Commonwealth of Massachusetts

Executive Office of
Energy and Environmental Affairs

Electric Vehicle Infrastructure Coordinating Council (EVICC) Meeting

August 6, 2025

Agenda

Opening

- Roll call, vote on meeting minutes, meeting agenda, objectives
- Administrative Updates

Educational Presentation

- Veloz's Electric for All campaign
- Section 103 Process

Second Assessment Presentations

- Second Assessment Public Comment Feedback
- Review of Second Assessment Recommendations

Public Comment

Meeting Objectives

- Hear about Veloz's Electric for All campaign
- Learn about the Section 103 process
- Hear about the feedback received on the Draft Second Assessment
- Review and vote to adopt the recommendations from the Second Assessment

Disclaimer: *The EVICC team invites presenters to speak about topics of interest to EVICC members and to the development of the second assessment to the Legislature. The Commonwealth does not endorse any particular company or organization.*

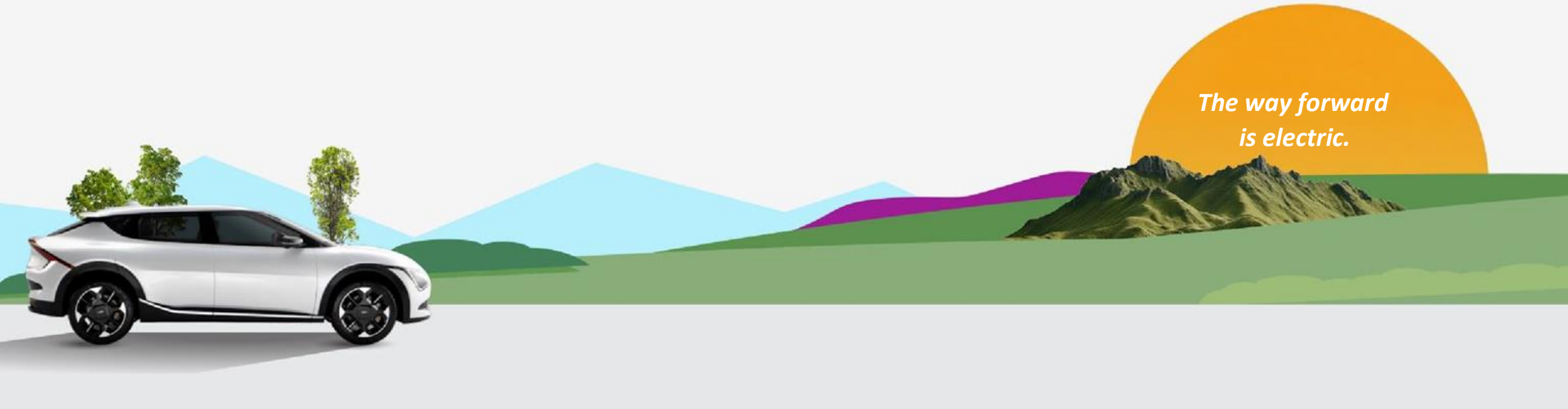
Vote on July Minutes

Administrative Updates

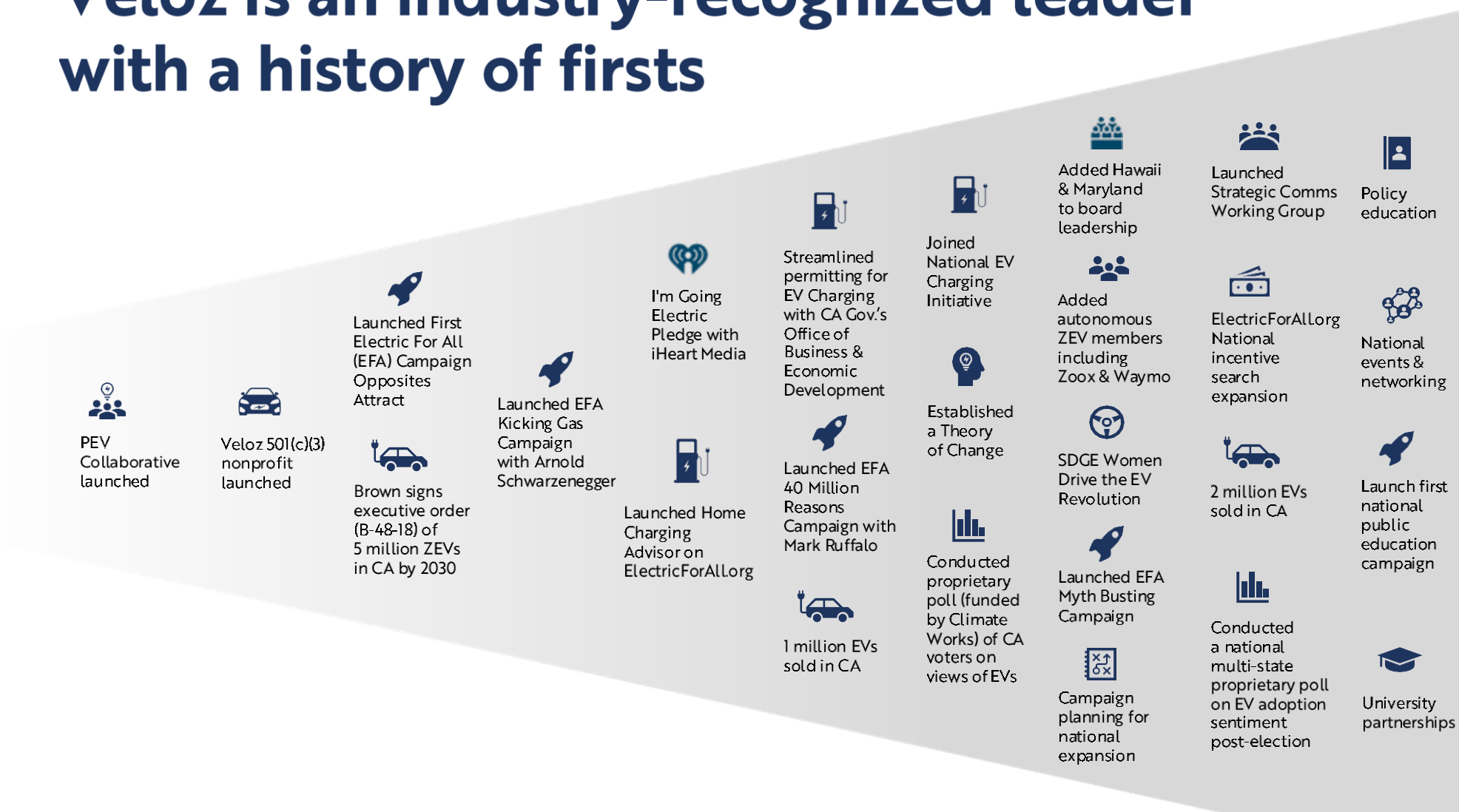
- Second Assessment will be submitted on Monday, August 11, 2025

Educational Presentations

EV EDUCATION PROGRAM



Veloz is an industry-recognized leader with a history of firsts



More Highlights & Recognition

$20M+ raised since Veloz inception

3 million visits to ElectricForAll.org

Hosted 70 industry events, 13 summits, 29 digital dialogues, 5 forums

Partnered with 12+ government agencies

Partnered with 5+ CBOs (community-based organizations) and NGOs (non-governmental organization)

