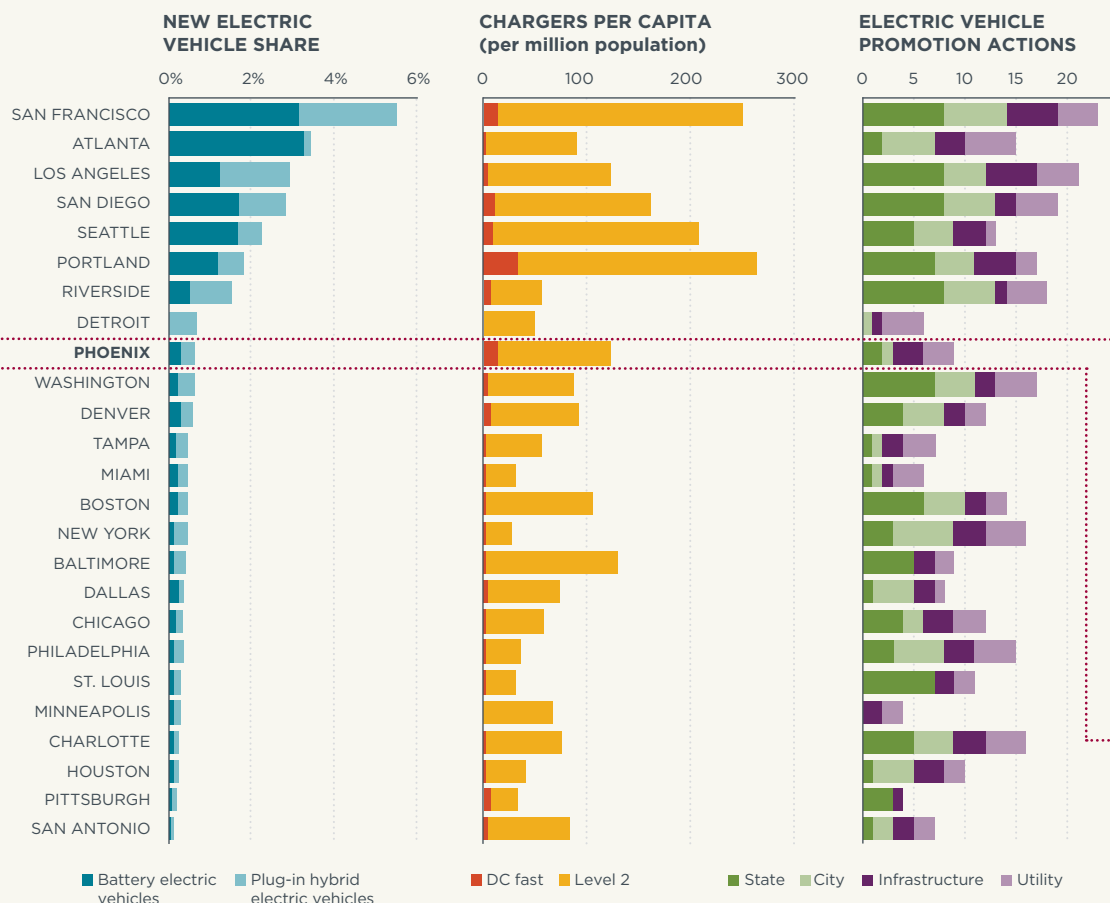
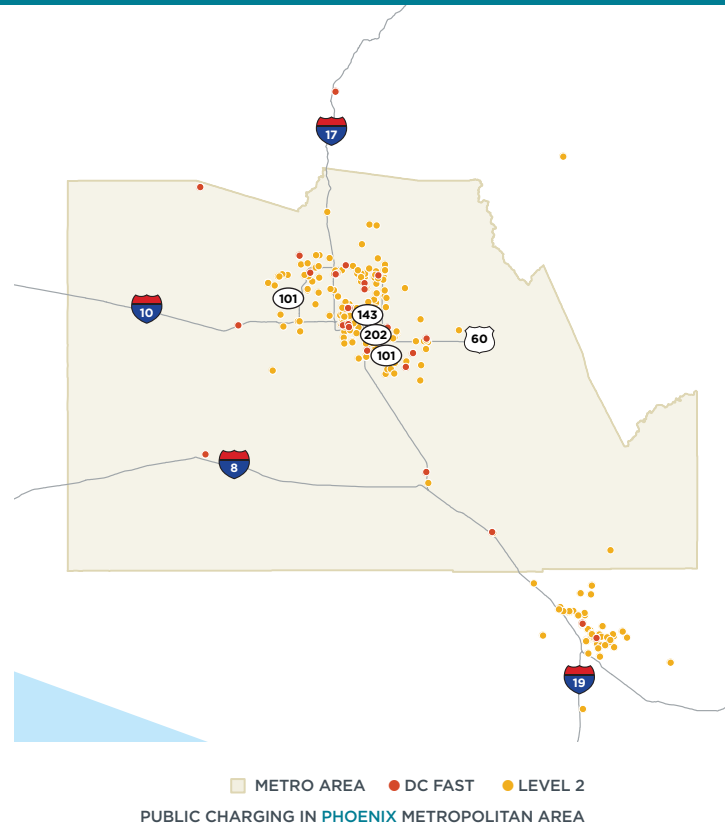


