

# A Small Town PEV Success



The U.S. Department of Energy's EV Everywhere Grand Challenge is working to identify barriers and opportunities to plug-in electric vehicle (PEV) adoption. The Department of Energy developed a case study with Drive Electric Vermont to identify the lessons learned and best practices for successful PEV and charging infrastructure deployment in small and midsize communities. This is a snapshot of the findings.

# 2012

Drive Electric Vermont was formed

## What are the top factors for PEV success in small and midsize towns?

- High-Level State Buy-In
- Central Hub and Point-of-Contact – Drive Electric Vermont
- Early and Broad Stakeholder Involvement
- PEV Registration Statistics to Benchmark Success
- Enthusiastic Car Dealerships
- Utility Provider Involvement
- Availability of Numerous Incentives and Grants
- Public Outreach and Education
- Vermont Clean Cities Coalition
- Vermont's Environmentally Conscious Public Culture

# 1,025

Number of new PEVs registered in Vermont over 3.5 years

# 94

Number of public charging stations installed over 3 years

## Electric Vehicle Supply Equipment

# 71%

Downtown locations

# 29%

Accessible from major highways

## Did you know?

Vermont is tied with Detroit, Michigan for the highest percentage of PEV registrations in cold weather locations

# 70%

Vermont PEV owners live in populated areas with < 10,000 people

# 20%

New PEV registrations for used PEVs at the end of 2015

# > 50%

Public charging locations in Vermont offer free charging

Number of PEVs per Zip Code

Number of Direct Current Fast Charge (DCFC) Events per Month per Zip Code

Number of Level 2 Events per Month per Zip Code