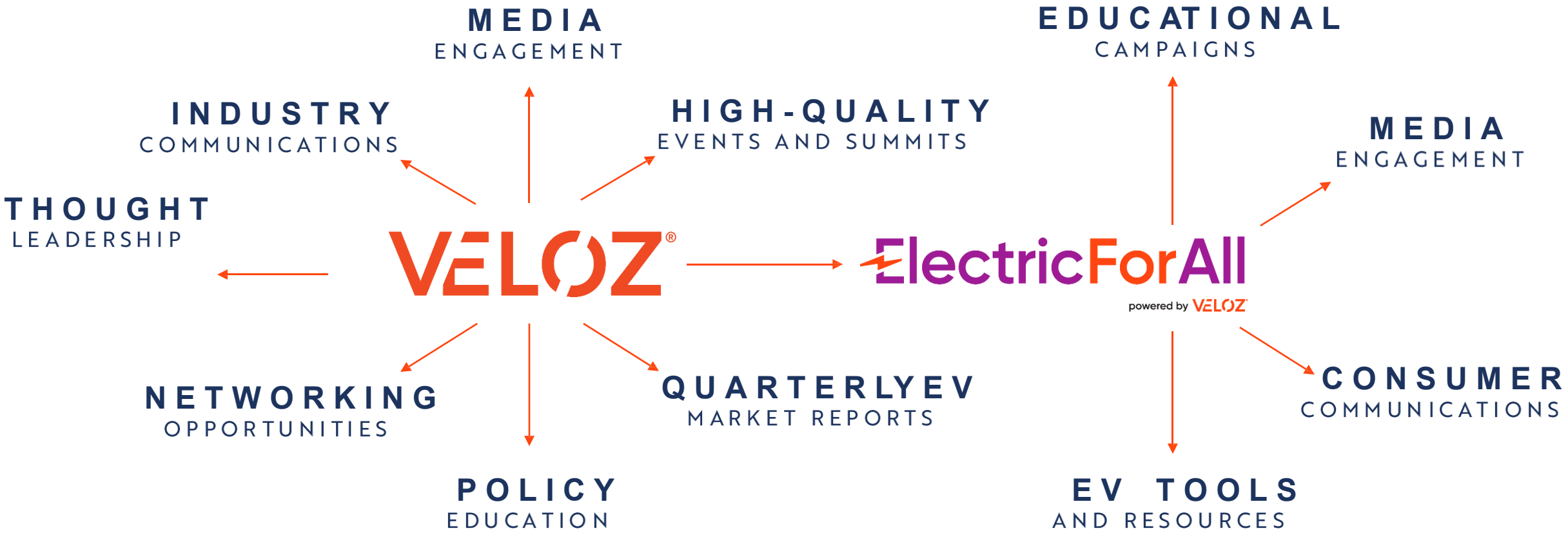
18 diverse members on the Board of Directors from powerhouses within the EV Landscape

9-person Public Policy Board with a national presence, combining both regulators and regulated organizations

EV market share in 2024 of around 25% in California and 8% nationally

Targeted efforts to reach priority communities in consumer campaigns

INDUSTRY & CONSUMER PROGRAMS




Electric
ForAll.org
Don't believe the myths,
EVs are affordable.
LEARN MORE


ELECTRIC
FOR ALL
WEBSITE & CAMPAIGNS


YOU'LL BE
BACK
FINISH FINDING YOUR ELECTRIC CAR
COMPARE 40+ MODELS
VELOZ ELECTRIC FOR ALL

Veloz is the power behind the nation's largest and most inventive multi-partner public awareness campaign for EVs.

In 2023, with our support in California:

- 1.5M cumulative EVs sold 2 years ahead of schedule
- EV market share of new vehicles sold reached 25%
- 10K DC fast chargers installed a year early

In 2024 through Q3, with our support:

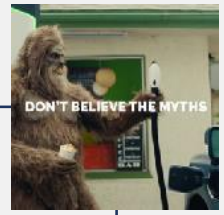
- 5.4M cumulative EVs sold nationally
- 2M cumulative EVs sold in California
- 25% market share of cars sold are EVs in California

2018
OPPOSITES ATTRACT

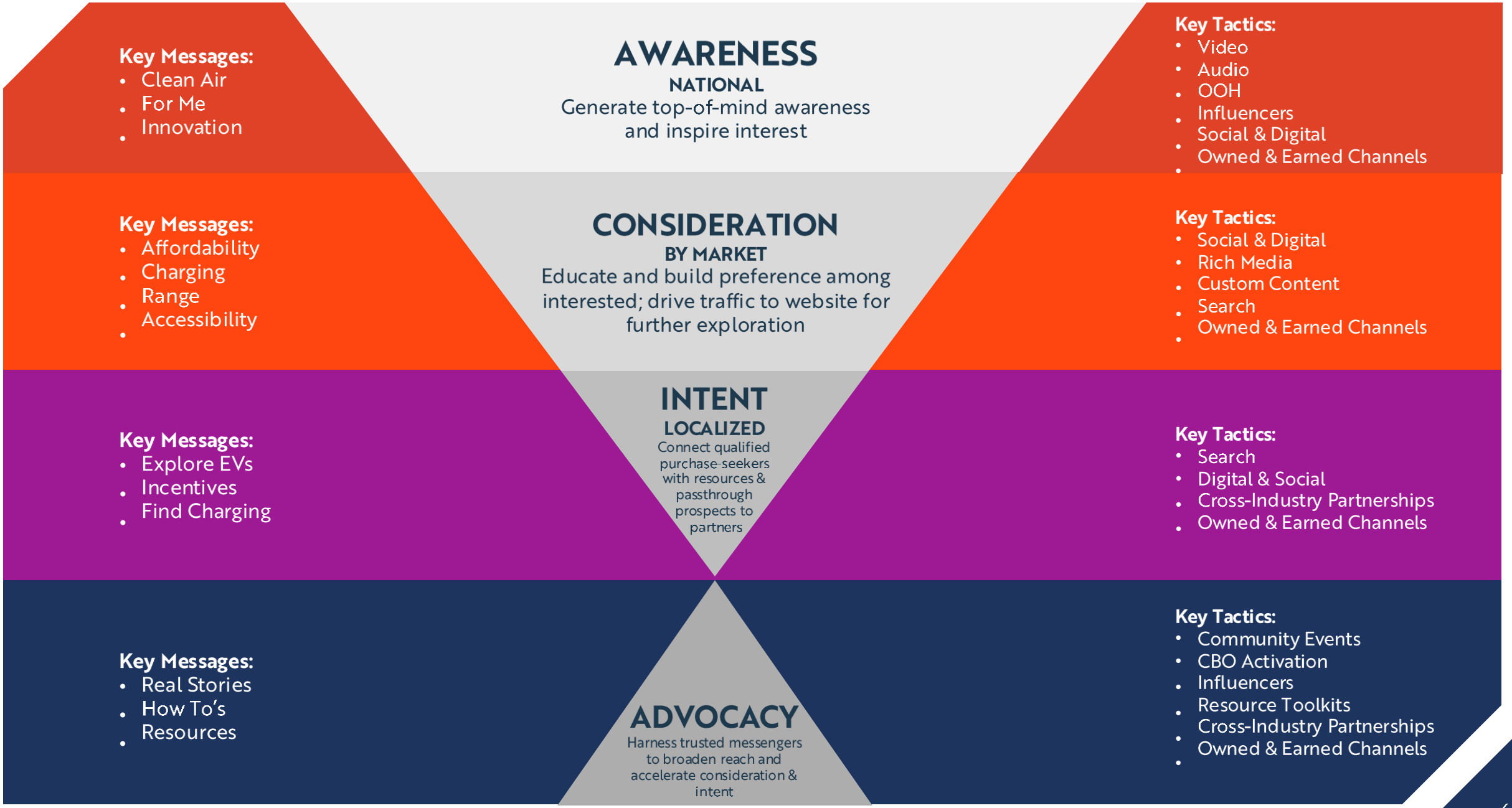
2019
KICKING GAS

2021
40 MILLION REASONS

2022-2023
MYTHS BUSTING MYTHS



2025-2027
ELECTRIC FOR ALL


Key Messages:
Clean Air
For Me
Innovation
AWARENESS
NATIONAL
Generate top-of-mind awareness and inspire interest
Key Tactics:
Video
Audio
OOH
Influencers
Social & Digital
Owned & Earned Channels
Key Messages:
Affordability
Charging
Range
Accessibility
CONSIDERATION
BY MARKET
Educate and build preference among interested; drive traffic to website for further exploration
Key Tactics:
Social & Digital
Rich Media
Custom Content
Search
Owned & Earned Channels
Key Messages:
Explore EVs
Incentives
Find Charging
INTENT
LOCALIZED
Connect qualified purchase-seekers with resources & passthrough prospects to partners
Key Tactics:
Search
Digital & Social
Cross-Industry Partnerships
Owned & Earned Channels
Key Messages:
Real Stories
How To's
Resources
ADVOCACY
Harness trusted messengers to broaden reach and accelerate consideration & intent
Key Tactics:
Community Events
CBO Activation
Influencers
Resource Toolkits
Cross-Industry Partnerships
Owned & Earned Channels

