



EV Webpages Project Overview

MassCEC Clean Transportation Team

Contact us at CleanTransportation@MassCEC.com



EV Webpages Project Overview

Background

- RFP was created to satisfy Bill H.5060: *An Act Driving Clean Energy and Offshore Wind*
 - "SECTION 85. The Massachusetts clean energy technology center shall develop a guide and website to provide information about the costs and availability of electric vehicles [...]"
- EV Webpages Program was created to address the legislature and expanded to cover multiple audiences
- Connection to Other MassCEC Programs:
 - Home Modernization Navigator was created to give resources to residents in Springfield and Lowell, and later all MA on home decarbonization
 - Clean Energy Lives Here Campaign provides MA residents with resources and information on different clean energy technologies

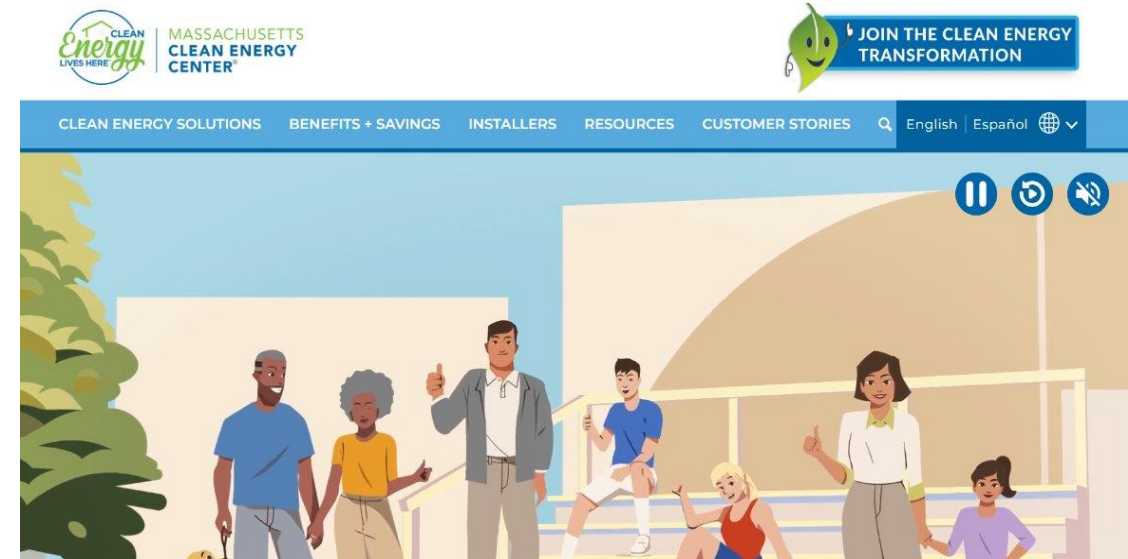
EV Webpage Scopes Covered

- