MARCH 2024

PROGRAM GUIDE

CHARGING SMART
NATIONALLY DISTINGUISHED. LOCALLY POWERED.
Charging Smart Program Guide (v1.0)

Welcome to Charging Smart! This is the preliminary version of the Charging Smart Program Guide and serves as a foundation that introduces key elements of the program and provides a subset of criteria that communities can begin implementing to earn recognition for efforts supporting electric vehicle adoption.

Congratulations on taking action to expand opportunities for electric vehicle (EV) charging infrastructure in your community! By implementing EV-ready policies, not only can you help accelerate the transition to clean energy, but you can also ensure that your community is poised to take advantage of the many benefits of alternative modes of transportation.

The full Charging Smart Program Guide (to be released later in 2024) will contain 145 total criteria that span a variety of actions local governments can take to accelerate transportation electrification. However, this early version focuses on priority criteria across each category to allow interested communities to get an early start on earning points and working toward designation.

While only featuring 31 criteria now, communities can still implement and gain credit for any of the 145 total program criteria at this stage. The actions not listed here will be incorporated into future published versions of the guidebook and can be viewed here. We encourage participants to consider pursuing the full breadth of options if feasible, while using this document as a starter kit to build momentum.

Becoming Charging Smart–designated means you are helping your residents save money, protecting natural resources, bolstering local resilience, and increasing job opportunities in the clean energy sector. Through Charging Smart, your community will get access to free technical assistance and learn how to implement strategies that make EVs and EV charging more affordable and accessible to residents.

The Charging Smart program will connect you with EV best practices from across the country and provide clear guidance on how to implement these actions. Along the way, your community will receive points for the actions you take and achieve as a Bronze, Silver, or Gold designee.

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1. Charging Smart Program Overview

Across the nation, communities are increasingly using electric vehicles (EVs) for transportation and enjoying the benefits of clean, affordable travel. As EVs become more popular with increased public adoption supported by government and private interests, more EV charging infrastructure will be necessary to support this growth. By switching to electric vehicles, homeowners, businesses, schools, and local governments can reduce spending on gasoline and maintenance costs while also shrinking the environmental footprint of their transportation fleets and daily travel needs.

Charging Smart is an EV-readiness program for local governments. Local and regional governments play an important role in establishing policies, procedures, and programs that impact electric vehicle supply equipment (EVSE) deployment in their communities. When local governments provide a supportive environment for EVSE, they expedite the installation of EV charging stations and help make EV charging more accessible for residents and businesses.

Action at the local level is also fundamental to ensuring that EV programs reach everyone and ultimately deliver shared benefits to all Americans. Communities participating in the Charging Smart program can find technical assistance documents, recordings, and additional resources right here in this program guide. The guide is organized in a way to best communicate the program’s guiding framework. Communities may choose best practices and actions to complete across the six categories listed below.

The Charging Smart Team is committed to transforming the transportation system in ways that positively benefit people, the environment, and the economy and the Charging Smart Program is a tool for local governments to transform their local environment and economy through transportation electrification. First, the program provides no-cost technical assistance to help local governments follow best practices to expand EV adoption and EV infrastructure in their jurisdictions. Second, it recognizes and celebrates these communities with Charging Smart designations of Bronze, Silver, and Gold. Charging Smart is led by the Interstate Renewable Energy Council (IREC), Great Plains Institute (GPI), the Metropolitan Mayors’ Caucus (MMC), and funded by the U.S. Department of Energy.

2. Designation Levels and Requirements

The Charging Smart Program has developed a list of designation criteria based on established best practices that encourage the growth of EVs and EV infrastructure at the local level. The criteria for Charging Smart designation are organized into the following six categories: Planning, Regulation, Utility Engagement, Education and Incentives, Government Operations, and Shared Mobility. There is an additional opportunity for points within each category called EVs for All that focuses on serving disadvantaged populations. EVs for All points are available for all criteria in
the six categories when efforts specifically address the target populations. The last section addresses how communities can earn EVs for All points towards Charging Smart designation.

Within each category, Charging Smart provides guidance and examples to help communities put these practices into action. Some of the criteria are prerequisites, while others are elective. Each criterion has a corresponding point value. Upon meeting the prerequisites and reaching a sufficient number of points in each category, a participant qualifies for Charging Smart designation.

There are three levels of Charging Smart designation for local governments. Below are the requirements for each level. Note, that the prerequisite criteria below provide General Points.

<table>
<thead>
<tr>
<th>Bronze</th>
<th>80 General Points 15 EVs for All Points</th>
<th>4 Prerequisite Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>☐ 15 of the 80 required General Points in Education and Incentives</td>
<td>☐ R1.5 Review zoning requirements and identify restrictions that intentionally or unintentionally prohibit EVSE deployment. Compile findings in a memo. (15 points)</td>
</tr>
<tr>
<td></td>
<td>☐ 10 of the 80 required General Points in Planning</td>
<td>☐ R4.1 Adopt a standard EV charging infrastructure permit application process and post to a public website (10 points)</td>
</tr>
<tr>
<td></td>
<td>PLUS</td>
<td>☐ R4.4 Develop a charging infrastructure permitting checklist and post it online (5 points)</td>
</tr>
<tr>
<td></td>
<td>☐ Earn 15 EVs for All Points</td>
<td>☐ U1.1 Meet with utilities to discuss EV collaboration opportunities (5 points)</td>
</tr>
<tr>
<td></td>
<td><em>Note: 20 of the 80 required General Points can be earned in any other categories</em></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Silver</th>
<th>150 General Points 30 EVs for All Points</th>
<th>3 Prerequisite Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>☐ Complete Bronze designation requirements</td>
<td>☐ R1.1 Permit chargers as an accessory use to parking lots in all zoning districts, by right (10 points)</td>
</tr>
<tr>
<td></td>
<td>☐ 20 of the 150 required General Points in Utility Engagement</td>
<td>☐ R2.8 Allow all EVSE parking stalls to count toward minimum parking requirements, when applicable (10 points). If not applicable, achieve 10 additional General Points in Regulation</td>
</tr>
<tr>
<td></td>
<td>PLUS</td>
<td>☐ G2.2 Complete a fleet analysis</td>
</tr>
<tr>
<td></td>
<td>☐ Earn 30 EVs for All Points</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Note: 40 of the 150 required</em></td>
<td></td>
</tr>
</tbody>
</table>
### General Points

General Points can be earned from any categories (also consider plans for future EV purchases) (10 points)

<table>
<thead>
<tr>
<th>Gold</th>
<th>300 General Points 60 EVs for All Points</th>
<th>5 Prerequisite Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
<td>Complete Silver designation requirements</td>
<td>☐ P4.1–P4.4 Complete an action in the “Address EVs and charging infrastructure in comprehensive plan” best practice (5-10 points)</td>
</tr>
<tr>
<td>☐</td>
<td>Earn 60 EVs for All Points</td>
<td>☐ R1.4 Establish standard approval timelines for EVSE installations and limit review comments to one round (10 points)—if not applicable, achieve 10 additional General Points in Regulation</td>
</tr>
<tr>
<td>Note: 115 of the 300 required General Points can be earned in any other categories</td>
<td>☐ R2.1 Adopt a technology neutral EV-ready ordinance or plan for new construction, informed by established national standards (20 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ G1.4, G1.5, or G1.6 Install a public charger (20 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ G2.4 Purchase EVs for fleet use to meet adopted goals (20 points)</td>
<td></td>
</tr>
</tbody>
</table>

### 3. Criteria Categories Summary

Below is a summary of each category and the types of actions that are recognized as best practices in each. As this is a preliminary, partial list of criteria, we indicate how many criteria are included in this guide and how many will be included in the final version. (You can still earn points toward designation through these alternative criteria actions, the full list of achievable criteria can be accessed [here](#).)

a. **Planning** | 6 criteria featured (18 total criteria)

The planning category encompasses actions local governments can take to establish a policy environment and community-wide vision supportive of electric vehicle adoption. Criteria span proactively addressing EVs and charging infrastructure in community plans, conducting a needs assessment to inform planning, mapping favorable locations for charging buildout, and setting SMART goals to track progress over time. Updating plans to recognize the electric mobility transition that awaits ahead sends a powerful market...
signal to residents, businesses, and utilities.

b. **Regulation** | 12 criteria featured (36 total criteria)

Regulatory criteria entail updating legal frameworks that shape the built environment to enable seamless integration of electric vehicle charging infrastructure. This includes revising zoning codes to permit chargers as accessory uses across districts, incorporating EV-readiness into construction standards, designing accessible infrastructure guidelines, exempting electric vehicle charging equipment from parking setback requirements, maximum lot coverage stipulations, and similar restrictions that diminish installation feasibility, and consolidating complex permitting processes. Updating dated rules, ordinances, and statutes can eliminate major obstacles to deployment and ensure the entire community is prepared to participate in transportation electrification.