BRAND NEUTRAL BEHAVIOR CHANGE CAMPAIGN

cForAll
powered by VELOZ

AIGN
TIVES

SECONDARY

INSPIRE
INTEREST IN EVs and
EDUCATE ON THE
BENEFITS of choosing EVs

2-YEAR BARRIER RESULTS

NATIONAL

	%	INDEX
Cost of Electric Vehicles	28.29%	94
Limited Charging Infrastructure	27.88%	105
Do Not Have Concerns	21.82%	106
Range Anxiety	21.79%	93

CALIFORNIA

	%	INDEX
Cost of Electric Vehicles	32.31%	107
Range Anxiety	31.37%	133
Limited Charging Infrastructure	27.15%	102
Do Not Have Concerns	23.46%	114

PACIFIC

	%	INDEX
Cost of Electric Vehicles	51.18%	165
Do Not Have Concerns	28.78%	144
Limited Charging Infrastructure	27.75%	105
Range Anxiety	25.46%	107

MIDWEST

	%	INDEX
Limited Charging Infrastructure	31.61%	119
Cost of Electric Vehicles	31.19%	103
Battery Replacement Costs	24.57%	108
Range Anxiety	20.99%	89

NORTHEAST

	%	INDEX
Limited Charging Infrastructure	31.17%	117
Do Not Have Concerns	23.56%	115
Cost of Electric Vehicles	21.53%	71
Range Anxiety	20.63%	88

ROCKY

	%	INDEX
Do Not Have Concerns	30.71%	150
Lack of Knowledge	29.14%	224
Cost of Electric Vehicles	18.25%	60
Prefer Traditional Vehicles	16.18%	92

SOUTHEAST

	%	INDEX
Limited Charging Infrastructure	33.07%	125
Cost of Electric Vehicles	28.73%	95
Safety	20.63%	206
Range Anxiety	18.81%	80

SOUTHWEST

	%	INDEX
Cost of Electric Vehicles	31.60%	105
Lack of Knowledge	26.58%	205
Battery Replacement Costs	25.40%	111
Long Charging Time	23.70%	135

OVERVIEW – MESSAGING PRIORITIES

CALIFORNIA	PACIFIC	MIDWEST	NORTHEAST	ROCKY MTN	SOUTHEAST	SOUTHWEST
TCO	Incentives	Charge Time	Building EV Confidence	Find Used Vehicles	Safety	Affordability
Charging Accessibility	New & Used	Home Charging	Public Charging	Charging Accessibility	Charging Reliability	Battery Replacement
Range	Charging Reliability	Choice	Choice	Long Range	TCO	Range
Battery Life	Daily Range	Affordability	Fast Charging	Affordability	Charge Time	Home Charging
Choice	Savings on Gas	Range	Vehicle Performance	EV Ownership	Vehicle Performance	Long-Term Savings

THE WAY FORWARD IS ELECTRIC

Phase 1

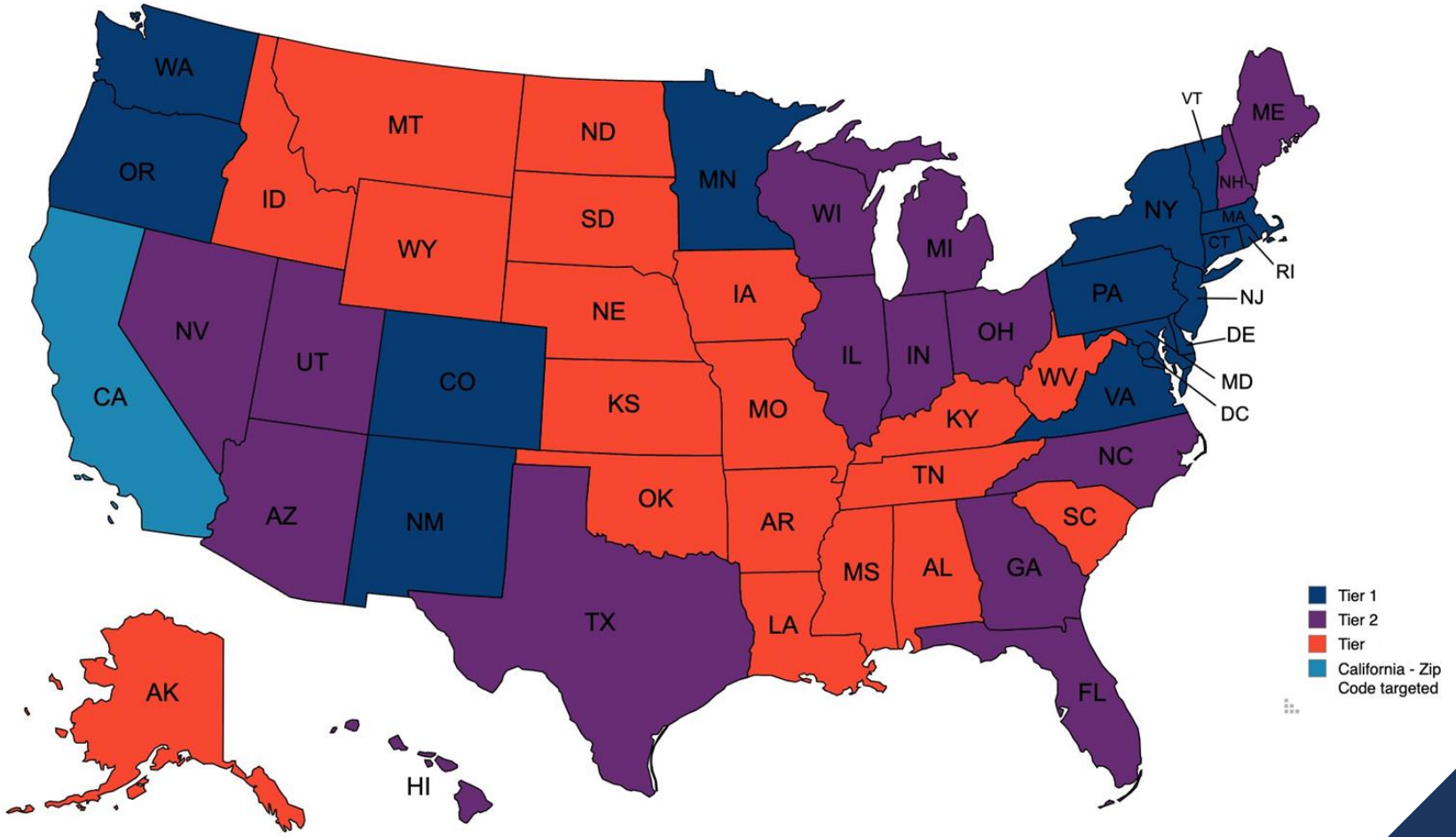
Phase 2

TARGET MARKET PRIORITIZATION

NATIONAL EXPANSION

Prioritization of states was determined leveraging key criteria:

- Section 177 States
- Infrastructure ratio of EVs to charger ports
- EV registrations and retail sales share
- Consumer intent to purchase in the next two years



