



SOUTHWEST ENERGY EFFICIENCY PROJECT

Saving Money and Protecting the Environment Through More Efficient Energy Use

February 23, 2015

John W Hickenlooper
Governor, State of Colorado
136 State Capitol
Denver, CO 80203-1792

Dear Governor Hickenlooper,

We are writing to ask you to make accelerating the adoption of electric vehicles a key priority for your second term as Governor. Electric vehicles bring many benefits to Colorado, helping consumers save money, supporting economic growth and innovation, helping our energy security, and supporting public health and a clean environment.

We appreciate your past efforts to support electric vehicles. You have signed many pieces of legislation that support electric vehicles, including robust tax credits, which have pushed Colorado into the top ten states for electric vehicle sales. However, sales still lag well behind the very top tier of states, such as Georgia and Oregon. We believe that with your leadership to leverage the policies and programs that are already in place, Colorado can lead the nation. This fits well with the Colorado brand, and can be yet another reason for forward thinking businesses and employees to come to Colorado.

In order to achieve this, we ask that you make electric vehicles a visible priority of your administration. Specific steps that we ask you to consider include:

Issue an executive order setting a meaningful goal for EV adoption in the state, directing state agencies to take actions to support this goal, and convening a high level task force to engage the broader community. Such a task force should include state agencies, auto manufacturers, auto dealers, the charging industry, utilities, local government, and public interest organizations.

Lead by example. The state should lead by example, both by expanding the use of EVs in the state fleet, encouraging employees to acquire EVs, and providing charging for employees and the public at state facilities. This would build on legislation passed in 2013 that encouraged state agencies to acquire alternative fuel vehicles and legislation that expanded the use of performance contracting for vehicles.

Develop public private partnerships to build out charging infrastructure. In order for Coloradans to be comfortable buying electric vehicles, they need to know that they can charge their vehicles conveniently, and can get where they need to go. The state can engage with employers and the multifamily housing sector to encourage charging in these crucial areas and work with local governments to encourage building codes that support charging.

Using existing funds available for alternative fuel vehicle charging, the state should invest in public private partnerships with existing retailers to ensure that the major corridors in Colorado have fast charging stations conveniently located to allow long distance trips by electric vehicle. CDOT should



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develop consistent signage for EV charging along highways, so that residents and travelers can easily find charging stations. The existing Alternative Fuel Colorado program could house this initiative.

Build on the success of existing incentives and programs. While the Colorado tax credit is robust, it is also complicated and hard to understand. The state should develop clear and easily understood explanations, and consider measures to simplify the credit. Colorado has a small program that uses HOV lane incentives to encourage hybrids, CNG vehicles, and EVs, but the program is outdated and is far smaller than other western states such as Utah and Arizona. The state should modernize and expand this program.

Engage with auto dealers. Across the country, auto dealers are key to the success of electric vehicles. Highly motivated dealers and salespeople sell far more EVs than those who are less engaged. The state should develop a program to give public recognition to those dealers who are most active in promoting EVs. The state should also consider supporting business incentives to encourage EV sales.

Engage with utilities. Electric vehicles not only offer economic benefits to consumers, but can also be an important source of revenue for utilities. Around the country, a number of utilities have moved to actively support electric vehicles, with EV rates to encourage off peak charging, rebates to support EV charging, pilot projects using electric vehicles for energy storage, and active communication with their customers about the benefits of EVs. The state should actively engage with utilities and the Public Utility Commission to encourage utility support for the EV market.

Electrify our tourism industry. Oregon and Arizona have led the way on EV tourism. The state tourism office should promote electric vehicle tourism and work with the ski industry, state and national parks, and other recreational destinations to install charging.

Lead a multi-state partnership. We ask you to work with western governors to promote EVs and address corridors linking Denver to Cheyenne, Albuquerque/Santa Fe, Kansas City and Salt Lake City.

Thank you for your consideration of these ideas. We look forward to working with you to make Colorado a national leader in electric vehicle adoption.

Sincerely yours,

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