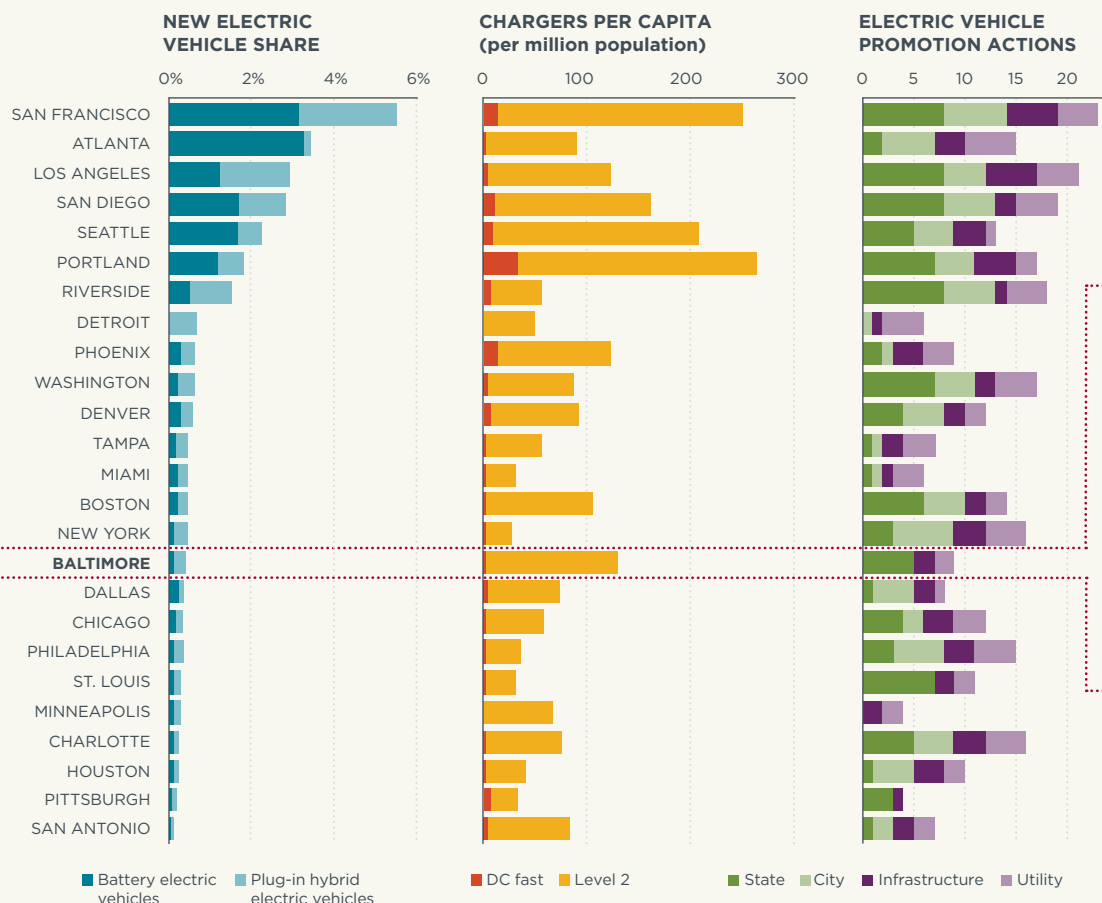
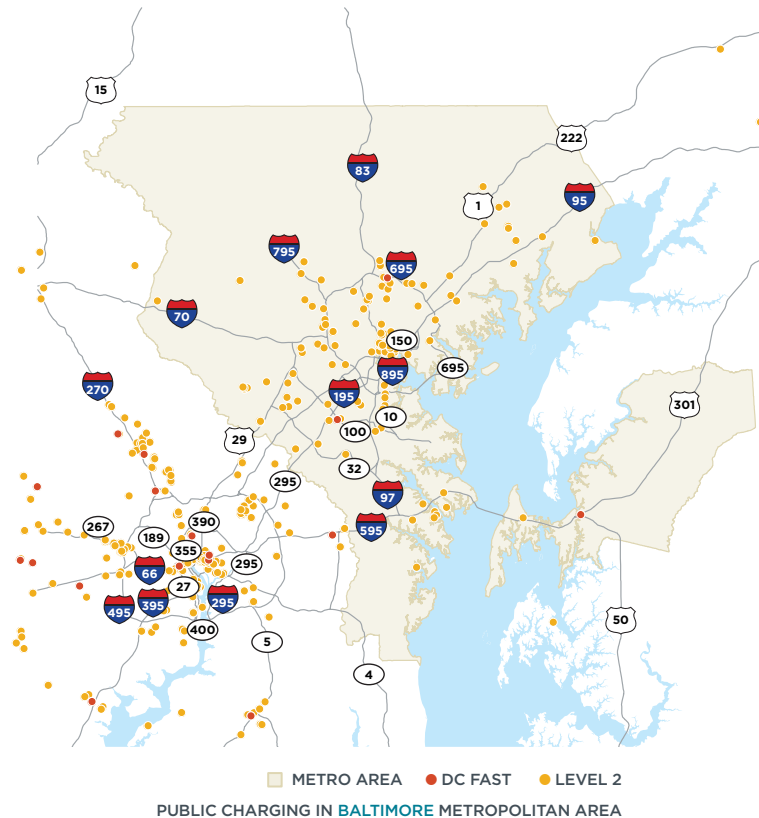


BALTIMORE

Baltimore, Maryland, has mixed indicators with regard to its embrace of electric vehicles. The metropolitan area is a leader in charging infrastructure, with the **fifth most extensive public electric vehicle charging network**. Consumers benefit from **state incentives** that are generally worth \$1,000–\$3,000 per vehicle.

