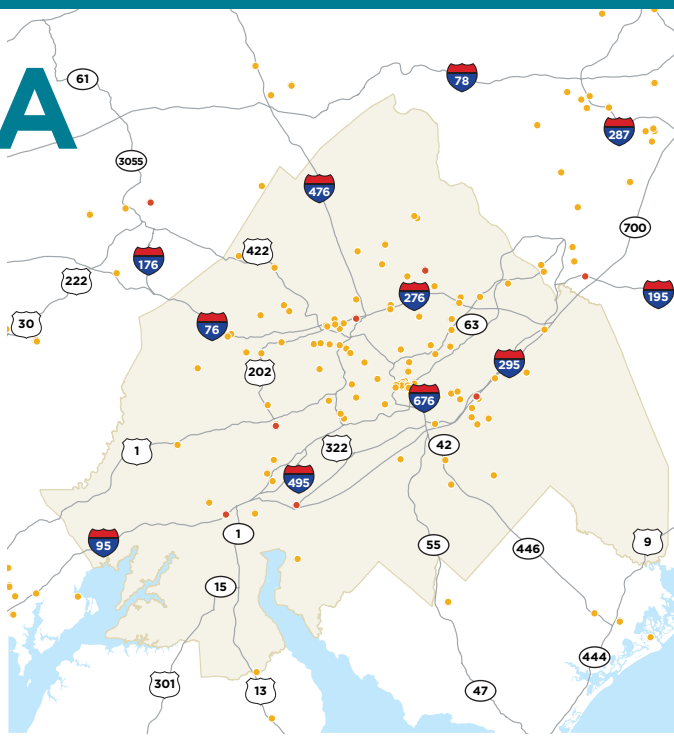
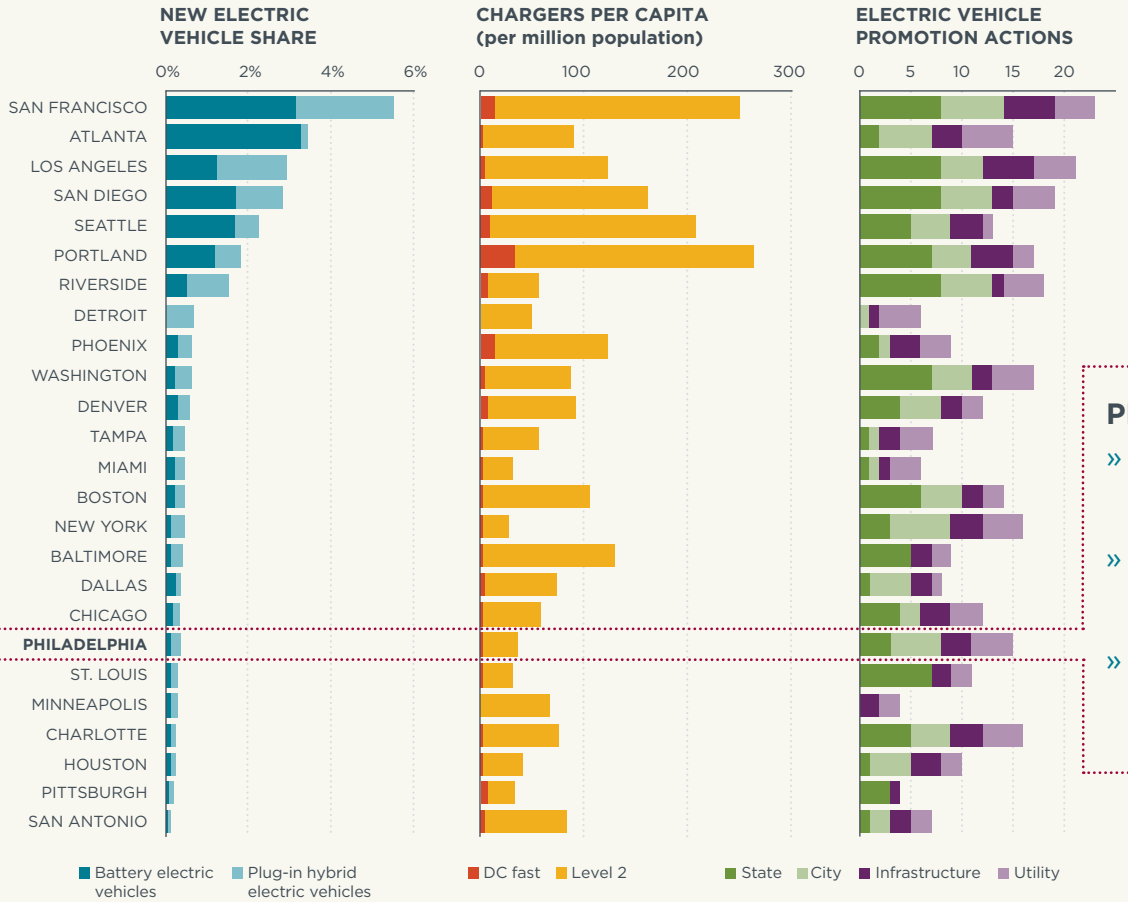
PHILADELPHIA

Philadelphia, Pennsylvania, has a number of **significant promotion actions in place,** yet lags other major U.S. metropolitan areas in terms of electric vehicle uptake. Electric vehicle owners benefit from a **purchase incentive up to $2000 per vehicle** as well as **local parking benefits.**

To spur the market, Philadelphia should work to **maintain and strengthen current policy incentives.** Philadelphia should also consider **expanding charging infrastructure** (public, multi-unit dwelling, and workplace) to increase convenience and consumer range confidence. Comparatively few electric vehicle models are marketed in the region; working with **dealers and automakers to increase the number of models available to consumers, coupled with greater efforts to raise public awareness,** could energize sales.



PUBLIC CHARGING IN PHILADELPHIA METROPOLITAN AREA



PHILADELPHIA:

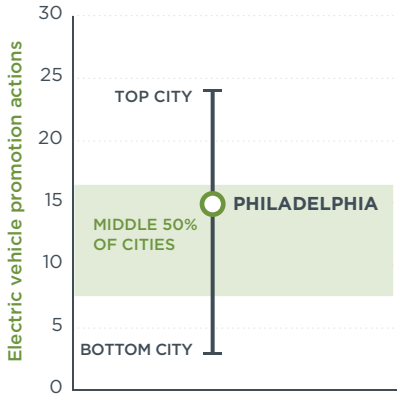
- **19th highest** new electric-vehicle sales share
- **21st most extensive** public electric charging infrastructure
- **15 of the 30** electric-vehicle promotion actions

ACHIEVEMENTS

- Employing key EV promotion actions to attract an assortment of consumers
- Purchase subsidies could prime future market growth
- Existing city EV strategy, informational materials, education, and outreach
- Support for EVs from major utility provider
- Use of EVs in local car sharing programs

OPPORTUNITIES

- Advocate to maintain state purchase subsidy
- Expand public EV charging infrastructure to increase the value and range of EVs
- Work with dealers and automakers to make EVs more available and increase awareness
- Accelerate EVSE permitting and integrate EV infrastructure into building codes
- Pursue workplace charging partnerships



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

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

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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11TH HOUR PROJECT
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