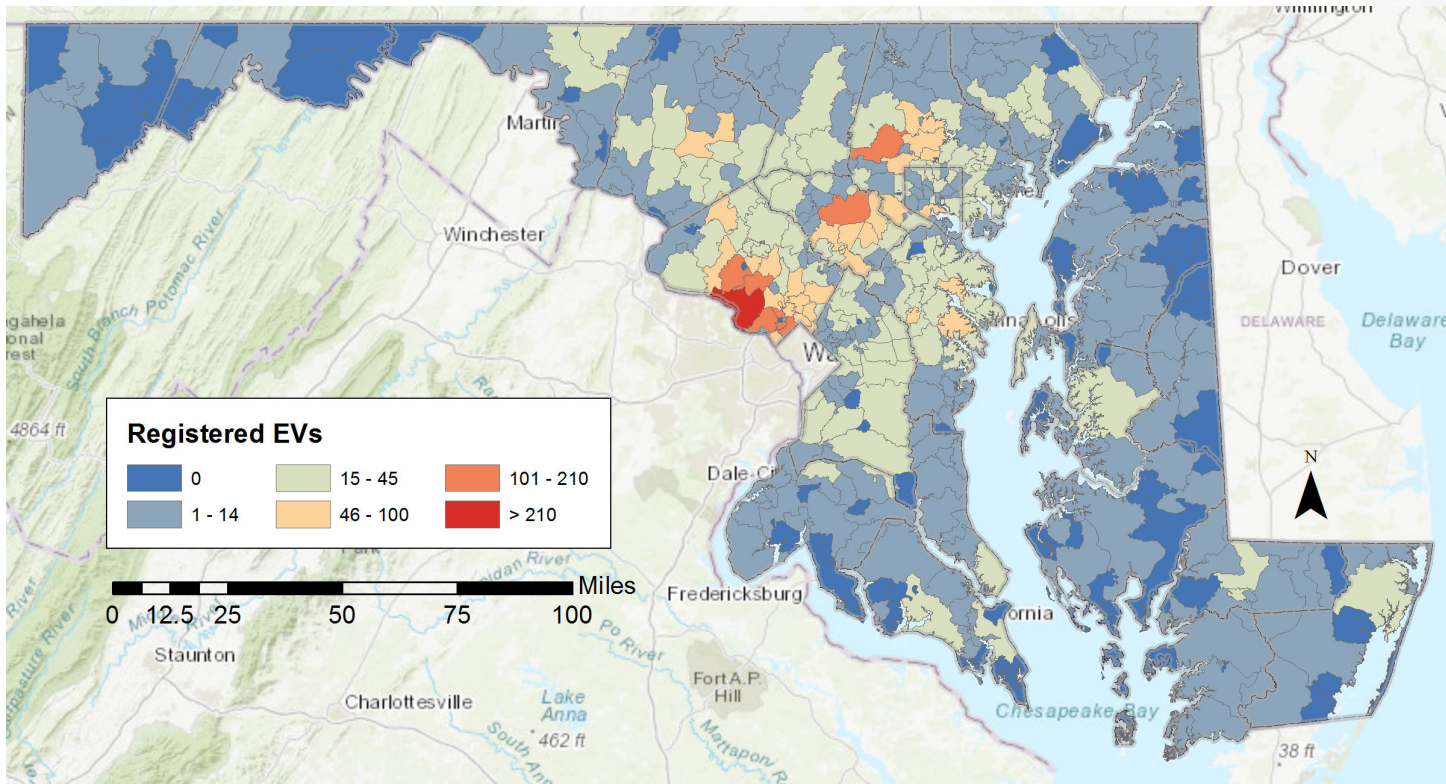


EV Growth (% of New Registrations)

