

Let's Go Electric

Electric Vehicle (EV) Charging Stations:

- Holistic perspective and EV culture
- Opportunity to create network of municipalities grouped into EV Zones, EV Corridors
- Provide EV Finance & Information Guides
- Provide an EV Policy Showroom
- Need for an EV Charge Rate Structure
- Expense of Electrical Equipment is HIGH
- Locating Charging Stations near parks and recreation areas
- Opportunity for (senior) shuttles that are 100% electric
- Providing individuals with the opportunity to experience driving an electric vehicle that goes beyond the typical dealership test-drive
- Large Capacity Area Issues -
 - a. increasing the amount of charging capacity at a given location
 - b. Beneficial to all stakeholders to be proactive and cooperate with a utility company early-on in the development process, utilities need time to install large capacity areas
- EV Ordinance Issues -
 - a. Madison Township Parking Space Use example
 - b. Bound Brook and Charge Rate Structure example
- Need for optimizing (figuring out) other funding sources -
 - a. Applying for Grants
 - b. Make it applicable to the general public
 - c. Creating Charging Coalitions
 - 1) RideWise
 - 2) Somerset County (Planning, Green Leadership Hub, Energy Council)
 - 3) Somerset County Business Partnership
- Ride & Drive Events -
 - a. Excellent opportunity to educate public on the Cost vs Benefits of EV's
 - b. Locations
 - 1) Corporate Campuses
 - 2) Manufacturing Districts/Areas
 - 3) Retail/Shopping Areas (i.e. Bridgewater Commons Mall)
 - 4) Tourist Destinations/Parks & Open Space
 - c. Vehicle Dealerships
 - 1) Offer Ride & Drive (demo) Events
 - 2) General promoting of EV's

Municipal Utility Districts:

- a. Electrification Coalition + policy tool kit =
 - 1) accessory permitting - i.e. contact zoning officer for model ordinances
 - 2) NJ preparing Bill - current state legislation for model ordinances

CONSISTENCY:

- 1) rules and regulations
- 2) parking space vs charging space and municipal parking issues
- 3) charging rates and fees
- 4) consistency across municipalities, counties, and the State to increase purchasing power

DIRECT CURRENT CHARGERS:

- 1) are also known as “fast-charging” stations
- 2) potential to burn out an EV’s batteries much quicker than a Level 1 or 2 charging station
- 3) are available for commercial use
- 4) can be setup as a fee-based kWh charging station

Reference Information:

- Green Spot
- EV Go
- Volta Business Model
- Keep Middlesex Moving (KMM)
- Electrify America - charging stations at Target in Bridgewater

Upcoming meetings:

Creating EV Ready Communities