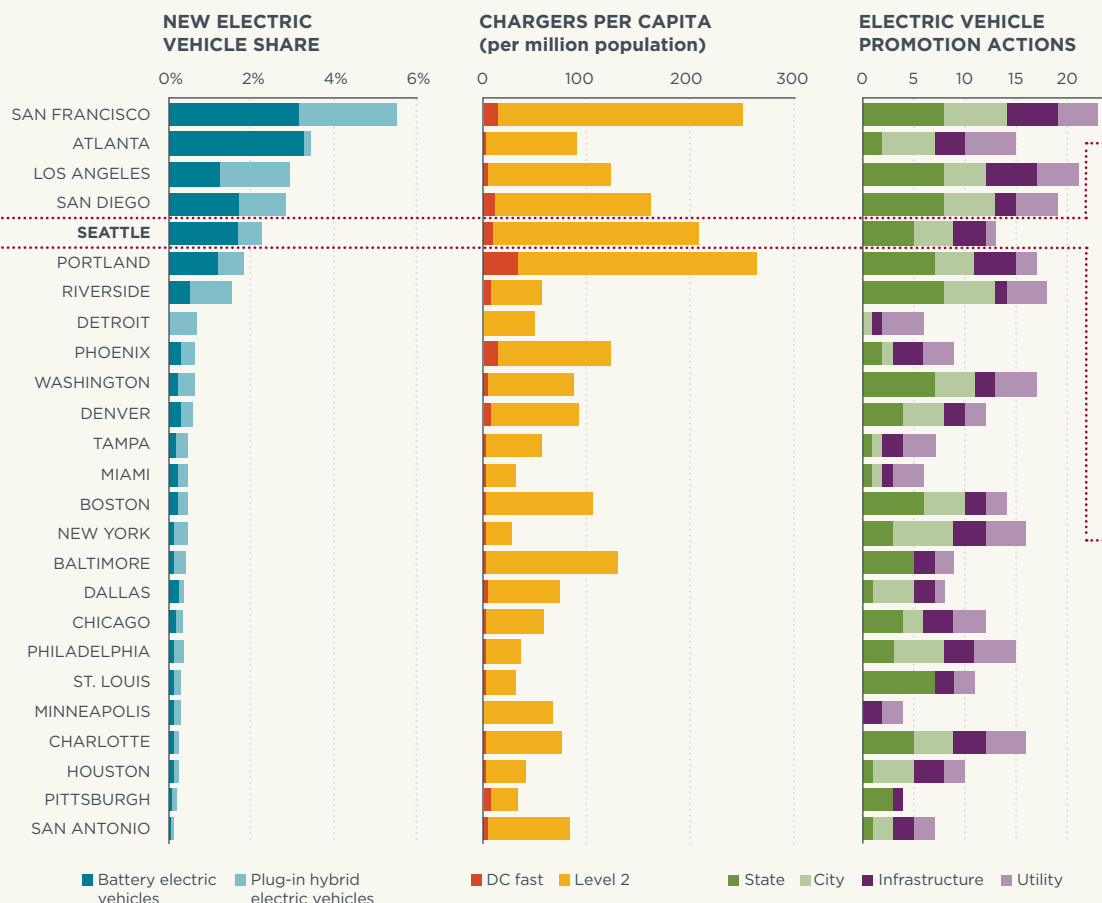
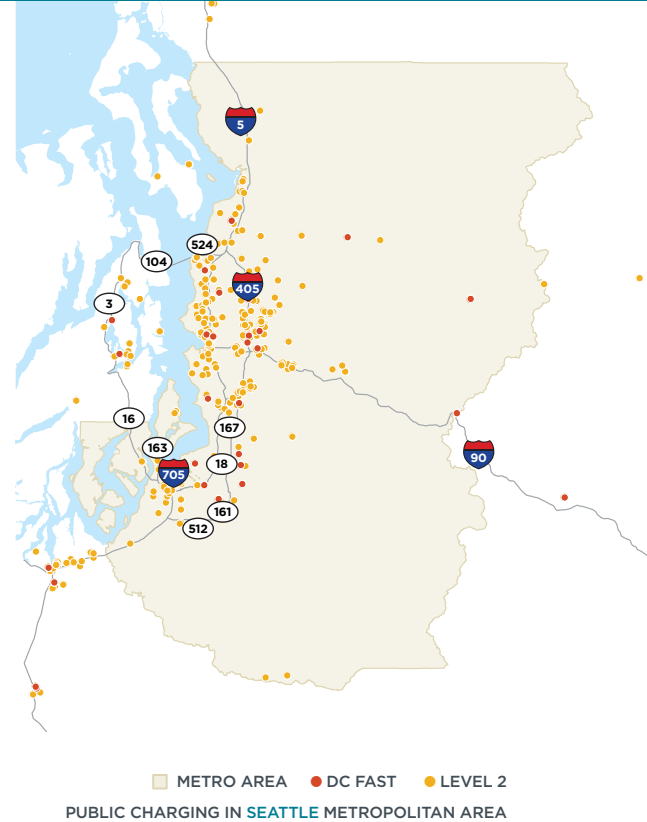