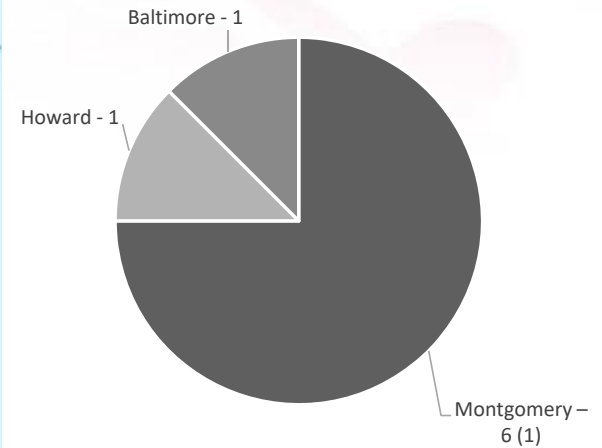


■ Growth > 4%

EVs by ZIP Code – June 2016

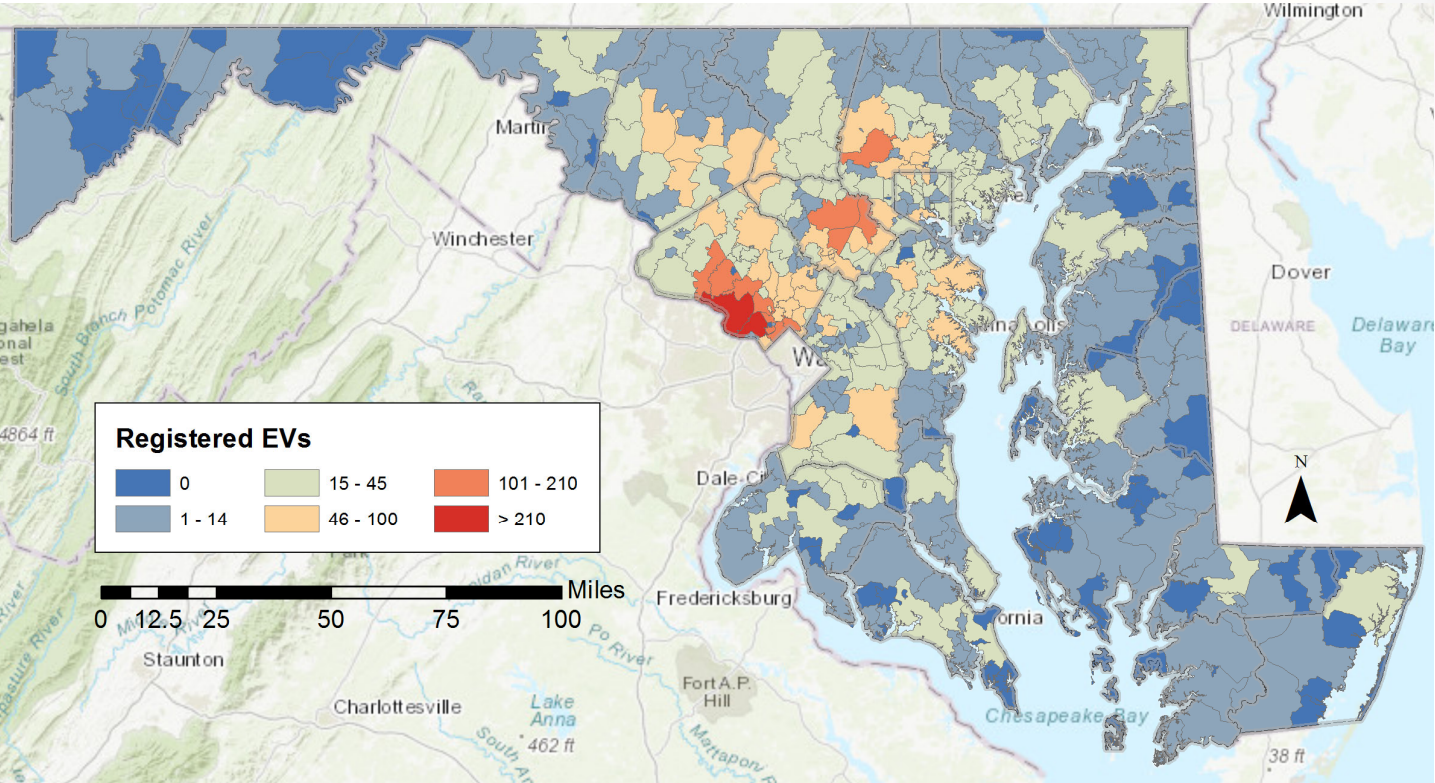


- 605 Zip Codes**
- 8 Zip Codes with > 100 EVs registered
 - 1 Zip Code with > 210 EVs registered
 - 101 Zip Codes with No EVs registered



