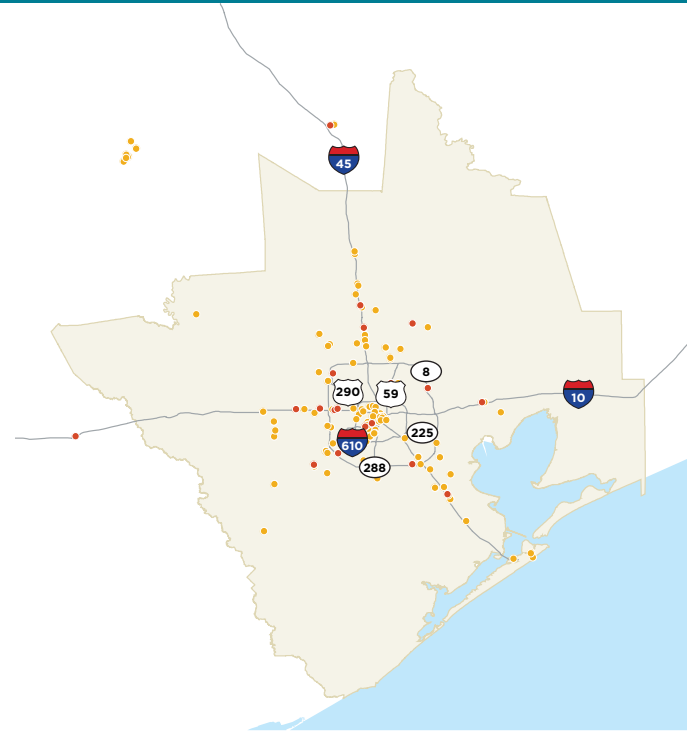


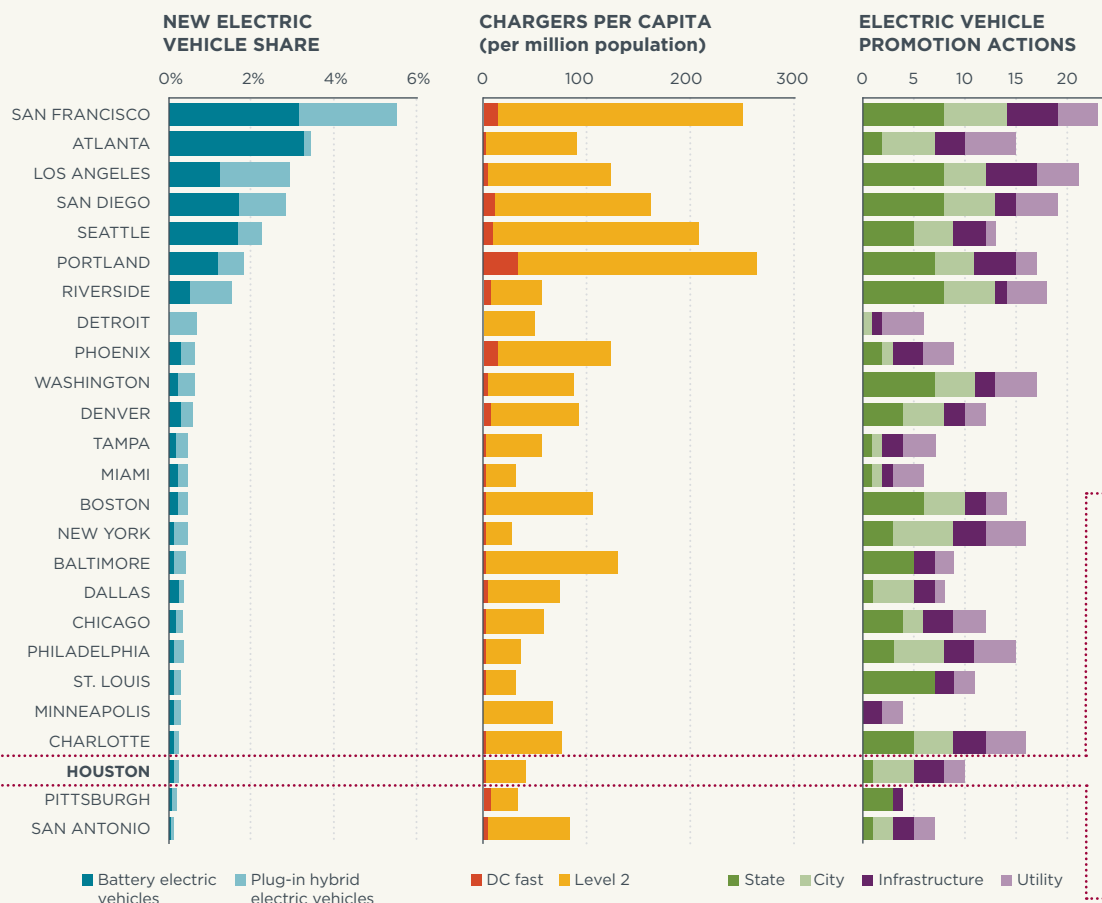
HOUSTON

Houston, Texas, has a few **significant promotion actions in place**, yet lags other major metropolitan areas across the U.S. in its electric vehicle uptake. Electric vehicle buyers, for a time, benefited from an **incentive of up to \$2,500** per vehicle. **Re-instating this expired incentive** would help stimulate the electric vehicle market.

The sales uptake of electric vehicles in the Houston area is well below the national average. Public charging infrastructure is also below average. To further spur the market, Houston should consider **expanding charging infrastructure** (public, multi-unit dwelling, and workplace), and **seek additional support from electric utilities**. Comparatively few electric vehicle models are marketed in the area, suggesting that efforts to motivate greater **dealer and automaker engagement and raise public awareness could be beneficial**.



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



HOUSTON:

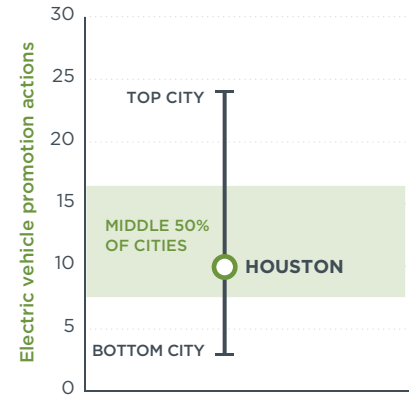
- » **23rd highest** new electric-vehicle sales share
- » **20th most extensive** public electric charging infrastructure
- » **10 of the 30** electric-vehicle promotion actions

ACHIEVEMENTS

- » Installation of city-owned public charging stations
- » Use of EVs in local car sharing programs
- » Emission test exemption for EVs

OPPORTUNITIES

- » Advocate for reinstatement of purchase subsidies to increase consumer appeal
- » Provide carpool lane access to EV owners
- » Extend, expand, and increase awareness about consumer incentives
- » Expand public EV charging infrastructure to increase the value and range of EVs
- » Consider adopting more key EV promotion actions to attract a greater assortment of consumers — especially at the state level and utility level



WHAT HOUSTON IS DOING TO PROMOTE ELECTRIC VEHICLES

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