c. **Utility Engagement** | 3 criteria featured (22 total criteria)

The utility engagement category focuses on building collaborative relationships between local governments and electric utilities to unlock programs, rates, and investments that accelerate EV adoption. Such partnerships can spur economic innovations such as public charging incentives, dynamic rate structures, EV purchase rebates, and make-ready infrastructure investment while also addressing grid upgrades required to manage the added load. Actively coordinating with utilities ensures communities have the physical capacity and affordable charging options to electrify transportation at scale.

d. **Education and Incentives** | 3 criteria featured (26 total criteria)

This category encompasses public education, outreach programs, and financial incentives that communities can provide to stimulate consumer awareness, understanding, and excitement for electric vehicles and charging equipment. The criteria include information sharing through websites, resources and tools, ride-and-drive events (public events offering test drives of EVs), awareness campaigns, installation incentives, preferential electricity rates, and other creative market stimulation tactics. Comprehensive education initiatives along with incentives that improve affordability can give gas vehicle owners the confidence and economic appeal to switch to electric vehicles.

e. **Government Operations** | 6 criteria featured (24 total criteria)

The government operations category focuses inwardly on actions local governments can take within their municipally-controlled assets and resources to lead by example in embracing transportation electrification. This includes electrifying public fleets, deploying community charging stations, performing feasibility analyses to identify prime municipal solar and EV project sites, procuring large-scale energy market purchases of renewable
power, and providing assistance to develop opportunities for EV adoption by community organizations and and other essential community entities such as major employers, affordable housing sites, schools and libraries (“community anchors”). “Walking the walk” signals seriousness about the technology and builds firsthand institutional knowledge.

f. **Shared Mobility** | 1 criterion featured (19 total criteria)

This category encompasses accelerating electrification across modes of transportation serving the public, such as public transit fleets, school buses, rideshare services, car-sharing programs, shuttles, and paratransit. Local governments can collaborate with agencies and operators to set bold electric conversion targets, provide charging infrastructure access, direct budgetary resources toward electrified modes, and educate riders on the individual and collective benefits of participation. When utilization is high, shared EVs magnify visibility, familiarity, and environmental gains within communities.

## 4. Criteria Overview

The Charging Smart Program contains 145 total criteria (of which 31 criteria are included in this initial program guide), each of which is a specific action that local governments can implement to encourage and foster electric vehicles and associated infrastructure in their community. Each criterion has a corresponding point value ranging from 5 to 20. A detailed description with relevant examples and resources to help you achieve each criterion is available in Section 6 covering Criteria Detail and Verification Requirements.

In the table below, the prerequisite criteria are denoted as follows:
- Orange = Bronze creation
- Grey = Silver criterion
- Yellow = Gold criterion

### Charging Smart Program Guide v1.0 Criteria
(Below are the 31 selected criteria for this version of the 145 total with detailed explanations)

<table>
<thead>
<tr>
<th>Planning Best Practice</th>
<th>Identifier</th>
<th>Criteria Points</th>
<th>Planning Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish community EV vision and goals</td>
<td>P1.2</td>
<td>10</td>
<td>Adopt a preference-policy for EVs in the municipal fleet</td>
</tr>
<tr>
<td></td>
<td>P1.5</td>
<td>5</td>
<td>Support DCFCs in communities that could further expand travel corridors</td>
</tr>
<tr>
<td>Address EVs and</td>
<td>P4.1</td>
<td>5</td>
<td>Acknowledgement of the future EV market and/or include</td>
</tr>
</tbody>
</table>
### charging infrastructure in comprehensive plan

(Note: Only one of P4.1-P4.4 are required for gold designation)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>P4.2</td>
<td>5</td>
<td>Promote co-benefits (public health, noise reduction, pollution reduction)</td>
</tr>
<tr>
<td>P4.3</td>
<td>10</td>
<td>Indicate which department is responsible for community EV actions</td>
</tr>
<tr>
<td>P4.4</td>
<td>10</td>
<td>Include goals and strategies that are specific, measurable, attainable, relevant, and time-based surrounding EV actions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regulatory Best Practice</th>
<th>Criteria Identifier</th>
<th>Criteria Points</th>
<th>Regulatory Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable EV charging infrastructure in land use regulations</td>
<td>R1.1</td>
<td>10</td>
<td>Permit chargers as an accessory use to parking lots in all zoning districts, by right</td>
</tr>
<tr>
<td></td>
<td>R1.4</td>
<td>10</td>
<td>Establish standard approval timelines for EVSE installations and limit review comments to one round</td>
</tr>
<tr>
<td></td>
<td>R1.5</td>
<td>15</td>
<td>Review zoning requirements and identify restrictions that intentionally or unintentionally prohibit EV deployment. Compile findings in a memo.</td>
</tr>
<tr>
<td>Incorporate charging infrastructure in building or zoning codes</td>
<td>R2.1</td>
<td>20</td>
<td>Adopt a technology neutral EV-ready ordinance or plan for new construction, informed by established national standards</td>
</tr>
<tr>
<td></td>
<td>R2.8</td>
<td>10</td>
<td>Allow all EVSE parking stalls to count toward minimum parking requirements, when applicable. This includes parking spaces replaced with EV charging associated equipment and other required design elements.</td>
</tr>
<tr>
<td></td>
<td>R2.9</td>
<td>5</td>
<td>Reduce minimum parking requirements by counting charging infrastructure stalls as more than one space</td>
</tr>
<tr>
<td></td>
<td>R2.10</td>
<td>5</td>
<td>Count accessible ADA parking spots with charging stations as two or more parking spots if a parking minimum is in effect</td>
</tr>
<tr>
<td></td>
<td>R2.11</td>
<td>5</td>
<td>Ensure EVSE installation guidance and regulations are compliant with National Access Board standards and or state-level accessibility guidelines.</td>
</tr>
<tr>
<td></td>
<td>R2.16</td>
<td>5</td>
<td>Conduct an internal review of your jurisdiction's siting, design, and aesthetic guidelines. Compile findings in a memo</td>
</tr>
<tr>
<td>Require or encourage EV chargers at affordable</td>
<td>R3.4</td>
<td>10</td>
<td>Develop standards for charging infrastructure in areas near affordable multifamily housing</td>
</tr>
<tr>
<td>Multi-family housing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Incorporate EV charging infrastructure in permitting</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R4.1</td>
<td>10</td>
<td>Adopt a standard EV charging infrastructure permit application process and post to a public website</td>
<td></td>
</tr>
<tr>
<td>R4.3</td>
<td>10</td>
<td>Train applicable staff on best practices for permitting and inspecting charging infrastructure</td>
<td></td>
</tr>
<tr>
<td>R4.4</td>
<td>5</td>
<td>Develop a charging infrastructure permitting checklist and post it online</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Utility Engagement Best Practice</th>
<th>Criteria Identifier</th>
<th>Criteria Points</th>
<th>Utility Engagement Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with utility on collaborative education and communication initiatives</td>
<td>U1.1</td>
<td>5</td>
<td>Meet with utilities to discuss EV collaboration opportunities</td>
</tr>
<tr>
<td></td>
<td>U1.3</td>
<td>10</td>
<td>Work with utilities to promote EVs at local dealerships, and/or to promote programs provided by the utility at the dealership</td>
</tr>
<tr>
<td>Work with utility to address EV programs and rates</td>
<td>U4.2</td>
<td>15</td>
<td>Work with utility or Retail Electric Provider to launch or expand EV charging rate structures</td>
</tr>
<tr>
<td></td>
<td>U4.4</td>
<td>5</td>
<td>Track the community's utilization of EV programs and rates based on data provided by the utility or Retail Electric Provider</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Edu. and Incentives Best Practice</th>
<th>Criteria Identifier</th>
<th>Criteria Points</th>
<th>Education and Incentives Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host public education events and campaigns</td>
<td>E1.3</td>
<td>10</td>
<td>Create educational materials or devote space in newsletters to educate residents about EVs and available incentives</td>
</tr>
<tr>
<td>Create an EV landing page on the city's website</td>
<td>E2.1</td>
<td>5</td>
<td>Create a specific page on the website that includes information about EVs</td>
</tr>
<tr>
<td></td>
<td>E2.3</td>
<td>5</td>
<td>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</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gov. Operations Best Practice</th>
<th>Criteria Identifier</th>
<th>Criteria Points</th>
<th>Government Operations Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide publicly available EV chargers in the</td>
<td>G1.4</td>
<td>20</td>
<td>Install EV chargers in the community for public use based on adopted goals and timelines. Ensure these are consistent with national charging connection system standards.</td>
</tr>
</tbody>
</table>
5. Charging Smart Technical Assistance and Designation Process

The Charging Smart program is launching in two phases. The first phase, starting in early 2024, is a pilot open only to select communities in certain states and regions. The second phase, planned for late 2024, will expand the program to a national scale open to all U.S. local governments.