PHOENIX

Phoenix, Arizona, has the **potential to be a leading hub for electric vehicles**. Although few electric vehicle promotion actions are implemented in the area, Phoenix has an **above-average electric vehicle sales share** and has developed an **extensive public charging infrastructure network**. Battery electric vehicle owners benefit from carpool lane access and **over \$1000 in savings from reduced vehicle license taxes**.

With only nine of the 30 promotion actions being employed in major U.S. cities, Phoenix could significantly enhance the incentives and benefits to electric vehicle buyers. To spur the market, Phoenix should consider **adopting additional actions at the local level and pushing for state-level incentives**, as well as **extending reduced vehicle registration fees to plug-in hybrid electric vehicles**, which confer substantial fuel savings and air-quality benefits.



PHOENIX:

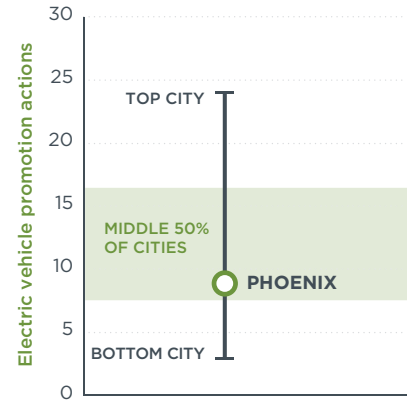
- » **9th highest** new electric-vehicle sales share
- » **6th most extensive** public electric charging infrastructure
- » **9 of the 30** electric-vehicle promotion actions

ACHIEVEMENTS

- » BEV reduced vehicle license tax is attractive to consumers
- » Carpool lane access increasing consumer appeal
- » Extensive public charging infrastructure network
- » Above average sales share of EVs
- » Above average model availability

OPPORTUNITIES

- » Work to implement state and/or city purchase subsidy
- » Advocate to maintain reduced vehicle license tax and carpool lane access
- » Extend reduced vehicle license tax incentives to include PHEVs
- » Extend, expand, and increase awareness about consumer incentives
- » Consider adopting more than 9 of 30 key EV promotion actions to attract a greater assortment of consumers



WHAT PHOENIX 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 checked="" type="checkbox"/>
	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 checked="" type="checkbox"/>	City carpool lane (HOV) access	<input checked="" type="checkbox"/>	
	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 type="radio"/>	Utility cost comparison tool <input type="radio"/>
			City website or info materials	<input type="radio"/>	Other utility outreach activity <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.

