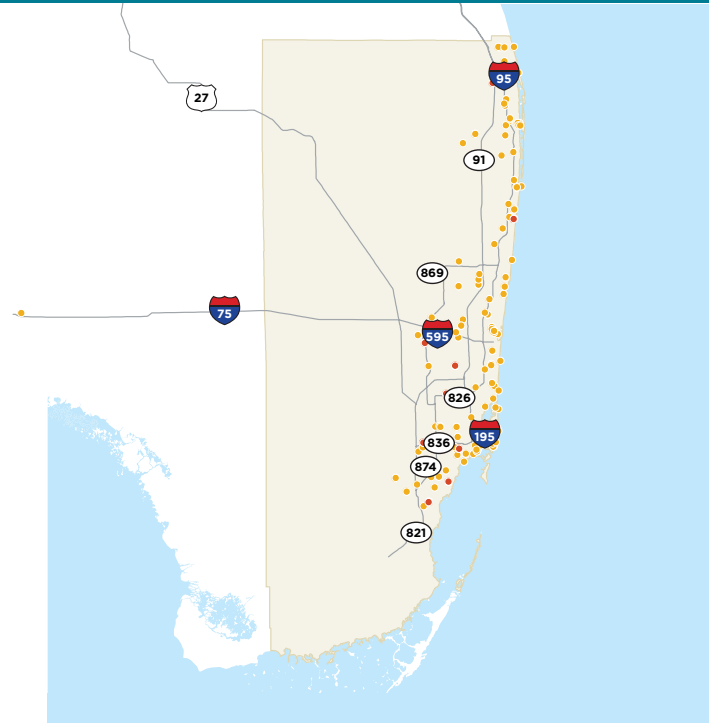


# 2015 U.S. CITY ELECTRIC VEHICLE PROFILE PROJECT

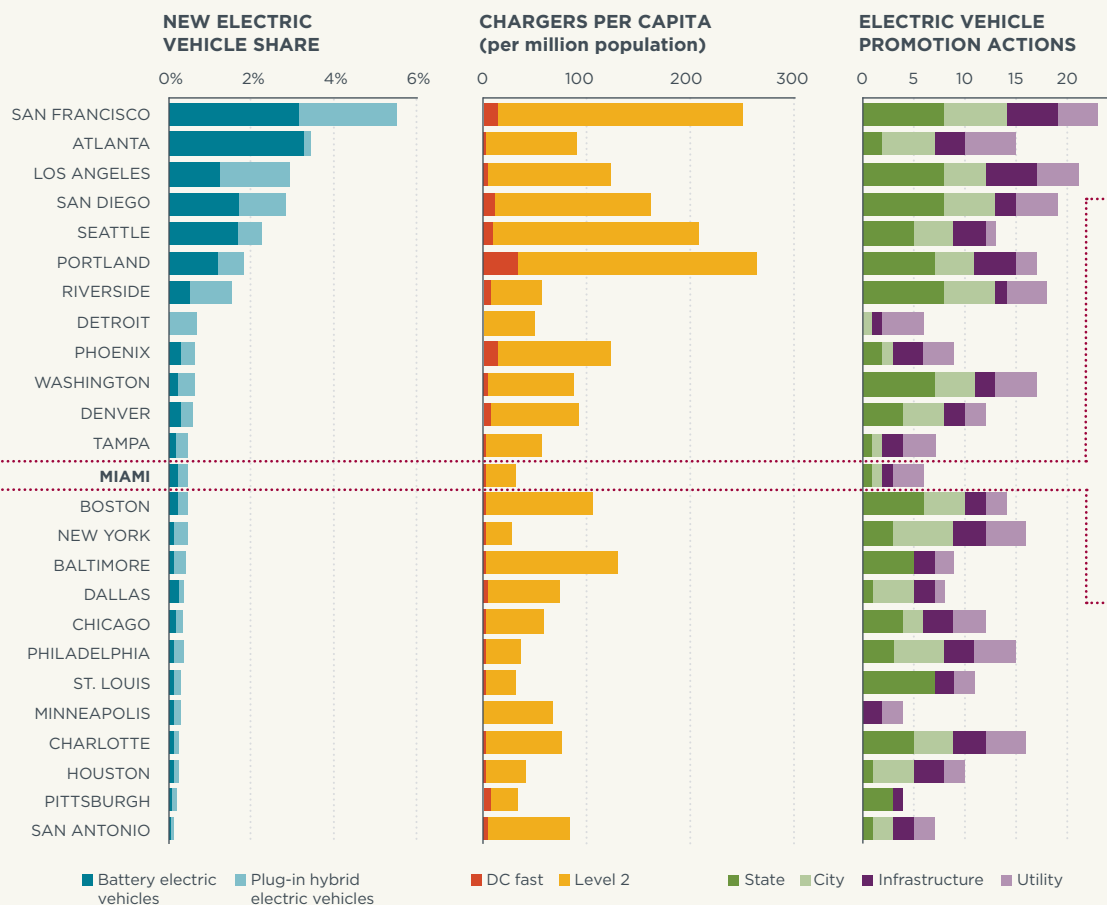
## MIAMI

Miami, Florida, has had about average electric vehicle uptake compared to other major U.S. metropolitan areas, despite significantly lagging in charging infrastructure and electric vehicle promotion actions. Electric vehicle owners benefit from **carpool lane access** and **vehicle emissions testing exemptions**.

Implementing just six of the 30 state- and local-level actions being used to promote electric vehicles in major U.S. metro areas, Miami is significantly behind. To spur the market, Miami should consider **pushing for additional electric vehicle promotion actions at the state level and acting on its own locally. Expanding charging infrastructure** (public, multi-unit dwelling, and workplace) and seeking **further support from electric utilities** can also spark consumer interest.



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



**MIAMI:**

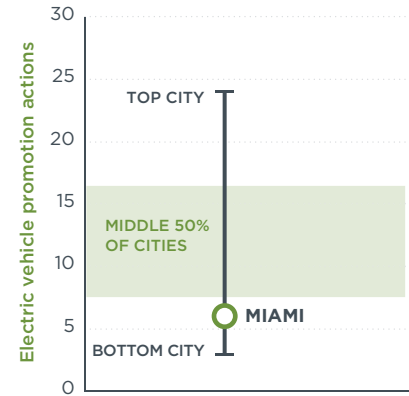
- » **13th highest** new electric-vehicle sales share
- » **24th most extensive** public electric charging infrastructure
- » **6 of the 30** electric-vehicle promotion actions

## ACHIEVEMENTS

- » Carpool lane access increasing consumer appeal
- » Average EV sales share despite few existing state promotion actions
- » Support for EVs from major utility provider

## OPPORTUNITIES

- » Work to implement state and/or city purchase subsidy