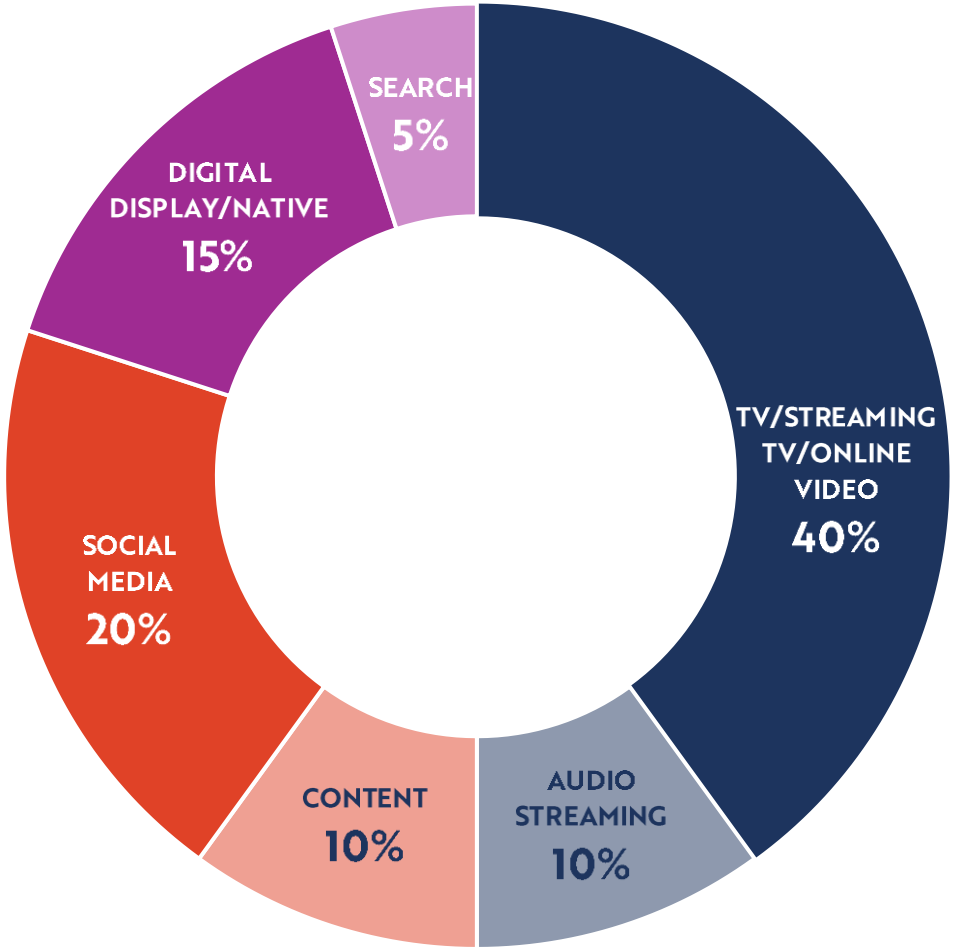
360 CAMPAIGN

MEDIA MIX STRATEGY

Distributed across media channels with a proven history of success and where consumers spend the most time.

Program Parameters:

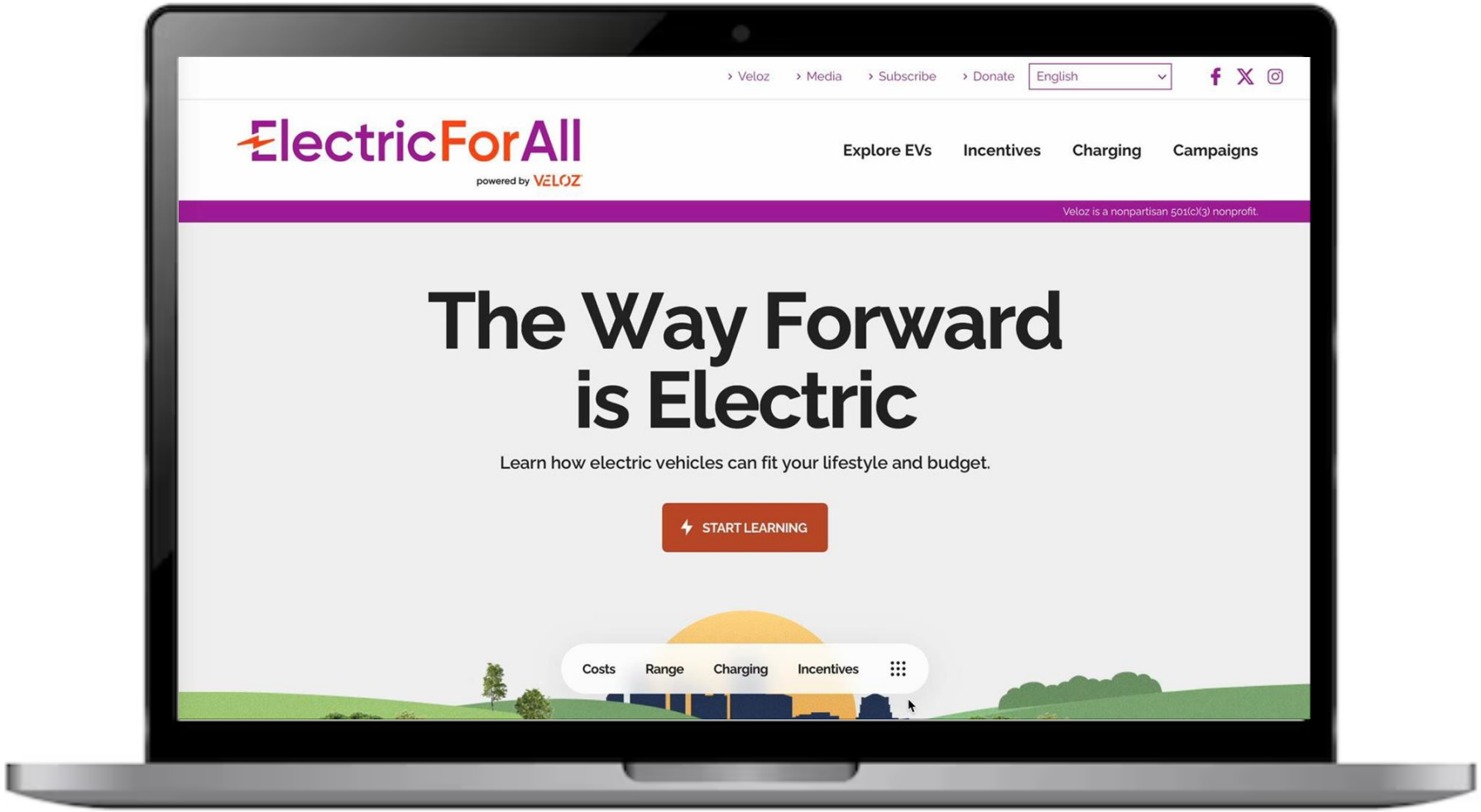
- National geotarget
- Always on presence
- Advanced audiences
- Dynamic messaging
- Connect to trusted consumer education resource ElectricForAll.org



MEDIA PARTNERSHIPS

TELEVISION	AUDIO	SOCIAL MEDIA	DIGITAL	BILLBOARDS
NBC	iHeart Media	YouTube	Google	OUTFRONT
Disney | abc	Spotify	Facebook	hulu	Clear Channel Outdoor
TELEMUNDO	pandora	Instagram	FOX	SIMON
UNIVISION	Apple Podcasts	TikTok	CBS	WSDEVELOPMENT
			ESPN	

ALL DRIVING TO A CUSTOM LANDING PAGE



Offering tools that inform & convert: Find EVs, Incentives, Charging, and more

WE ARE STRONGER TOGETHER

Section 103 Process

Section 103 Process Overview

Transportation Electrification Grid Planning Process

- Section 103 of the 2024 Climate Act established an additional, new grid planning process for future EV charging.

- Specifically, Section 103 requires:
  - EVICC to produce a **10-year EV charging forecast** and identify potential electric distribution grid constraints.
    - Chapter 4 of the Assessment includes the 10-year forecast and Chapter 5 includes an overview of the associated rid constraint analysis. Additional discussion is included later in these slides.
  - EVICC to work with stakeholders, state agencies, and the EDCs to **identify charging hubs** along transportation corridors and for medium- and heavy-duty vehicles, prioritizing areas that can serve multiple use cases.
    - EVICC to retain a consultant to help identify these hubs via technical analysis and engagement with EVICC members, stakeholders, and the EDCs. Draft results will be shared at a future EVICC public meeting.
  - The EDCs to **identify necessary grid upgrades based on a 10-year EV forecast** and file them with DPU within one year of the release of the EVICC Assessment.

How EVICC plans to provide information into this process and request information from the EDCs is the focus of the following slides.