During this initial pilot phase, any local government in the designated pilot regions is eligible to participate in Charging Smart and pursue designation. To inquire about joining the program and request an introductory call with a Charging Smart representative, please complete the intake survey on the Charging Smart website.

The Charging Smart team will also review a community’s goals and processes. This review helps determine how close the community is to designation and identify any additional technical assistance needed.
assistance needed to achieve designation. To earn national recognition from the Charging Smart Program, a community must provide documentation of the actions it has implemented. This may include a combination of signed memos, web links, program materials, policy documents, meeting notes, etc., as appropriate. Section 6 of this Program Guide provides a detailed description of each Charging Smart criterion with resources to support implementation and guidance on documentation and verification that will be required by Charging Smart. The local government will work with their technical assistance provider to develop a plan, identify which criteria they will meet to achieve their desired designation level, and implement best practices within the community. Once they have completed the required actions, the local government can submit for designation.

Once the local government is ready for designation review, the submission is reviewed by the Designation Program Administrator within two weeks and the local government is notified of their designation by email.

Local governments are encouraged to celebrate and publicize their designations and to post information about Charging Smart on their websites.

6. Criteria Detail and Verification Guidance

The Charging Smart criteria are based on best practices that local governments and community stakeholders can implement to foster electric vehicles and the development of their supply equipment in their communities. This section provides a detailed description of each criterion, recommended verification for designation review, community examples, and/or resources.

The following provides an overview of the information that is provided for each Charging Smart criterion in the next section:

<table>
<thead>
<tr>
<th>Criterion Identifier</th>
<th>Criterion Points</th>
<th>Criterion Language</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective and Description:</strong></td>
<td>Provides a concise and clear explanation of what the criterion entails and what a community needs to do to meet the criterion</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Recommended Verification:</strong></td>
<td>Suggested options to verify how the community has achieved the criterion</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Community Examples:</strong></td>
<td>Examples of how other communities have completed the criterion</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Templates:</strong></td>
<td>Links to a template(s) that can help complete a criterion (if applicable and available)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Resources:</strong></td>
<td>Links to useful websites, reports, guidebooks, etc. that provide guidance related to the</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Planning Criteria Verification Requirement

<table>
<thead>
<tr>
<th>P1.2</th>
<th>10</th>
<th>Adopt a preference policy for EVs in the municipal fleet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>[Establish community EV vision and goals]</td>
</tr>
</tbody>
</table>

**Objective and Description:** This criterion requires communities to establish a formal policy prioritizing procurement of electric vehicles for municipal fleet replacements and expansions. Specifically, the policy should indicate a preference for electric vehicles when making new fleet purchases, allowing for exceptions only when electric options are deemed infeasible. A preference policy accelerates the electrification of public fleets, which demonstrates leadership and commitment. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link to or attach the document that contains the preference policy. If applicable, provide a description of where the policy can be found within the document (i.e., chapter, section, etc.)

**Community Examples:**
- [Denver 80 x 50 Climate Action Plan](#) | City of Denver
- [Planning Resources](#) | Great Plains Institute
- [Clean Fleet Policy](#) | North Central Texas Council of Governments

**Resources:**
- [Planning Resources](#) | Great Plains Institute
- [Clean Fleet Policy Guidance](#) | North Central Texas Council of Governments

<table>
<thead>
<tr>
<th>P1.5</th>
<th>20</th>
<th>Support DCFCs in communities that could further expand travel corridors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>[Establish community EV vision and goals]</td>
</tr>
</tbody>
</table>

**Objective and Description:** This criterion encourages communities strategically located along major transportation corridors to facilitate deployment of direct current fast charging stations (DCFCs). Specifically, communities should coordinate planning efforts, provide technical guidance, streamline permitting processes, and consider financial incentives to attract and support DCFC projects. DCFCs provide a convenient charging option for out-of-town visitors and facilitate longer-distance electric vehicle travel. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a memo detailing how the community has supported expanding travel corridors through supporting DCFCs. If applicable, include photos of installed stations.

**Community Examples:**
**Objective and Description:** This criterion requires communities to formally recognize the public policy trend toward vehicle electrification by incorporating broad visionary language and goals into comprehensive planning documents. Specifically, plan updates should acknowledge growth in the adoption of electric vehicles and describe a community-wide transition to electric transportation. A shared vision for electric vehicles sets the foundation for specific supportive policies and actions. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link to or attach the community's comprehensive plan. Provide a description of where the acknowledgment or community-wide EV vision can be found within the plan (i.e., chapter, section, etc.)

**Community Examples:**
- Zero-Emission Vehicle Roadmap | City of Boston

**Templates:**
- Community EV Vision Worksheet | Great Plains Institute

**Resources:**
- More Than Half of US Car Sales Will Be Electric by 2030 | Bloomberg
- Planning Process EV Toolkit | Xcel Energy

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**P4.1 (Gold) 5**

**Acknowledgement of the future EV market and/or include community-wide EV vision**

(Address EVs and charging infrastructure in functional plan (i.e., climate action, energy, transportation))

Note: Only one of P4.1-P4.4 are required for gold designation

**Objective and Description:** This criterion requires communities to highlight the environmental, economic, and social benefits of vehicle electrification within comprehensive planning documents. Specifically, plans should emphasize how the broader use of electric vehicles lead to improvements in public health, noise reduction, pollution reduction, and increased energy efficiency.

**Recommended Verification:**
- Include a link to or attach the community’s comprehensive plan. Provide a description of where the co-benefits of vehicle electrification can be found within the plan (e.g., chapter, section, etc.).

**Community Examples:**
- Zero-Emission Vehicle Roadmap | City of Boston

**Templates:**
- Community EV Vision Worksheet | Great Plains Institute

**Resources:**
- More Than Half of US Car Sales Will Be Electric by 2030 | Bloomberg
- Planning Process EV Toolkit | Xcel Energy
vehicles can lead to improved air quality and public health outcomes along with reduced noise pollution. Promoting co-benefits builds public and political support for transportation electrification efforts. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link to or attach the community's comprehensive plan. Provide a description of where the statement of co-benefits can be found within the plan (i.e., chapter, section, etc.)

**Community Examples:**
- Planning Resources | Great Plains Institute

**Resources:**
- State Electric Vehicle Benefits | Union of Concerned Scientists
- Electric Vehicle Communications | Great Plains Institute

| P4.3 (Gold) | 5 | Indicate which department is responsible for community EV actions [Address EVs and charging infrastructure in comprehensive plan] |

**Note:** Only one of P4.1-P4.4 are required for gold designation

**Objective and Description:** This criterion requires communities to designate a point person or department responsible for leading local efforts around electric vehicles and charging infrastructure. Specifically, comprehensive planning documents should indicate which office or agency will oversee tasks such as tracking EV adoption, managing charging infrastructure permits/applications, and coordinating policies and engagement. Assigning clear responsibility increases accountability. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link to or attach the community's comprehensive plan. Provide a description of where the statement can be found within the plan (i.e., chapter, section, etc.)

**Community Examples:**
- Planning Resources | Great Plains Institute

**Resources:**
- Electric Vehicle Communications | Great Plains Institute

| P4.4 (Gold) | 10 | Include goals and strategies that are specific, measurable, attainable, relevant, and time-based surrounding EV actions [Address EVs and charging infrastructure in comprehensive plan] |

**Note:** Only one of P4.1-P4.4 are required for gold designation
**Objective and Description:** This criterion requires communities to establish clear goals, metrics, and implementation strategies related to electric vehicles within comprehensive planning documents. Specifically, plans should include targets and actions adhering to the SMART goal-setting framework spanning objectives such as charging infrastructure deployment, public fleet electrification, and awareness campaigns. Outlining specific strategies tied to target dates focuses efforts and enables tracking progress. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link to or attach the community's comprehensive plan. Provide a description of where the SMART goals related to EV actions can be found within the plan (i.e., chapter, section, etc.).