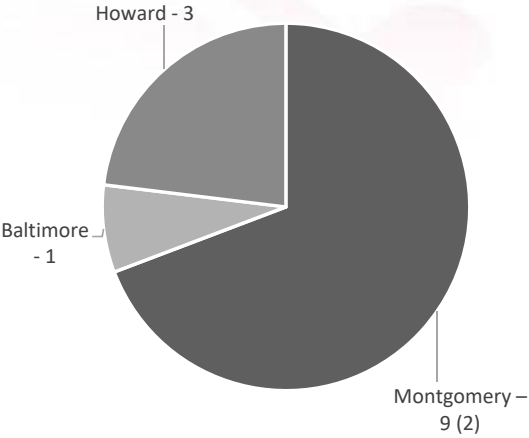
23 Counties, 1 Independent City

EVs by ZIP Code – December 2016



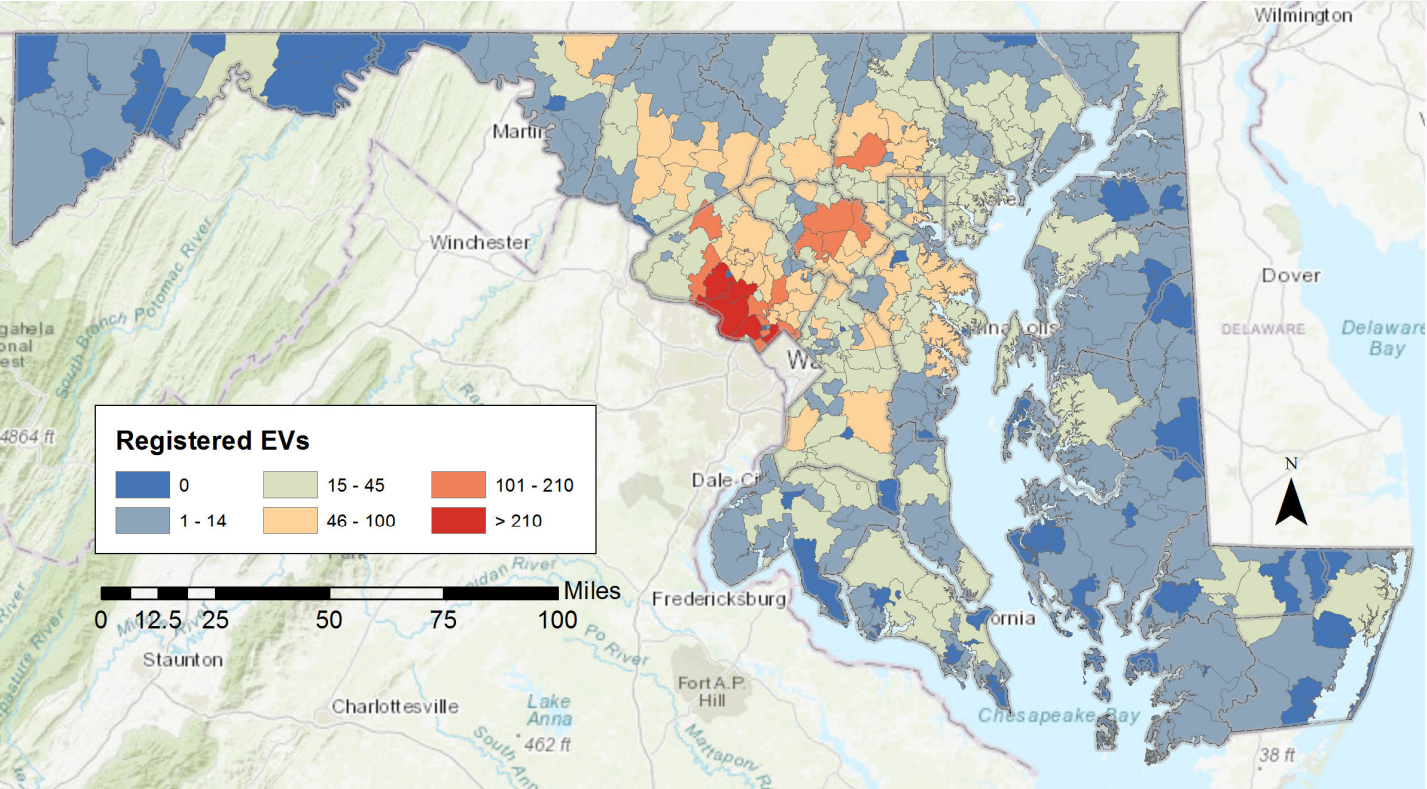
605 Zip Codes

- 13 Zip Codes with > 100 EVs registered
- 2 Zip Codes with > 210 EVs registered
- 89 Zip Codes with No EVs registered