## SEATTLE

Seattle, Washington, is a **leading electric vehicle hub**, with the **fifth highest electric vehicle share** among major U.S. metropolitan areas. Seattle also has one of the most **extensive public charging infrastructure** networks in the country. Electric vehicle buyers benefit from state and local **sales tax exemptions that typically amount to over \$2,000 per vehicle**.

Although Seattle is a leader in electric vehicle sales share and infrastructure development, the area has adopted less than half the electric vehicle promotion actions found in other major U.S. metro areas. To maintain this leadership position and further spur the market, Seattle should consider implementing additional key promotion actions, such as providing **carpool lane access** and **partnering with utilities to provide preferential rates** for vehicle charging. **Waiving the state's annual licensing fee** would also help make electric vehicles more attractive. Working with **dealers and automakers to increase the number of models available to consumers**, and **greater efforts to raise public awareness**, could also spur the region's market.



**SEATTLE:**

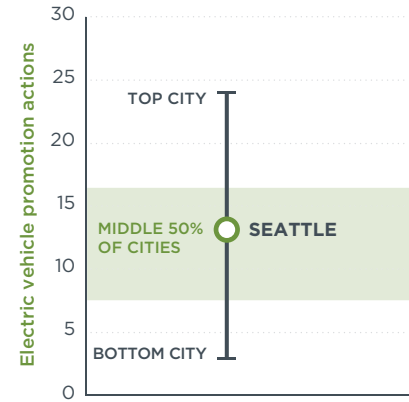
- » **5th highest** new electric-vehicle sales share
- » **3rd most extensive** public electric charging infrastructure
- » **13 of the 30** electric-vehicle promotion actions

## ACHIEVEMENTS

- » BEV share 4 times U.S. average
- » EV sales tax exemptions have primed the market
- » Extensive public charging infrastructure network
- » EV infrastructure is promoted in long-term land-use planning

## OPPORTUNITIES

- » Advocate to maintain state and local EV sales tax exemptions
- » Provide carpool lane access to EV owners
- » Consider adopting more key EV promotion actions to attract a greater assortment of consumers — especially at the utility level
- » Work with dealers and automakers to make EVs more available and increase awareness



## WHAT SEATTLE 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 checked="" type="checkbox"/>	
			EV-ready building codes	<input type="radio"/>	
Consumer Benefits	State BEV purchase subsidy	<input checked="" type="checkbox"/>	City vehicle purchase subsidy	<input checked="" type="checkbox"/>	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 checked="" type="checkbox"/>	City carpool lane (HOV) access	<input type="radio"/>	
	State public charging	<input checked="" type="checkbox"/>	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 checked="" type="checkbox"/>	Workplace charging partners	<input type="radio"/>	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 type="radio"/>	
			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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