

# CHARGEVC

BETTER TRAVEL, STRONGER GRID.

## Creating the EV market in New Jersey

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Context, &  
Coalition  
Creation

Roadmap and  
Study



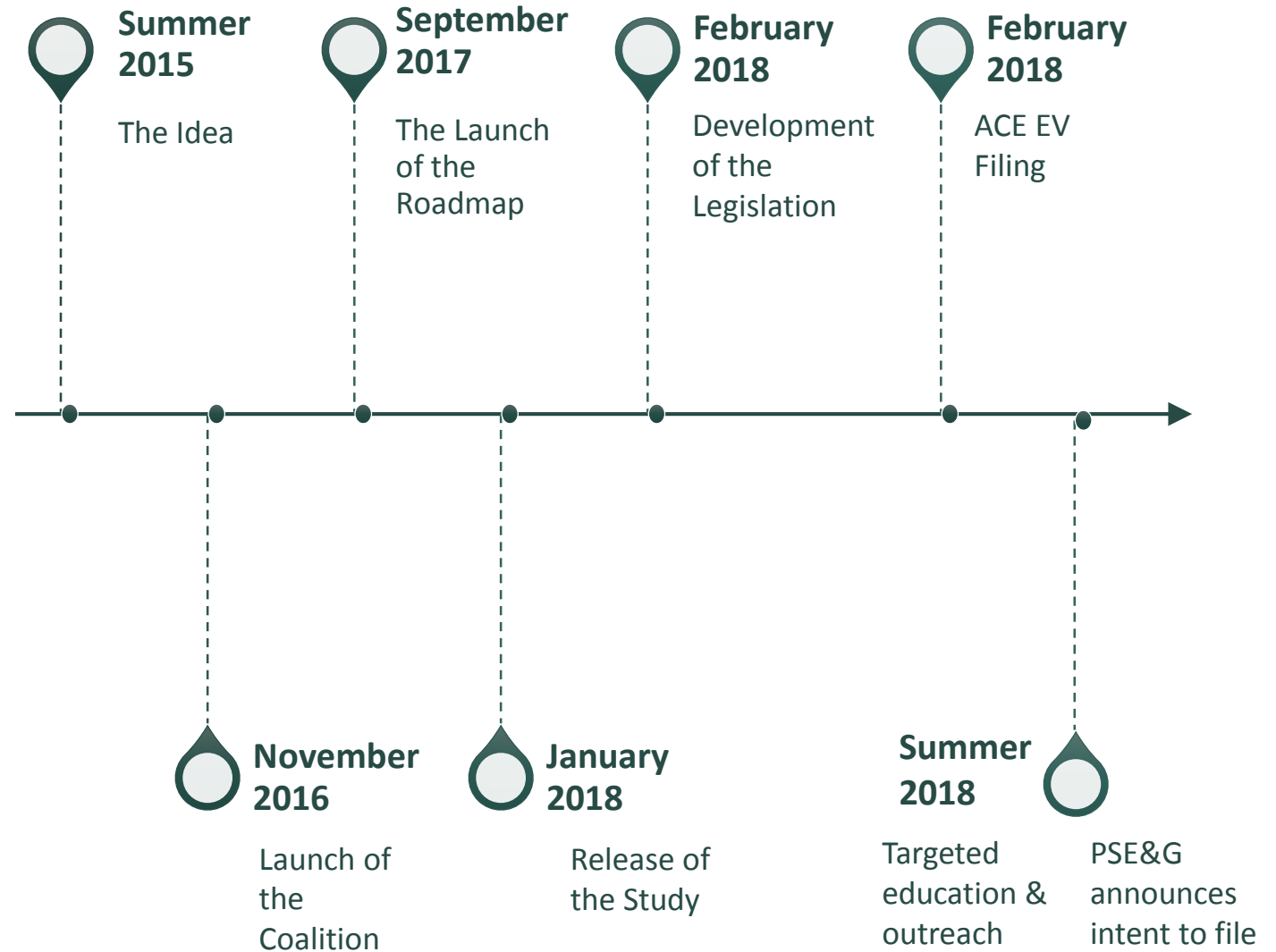
Legislation &  
Utility Filings

Beyond New  
Jersey



# AGENDA

# Context, and Coalition Creation



# EV Opportunity in NJ: A Compelling Story



- Transportation accounts for ~50% of energy-related GHG emissions in NJ.
- About half of that is light duty vehicles burning gasoline.
- History of progressive policy with renewable energy and energy efficiency.
- Every electrically fueled mile in NJ is more than 70% cleaner than an average gasoline fueled mile. It gets cleaner as more low-carbon power plants are built.
- Widespread EV adoption will increase electricity usage in NJ by ~30%, which is an opportunity to optimize grid loading and operation and synergize with renewable energy, resiliency, storage, microgrids, and energy efficiency.

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## Who We Are

- Automotive Retailers
- Equity Advocates
- Consumer Advocates
- Labor Organizations
- Non-Government Organizations
- Technology Companies
- Electric Utilities

2

## What We Do

- Develop and promote programs and policies;
- Encourage EV adoption;
- Ensure managed development of electric vehicles infrastructure to provide benefits for all of New Jersey.

3

## How We Are Doing It

- Providing reliable data;
- Advocating for programs and policies; and
- Engaging local, regional, and state leaders.

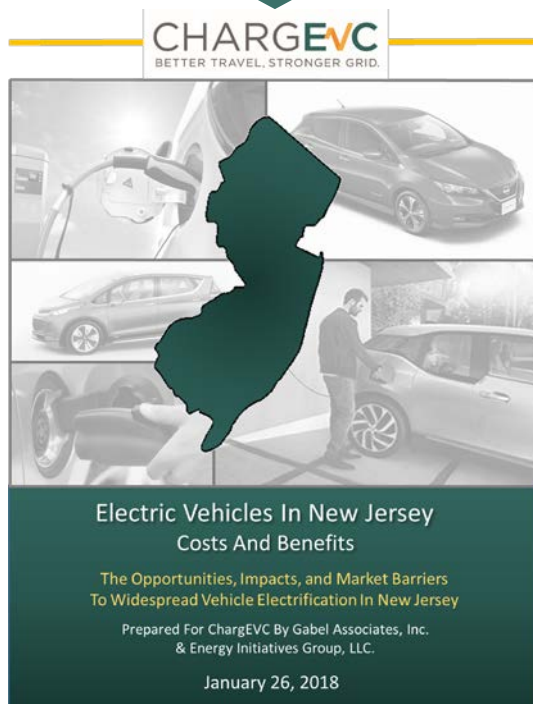
# The Roadmap & Study

## The factors which were looked at for the Roadmap and the Study were...

- Current state of the market in New Jersey;
- Existing Market Policies and Programs;