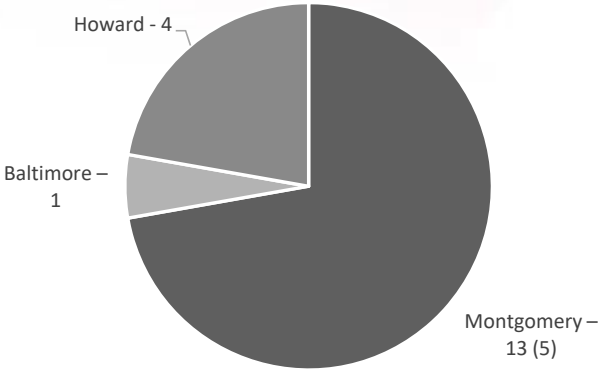
23 Counties, 1 Independent City

EVs by ZIP Code – December 2017



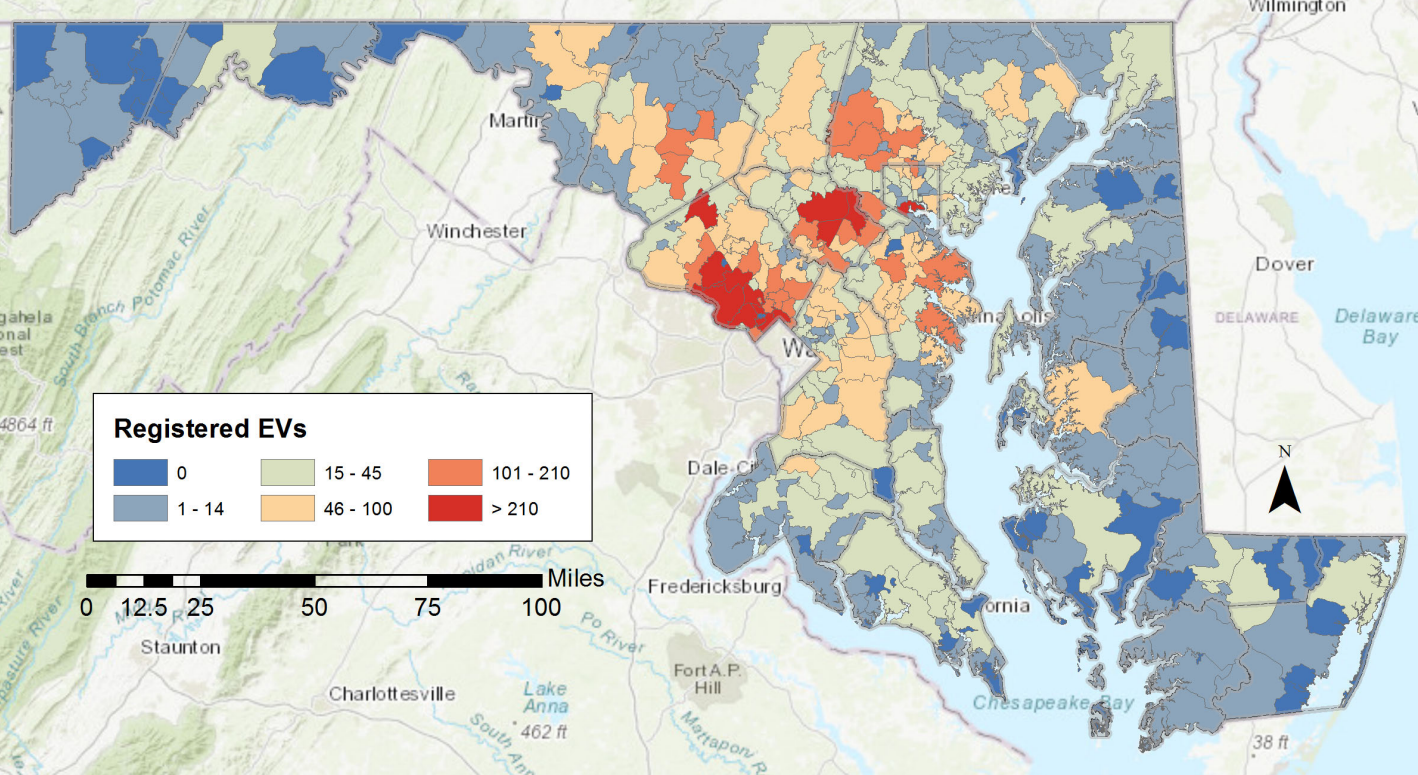
605 Zip Codes

- 18 Zip Codes with > 100 EVs registered
- 5 Zip Codes with > 210 EVs registered
- 81 Zip Codes with No EVs registered



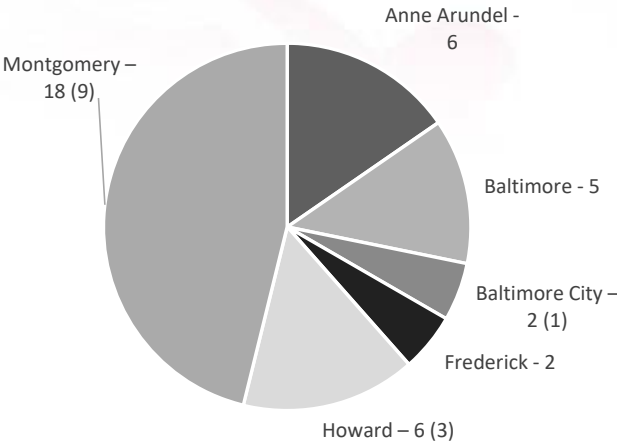
23 Counties, 1 Independent City

EVs by ZIP Code – December 2018



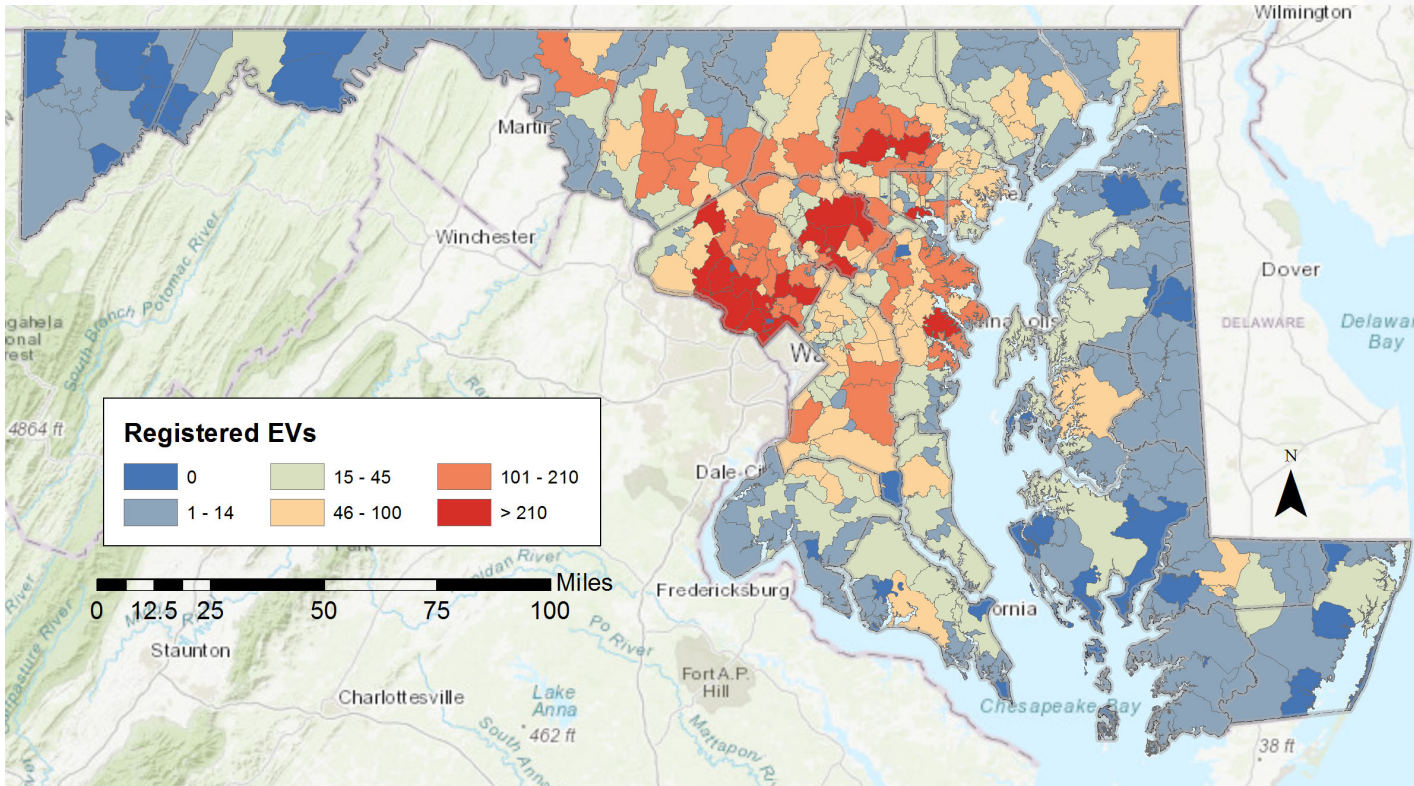
605 Zip Codes

- 39 Zip Codes with > 100 EVs registered
- 13 Zip Codes with > 210 EVs registered
- 68 Zip Codes with No EVs registered



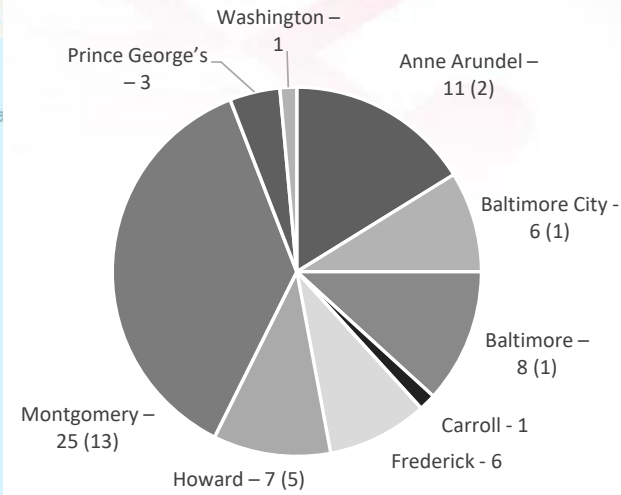
23 Counties, 1 Independent City

EVs by ZIP Code – October 2019



605 Zip Codes

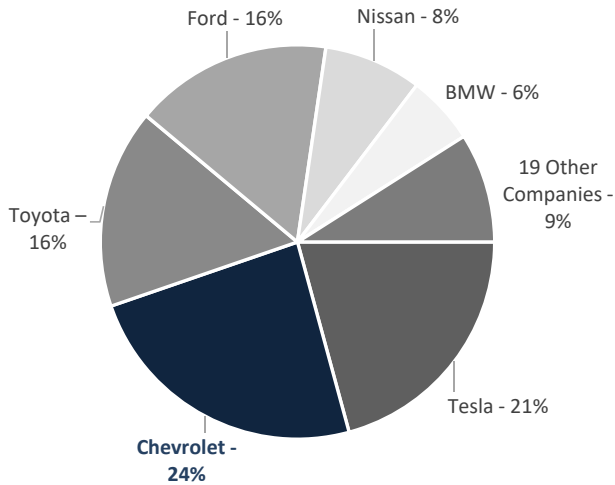
- 68 Zip Codes with > 100 EVs registered
- 22 Zip Codes with > 210 EVs registered
- 56 Zip Codes with No EVs registered