However, sales uptake of electric vehicles in the area has been below the national average. With just nine of the 30 electric vehicle promotion actions being employed in major U.S. cities, Baltimore lags other large metro areas in taking steps to encourage electric vehicle sales, especially at the **local and utility level**. Relatively few electric vehicle models are available from dealers in the area, suggesting that **greater efforts to engage dealers and automakers, and to raise public awareness, are needed**.



BALTIMORE:

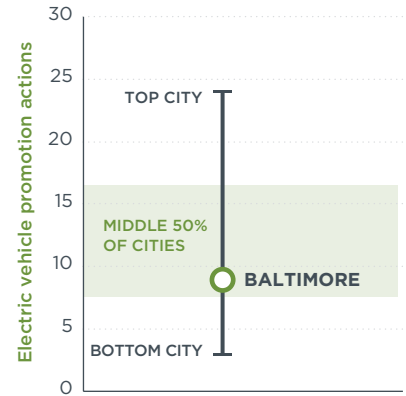
- » **16th highest** new electric-vehicle sales share
- » **5th most extensive** public electric charging infrastructure
- » **9 of the 30** electric-vehicle promotion actions

ACHIEVEMENTS

- » Purchase subsidies could prime future market growth
- » Extensive public charging infrastructure network
- » Attractive electric vehicle service equipment rebate for consumers
- » Significant support from state promotion actions

OPPORTUNITIES

- » Advocate to maintain state purchase subsidy
- » Extend, expand, and increase awareness about consumer incentives
- » Consider adopting more than 9 of 30 key EV promotion actions to attract a greater assortment of consumers – especially at the city and utility level
- » Work with dealers and automakers to make EVs more available and increase awareness



WHAT **BALTIMORE** IS DOING TO PROMOTE ELECTRIC VEHICLES

	STATE		CITY		UTILITY
Policy Foundation	State ZEV Program	<input checked="" type="checkbox"/>	City EV strategy	<input type="checkbox"/>	
	State low carbon fuel policy	<input type="checkbox"/>	Streamlined EVSE permitting process	<input type="checkbox"/>	
			EV-ready building codes	<input type="checkbox"/>	
Consumer Benefits	State BEV purchase subsidy	<input checked="" type="checkbox"/>	City vehicle purchase subsidy	<input type="checkbox"/>	Utility charging pilot or other research <input type="checkbox"/>
	State PHEV purchase subsidy	<input checked="" type="checkbox"/>	City parking support	<input type="checkbox"/>	Utility preferential rates for charging <input type="checkbox"/>
	State fee reduction or testing exemption	<input type="checkbox"/>	City EV supply equipment financing	<input type="checkbox"/>	Utility home charger support <input type="checkbox"/>
	State home charger incentive, support	<input checked="" type="checkbox"/>	City carpool lane (HOV) access	<input type="checkbox"/>	
	State public charging	<input type="checkbox"/>	City-owned EV chargers	<input checked="" type="checkbox"/>	
	State parking benefit	<input type="checkbox"/>	US DOE EV Project key area	<input type="checkbox"/>	
Visibility and Outreach	State fleet purchasing incentive	<input checked="" type="checkbox"/>	Workplace charging partners	<input checked="" type="checkbox"/>	Utility website, information materials <input checked="" type="checkbox"/>
	State manufacturing incentive	<input type="checkbox"/>	City car sharing program link	<input type="checkbox"/>	Utility cost comparison tool <input type="checkbox"/>
			City website or info materials	<input type="checkbox"/>	Other utility outreach activity <input checked="" type="checkbox"/>
			City outreach or education events	<input type="checkbox"/>	
			City fleet purchasing	<input type="checkbox"/>	

WHAT CAN BE DONE TO BETTER PROMOTE ELECTRIC VEHICLES? EVERYONE HAS A ROLE...

STATES Lock in electric vehicle support policies for several years into the future

CITIES AND REGIONAL GROUPS Optimize infrastructure roll-out; create dedicated EV parking; adopt EVs in fleets

LOCAL BUSINESSES Install workplace-charging equipment; encourage employees to drive EVs to work

AUTOMAKERS Make more models more widely available; enhance marketing outreach, and education

CAR DEALERS Promote electric vehicle models; help consumers understand total cost of ownership and education on charger availability

UTILITIES Continue to inform potential EV consumers of benefits; promote low-cost off-peak charging

CONSUMERS Test drive new electric vehicle models; calculate the potential fuel savings

EV = Electric Vehicle; BEV = Battery Electric Vehicle; PHEV = Plug-in Hybrid Electric Vehicle; EVSE = Electric Vehicle Service Equipment; DC = Direct Current
 Based on "Assessment of leading electric vehicle promotion activities in US cities," available at <http://theicct.org/leading-us-city-electric-vehicle-activities>.
Note on sources: Vehicle share data based on IHS Automotive 2014 registrations. Electric charger data is from the US DOE Alternative Fuel Data Center.
 The U.S. City Electric Vehicle Profile Project is an initiative of the 11th Hour Project, sponsored by the Schmidt Family Foundation.
 Collaborators include the C40 Cities Climate Leadership Group and the Center for Climate and Energy Solutions.