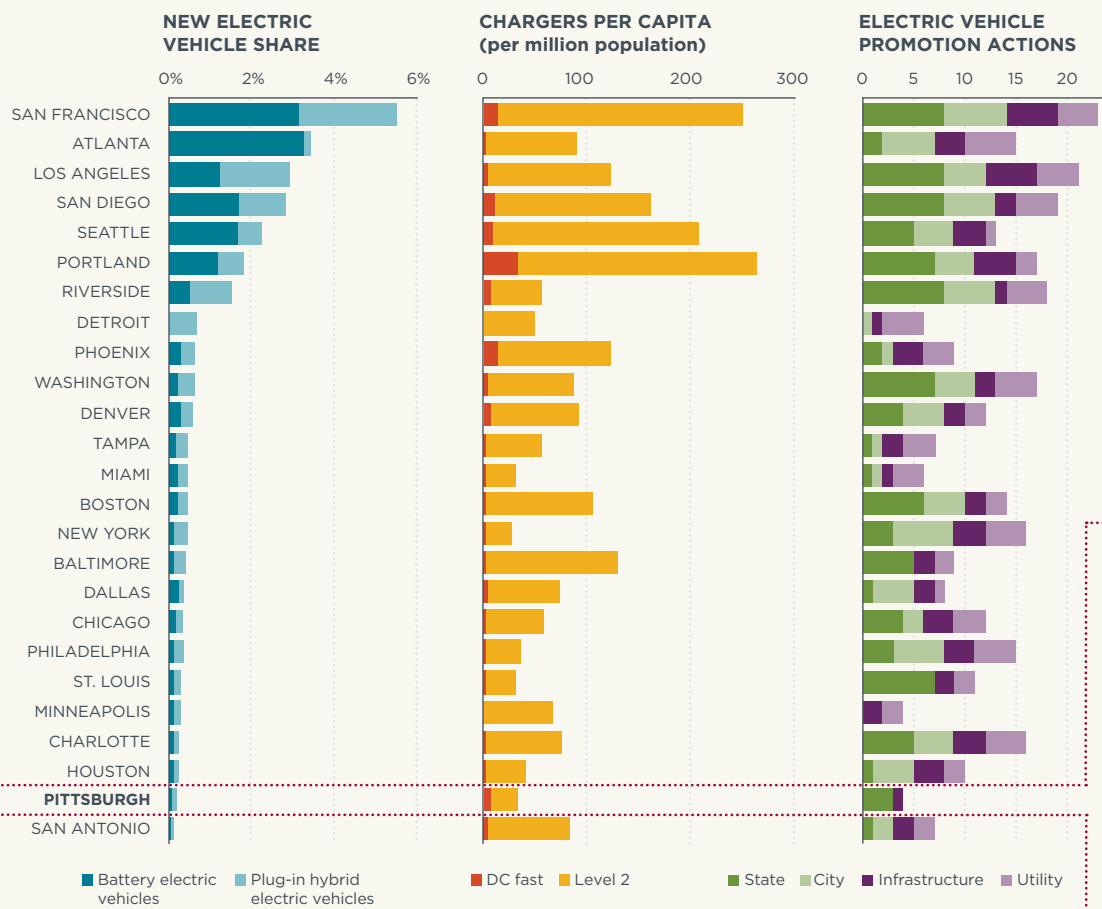
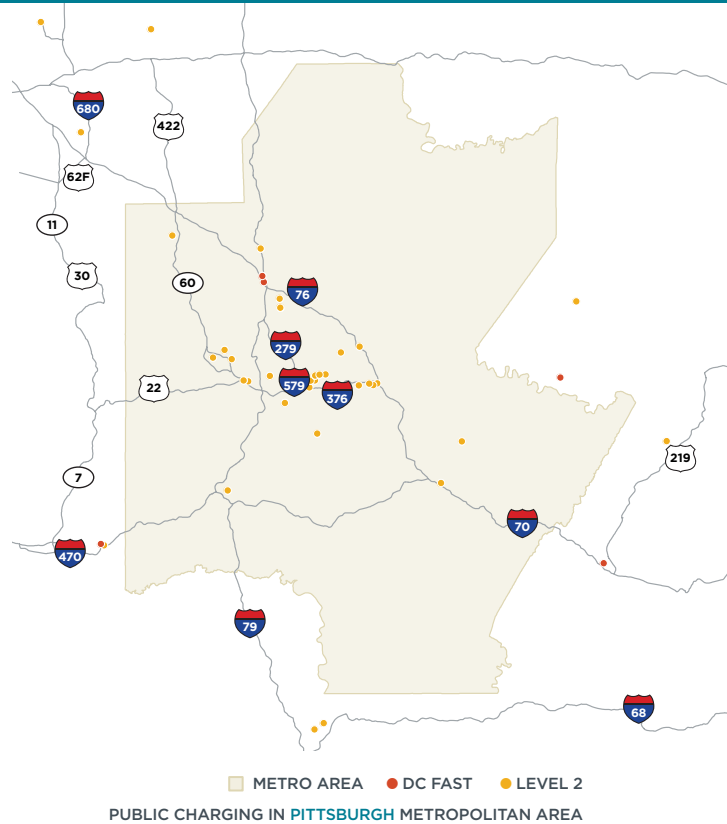


