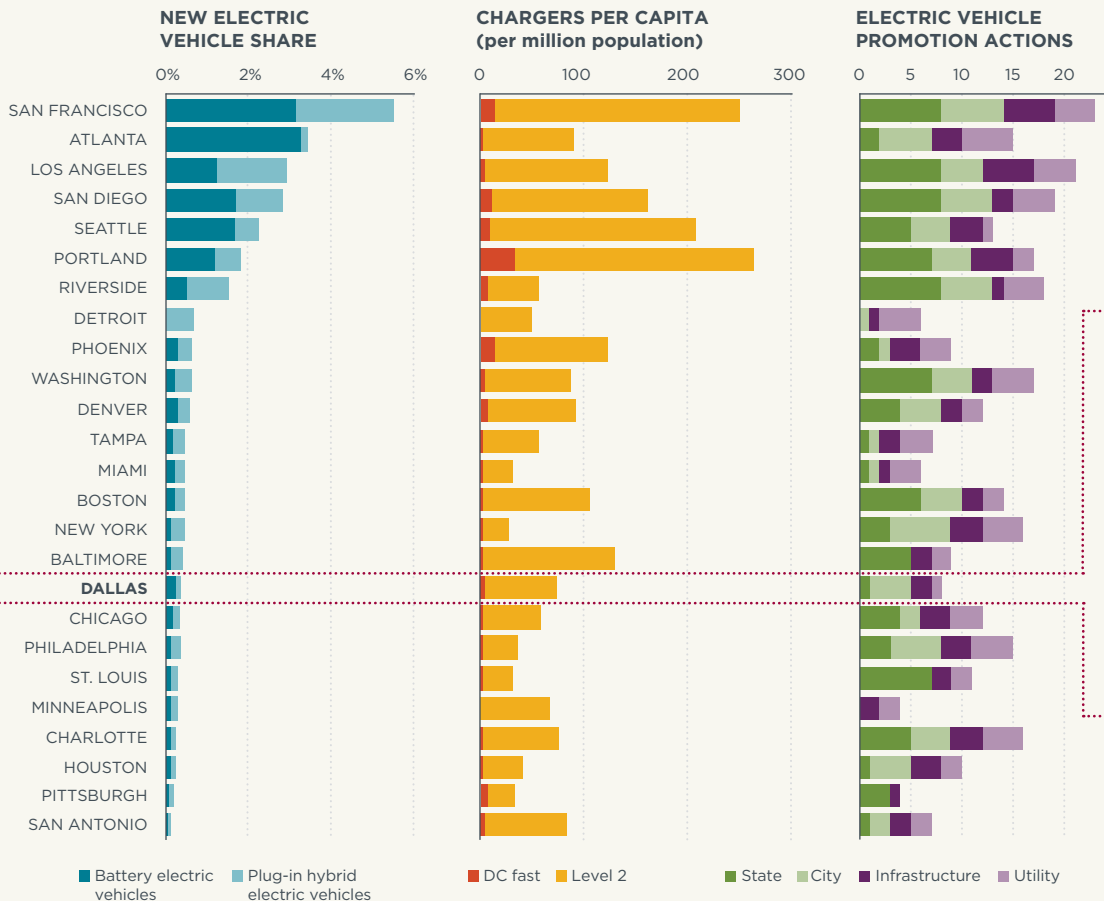
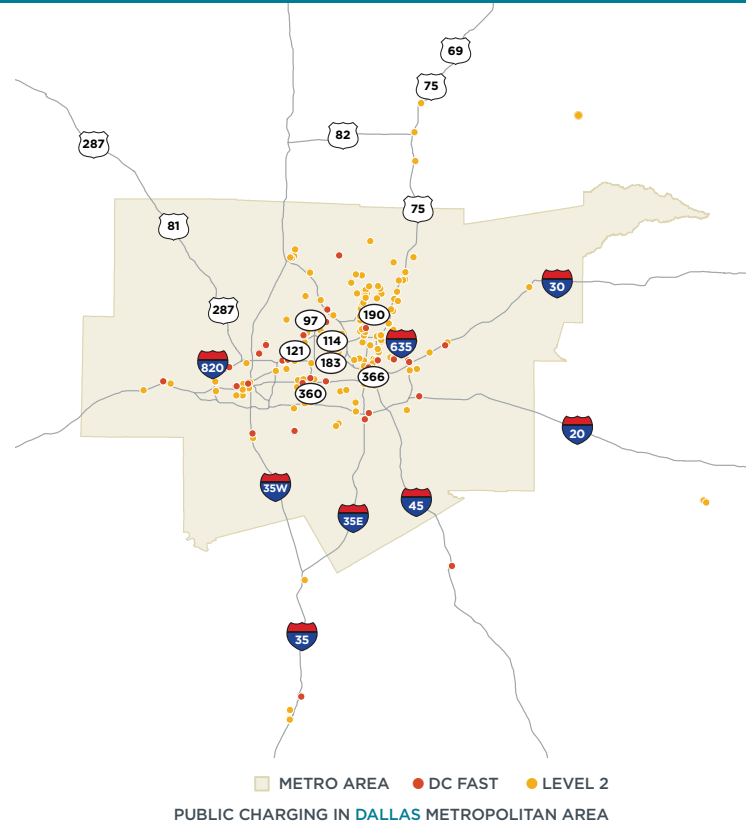


## DALLAS

Dallas, Texas, has a few **significant promotion actions in place**, yet has not emerged as a leading hub for electric vehicles. Prospective electric vehicle buyers, for a time, benefited from an **incentive of up to \$2,500** per vehicle. **Re-instating this expired incentive** would help spur the electric vehicle market.

Electric vehicle share of the Dallas market is below average compared to the U.S. overall, and public charging infrastructure in the area is about average. Relying on just eight of the 30 promotion actions that other major U.S. cities have put in place, Dallas lags in state- and local-level efforts to promote electric vehicles. To spur the market, Dallas should consider increasing the **number of promotion actions**, **expanding charging infrastructure** (public, multi-unit dwelling, and workplace), and **gaining further support from electric utilities**.



**DALLAS:**

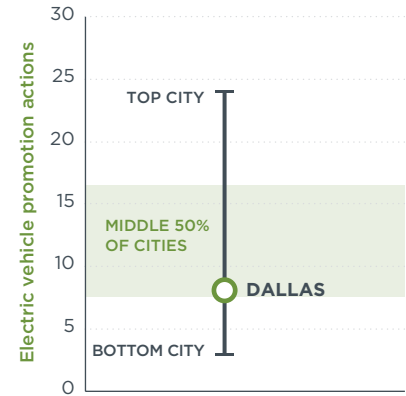
- » **17th highest** new electric-vehicle sales share
- » **14th most extensive** public electric charging infrastructure
- » **8 of the 30** electric-vehicle promotion actions

## ACHIEVEMENTS

- » Existing city EV strategy, informational materials, education, and outreach
- » Above-average model availability
- » Emission test exemption for EVs

## OPPORTUNITIES

- » Advocate for reinstatement of purchase subsidies to increase consumer appeal
- » Extend, expand, and increase awareness about consumer incentives
- » Continue to expand public charging infrastructure, including DC fast
- » Consider adopting more than 8 of 30 key EV promotion actions to attract a greater assortment of consumers — especially at the state and utility level



## WHAT DALLAS 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 type="radio"/>	
Visibility and Outreach	State fleet purchasing incentive	<input type="radio"/>	Workplace charging partners	<input checked="" type="checkbox"/>	Utility website, information materials <input type="radio"/>
	State manufacturing incentive	<input type="radio"/>	City car sharing program link	<input type="radio"/>	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 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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