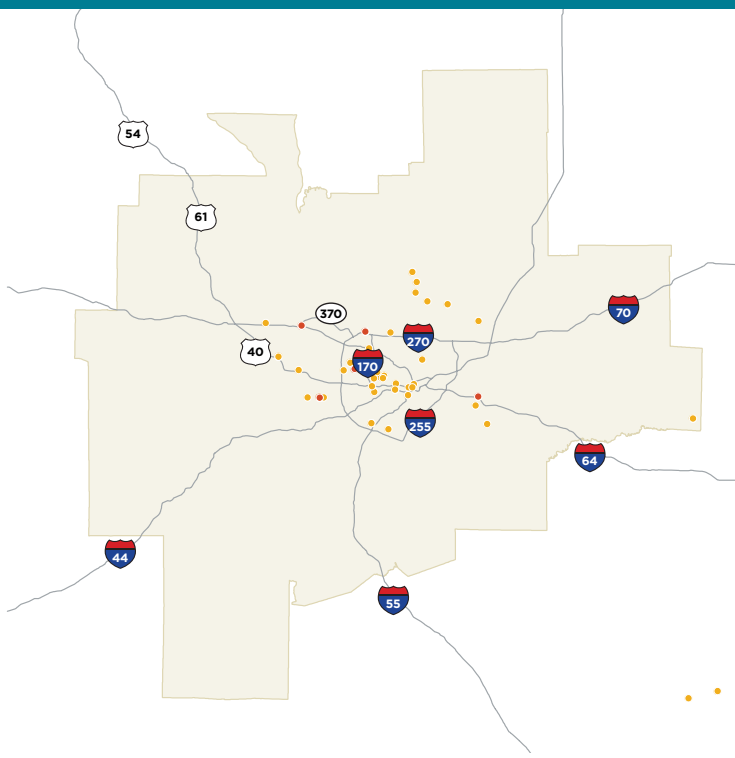
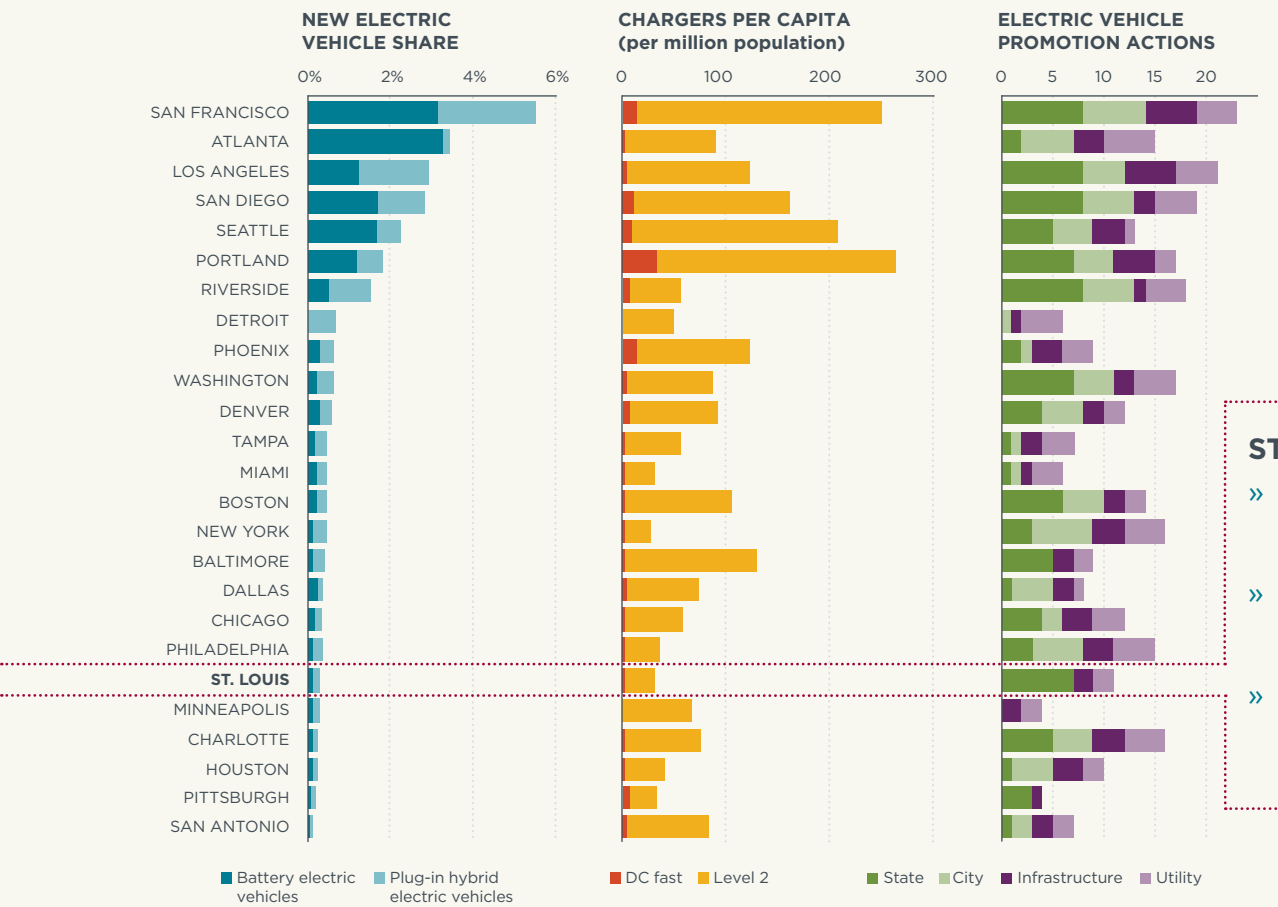
ST. LOUIS