Electric Grid Implications of EV Charging

- Understanding the impacts of EV charging on the grid and alternative solutions to building new grid infrastructure is critical to ensuring affordability.
- The Second Assessment models four scenarios to estimate the potential peak electricity demand impact of EV charging infrastructure deployment in 2030 and 2035.
- This analysis is a starting point to engage with the utilities and stakeholders on the process required by Section 103 of the 2024 Climate Act.

Table 1. 2030 and 2035 demand from EVs during peak hours

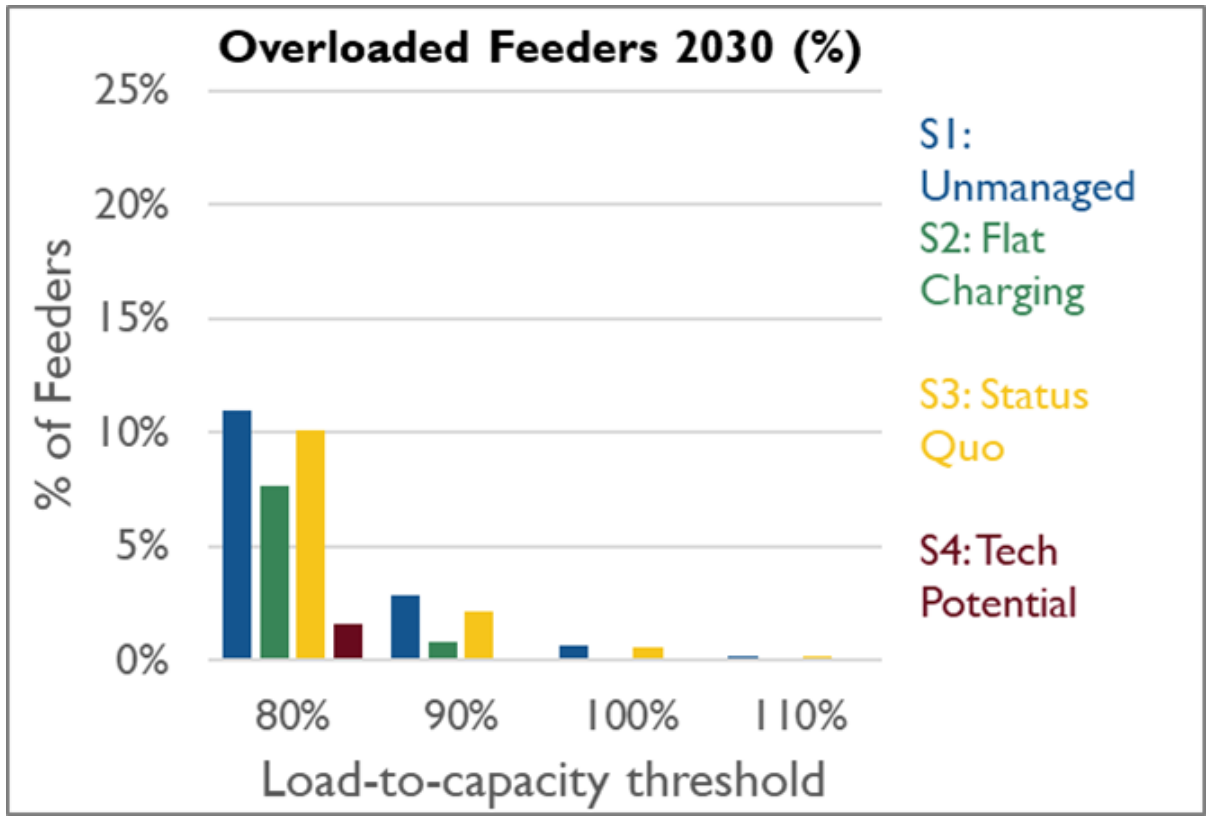
Year	Scenario 1 Unmanaged (MW)	Scenario 2 Flat Charging (MW)	Scenario 3 Status Quo (MW)	Scenario 4 Technical Potential* (MW)
2030	1,547	1,035	1,440	241
2035	4,001	2,699	3,255	477

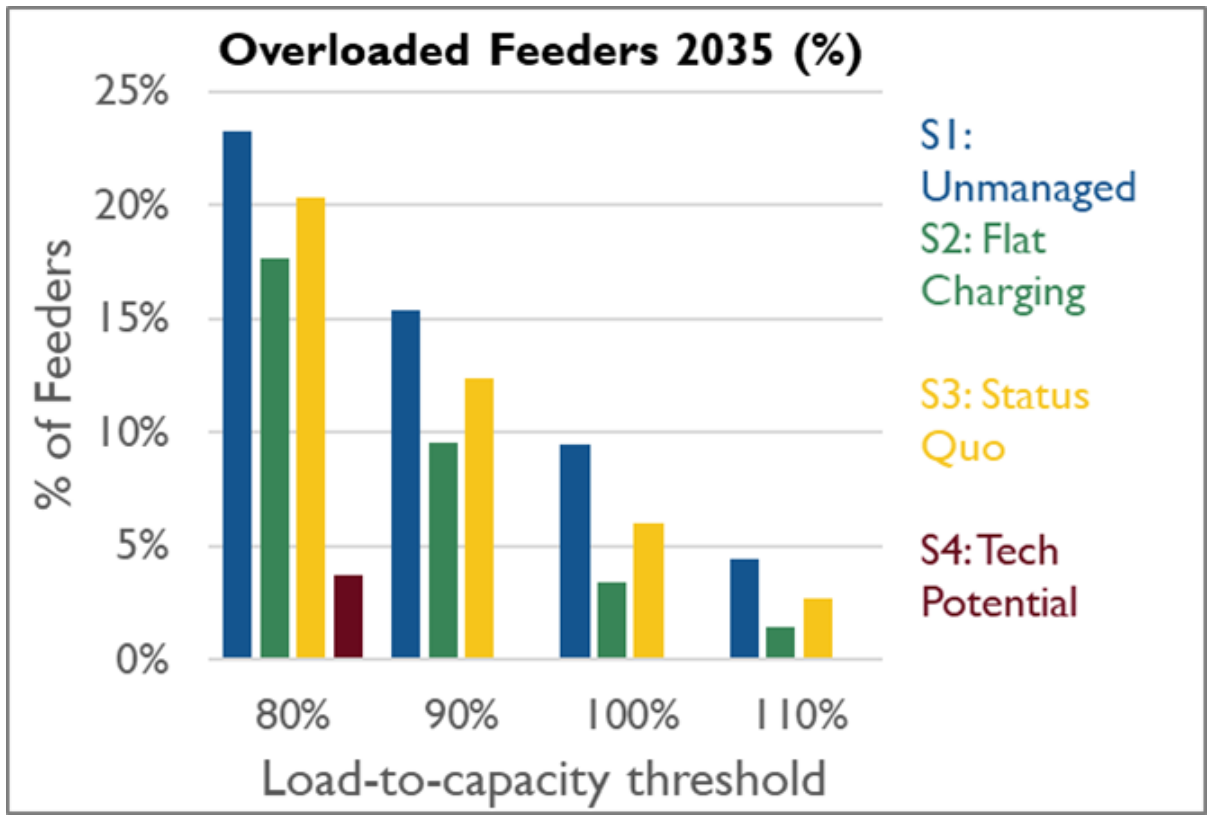
Table 2. Overloaded Feeders in 2030 and 2035

	Scenario 1 Unmanaged	Scenario 2 Flat Charging	Scenario 3 Status Quo	Scenario 4 Technical Potential
2030 count	289	200	266	41
% of Total Feeders*	11%	8%	10%	2%
2035 count	613	466	537	7
% of Total Feeders*	23%	18%	20%	4%

*Scenario 4 **is not practically possible**; however, it serves as an illustration of the importance of managed charging. The types of locations where managed changing is most likely to help avoid grid upgrades is the most impactful output of the managed charging analysis included in the draft Second EVICC Assessment.

Overloading on Feeders under Managed Charging Scenarios





In the next five years, 2-11% of Massachusetts feeders could overload. Similarly, about 10 percent of all substations could be overloaded from EV load by 2030 and 28 percent by 2035.

Section 103 Process – Step 1

Grid Constraints Based on 10-Year Forecast

- By the end of August, EVICC will send a list of feeders and substations to the EDCs that its technical consultants have identified as being potentially requiring upgrades.

