



North Central Texas  
Council of Governments



Dallas-Fort Worth  
CLEAN CITIES

# Charging Smart Cohort Session 4

Education and Incentives Category

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# Agenda

Cohort Structure/Timeline

Peer Updates

Bronze Designation Requirements

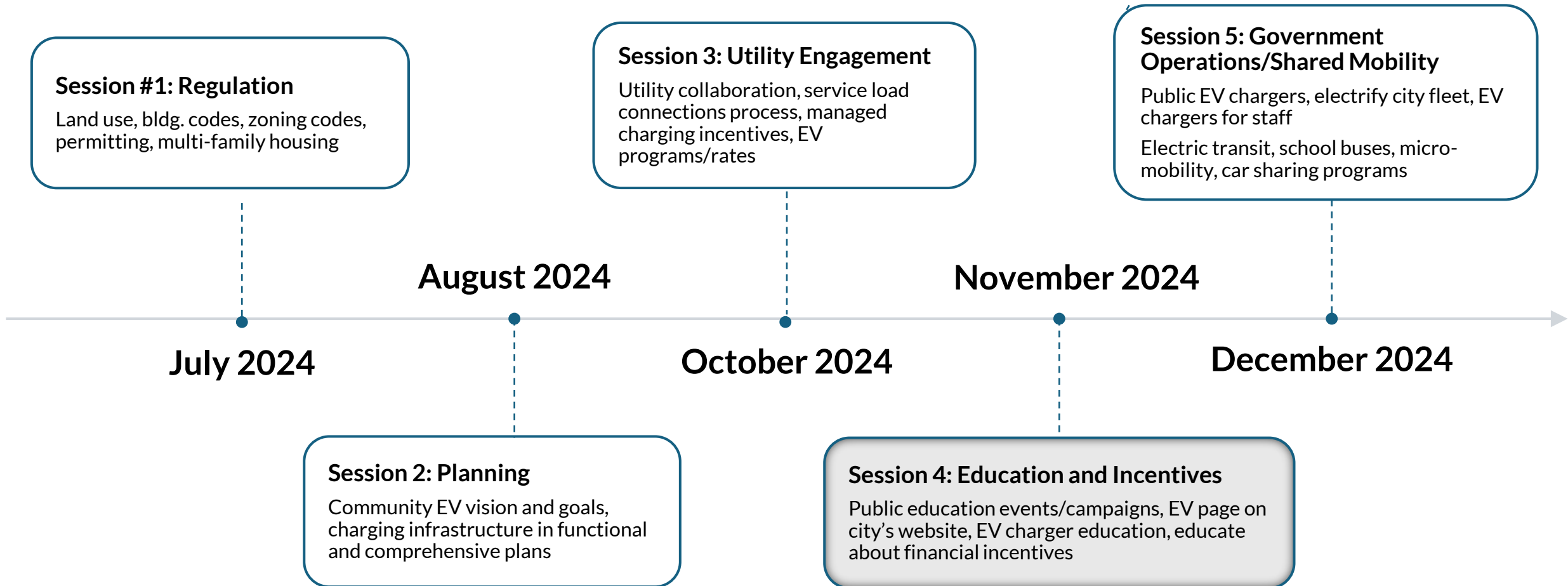
Education and Incentives Category Walk-Through

Group Discussion

Homework Assignment, Next Session



# Cohort Structure and Timeline



# Peer Updates

- What updates do you have on your progress on the criteria actions since the last session?
- Any questions for us?



NATIONALLY DISTINGUISHED. **LOCALLY POWERED.**



# Bronze Designation Point Breakdown

## General Points

Prerequisites	35
<b>Education &amp; Incentives</b>	<b>15</b>
Planning	10
Actions of Your Choice	20

R1.5: Review zoning requirements and identify restrictions that intentionally or unintentionally prohibit EVSE deployment (15 points)  
R4.1: Adopt a standard EV charging infrastructure permit application process (10 points)  
R4.4: Develop a charging infrastructure permitting checklist (5 points)  
U1.1: Meet with utilities to discuss EV collaboration opportunities (5 points)

Total (General Points) 80

PLUS

**EVs for All Points** 15



# Education and Incentives Category Explanation

This category focuses on raising awareness, providing accessible information, and creating financial mechanisms to support EV adoption.

Example actions include:

- Hosting public education events and campaigns
- Creating an EV landing page on the city's website
- Providing EV and EV charger education to commercial property owners
- Offering financial incentives for charging infrastructure installation
- Offering financial incentives for purchasing EVs

# Education and Incentives Action E2.1

E2.1- Create a specific page on the website that includes information about EVs (5 points)

Launch a dedicated webpage consolidating available local electric vehicle information and resources

- Educate audiences on topics such as charging basics, policy news and goals, infrastructure locations/maps, purchasing incentives, and vehicle options

Verification: Provide a direct link to the specific EV page on the community's website. If the link doesn't go directly to the EV-related information, provide an explanation of how to navigate to the information.

# Education and Incentives Action E2.3

E2.3- Add (or link to) a map or list of publicly available chargers in the area or identify and promote EVCS by sharing digital EVCS locating tools (5 points)

Leverage web resources, providing real-time visibility into geographically available electric vehicle charging stations

- Static maps, dynamic locator tools, and up-to-date station lists should be linked/embedded on landing pages
- Residents can identify charging station locations, status availability, and equipment specifications

Verification: Provide a direct link to the information on the community's website. If the link doesn't go directly to the EV charging station location information, explain how to navigate to the information.



# Education and Incentives Action E4.4

## E4.4- Promote state and federal incentives (5 points)

Actively promote state and federal EV incentives to residents and businesses

- Promotional efforts should aim to increase awareness and utilization of available incentives
  - Tax credits and rebates for EV purchases or charging stations

Verification: Provide a link to, a copy of, or attach the materials used to actively promote state and federal EV incentives to residents and businesses.

# Education and Incentives Category Resources

## E2.1- Create a specific page on the website that includes information about EVs (5 points)

- [Electric Vehicles For a Cleaner Tucson](#) City of Tucson, AZ Example
- [Electric Vehicle Website Templates](#) GPI resource
- [Electric Vehicle Communications](#) GPI resource
- [Alternative Fuels Data Center: Electric Vehicles](#)
- [Alternative Fuels Data Center: Alternative Fueling Station Locator](#)
- [Electric Vehicles North Texas | DFWCC](#)
- [Fuel Economy](#)

# Education and Incentives Category Resources

E2.3- Add (or link to) a map or list of publicly available chargers in the area or identify and promote EVCS by sharing digital EVCS locating tools (5 points)

- [Electric Vehicles For a Cleaner Tucson](#) City of Tucson, AZ Example
- [Electric Vehicle Charging Station Locations](#)
- [Alternative Fuels Data Center: Alternative Fueling Station Locator](#)

E4.4- Promote state and federal incentives (5 points)

- [Plug-In Electric Vehicles](#) City of Azusa, CA Example
- [AFDC: Federal and State Laws and Incentives](#)
- [Alternative Fuels Data Center: Tax Credits for Electric Vehicles and Charging Infrastructure](#)
- [NCTCOG - Air Quality Funding](#)
- [Tax Incentives](#)

# Group Discussion

Any questions, comments, or concerns?

Does your city's webpage mention EVs?

Do you have any advice to share with your cohort partners? Any challenges to sort out?

# Homework and Next Session

Continue addressing Regulation, Planning, and Utility Engagement actions

Begin addressing the Education and Incentives category

Next cohort session – date, time?  
- Early December? The 3<sup>rd</sup> or 4<sup>th</sup>



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