- » Consider adopting more than 6 of 30 key EV promotion actions to attract a greater assortment of consumers — especially at the state and city level
- » Advocate to maintain carpool lane access
- » Extend, expand, and increase awareness about consumer incentives



## WHAT MIAMI IS DOING TO PROMOTE ELECTRIC VEHICLES

	STATE		CITY		UTILITY
Policy Foundation	State ZEV Program	<input type="radio"/>	City EV strategy	<input type="radio"/>	
	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"/>
	<b>State fee reduction or testing exemption</b>	<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"/>	<b>City carpool lane (HOV) access</b>	<input checked="" type="checkbox"/>	
	State public charging	<input type="radio"/>	City-owned EV chargers	<input type="radio"/>	
	State parking benefit	<input type="radio"/>	US DOE EV Project key area	<input type="radio"/>	
Visibility and Outreach	State fleet purchasing incentive	<input type="radio"/>	<b>Workplace charging partners</b>	<input checked="" type="checkbox"/>	<b>Utility website, information materials</b> <input checked="" type="checkbox"/>
	State manufacturing incentive	<input type="radio"/>	City car sharing program link	<input type="radio"/>	<b>Utility cost comparison tool</b> <input checked="" type="checkbox"/>
			City website or info materials	<input type="radio"/>	<b>Other utility outreach activity</b> <input checked="" type="checkbox"/>
			City outreach or education events	<input type="radio"/>	
			City fleet purchasing	<input type="radio"/>	

## 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.