- The list will include:
  - Feeders with a load-to-capacity ratio at or above 80 percent in 2030.
  - Substations with a load-to-capacity ratio at or above 100 percent in 2035.

- EVICC used the Bloomberg New Energy Finance (BNEF) EV adoption forecast discussed in Chapter 4 of the EVICC Assessment, applied to Massachusetts, to identify the most likely feeders and substations to be overloaded due to future EV load. The forecast also assumes that the current managed charging participation rates persist.

- The forecast does not include other future load or sources of generation such as building electrification, economic and housing development, and distributed generation deployment.

- **Step 1** will require the EDCs to evaluate whether the identified feeders and substations are likely to be overloaded taking into account other new loads, sources of generation, and other relevant information. It will also solicit the EDCs to identify any additional feeders or substations that are likely to be overloaded in 2030 and 2035, respectively.

Section 103 Process – Step 2

Solutions to Identified Grid Constraints

- Once a final list of feeders and substations is established through **Step 1**, EVICC will request that the EDCs provide the following information for each feeder and substation identified (**Step 2**):

- Information on upgrade(s) that are already planned that would help mitigate the constraint, including, but not limited to:
  - The public planning document or DPU filing where the upgrade is identified (e.g., rate case, ESMP, etc.);
  - Information on the planned upgrade if it is not included in a public planning document or a filing in a DPU proceeding;
  - The expected completion date of the planned upgrade and whether the timing aligns with the timing of the constraint identified in the EVICC analysis; and,
  - If the timing is not anticipated to align with the timing identified in the EVICC analysis, whether and how the EDCs plan to reprioritize upgrades to meet the timing identified by EVICC.

- If an upgrade or upgrades that would help mitigate the constraint are not already planned or being planned or if such upgrade(s) will not fully mitigate the constraint, information on the upgrade(s) needed to fully mitigate the identified constraint, including, but not limited to:
  - Analysis of the type of upgrade needed (e.g., reconductoring the feeder from X kVAa to Y kVA);
  - The expected timeline to complete the upgrade(s); and,
  - Information to support the identified upgrade(s) as the least cost option.

Section 103 Process – Additional Steps

Incorporation of Step Loads

- EVICC will provide the EDCs with information about charging hubs (i.e., likely location of charging station and anticipated peak load) identified by the consultant in coordination with EVICC, stakeholders, and the EDCs.
- EVICC will ask the EDCs to repeat Steps 1 and 2 for the identified charging hubs, which are large potential step loads.

Summaries + Presentations

- EVICC will provide the EDCs with an Excel and Word template to summarize the Step 1 and 2 analysis.
- EVICC will also request that the EDCs present a summary of their analysis at a future EVICC public meeting, protecting confidential and sensitive information, as necessary.

Other Important Notes

- The development and implementation of the Section 103 process will likely evolve over the next year as EVICC works with its member organizations, stakeholders, and the EDCs to execute on this novel process.
- Long term, it is important to ensure that the Section 103 process is designed to deliver productive outcomes in the near-term and can be integrated with broader electric distribution grid planning process in the long-term.

Second Assessment Presentations

Second Assessment
Summary of Public Comments

Second Assessment Public Comment Period

- **Second Assessment Draft posted from June 25 to July 11, 2025**
- **July EVICC Meeting**
  - Presentation and guided feedback discussion
  - Attendees provided feedback through Mentimeter
- **Feedback gathered through:**
  - July EVICC meeting
  - Online Survey
  - Comments received via email

Stakeholder Representation

Government

- OEJE
- City of Boston
- City of Cambridge
- Concord Municipal Light Plant
- Lincoln Green Energy Committee/Newton EV Task Force
- MA Dept of Developmental Services
- MA Employee Resource Group
- MA Municipal Association

Private Sector

- BT2 Energy
- CALSTART
- ChargePoint
- Commonwealth Electrical Technologies
- E-3 Energy Advisors
- Electrify America
- EV Contractor Working Group
- Evgo
- Inovis Energy
- It's Electric
- Joint EDCs
- New Leaf Energy
- ReVision Energy

CBOs/Advocacy Organizations

- 2050 Partners
- Conservation Law Foundation
- Energy New England
- Environmental League of Massachusetts
- Global Partners
- Green Energy Consumers Alliance
- MA Hydrogen Coalition
- ZEV Coalition

EVICC Agencies

- DEP
- DOER
- DPU
- EEA
- MAPC
- MassCEC
- MassDOT
- MBTA

EV Charging Incentive Programs

Improving coordination between incentive programs:

- **Streamline the application process** across EVIP and utility programs (joint application, one application portal, etc)
- Align program application timelines, eligibility, and incentives (allow incentive stacking or reduce program overlap)
- Increase **transparency** in application status, funding availability, and timelines
- Improve **customer service**, outreach, and tailored applicant guidance (cross link on program websites, assistance for navigating eligibility and program options)
- Preference for **rolling applications** over competitive RFPs to reduce bottlenecks

Current EV Charger Deployment

Priority Use Cases for Charger Deployment

1. Charging at convenient locations such as grocery stores, town centers, or big box stores
2. Fast charging along secondary travel corridors
3. Charging at popular destinations
4. Fast charger near dense residential areas
5. Scaling on-street charging
6. Charging at MHD fleet depots

Other Considerations

- Multi-use charging locations
- Prioritize deployment in EJ communities
- Support shared MHD fleet charging locations/charging hubs
- Prioritize DCFC deployment over L2

Grid Impacts

Solutions for minimizing grid impacts and costs:

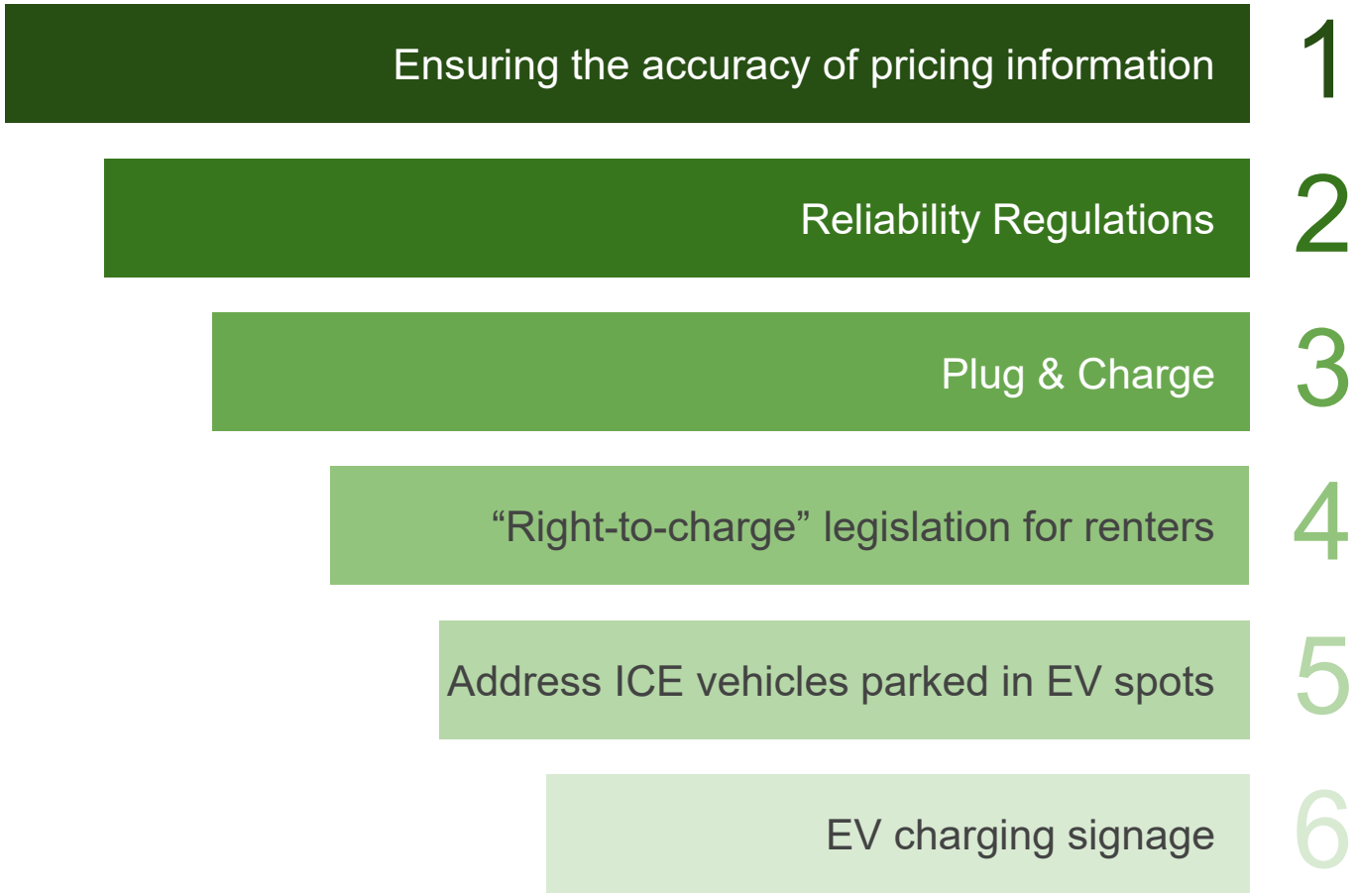
- Promoting energy storage and other grid-integrated charging solutions
  - Battery storage, V2X, financial incentives for managed charging participation
- Coordinate long-term planning across agencies and EDCs
  - ESMPs, DOER Load Management Study, etc.
- Streamline interconnection processes for incentive program participation
  - i.e. interconnection studies and utility reviews during application process