**Community Examples:**
- [EVs in Planning Documents] (Great Plains Institute)

**Resources:**
- [Charging Forward: A Toolkit for Planning and Funding Urban Electric Mobility Infrastructure] (U.S. Department of Transportation)
- [Electric Vehicle Planning Language: A guide for local governments] (Great Plains Institute)

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**Regulation Criteria Verification Requirements**

<table>
<thead>
<tr>
<th>R1.1 (Silver)</th>
<th>10</th>
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</thead>
<tbody>
<tr>
<td>Permit chargers as an accessory use to parking lots in all zoning districts, by right [Enable EV charging infrastructure in land use regulations]</td>
<td></td>
</tr>
</tbody>
</table>

**Objective and Description:** This criterion requires communities to update zoning codes to explicitly permit electric vehicle charging stations as an accessory use within parking lots across all major zoning districts. Specifically, communities must codify in the zoning ordinance that EV charging stations are allowed by right in parking lots as an accessory use across residential, commercial, industrial, and other major zoning categories. Allowing charging infrastructure as an accessory use provides clarity to property owners and developers.

**Recommended Verification:**
- Provide a link to the municipal code and a description of where the statement can be found (i.e., article and section numbers). If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Community Examples:**
- [New Jersey P.L. 2021, Chapter 171] (State of New Jersey)
- [Applicable Zoning Provisions for Electric Vehicle Charging Spaces] (County of Fairfax, Virginia)
- [Electric Vehicle Supply Equipment Permitting: A checklist template for local governments] (Great Plains Institute)
**Objective and Description:** This criterion requires communities to standardize and streamline the review process for electric vehicle supply equipment (EVSE) permit applications. Specifically, communities must set clear expectations for approval timelines for charging infrastructure permits and limit review cycles to one round of comments. Standardizing timeframes and review processes reduces uncertainty for charging infrastructure projects. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a memo detailing the review and approval process for permitting EVSE installation. Demonstrate how approval timelines are standardized.

**Community Examples:**
- Regulation Resources | Great Plains Institute

**Resources:**
- Planning and Zoning for Electric Vehicle Charger Deployment | Sustainable Energy Action Committee

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**Objective and Description:** This criterion requires communities to conduct a comprehensive review of zoning codes and land use regulations to identify barriers to the deployment of electric vehicle charging infrastructure. Specifically, planners must examine factors such as parking requirements, accessory use allowances, setbacks, design guidelines, and permitting procedures to uncover intentional or unintentional obstacles to EVSE projects. Findings should be summarized in a memo to inform future policy changes. Reviewing codes facilitates the removal of zoning and regulatory barriers to accelerate charging infrastructure deployment. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a memo detailing findings from the review. Emphasize areas where zoning code intentionally or unintentionally prohibits EVSE deployment.
Community Examples:
- **AB-1236 Local ordinances: Electric vehicle charging stations** | California Legislative Information
- **SWEEP guide to EV infrastructure building codes** | Southwest Energy Efficiency Project
- **2022 CalGreen EV Charging Requirements** | CalGreen, Energy Services Inc.

Resources:
- **Addressing EVs in Ordinances** (Webinar) | Great Plains Institute
- **Electric Vehicle Ordinance Considerations** | Great Plains Institute
- **What's the Use? Primary vs. Accessory** | Details Reviewed
- **Electric Vehicle Supply Equipment Permitting & Inspection Guidelines** | New Buildings Institute
- **Preparing for the Electric Vehicle Surge** | American Planning Association

**R2.1 (Gold)**  
20  
Adopt a technology-neutral, EV-ready ordinance or plan for new construction, informed by established national standards  
*[Incorporate charging infrastructure in building or zoning codes]*

**Objective and Description:** This criterion requires communities to implement an electric vehicle (EV)-ready building code for new construction. Specifically, communities must adopt regulations informed by national standards such as the National Electric Vehicle Infrastructure (NEVI) Formula Program, which requires electrical capacity and infrastructure to support future EV charging infrastructure. EV-ready building codes prepare communities for increased adoption of EVs by significantly reducing costs to install charging infrastructure in the future. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link to the municipal code and a description of where the EV-ready ordinance can be found (i.e., article and section numbers)

**Community Examples:**
- **Council approves requirement for electric vehicle charging in new development** | King County, WA
- **EVSE Ordinances** (Guide and Past Slide Decks) | Great Plains Institute

**Resources:**
- **EVSE Ordinances** (Guide and Past Slide Decks) | Great Plains Institute
- **Electric Vehicle Ordinance Considerations** | Great Plains Institute
- **Summary of Best Practices in Electric Vehicle Ordinances** | Great Plains Institute

**R2.8 (Silver)**  
10  
Allow all EVSE parking stalls to count toward minimum parking requirements, when applicable. This includes parking spaces
| R2.9 | 5 | Reduce minimum parking requirements by counting charging infrastructure stalls as more than one space | **Objective and Description:** This criterion allows communities to incentivize the installation of electric vehicle charging infrastructure by updating parking ordinances. Specifically, relevant regulations should be amended to stipulate that parking spaces converted and reserved for EV charging can count more than once toward satisfying any minimum parking space requirements defined in local codes. Reducing and rightsizing parking requirements eliminate a common barrier to deploying charging stations. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link to the municipal code and a description of where the statement can be found (i.e., article and section numbers)

**Community Examples:**
- Regulation Resources | Great Plains Institute
- EVSE Ordinances | Great Plains Institute

**Resources:**
- Regulation Resources | Great Plains Institute
- Charge Up Your Town: Best Management Practices to Ensure Your Town is EV Ready | New Jersey Department of Environmental Protection
| R2.10 (Silver) | 5 | Count accessible ADA parking spots with charging stations as two or more parking spots if a parking minimum is in effect [Incorporate charging infrastructure in building or zoning codes] |

**Objective and Description:** This criterion allows communities to incentivize equitable access to electric vehicle charging infrastructure by updating parking ordinances. Specifically, relevant regulations should stipulate that ADA-accessible parking spaces that are outfitted with EV charging capability can count two times or more toward satisfying any minimum parking space requirements defined in local codes. This policy helps ensure charging access for disabled residents while eliminating a barrier to deploying equitable infrastructure. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link to the municipal code and a description of where the statement can be found (i.e., article and section numbers)

**Community Examples:**
- Electric Vehicle Supply Equipment | Great Plains Institute

**Resources:**
- Electric Vehicle Ordinance Considerations | Great Plains Institute
- Summary of Best Practices in Electric Vehicle Ordinances | Great Plains Institute

| R2.11 | 5 | Ensure EVSE installation guidance and regulations are compliant with National Access Board standards and or state-level accessibility guidelines [Incorporate charging infrastructure in building or zoning codes] |

**Objective and Description:** This criterion requires communities to implement parking infrastructure guidelines ensuring accessibility and ease of use for disabled residents. Specifically, ordinances should mandate that parking spaces outfitted with electric vehicle supply equipment (EVSE) meet technical requirements set forth by the U.S. Access Board, such as equipment height, reach distances, and ground surfaces. Aligning with national standards enables full utilization of accessible charging infrastructure by residents with disabilities. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link to the municipal code and a description of where the statement can be found (i.e., article and section numbers)

**Community Examples:**
- Ordinance No. 2021-47 | City of Orlando, FL
- ADA Requirements for Electric Vehicle Charging Stations | State of Minnesota

