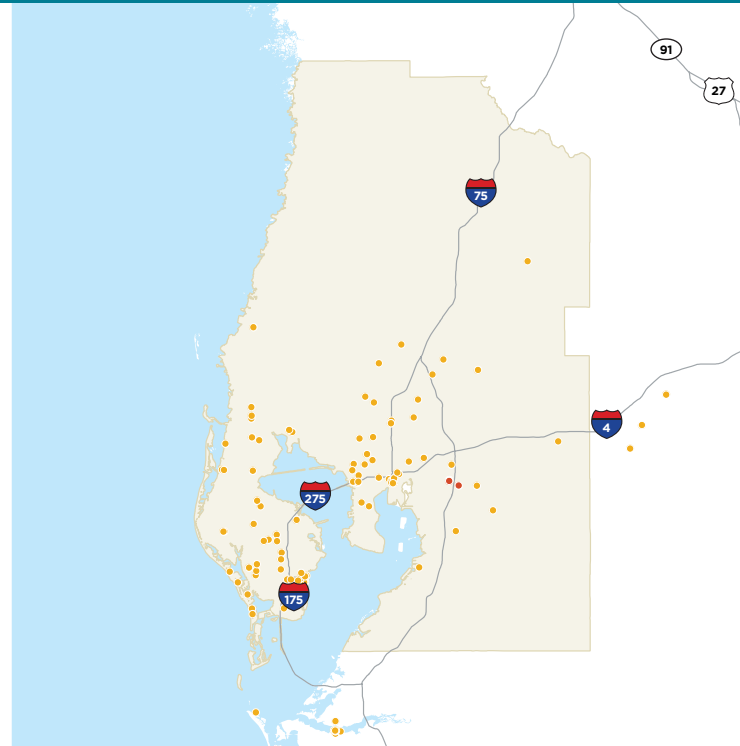


# 2015 U.S. CITY ELECTRIC VEHICLE PROFILE PROJECT

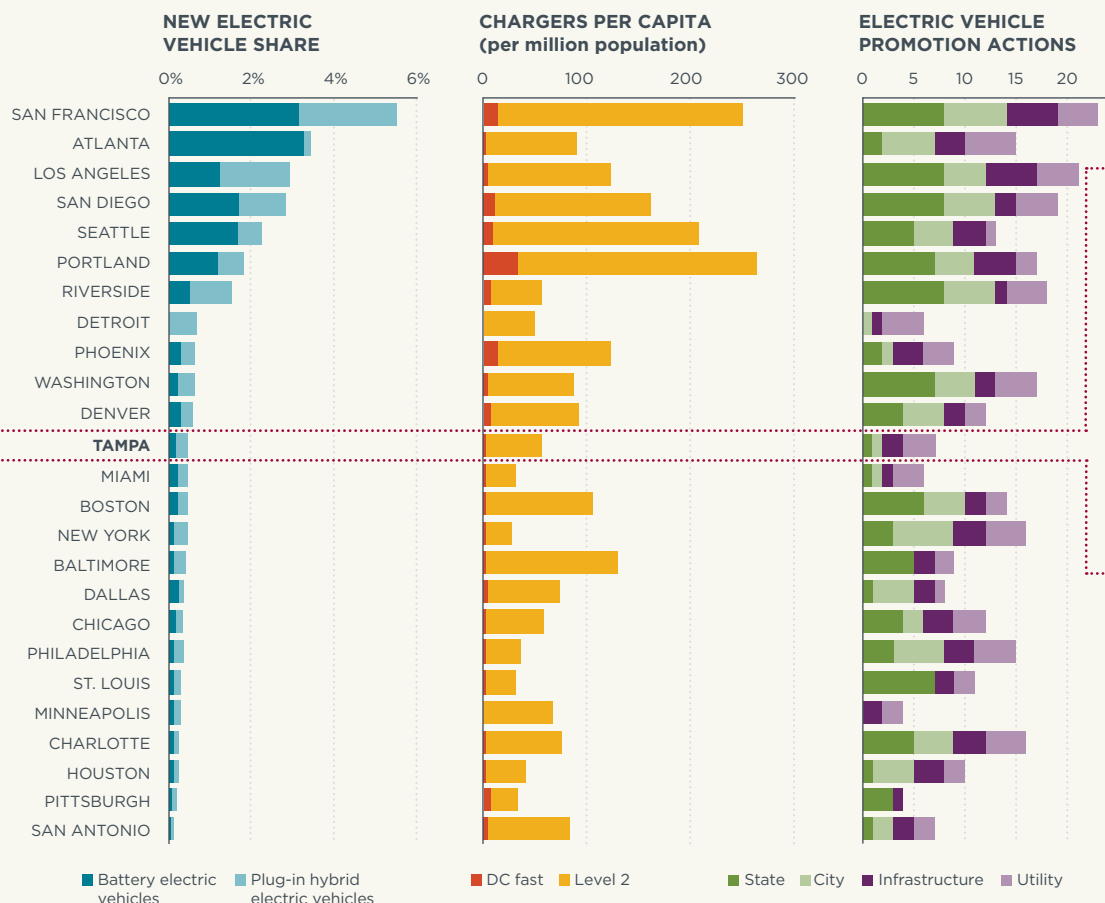
## TAMPA

**Tampa, Florida**, has a below average number of electric vehicle promotion actions and infrastructure development compared to other major U.S. metropolitan areas, yet falls within the **middle of the pack** for **electric vehicle sales**. Electric vehicle owners benefit from **vehicle emissions testing exemptions**, but generally incentives are limited.

With just seven of 30 possible actions that major U.S. cities have in place, Tampa is significantly behind other cities in terms of electric vehicle promotion actions. To spur the market, Tampa should consider **expanding public charging infrastructure** (public DC fast, multi-unit dwelling, and workplace), **adopting additional local-level actions**, and advocating for additional incentives at the **state level**. Relatively few electric vehicle models are offered for sale in the area; **working with dealers and automakers to multiply consumer options, and otherwise raising public awareness, would also help galvanize the market.**



■ METRO AREA ■ DC FAST ■ LEVEL 2  
PUBLIC CHARGING IN TAMPA METROPOLITAN AREA



**TAMPA:**

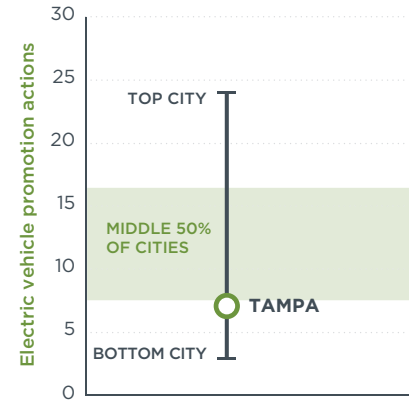
- » **12th highest** new electric-vehicle sales share
- » **17th most extensive** public electric charging infrastructure
- » **7 of the 30** electric-vehicle promotion actions

## ACHIEVEMENTS

- » Average EV sales share despite few existing promotion actions
- » 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 than 7 of 30 key EV promotion actions to attract a greater assortment of consumers — especially at the state and city level
- » Work with dealers and automakers to make EVs more available and increase awareness



## WHAT TAMPA 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 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 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 checked="" type="checkbox"/>	
			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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