St. Louis, Missouri, has a below-average number of electric vehicle promotion actions, and both infrastructure development and electric vehicle uptake in the area lag other major U.S. metropolitan areas. Electric vehicle owners benefit from a **tax incentive on home charging station installations, city-owned charging infrastructure, and emissions testing exemptions.**

Sales of electric vehicles in the St. Louis area fall well below the national average. Public charging infrastructure is sparse. To spur the market, St. Louis should consider **expanding charging infrastructure** (public DC fast, multi-unit dwelling, and workplace) as well as **adopting a greater number of key promotion actions,** especially at the **city and utility level.** In addition, relatively few electric vehicle models are offered for sale in the area, suggesting that **greater efforts to engage dealers and automakers, and to raise public awareness, are needed.**



PUBLIC CHARGING IN ST. LOUIS METROPOLITAN AREA



ST. LOUIS:

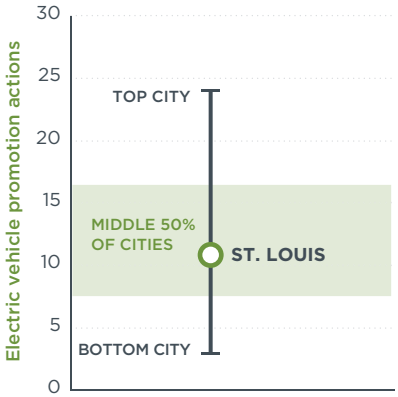
- **20th highest** new electric-vehicle sales share
- **23rd most extensive** public electric charging infrastructure
- **11 of the 30** electric-vehicle promotion actions

ACHIEVEMENTS

- Home charger installation incentive
- Installation of city-owned public chargers
- EV emissions testing exemptions

OPPORTUNITIES

- Work to implement state and/or city purchase subsidy
- Extend, expand, and increase awareness about consumer incentives
- Consider adopting more key EV promotion actions to attract a greater assortment of consumers
- Work with dealers and automakers to make EVs more available and increase awareness



WHAT **ST. LOUIS** 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

www.theicct.org | communications@theicct.org

11TH HOUR PROJECT
THE SCHMIDT FAMILY FOUNDATION

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