23 Counties, 1 Independent City

EV Market Share

January 2018

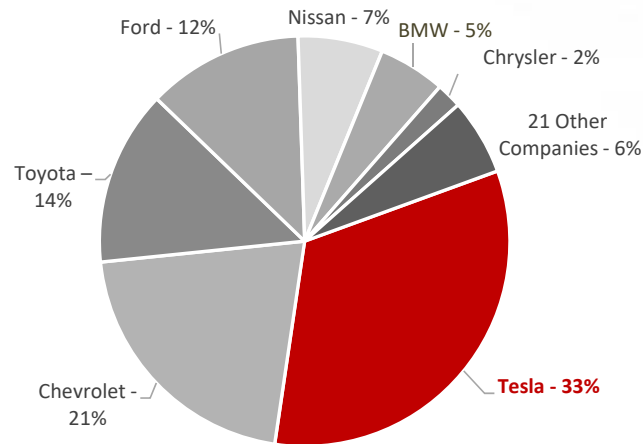


11,906 EVs Registered

25 Companies

- 91% - 6 Companies
- 9% - 19 Other Companies

December 2018

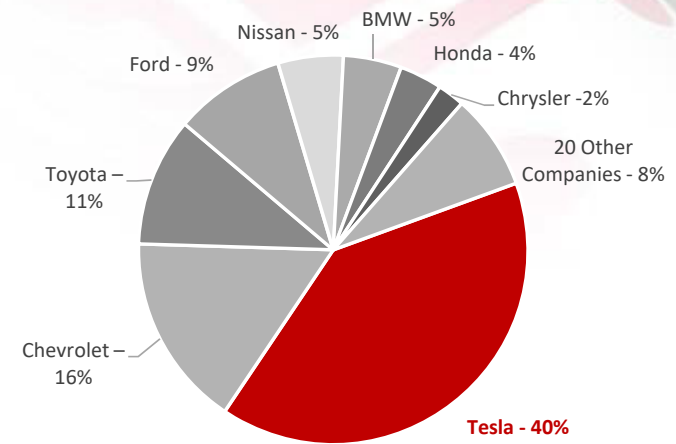


16,093 EVs Registered

28 Companies

- 94% - 7 Companies
- 6% - 21 Other Companies

October 2019



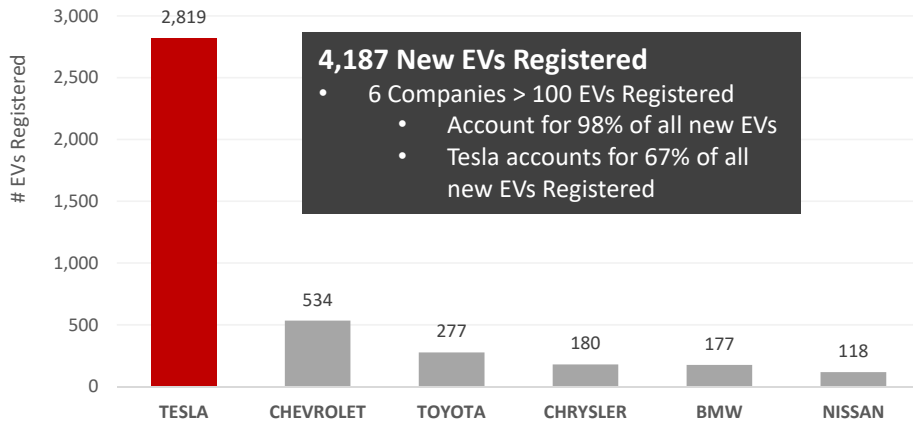
22,581 EVs Registered

28 Companies

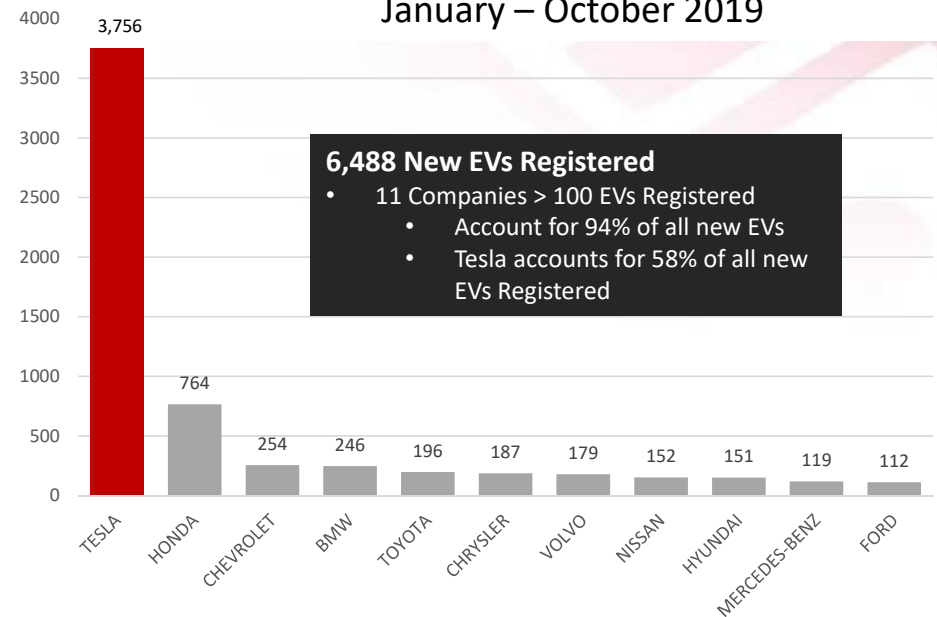
- 92% - 8 Companies
- 8% - 20 Other Companies