**Resources:**
- ADA Requirements for Workplace Charging Installation | U.S. Department of Energy
| R2.16 | 5 | **Conduct an internal review of your jurisdiction's siting, design, and aesthetic guidelines. Compile findings in a memo**  
*Incorporate charging infrastructure in building or zoning codes* |
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<tr>
<td><strong>Objective and Description:</strong> This criterion requires communities to evaluate if regulations prescribing the physical appearance of electric vehicle charging equipment may be necessary. Specifically, an internal process should determine if guidelines addressing factors such as equipment dimensions, colors, signage, and safety features are appropriate to fit neighborhood contexts and development goals. If pursuing local aesthetic rules, example illustrations should be shared publicly to provide guidance to project applicants. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.</td>
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<tr>
<td><strong>Recommended Verification:</strong></td>
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<tr>
<td>• Provide a memo detailing findings from the internal review. If applicable, provide a link to the location of publicly accessible example illustrations of local guidelines.</td>
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<tr>
<td><strong>Community Examples:</strong></td>
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<tr>
<td>• <strong>Bloomington Code of Ordinances, Section 21.301.06</strong></td>
<td>City of Bloomington, MN</td>
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<td>• <strong>City of Atlanta, Code of Ordinances, Chapter 28, ‘General and Supplemental Regulations’</strong></td>
<td>City of Atlanta, GA</td>
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<tr>
<td>• <strong>Zillah Municipal Code Chapter 17.19 Infrastructure for Electric Vehicle Charging</strong></td>
<td>City of Zillah</td>
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<tr>
<td><strong>Resources:</strong></td>
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<tr>
<td>• <strong>Design Recommendations for Accessible Electric Vehicle Charging Stations</strong></td>
<td>U.S. Access Board</td>
<td></td>
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<tr>
<td>• <strong>ADA Requirements for Workplace Charging Installation</strong></td>
<td>U.S. Department of Energy</td>
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<tr>
<td>• <strong>Regulatory Signs for Electric Vehicle Charging and Parking Facilities</strong></td>
<td>U.S. Department of Transportation Federal Highway Authority</td>
<td></td>
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<tr>
<td>• <strong>Electric Vehicle Charging Safety</strong> (Training)</td>
<td>Sustainable Energy Action Committee</td>
<td></td>
</tr>
</tbody>
</table>
| R3.4 | 10 | **Develop standards for charging infrastructure in areas near affordable multifamily housing**  
*Require or encourage EV chargers at affordable multifamily housing* |
| **Objective and Description:** This criterion requires communities to establish requirements for electric vehicle charging access at affordable multifamily housing developments. Specifically, zoning codes or ordinances should be updated to include standards mandating a minimum level of EV charging infrastructure readiness at all new affordable housing projects based on factors such as the number of units. Ensuring access to charging for affordable housing residents is critical for clean transportation access for all. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action. |
| **Recommended Verification:** |
| • Provide a link to the municipal code and a description of where the statement can be
<table>
<thead>
<tr>
<th>Community Examples:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A Roadmap to Prepare for 280,000 Electric Vehicles in Phoenix by 2030</td>
<td>City of Phoenix, AZ</td>
</tr>
<tr>
<td>Ordinance No. 2021-47</td>
<td>City of Orlando, FL</td>
</tr>
<tr>
<td>Equitable Electric Vehicle Ready Parking</td>
<td>The City of Columbus</td>
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</tbody>
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<thead>
<tr>
<th>Resources:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Vehicle Charging for Multifamily Housing</td>
<td>U.S. Department of Energy</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>R4.1 (Bronze)</th>
<th>10</th>
<th>Adopt a standard EV charging infrastructure permit application process and post to a public website [Incorporate EV charging infrastructure in permitting]</th>
</tr>
</thead>
</table>

**Objective and Description:** This criterion requires communities to develop and publish a standardized permitting process for electric vehicle charging infrastructure projects. Specifically, a formal application form and instructions tailored to EV charging equipment should be adopted and accessible online. Establishing upfront permitting expectations and requirements allows installers to prepare complete and compliant applications that can be processed efficiently. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link to the standardized EV charging infrastructure permit application process

<table>
<thead>
<tr>
<th>Community Examples:</th>
<th></th>
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<tbody>
<tr>
<td>AB-970 Planning and Zoning: Electric Vehicle Charging Stations: Permit Application: Approval</td>
<td>California Legislative Information</td>
</tr>
<tr>
<td>ACA Planning &amp; Building Applications Portal</td>
<td>City of Fresno, CA</td>
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</tbody>
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<thead>
<tr>
<th>Resources:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Electric Vehicle Charging Station Permitting Guidebook (2nd Ed.)</td>
<td>California Governor’s Office of Business and Economic Development</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>R4.3</th>
<th>10</th>
<th>Train applicable staff on best practices for permitting and inspecting charging infrastructure [Incorporate EV charging infrastructure in permitting]</th>
</tr>
</thead>
</table>

**Objective and Description:** This criterion requires communities to ensure staff involved in permitting and inspecting electric vehicle charging infrastructure receive up-to-date training. Specifically, relevant personnel should complete courses, workshops, or seminars focused on existing best practices for streamlined approval of compliant, safe EVSE projects. Educating
staff facilitates consistent application of codes and standards, which results in improving experiences for contractors and residents. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a memo describing the training that was provided to staff and include any applicable supporting documentation (i.e., certificate of completion, agenda of training, attendance logs, etc.)

**Community Examples:**
- [EVSE Permitting](#) (Slides) | Great Plains Institute

**Resources:**
- [EV Preparedness Trainings](#) | National Fire Protection Agency
- [Electric Vehicle Charging Safety](#) | Sustainable Energy Action Committee

### R4.4 (Bronze)

| 5 | Develop a charging infrastructure permitting checklist and post it online | [Incorporate EV charging infrastructure in permitting] |

**Objective and Description:** This criterion requires communities to create and publish a clear permitting checklist for electric vehicle charging infrastructure projects. Specifically, the checklist should outline all required information, technical specifications, site plans, supporting materials, and approval steps necessary to submit complete applications. Publicly posting comprehensive permit checklists allows installers to preemptively prepare documents to facilitate smooth review. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link to the online permitting checklist

**Community Examples:**
- [EVSE Permitting](#) (Slides) | Great Plains Institute
- [Electric Vehicle Charging Station Permitting Guidebook (2nd Ed.)](#) | California Governor’s Office of Business and Economic Development

**Resources:**
- [Public EV Charging Station Site Selection Checklist](#) | Joint Office of Energy and Transportation
- [EVSE Permitting](#) (Guide, Slide Deck, and Resources) | Great Plains Institute

**Utility Engagement Criteria Verification Requirement**

| 5 | Meet with utilities to discuss EV collaboration opportunities |
### Objective and Description

This criterion requires communities to initiate a conversation with their electric utility focused on strategic coordination around electric vehicles. Specifically, a meeting should define shared objectives, explore potential partnerships, and identify opportunities for collaborative promotion of electrified transportation. Opening a dialogue lays the foundation for impactful utility engagement. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

### Recommended Verification:

- Provide an agenda for the meeting and a memo summarizing the meeting, including the next steps for collaboration

### Community Examples:

- Utility Engagement Resources | Great Plains Institute

### Resources:

- Public Chargers & Utilities (Slides) | Great Plains Institute
- Electric Utility Engagement (Slides) | Great Plains Institute
- Driving for Benefits: The Utility Role in Transportation Electrification | Alliance for Transportation Electrification

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### U1.3 10

Work with utilities to promote EVs at local dealerships, and/or to promote programs provided by the utility at the dealership

**Objective and Description:** This criterion entails collaborative education and outreach efforts between communities and utilities focused on electric vehicle dealers. Specifically, partners should coordinate appropriately tailored promotional resources, materials, or incentives to stimulate consumer adoption. Engaging dealers and equipping sales teams cultivates knowledge and excitement for EVs at the point of purchase.

**Recommended Verification:**

- Provide a memo explaining how the city has collaborated with the utility to promote EVs and available programs at local dealerships. When possible, provide outcomes of the promotion.

**Community Examples:**

- Utility Engagement Resources | Great Plains Institute

**Resources:**

- Engaging Partners on EVs | Great Plains Institute
- Driving for Benefits: The Utility Role in Transportation Electrification | Alliance for Transportation Electrification

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### U4.2 10

Work with utility or Retail Electric Provider to launch or expand

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Objective and Description: This criterion involves communities collaborating with local electric utilities to develop or enhance specialized rate programs for electric vehicle charging infrastructure. Specifically, public sector partners should coordinate planning for public chargers while utilities create complementary rates, incentives, tariffs, or rebates to manage grid interaction. Aligning infrastructure deployment and utility offerings unlocks savings for operators and drivers. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

Recommended Verification:
- Provide a memo detailing the municipality’s collaboration with the electric utility to launch or expand EV charging rate structures

Community Examples:
- Utility Engagement Resources | Great Plains Institute

Resources:
- Public Chargers & Utilities (Slides) | Great Plains Institute
- Electric Utility Engagement (Slides) | Great Plains Institute
- Driving for Benefits: The Utility Role in Transportation Electrification | Alliance for Transportation Electrification

Objective and Description: This criterion requires communities to leverage electric utility data to actively monitor community participation levels across specialized EV offerings. Analysis of metrics for enrollment levels, subscription volumes, and charging profiles for programs such as rebates, rate plans, and demand response offerings should inform future infrastructure planning and education efforts.

Recommended Verification:
- Provide a report using data provided by the utility to assess the utilization of the utility’s EV programs and rates. When possible, compare utilization rates to registered EVs within the community.

Community Examples:
- TBD

Resources:
- Driving for Benefits: The Utility Role in Transportation Electrification | Alliance for Transportation Electrification

Education and Incentives Criteria Verification Requirement
### E1.3

| 10 | Create educational materials or devote space in newsletters to educate residents about EVs and available incentives [Host public education events and campaigns] |

**Objective and Description:** This criterion requires communities to develop public education content focused on accelerating electric vehicle adoption. Specifically, informative materials such as brochures, flyers, videos, website text, social media posts, and newsletter articles should share details on available EV models, charging basics, operating benefits, and qualification for financial incentives. Raising public awareness and knowledge of electric vehicles and rebates drives interest and conversion.

**Recommended Verification:**
- Provide links, photos, and/or attachments of materials used to educate community members about EVs and available incentives. Include a memo describing how and when the materials were distributed to community members.