## PITTSBURGH

**Pittsburgh, Pennsylvania**, significantly lags other major metropolitan areas in terms of electric vehicle promotion activities, infrastructure development, and sales uptake. Electric vehicle buyers benefit from an **incentive up to \$2000 per vehicle**.

Despite that incentive, the sales uptake of electric vehicles in the Pittsburgh area is well below the U.S. average. Having implemented just four of the 30 electric vehicle promotion actions being employed in major U.S. cities, Pittsburgh has significant opportunity to act to expand the market. To do so it should consider **adopting additional actions at the local level, pushing for greater engagement from electric utilities**, as well as **expanding charging infrastructure** (public, multi-unit dwelling, and workplace). Working with **dealers and automakers to increase the number of models available to consumers, coupled with greater efforts to raise public awareness**, could energize the region's market.



**PITTSBURGH:**

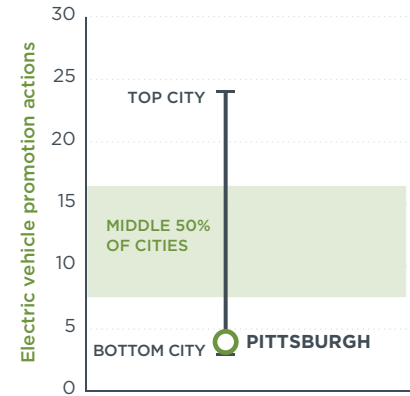
- » **24th highest** new electric-vehicle sales share
- » **22nd most extensive** public electric charging infrastructure
- » **4 of the 30** electric-vehicle promotion actions

## ACHIEVEMENTS

- » Purchase subsidies could prime future market growth
- » Although low, EV shares are two times greater than the surrounding areas
- » Emission test exemption for EVs

## OPPORTUNITIES

- » Advocate to maintain state purchase subsidy
- » Consider adopting more than 4 of 30 key EV promotion actions to attract a greater assortment of consumers — especially at the city and utility level
- » Extend, expand, and increase awareness about consumer incentives
- » Work with dealers and automakers to make EVs more available and increase awareness



## WHAT PITTSBURGH 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 checked="" type="checkbox"/>	City vehicle purchase subsidy	<input type="radio"/>	Utility charging pilot or other research <input type="radio"/>
	State PHEV purchase subsidy	<input checked="" type="checkbox"/>	City parking support	<input type="radio"/>	Utility preferential rates for charging <input type="radio"/>
	State fee reduction or testing exemption	<input type="radio"/>	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 checked="" type="checkbox"/>	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"/>	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 type="radio"/>	Other utility outreach activity <input type="radio"/>
			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.

<http://www.theicct.org/us-city-electric-vehicle-profiles-2015>

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