Consumer Experiences Feedback

Other Considerations

- Align regulations with federal standards and other states' regulations

Priority Solutions for Improving Customer Experience



Innovative Technology and Business Models

Impactful solutions for unlocking private funding:

- Improve education/incentive programs for site hosts and operators' financial hurdles
  - demand charges, low-utilization periods or areas, etc.
- Help streamline permitting and other regulatory requirements
- Support innovative business models
  - i.e. shared charging hubs for fleets, multi-use charging locations

Incorporating Comments

All comments received a first and second review

Edits to the Second Assessment

Changes drafted and incorporated into the final Second Assessment

Recommendations for Agency Action

Recommendations for policy, regulations, and program design logged for future EVICC work

Summary of Edits to the Second Assessment

- Added emphasis on charging for public transit fleets and the role of transit for serving transportation needs
- Clarified details about incentive programs and added information on additional transit and school bus incentive programs
- Added emphasis on charging hubs as an emerging solution
- Updated grid impacts tables/figures for clarity, clarified definitions for technical terms
- Clarified the purpose behind the 4 scenarios used in the managed charging analysis

Second Assessment Recommendations

Second Assessment Overview

Where We Are

- **Massachusetts has made considerable progress since the last EVICC Assessment.** Public EV charging increased by ~50% between August 2023 and December 2024.
- **Massachusetts is well situated compared with its peers.** Massachusetts ranks 4th in EV chargers per capita amongst all states, including ACC II and ZEV MOU states.
- However, EV charger deployment **currently faces significant headwinds**. Federal program and investment tax credit roll backs and market and cost uncertainties are the biggest challenges.

Where We Hope to Go

- The current pace of **EV charger deployment needs to triple** to meet the EV adoption benchmarks included in the state's Clean Energy and Climate Plans (CECP) by 2030.
- Given existing headwinds and the need to increase deployment, Massachusetts must:
  - **Be more strategic** in employing public funding, leveraging private funding, and utilizing the electric grid;
  - **Improve efficiencies** of existing program administration and coordination and by removing common barriers;
  - **Be proactive** in planning for future EV charging, grid infrastructure, and future funding sources; and,
  - **Significantly improve the EV charging experience.**

Second Assessment Recommendations

The Second Assessment recommends **32 strategic actions** to ensure that Massachusetts is well-positioned to continue its progress in deploying EV charging infrastructure and to effectively adapt to changing circumstances.

The strategic actions are organized into the following categories:

Be More Strategic

- Prioritizing Value
- Unlocking Private Funding
- Minimizing Grid Impact

Improve Efficiency

- Enhancing Current Programs
- Reducing Barriers

Be Proactive

- Proactive Planning
- Sustainable Funding

Significantly Improve the Charging Experience

Each strategic action identifies lead and supporting state agencies and/or the investor-owned electric utilities (i.e., EDCs)., Recommendations for municipalities and private actors are not explicitly included. However, these groups are equally as important in realizing Massachusetts' EV charging goals as they are responsible for deploying charging infrastructure. Several strategic actions will provide additional support to municipalities and private industry to deploy this infrastructure.

Two important additional notes:

- The actions included in the Assessment are the most impactful, new efforts identified by EVICC; they do not capture all of the ongoing EV charging work in the Commonwealth.
- These actions will be prioritized based on their potential impact and available resources, and not all may be fully accomplished over the next two years.

Second Assessment Program Recommendations

Existing Programs

- The Second Assessment recommends that existing state and utility programs and initiatives continue to fund EV charging infrastructure for public use, multi-unit dwellings, workplaces, and fleets (e.g., EVIP and the EDC programs) with the following improvements to better align with high-value EV charging opportunities and to better unlock private funding:
  - **Minimize eligibility overlap**;
  - **Improve customer communications** and publicly available information;
  - Target **high-value DCFC opportunities** that, where possible and practical, serve both light- and medium-duty vehicles and multiple use cases (e.g., overnight residential charging, rideshare and food delivery vehicle electrification, etc.); and,
  - Ensure **funds are utilized on intended use cases**, where necessary and practical.

Addressing Gaps

- The Second Assessment also recommends that the following gaps in the EV charging network and existing program offerings be prioritized moving forward:
  - Ensuring a baseline of **fast charging along secondary transportation corridors**;
  - Scaling on-street charging and charging at public transit parking lots in residential areas to **support residents without off-street EV charging**, particularly in municipalities without existing on-street charging programs; and,
  - Deploying **MHD fleet charging**, including charging for transit fleets, at or near where fleet vehicles are housed, both for individual fleets and at depots to serve multiple fleets.

Other Notable Recommendations

- Establish partnerships with state, municipal, and stakeholder organizations to conduct tailored outreach and ways to package existing incentive programs to high-value EV charging opportunities.
- Build on the success of MassCEC's existing innovative EV charging infrastructure programs … by providing resources and lessons learned to help further unlock the potential of these business and technology models. Simultaneously, look for new opportunities to test and help scale other innovative business models.
- Develop a long-term managed charging strategy, defining program benefits, cost-effectiveness metrics, and incentive structures, and integrating lessons learned from pilot projects and industry best practices into broader implementation.
- Collaborate with the legislature and relevant stakeholders to explore ways to standardize local EV charger permitting to reduce EV charger deployment delays, including developing model ordinances.
- Develop resources to reduce barriers for municipalities, potential EV charging site hosts, and other EV charging stakeholders similar to the Public Level 2 EV Charging Station Fees and Policies Guide.
- Create a planning framework for integrating EV charging infrastructure projections into electric distribution system planning through the requirements outlined in Section 103 of the 2024 Climate Act, including … [ensuring] that known, high-value charging locations, such as the MassDOT Service Plazas, have sufficient grid capacity to support light-, medium-, and heavy-duty EVs on the timescale needed to meet the Commonwealth's climate requirements.
- Renew efforts to pass comprehensive "right-to-charge" legislation by expanding the 2024 Climate Act to include renters.