**Community Examples:**
- State Electric Vehicle Benefits | Union of Concerned Scientists
- Charging your electric vehicle | City of Portland, OR
- Pittsburg School District Rolls Out New Electric Transit Style School Bus | East County Today

**Templates:**
- Electric Vehicle Website Templates | Great Plains Institute

**Resources:**
- Electric Vehicle Communications: A guide for local governments | Great Plains Institute
- State Policies Promoting Hybrid and Electric Vehicles | National Conference of State Legislators
- Community Engagement Tips for EV Infrastructure Deployment | Joint Office of Energy and Transportation
- EV vs. Gas: Which Cars Are Cheaper to Own? | Car and Driver
- Can I Use Any Charger System with My EV? | Kelley Blue Book

### E2.1

| 5 | Create a specific page on the website that includes information about EVs [Create an EV landing page on the city’s website] |

**Objective and Description:** This criterion requires communities to launch a dedicated webpage consolidating available local electric vehicle information and resources. An EV landing page should educate audiences on topics such as charging basics, policy news and goals, infrastructure locations/maps, purchasing incentives, and vehicle options to enable and encourage adoption. Centralizing content builds convenient public access.

**Recommended 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.

Community Examples:
- Charging your electric vehicle | City of Portland, OR

Templates:
- Electric Vehicle Website Templates | Great Plains Institute

Resources:
- Electric Vehicle Communications | Great Plains Institute
- EV vs. Gas: Which Cars Are Cheaper to Own? | Car and Driver
- Can I Use Any Charger System with My EV? | Kelley Blue Book
- Solar and Electric Vehicles: A Guide for Local Governments | Cadmus

<table>
<thead>
<tr>
<th>E2.3</th>
<th>5</th>
<th>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</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>[Create an EV landing page on the city’s website]</td>
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</tbody>
</table>

Objective and Description: This criterion requires communities to 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 EV landing pages so that residents can identify charging infrastructure locations, status availability, and equipment specifications to confidently navigate electric travel.

Recommended 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.

Community Examples:
- Find Charging Stations | Xcel Energy

Resources:
- EV Charging Station Map | Oregon Clean Vehicle Rebate Program
- Electric Vehicle Charging Station Locations | U.S. Department of Energy

Government Operations Criteria Verification Requirement

<table>
<thead>
<tr>
<th>G1.4 (Gold)</th>
<th>20</th>
<th>Install EV chargers in the community for public use based on adopted goals and timelines. Ensure these are consistent with national charging connection system standards. Consider operations and maintenance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>[Provide publicly available EV chargers in the community]</td>
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</table>

Note: Only one of G1.4-G1.6 are required for gold designation
Objective and Description: This criterion requires communities to directly install widely accessible public electric vehicle charging infrastructure aligned with local targets. Specifically, EV chargers should be deployed on community-owned property and public rights-of-way based on quantified goals set forth in formal planning documents. Installations should meet national standards established in programs and incorporate considerations for ongoing operations and maintenance. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

Recommended Verification:
- Provide a photo of the station or some other evidence of installation. In addition, provide a memo detailing the location of the station, how the station is consistent with national standards, and how operations and ongoing maintenance of the station are being considered.

Community Examples:
- Municipal PEV and Charging Equipment Case Studies | Delaware Valley Regional Planning Commission
- Expanding Public Electric Vehicle Charging Through Right-of-Way Utilization | Drive Electric Minnesota

Resources:
- Installing EV Chargers (Webinar slides) | Great Plains Institute

| G1.5 (Gold) | 20 | Install EV chargers for public use within right-of-ways based on adopted goals and timelines. Ensure these are consistent with national charging connection system standards. Consider operations and maintenance | [Provide publicly available EV chargers in the community] |

Note: Only one of G1.4-G1.6 are required for gold designation

Objective and Description: This criterion requires communities to install widely accessible public electric vehicle charging infrastructure within public right-of-ways such as sidewalks, roads, highways, bridges, etc. Installations should align with locally defined targets and timeframes and comply with national standards. Siting chargers along rights-of-way facilitates convenient charging access for residents who might otherwise lack access and visitors. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

Recommended Verification:
- Provide a photo of the station or some other evidence of installation. In addition, provide a memo detailing the location of the station, how the station is consistent with national standards, and how operations and ongoing maintenance of the station are being considered.

Community Examples:
- Electric Vehicle Charging in the Public Right-of-Way Code Project | Portland Bureau of Transportation
- General Law - Part I, Title II, Section 16: Public electrical vehicle charging stations |
Commonwealth of Massachusetts
- Expanding Public Electric Vehicle Charging Through Right-of-Way Utilization | Drive Electric Minnesota

Resources:
- Charge Up Your Town: Best Management Practices to Ensure Your Town is EV Ready | New Jersey Department of Environmental Protection
- Installing EV Chargers (Webinar slides) | Great Plains Institute

| G1.6 (Gold) | 20 | Install EV chargers for public use within walking distance of multi-family housing areas based on adopted goals and timelines. Ensure these are consistent with national charging connection system standards. Consider operations and maintenance [Provide publicly available EV chargers in the community] |

Note: Only one of G1.4-G1.6 are required for gold designation

**Objective and Description:** This criterion requires communities to specifically site electric vehicle charging infrastructure near multi-unit dwellings to expand access. Installations should be placed within reasonable walking distance of buildings based on local targets and standards. Such efforts improve charging options for residents without home charging availability, many of whom live in multifamily housing. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a photo of the station or some other evidence of installation. In addition, provide a memo detailing the location of the station and demonstrate that it is within walking distance of multifamily housing. In the memo, explain how the station is consistent with national standards, and how operations and ongoing maintenance of the station are being considered. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Community Examples:**

**Resources:**

| G2.2 (Silver) | 10 | Complete a fleet analysis (also consider plans for future EV purchases) [Electrify city fleet] |

**Objective and Description:** This criterion requires communities to formally evaluate opportunities for vehicle electrification across municipally owned fleets. Analyses should
assess factors such as duty cycles, parking locations, and vehicle ages to determine compatibility and prioritization of EV procurement aligned with adoption targets. Continually evaluating fleet composition focuses electrification efforts for maximum community impact. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a link or attach the document that contains the completed analysis. If not included in the analysis, provide a memo detailing plans for future EV purchases based on the results of the analysis.

**Community Examples:**
- [Municipal PEV and Charging Equipment Case Studies](#) | Delaware Valley Regional Planning Commission
- [How Cities and Counties Can Electrify Their Fleets](#) | Rocky Mountain Institute

**Resources:**
- [Fleet Electrification Resources](#) | Great Plains Institute
- [AFLEET Tool](#) | Argonne National Laboratory

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<thead>
<tr>
<th>G2.4 (Gold)</th>
<th>20</th>
<th>Purchase EVs for fleet use to meet adopted goals</th>
<th>Electrify city fleet</th>
</tr>
</thead>
</table>

**Objective and Description:** This criterion requires communities to directly electrify municipal fleet vehicles in accordance with locally defined procurement goals, metrics, and timelines formalized through planning processes. Transitioning public fleets to electric vehicles allows leading by example while delivering economic and environmental benefits to local taxpayers. If applicable, provide a description/memo of how EVs for All points are addressed/were achieved in this action.

**Recommended Verification:**
- Provide a photo of the purchased EV or other proof of purchase

**Community Examples:**
- [Zero-Emission Vehicle Roadmap](#) | City of Boston

**Templates:**
- [Community EV Vision Worksheet](#) | Great Plains Institute

**Resources:**
- [More Than Half of US Car Sales Will Be Electric by 2030](#) | Bloomberg
- [Planning Process EV Toolkit](#) | Xcel Energy

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**Shared Mobility Criteria Verification Requirement**
Work with transit operators to adopt conversion goals for EV transit and/or paratransit with timelines [Deploy electric transit and/or paratransit vehicles]

**Objective and Description:** This criterion entails strategic coordination between communities and public transit providers to chart a course for fleet electrification. Partners should collaborate to establish actionable, dated targets for replacing conventional buses with electric transit and/or paratransit vehicles. Defining clear objectives, responsibilities, and an implementation roadmap accelerates the realization of operational efficiencies.

**Recommended Verification:**
- Provide a link to or attach the documents of the conversion goals developed in partnership with the transit operator. If applicable, provide a description of where the goals can be found within the documentation (i.e., chapter, section, etc.)

**Community Examples:**
- Shared Mobility Resources | Great Plains Institute

**Innovative Action**

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<tr>
<td></td>
<td>The actions identified in the categories above, and to be included in future updates of this program guide, represent many of the most common and impactful steps communities are taking to make the transition to EVs easier and more affordable for residents and businesses. However, we know that communities across the country are developing innovative ways to promote and deploy EVs and EVSE. If your community has taken action that was not captured in any of the criteria above, please share it with us.</td>
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**Objective and Description:** Innovative actions will be reviewed by a team of experts and each action may be worth up to 20 points.