Make of New EVs Registered

January - December 2018



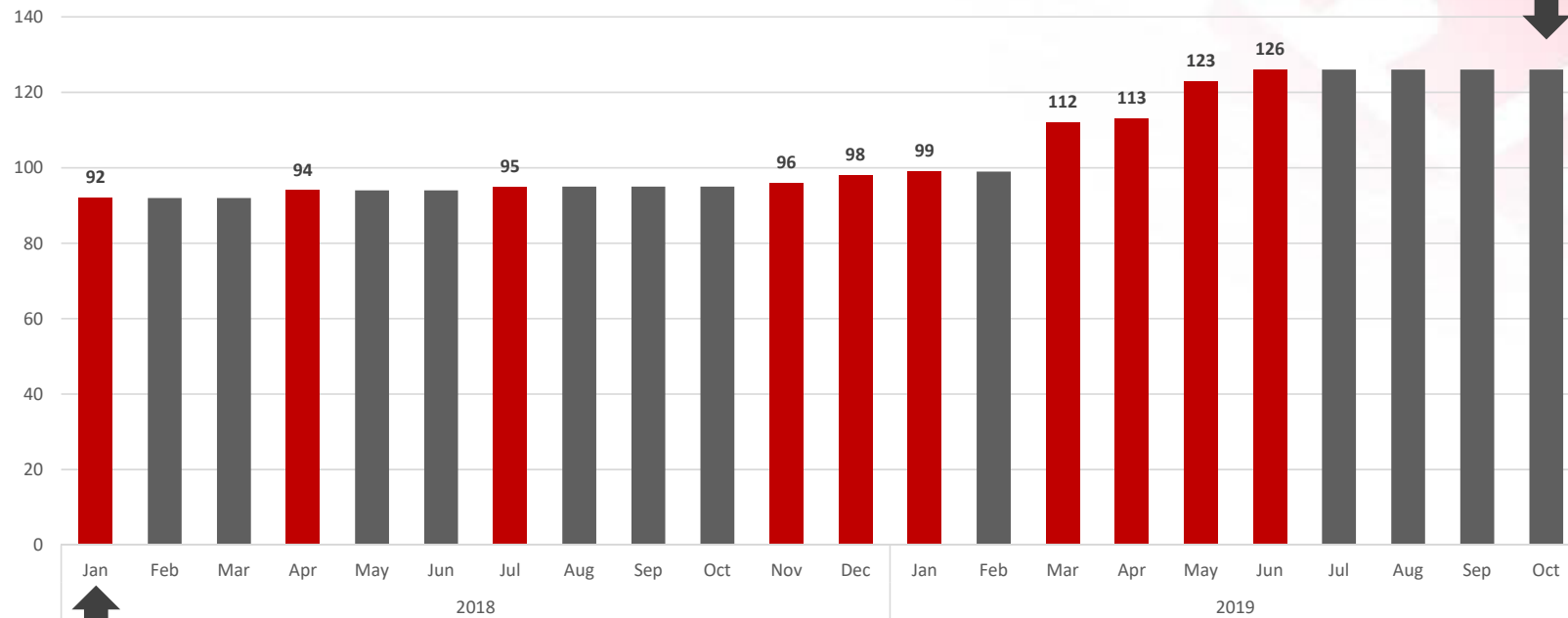
January – October 2019



Models Registered

126 Models Registered

- 6 Models > 1,000 registered EVs
 - Model 3 – 5,263 (23.3%)
 - Model S – 2,412 (10.7%)
 - Prius Prime – 1,281 (5.7%)
 - Volt – 1,199 (5.3%)
 - Prius Plug-in – 1,135 (5.0%)
 - Model X – 1,088 (4.8%)



