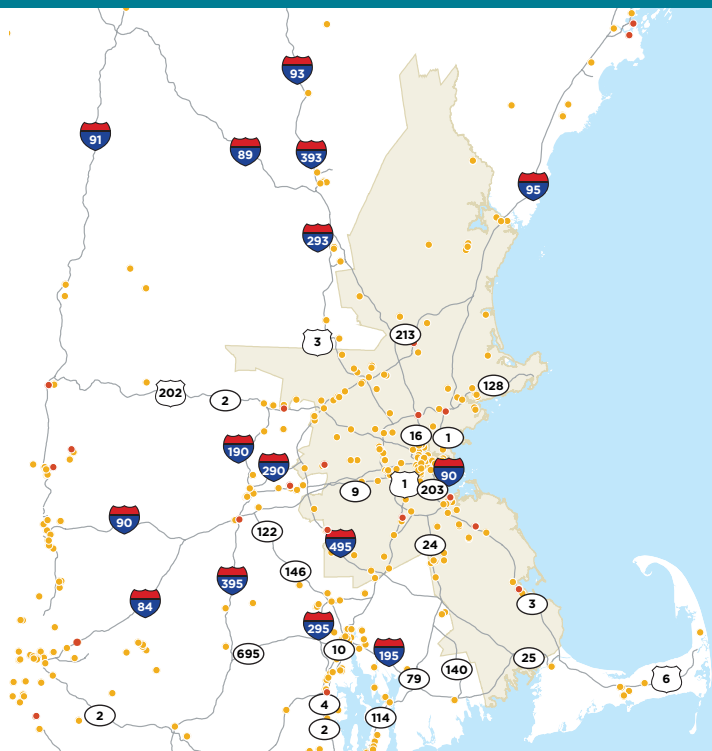


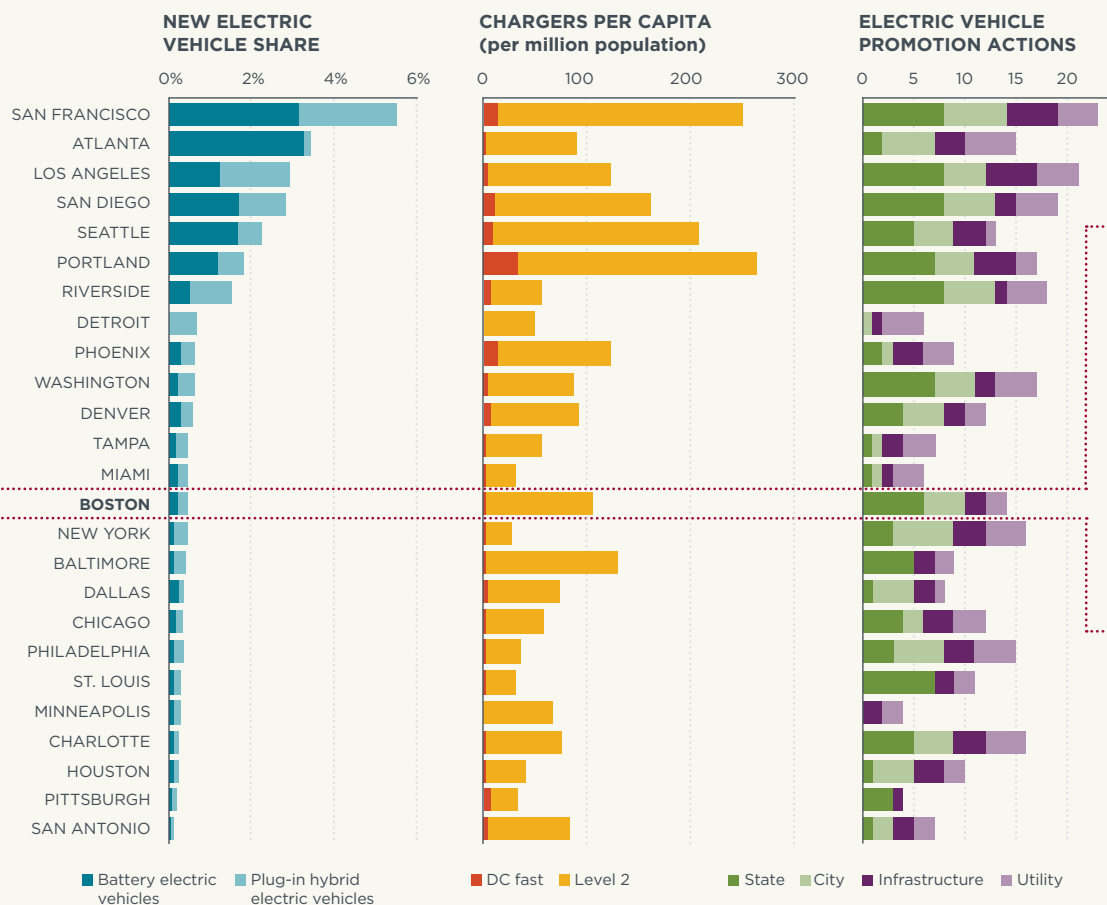
## BOSTON

**Boston, Massachusetts**, has shown great potential as an emerging hub for electric vehicles. The metropolitan area has an **above-average charging infrastructure network** and has **implemented key state- and city-level actions** to promote the new technology, including **consumer incentives worth \$1,500–\$2,500 per vehicle**.

But sales uptake of electric vehicles in the Boston area has been below the national average. Measures that would spur the market include **providing carpool lane access** to electric vehicles, expediting **permitting processes** for service equipment, and integrating electric vehicles and charging infrastructure into **building and zoning codes and land use planning**. Relatively few electric vehicle models are offered for sale in the area; **working with dealers and automakers to multiply consumer options, and otherwise raising public awareness, would also help galvanize the market**.



■ METRO AREA ■ DC FAST ● LEVEL 2  
PUBLIC CHARGING IN BOSTON METROPOLITAN AREA



### BOSTON:

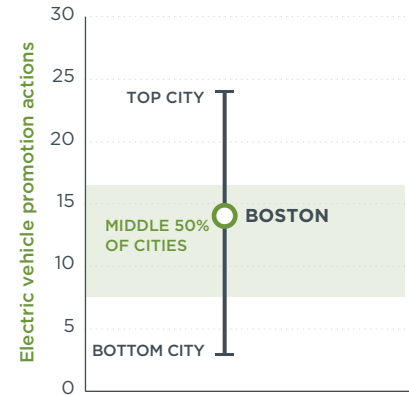
- » **14th highest** new electric-vehicle sales share
- » **8th most extensive** public electric charging infrastructure
- » **14 of the 30** electric-vehicle promotion actions

## ACHIEVEMENTS

- » Purchase subsidies have primed the market
- » Above-average public charging infrastructure network
- » Employing key EV promotion actions to attract an assortment of consumers
- » Leader in workplace charging

## OPPORTUNITIES

- » Advocate to maintain state purchase subsidy
- » Provide carpool lane access to EV owners
- » Extend, expand, and increase awareness about consumer incentives
- » Continue to expand public charging infrastructure, including DC fast
- » Work with dealers and automakers to make EVs more available and increase awareness
- » Accelerate EVSE permitting and integrate EV infrastructure into building codes



## WHAT **BOSTON** 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 checked="" 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 checked="" 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 checked="" type="checkbox"/>	Other utility outreach activity <input checked="" type="checkbox"/>
			City outreach or education events	<input checked="" type="checkbox"/>	
			City fleet purchasing	<input checked="" 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.

<http://www.theicct.org/us-city-electric-vehicle-profiles-2015>

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