**Recommended Verification:**
- Provide a signed memo describing the innovative action and include any supporting documentation or links that provide additional details

**7. EVs for All Explanation**

Beyond meeting the baseline criteria outlined in this guide, municipalities are expected to take additional steps to promote electric vehicle adoption in an inclusive and accessible way. To
encourage municipalities to go above and beyond, an EVs for All point system has been established.

**EVs for All Explanation**

The EVs for All point system allows municipalities to earn points toward the Charging Smart Program by taking extra steps in the categories of Planning, Regulation, Utility Engagement, Education and Incentives, Government Operations, and Shared Mobility. Points are awarded on a sliding scale based on the depth and comprehensiveness of actions taken. Please note, every criterion has the potential to earn EVs for All points based on the depth and comprehensiveness of how inclusivity and accessibility are addressed when completing the action. Generally speaking, points are awarded as follows:

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<tr>
<td>Acknowledging awareness of barriers and communicating inclusively</td>
<td>Assessing community needs and planning strategic actions</td>
<td>Making formal commitments and developing funded initiatives</td>
<td>Taking direct action and incorporating accountability</td>
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While the specifics will vary by community, the overarching aim is to identify and address any barriers that may prevent certain groups from benefiting from electric vehicles and related infrastructure. By earning EVs for All points, municipalities demonstrate a strong commitment to promoting transportation electrification in a fair way for all community members.

**EVs for All Criteria Verification Requirement**

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<tr>
<td>This tier of points corresponds to actions that acknowledge the disparate circumstances preventing disadvantaged and underserved members of your community from participating in EV ownership and/or use. Actions earning 5 EVs for All points might include: - Making a statement or specific mention/detail about</td>
<td>This tier of EVs for All points can be earned by being proactive in the planning phase to address barriers preventing underserved and disadvantaged community members in your area from participating in the EV transition. Actions earning 10 EVs for All points might include: - Making a plan or identifying steps that could help remove some of the barriers that members of the</td>
<td>This tier of EVs for All points corresponds to how specific actions and commitments established in the plans address barriers faced by underserved and disadvantaged members of your community. Actions earning 15 EVs for All points might include: - Making a formal commitment to specified action(s) - Create opportunities to provide feedback on this activity,</td>
<td>The final tier of EVs for All points demonstrates that meaningful action was taken, involving community feedback and participation to address barriers to underserved and disadvantaged community members. Actions earning 20 EVs for All points might include: - Action was taken as a result of this activity, recently (within five years) or is recurring - Co-creation with</td>
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which members of your community face the greatest barriers to benefitting from EVs
- Communication about this action to community members who face the greatest barriers to benefitting from EVs
- Acknowledgement of the needs/desires of community members who face these barriers

community face in benefitting from EVs
- Facilitating participation in the project from those community members facing the greatest barriers to benefitting from EVs
- Assess the needs/desires of community members who face the greatest barriers to benefitting from EVs

particularly for community members who face the greatest barriers to benefitting from EVs
- Address the needs/desires of community members who face the greatest barriers to benefitting from EVs

community members who face the greatest barriers to benefitting from EVs was a goal of this effort
- Avenues for regular and meaningful communication were created that can be used to proactively address the needs/desires of community members who face the greatest barriers to benefitting from EVs

Examples of Actions That Qualify for EVs for All Points

Below are examples for 13 selected criteria (of the total 145) detailing how to earn EVs for All points with explanations for each of the buckets ranging from 5-20 points. In future versions of the program guide, there will be an expanded list of example explanations.

The 13 criteria selected to demonstrate EVs for All examples are:

- P4.4 - Include goals and strategies that are specific, measurable, attainable, relevant, and time-based surrounding EV actions
- P2.1 - Identify locations and frequency of EVSE placement
- R2.10 - Count accessible ADA parking spots with charging stations as two or more parking spots if a parking minimum is in effect (Silver requirement)
- R3.4 - Develop standards for charging infrastructure in areas near affordable multifamily housing
- R2.4 - Require 40% of multifamily parking to be EV-capable, EV-ready, or EVSE-installed
- U1.1 - Meet with utilities to discuss EV collaboration opportunities
- U4.4 - Track the community’s utilization of EV programs and rates based on data provided by the utility
- E1.3 - Create educational materials or devote space in newsletters to educate residents about EVs and available incentives
- E1.1 - Host ride-and-drives in the community
- G1.5 - Install EV chargers for public use within right-of-ways based on adopted goals and timelines. Ensure these are consistent with national charging connection system standards. Consider operations and maintenance.
- G1.3 - Develop an RFP (Request for Proposal) to install EVSE in the ROW
- S1.2 - Work with transit operators to adopt conversion goals for EV transit and/or paratransit with timelines
- S1.4 - Track EV metrics (i.e., usage, reduced GHG emissions, PM 2.5 emissions, savings, etc.)
### PLANNING

#### Example #1

| P4.4 - Include goals and strategies that are specific, measurable, attainable, relevant, and time-based surrounding EV actions |
|---|---|---|---|
| 5 Points | 10 Points | 15 Points | 20 Points |
| **Communicate to members of your community** who may face barriers to benefiting from EVs that goals and strategies regarding EVs and charging infrastructure are being developed. Methods of communication should be accessible to these specific groups and may require other methods of distribution than the community’s standard communication styles (e.g., provide applicable translations of communications or distribute communication materials to multifamily housing units or community leaders). | **Provide opportunities** for community members who face the greatest barriers to EV adoption to provide input or feedback to shape development of goals and strategies. Opportunities should be easily accessible to the target groups | **Formally adopt goals and strategies** specifically related to reducing barriers to or supporting EV adoption for community members such as seniors, renters, low-income individuals, or people who are differently abled | **Demonstrate** that formally adopted goals and strategies specifically related to reducing barriers for the most-impacted community members (i.e., renters, low-income individuals, seniors, people with disabilities) have been accomplished in a meaningful way |

#### Example #2

| P2.1 - Identify locations and frequency of EVSE placement |
|---|---|---|---|
| 5 Points | 10 Points | 15 Points | 20 Points |
| **State** that some communities experience disproportionately high rates of emissions and related human health | Use USDOT’s Equitable Transportation Community Explorer (ETC) tool to identify areas within your community that are | Set target goals and make a formal commitment to the deployment of EVSE in identified areas. (This does not necessarily mean | Indicate funding allocations or applications were submitted for EVSE based on this plan, and that some portion of it will be |
impacts, so care should be taken to ensure these communities benefit from transportation electrification.

disadvantaged, and thus have different electrification needs.

committing funds; committing to a goal is sufficient.

proactively dedicated to providing EVSE in identified communities.

---

**REGULATION**

<table>
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<tr>
<th>Example #1</th>
<th><strong>R2.10</strong> - Count accessible ADA parking spots with charging stations as two or more parking spots if a parking minimum is in effect (Silver requirement)</th>
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<tbody>
<tr>
<td>10 Points*</td>
<td>20 Points</td>
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</table>

This criteria **inherently removes barriers** to benefiting from EVs and necessarily includes a community acknowledging, assessing, and addressing the needs people who are differently abled may have in accessing public EV chargers. For these reasons, any community completing this criteria will receive at least 15 EVs for All points. *

Establish a process for people who are differently abled to provide feedback about existing EV chargers and/or requests for additional accessible EV chargers. Also, allow property owners to share feedback on needs for more accessible EV chargers beyond minimum requirements, which may impact compliance with parking minimums. Ensure there is a process for reviewing, responding, and possibly acting on this feedback in a proactive manner.

<table>
<thead>
<tr>
<th>Example #2</th>
<th><strong>R3.4</strong> - Develop standards for charging infrastructure in areas near affordable multifamily housing</th>
</tr>
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<tbody>
<tr>
<td>5 Points</td>
<td>10 Points 15 Points 20 Points</td>
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</table>

**Acknowledge** that charging access is important for residents of affordable multifamily housing so they can also benefit from transportation electrification.

Assess the needs of affordable multifamily housing residents related to at-home and public charging access. Develop a plan to address identified gaps or barriers.

Establish minimum requirements for EV-ready, EV-capable, or EVSE charging infrastructure at newly constructed affordable multifamily housing based on needs assessment. Provide financial incentives to offset costs.

Pass an ordinance mandating EV-ready, EV-capable, or EVSE charging infrastructure at all new, affordable multifamily housing developments. Create a funding program to fully cover costs for property owners.