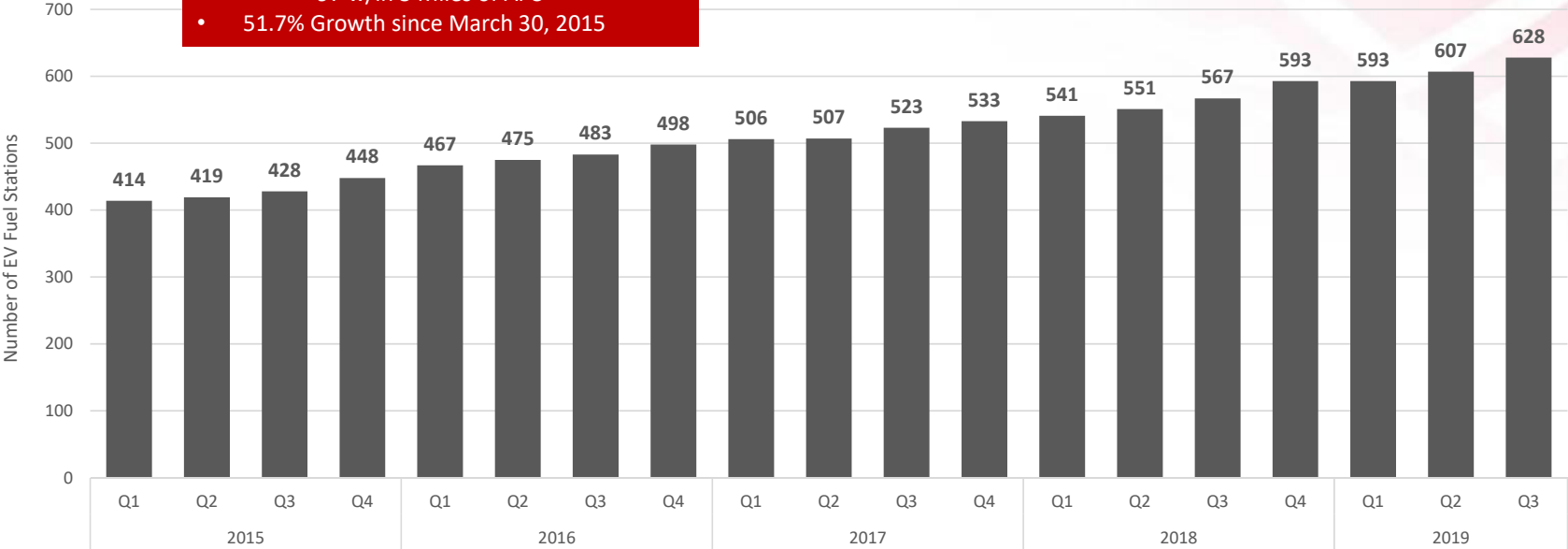
92 Models Registered

- 3 Models > 1,000 registered EVs
 - Model S – 1,734 (14.5%)
 - Volt – 1,310 (11%)
 - Prius Plug-in – 1,248 (10.5%)

EV Fuel Stations

628 Charging Stations

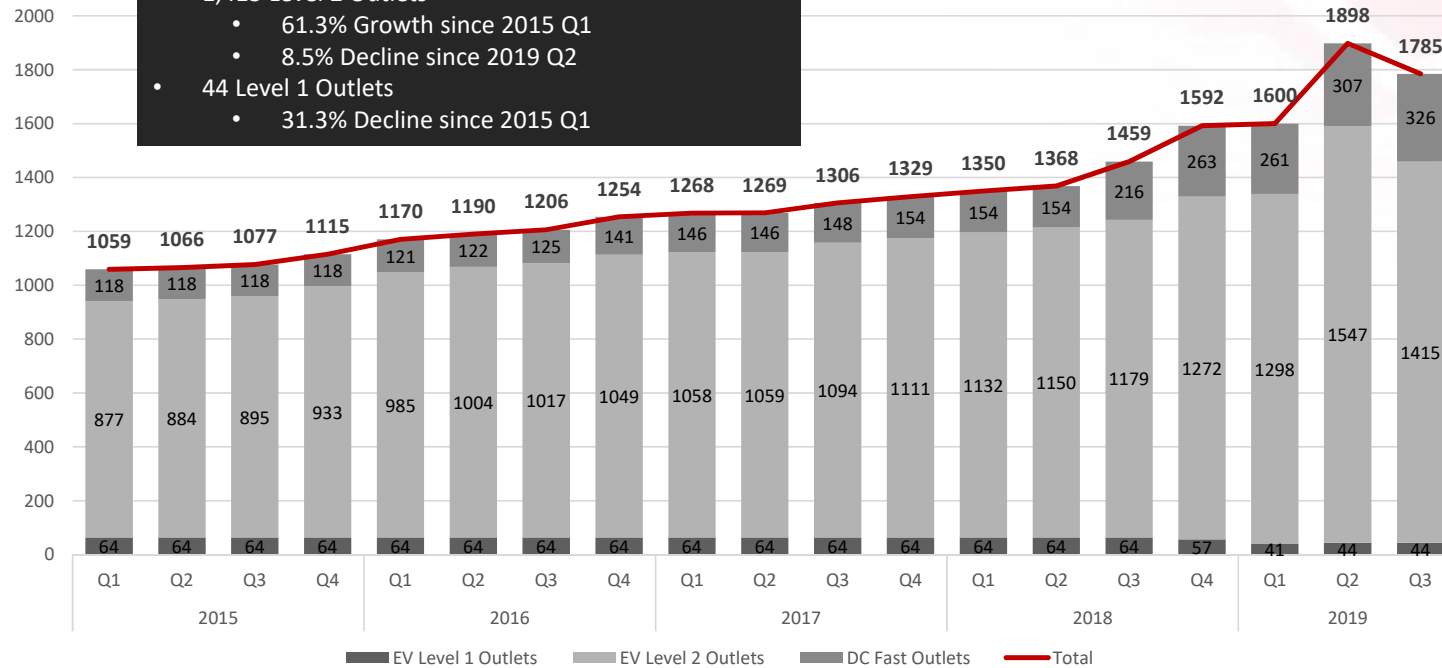
- 583 Stations w/in 5 Miles of AFC (92.8%)
- 99 DC Fast Charging Stations (15.7%)
 - 97 w/in 5 Miles of AFC
- 51.7% Growth since March 30, 2015



Charging Outlets

1,785 Charging Outlets

- 326 DC Fast Outlets
 - 68.6% Growth since 2015 Q1
 - 6.2% Growth since 2019 Q2
- 1,415 Level 2 Outlets
 - 61.3% Growth since 2015 Q1
 - 8.5% Decline since 2019 Q2
- 44 Level 1 Outlets
 - 31.3% Decline since 2015 Q1



A decorative graphic in the top right corner showing two hands, one red and one white, holding a globe. The globe is composed of yellow, grey, and red segments. The hands are stylized with white outlines and are positioned as if supporting the globe from below.

Recommendations & Priority Setting for 2020

Closing Remarks – R. Earl Lewis, Jr.

- Next Meeting in January 2020
- Keep Existing Schedule?
 - Every Other Month
 - 2.5 hours