Vote on Final EVICC Assessment Recommendations

Public Comments

APPENDIX

ElectricForAll

powered by VELOZ

National Paid Media Campaign Framework

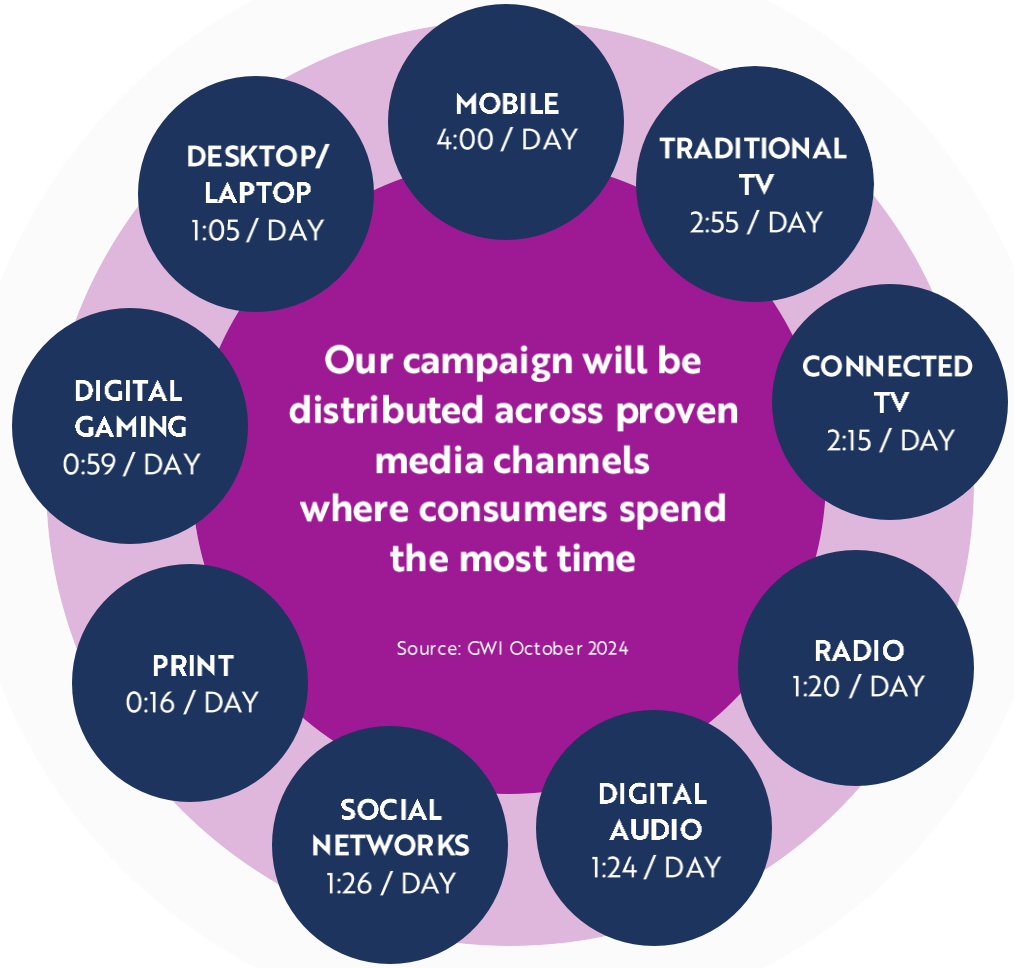
Paid media is imperative to influence & aid decision making

TV ADS ARE **3X** ONLINE ADS ARE **2X**

TO INFLUENCE EV PURCHASE DECISIONS

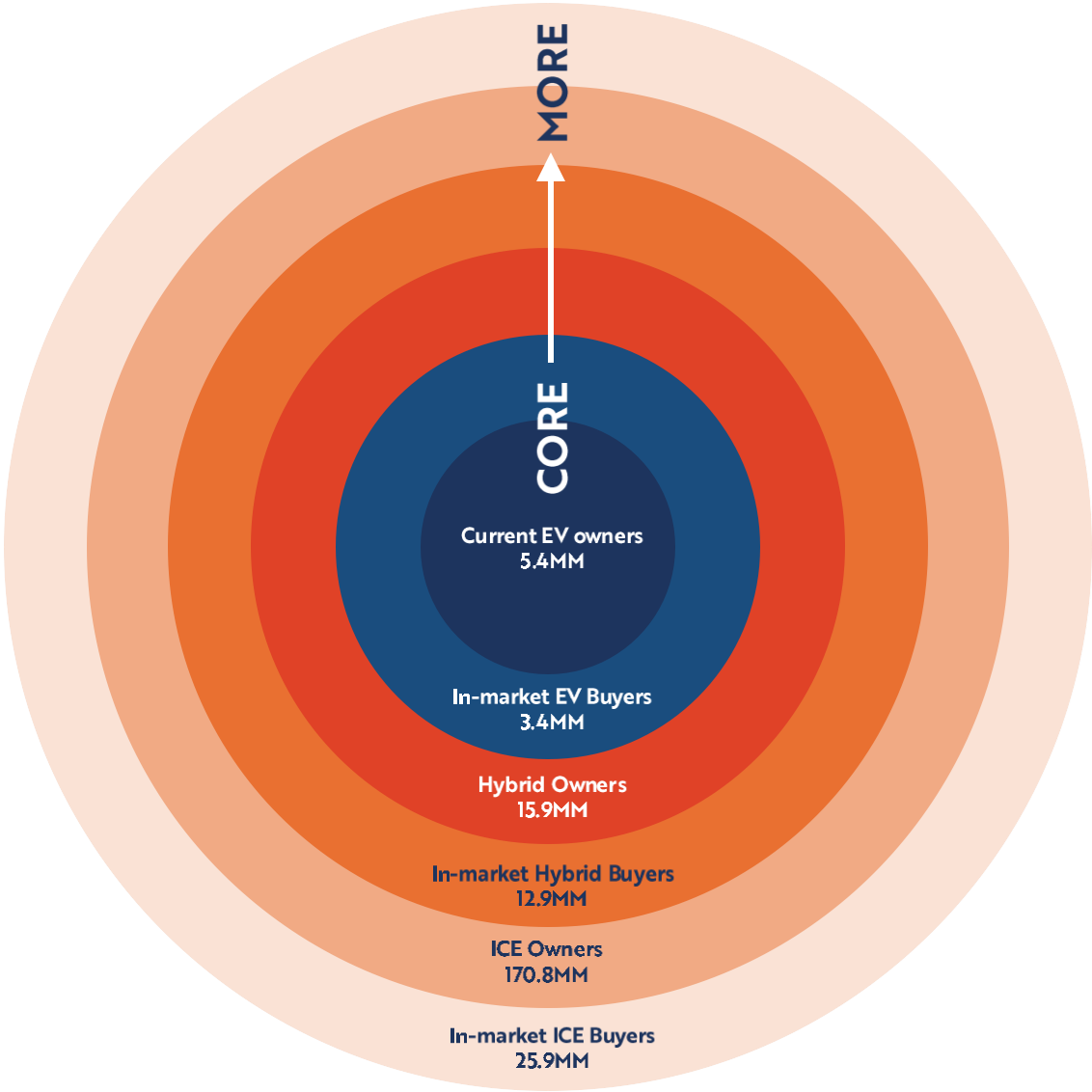
Source: Resonate Sept 2024

Veloz can directly connect those considering with trusted, third-party information



We have the proprietary data to deploy advanced targeting & segmentation

Our campaign efforts will incorporate additional target granularity to create a more relevant and custom program at every touch point will help to move consideration in favor of EV

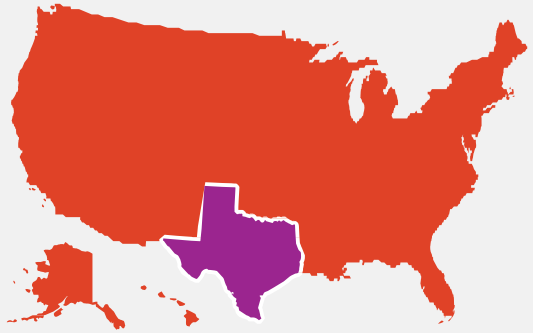


We're positioned to drive bold outcomes for you

Veloz's media framework is rooted in a strong national foundation with the flexibility for varying needs.

CUSTOMIZED BY GEOGRAPHY

National base campaign, providing the building blocks for more specific statewide/regional efforts



+

ADDRESSABLE AUDIENCES

Harnassing data driven insights for more personalized, relevant messages

- DEMOGRAPHIC
- PSYCHOGRAPHIC
- IN MARKET
- PRIORITY POPULATIONS
- MESSAGE-SPECIFIC

+

LOCALIZED OUTREACH

Customizable community engagement programs & tools to extend impact