<p>| Example #3 | <strong>R2.4</strong> - Require 40% of multifamily parking to be EV-capable, EV-ready, or EVSE-installed |</p>
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<tr>
<td><strong>Acknowledge</strong> that requirements for parking to be EV-capable, EV-ready, or EVSE-installed at multifamily housing could increase costs for people with low income</td>
<td><strong>Assess</strong> the situations in which requirements for parking to be EV-capable, EV-ready, or EVSE-installed at multifamily housing may negatively impact low-income individuals. Consider potential methods of mitigating this, including looking to peer local governments for precedent.</td>
<td><strong>Address</strong> the potential that requirements for parking to be EV-capable, EV-ready, or EVSE-installed at multifamily housing increase costs for low-income individuals by establishing a program that helps reduce costs for developers or helps cover costs for residents</td>
<td><strong>Proactively address</strong> the potential that requirements for parking to be EV-capable, EV-ready, or EVSE-installed at multifamily housing increase costs for low-income individuals by passing an ordinance that obligates the local government to provide support to low-income housing before the requirements go into effect</td>
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**UTILITY ENGAGEMENT**

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<th>Example #1</th>
<th><strong>U1.1</strong> - Meet with utilities to discuss EV collaboration opportunities (Bronze requirement)</th>
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<tr>
<td><strong>Discuss and identify barriers</strong> that exist for different groups (i.e., renters, low-income individuals, etc.) within the community</td>
<td><strong>Identify collaboration opportunities to help mitigate barriers</strong> to EV adoption for community members facing the greatest barriers. Opportunities could range from developing informational materials or creating resources designed for target audiences, co-hosting events in a part of the community that is</td>
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underserved, or creating incentives or rebate programs that provide accommodations for reducing existing barriers.

Example #2  **U4.4 - Track the community’s utilization of EV programs and rates based on data provided by the utility**

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<tr>
<td><strong>Formally acknowledge</strong> that it may be more difficult for some members of your community to take advantage of EV programs and rates</td>
<td><strong>Assess</strong> which members of your community may have difficulties using EV programs or rates. This could include those living in multifamily dwellings, low-income individuals, the elderly, or those who do not own a car.</td>
<td>Share data gathered with the entities providing EV programs and rates, and <strong>discuss</strong> possibilities for addressing what it has revealed about the difficulties some members of your community face in utilizing them</td>
<td><strong>Create a website or provide contact information that community members can use to make suggestions or provide feedback about their utility needs. Share any feedback received with the appropriate entities regularly, and follow up on any actions taken.</strong></td>
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### EDUCATION AND INCENTIVES

Example #1  **E1.3 - Create educational materials or devote space in newsletters to educate residents about EVs and available incentives**

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<td><strong>Communicate</strong> that educational materials will be accessible to all community members, including translations and alternative formats</td>
<td><strong>Conduct an assessment</strong> to identify what languages, mediums, and distribution channels would be most effective for reaching all segments of the community. Develop a plan for creating inclusive educational</td>
<td><strong>Create and distribute</strong> educational materials in multiple languages and formats based on community needs assessment. Materials are tailored to address diverse motivations and barriers to EV adoption identified</td>
<td><strong>Partner with community organizations representing disadvantaged groups to co-develop culturally competent educational materials and outreach strategies. Incorporate ongoing mechanisms for</strong></td>
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Example #2

E1.1 - Host ride-and-drives in the community

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<td>Communicate that this event will be happening to members of your community who may face barriers to benefiting from EVs. This may necessitate that you utilize different outreach methods (such as mailers, radio advertisements, or posters in community organizations), and perhaps multiple languages.</td>
<td>Facilitate participation in this event by taking action(s) such as hosting the event in a part of your community that is underserved, ensuring an ADA-accessible EV will be included in the event, providing written materials and spoken remarks in multiple languages, or other approaches that would make a difference to the members of your community who face the greatest barriers to benefiting from EVs</td>
<td>Provide opportunities for the community to share feedback on the event before, during, and after the event through phone numbers, email addresses, paper surveys, or other methods that meet the needs of your community members. If possible, ask specific questions about aspects of the event and create opportunities for discussions.</td>
<td>Work with members of your community who may face the greatest barriers to benefitting from EVs and/or community organizations to co-create this event. Ensure they have meaningful input on location, structure of the event, vendors, speakers, and more. Also, work to actively incorporate any other input provided.</td>
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GOVERNMENT OPERATIONS

Example #1

G1.5 - Install EV chargers for public use within right-of-ways based on adopted goals and timelines. Ensure these are consistent with national charging connection system standards. Consider operations and maintenance.

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<tr>
<td>Acknowledge the need for public charging in the right-of-way to support households without access to off-street charging. Identify</td>
<td>Initiate stakeholder collaboration, including with neighborhood groups to discuss plans for installing ROW charging. Assess the concerns, needs, and</td>
<td>Formally commit to installing ROW charging. Identify candidate sites and work with community members to vet those sites and address related barriers and</td>
<td>Install (within the last five years) ROW charging that benefits disadvantaged neighborhoods and households without access to off-street parking. Publicize</td>
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</table>
disadvantaged neighborhoods where ROW charging is needed.

- desiries of community members for ROW EV charging.
- opportunities.
- and conduct outreach to make residents aware of the process and how they can benefit from the ROW charging. Establish avenues of regular communication to address the needs of residents who face the greatest barriers to benefiting from EVs.

**Example #2**

**G1.3 - Develop an RFP (Request for Proposal) to install EVSE in the ROW**

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**Acknowledge** the array of needs members of your community may have in regards to public EVSE and note that some members of your community may experience barriers to benefiting from this infrastructure.

**Assess** the barriers some members of your community may face, or needs they may have, to use or otherwise benefit from public EVSE. Community surveys, US Census data, or the USDOT Equitable Transportation Community (ETC) Explorer may be helpful in this process.

**Address** the barriers experienced by and needs of your community by including specific tasks or requirements in your RFP to address them directly. Examples could include cash-based payment options, printed and audio materials and resources in multiple languages (including Braille), and consistency with National Access Board standards.

In the RFP, require vendors to provide feedback opportunities for community members, and that input received is reported to the appropriate department or position within your community on a frequent/regular basis. Include requirements for the vendor to have regular meetings (or upon request) to discuss feedback with the appropriate department or position and include standards for satisfactory responses and response timeframes, tied to recurring payment distribution. Separately, ensure that the receiving department or
position has the resources to meaningfully participate in this process.

<table>
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<tr>
<th>Example #1</th>
<th><strong>S1.2 - Work with transit operators to adopt conversion goals for EV transit and/or paratransit with timelines</strong></th>
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<tr>
<td><strong>Acknowledge the needs</strong> of members of your community who are transit- and/or paratransit-dependent, as well as the needs of those community members who live near fixed transit routes, in a policy document or state objective/intention. Explain how electrification could impact those needs. For example, those who are dependent on transit and/or paratransit need safe and reliable transportation options, and electrification would allow these services to produce fewer emissions and thus be more sustainable in the long run. Those who live near fixed transit routes would benefit from improved air quality.</td>
<td><strong>Assess the potential</strong> for electrification of transit/paratransit to impact those who need and/or are impacted by their service. For example, explore options for quantifying the impact of emissions on residential areas surrounding fixed transit routes and evaluate the extent to which electrification would mitigate those impacts. Note the link between exposure to emissions and increases in asthma and cardiovascular issues, which are (nationwide) disproportionately present in disadvantaged communities.</td>
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<p>| Example #2 | <strong>S1.4 - Track EV metrics (i.e., usage, reduced GHG emissions, PM 2.5 emissions, savings, etc.)</strong> |</p>
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<tr>
<td><strong>Make a statement</strong> that you will be collecting these metrics to assess the impact of electrifying transit and paratransit vehicles on members of the community who experience barriers to benefiting from electrification.</td>
<td>Assess the metrics collected and use them to identify potential barriers to benefitting from the electrification of transit and paratransit vehicles. Then <strong>use this assessment to make a plan</strong> to remove the identified barriers. Examples could include planning for the electrified transit vehicles to be used on routes that travel through communities with high environmental burden and/or reduced ability to purchase personal EVs.</td>
<td>Work with community decision-makers to <strong>make a formal commitment to specified actions identified in a plan</strong> that is supported by established metrics around the electrification of transit and paratransit vehicles. For example, community decision-makers could commit to increasing the budget for transit services so that additional training can be provided to existing maintenance teams, to ensure electrified buses and supportive infrastructure are maintained such that they can effectively serve the demand of routes through environmentally burdened areas.</td>
<td><strong>Take action</strong> to use metrics collected to project demand for electrified transit and paratransit service in environmentally burdened areas. Then work with utilities to plan for additional capacity, and with the transit provider to purchase additional vehicles to meet this demand.</td>
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**Acknowledgment**

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