

Project FEVER:
FINAL REPORT AND RECOMMENDATIONS FOR THE
REGIONAL AIR QUALITY COUNCIL BOARD OF DIRECTORS
PART 2



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Project FEVER Recommendations

- > Menu of options approach instead of prescriptive actions
- > Recommendations do not necessarily reflect the opinions of partners and stakeholders
- > Stakeholders were asked to make specific commitments to actions they will take to advance EV market over the next 5 years



BUSINESS CASE- EVs

Industry stakeholders can strengthen the PEV business case to help potential consumers overcome remaining reluctance to pay the additional up-front costs for a new, emerging technology.

These include:

1. Facilitating battery technology development – bring down cost
2. Educating the public
3. Demonstrate costs savings
4. Creating a second life for PEV batteries



BUSINESS CASE- EVSE

Both financial and non-financial benefits may also entice government agencies and private industry to install EVSE and drive PEV adoption:

- Revenue opportunities
- Free advertising
- Position as a leader
- LEED certification
- Sustainable property development



EDUCATION AND OUTREACH

Use ElectricRideColorado.com as a community portal and resource for questions, myth-busting, vehicle and charging information





EDUCATION AND OUTREACH

How can we make sure professionals in the industry are knowledgeable about electric vehicles and charging infrastructure?

Dealerships

1. Capitalize on already-existing training forums
2. Continue to designate “experts” at individual dealerships
3. Make sure that financial officers know how to claim tax credits and are aware of innovating financing options

First Responders

- Work with community colleges and faculty
- Tailor trainings to specific audiences
- Incorporate PEV safety into degree programs



PERMITTING AND INSTALLATION OF EVSE

With best practices and program options, local governing agencies can focus on enabling EVSE permitting processes that are safe, timely, affordable, and simple. Important considerations:

- Determine charging location
- Power and metering
- Assess costs
- Service upgrades
- Address parking issues
- Consider future needs



POLICY

In states with at least 1 PEV incentive, consumers were more than four times as likely to buy a PEV. Current tax credits are for up to \$13,500

What can we do in Colorado?

- Make PEV/EVSE easier for governments to purchase
- Improve access to charging
- Promote and incentivize PEVs and charging
- Alter tax credits
- Consider PEVs as an air quality benefit
- Energy Performance Contracting for PEVs
- Establish Vehicle-to-Grid policies
- Finance EVSE fund at state level



UTILITIES

No short-term grid impacts!

What situations will need monitoring and evaluation?

1. Clustering of PEVs in neighborhoods
2. Serving commercial customers
3. Variability of electricity demands within each level of charging

How can utilities be involved in the EV market in the future?

1. Implement EVSE notification systems
2. Encourage off-peak charging
3. Identify technology solutions

Where can the utilities have a leadership role?

- fleet electrification
- Strategic planning
- EVSE investment
- Communication with new audiences



MOVING FORWARD

What actions have our stakeholders committed to?

- **Develop and deploy funding mechanisms for EV/EVSE**
- Purchase PEVs and EVSE
- Power PEVs with renewable energy
- **Complete Smart Grid projects**
- **Promote PEV adoption in community**
- Advocate for and institute PEV policies
- Develop recognition avenues for private sector
- Provide charging access to employees
- Adopt PEV procurement process for fleets
- Assist PEV community with commercial real estate issues
- Facilitate sharing of PEV information and program results
- Educate public and elected officials



QUESTIONS?

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