- EV Growth Opportunity;
- Historical Sales Results; and
- Market Development Needs.

## This lead to...

- Roadmap Goals
  - Proactive
  - Ecosystem
  - Impactful
  - Optimal
  - Equitable
- Study Development
  - PEV Adoption Scenarios
  - Impact Model
- Key Findings
  - Economic Benefits
  - Environmental Benefits
  - Impacts on Public Health
  - Impacts on Utilities, Energy Markets, and Electric Infrastructure
  - Other Strategic Implications



## EV Utility Filings

- Atlantic City Electric
  - 1<sup>st</sup> utility in NJ to file a petition.
  - Seeking to install 150 Level 2 charging stations along major roadways and in neighborhoods.
  - Includes plans to offer up to 300 residential customers 50 percent off the equipment and installation costs for a Level 2 smart charging station at customer homes.
  - The overall cost of the program will be spread out to the utility's 550,000 customers. The cost for the typical residential customer using 760 kilowatts a month will be 18 cents on their monthly bill.
- PSE&G
  - \$300 million for building a “smart” electric vehicle infrastructure.
  - Build-out of network, with up to 50,000 charging stations in residential areas, at workplaces and along traffic corridors throughout the state.

Current EV  
Legislation

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***Goals and  
Authorizations: S1975/A3688***

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***Public Charging  
Infrastructure: S2252/A3687***

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***Rebates: S2382/ A3847***



# Out of State Organizing



- New York
- Pennsylvania
- Delaware
- Maryland
- Washington, D.C.

# CHARGEVC

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Thank you!

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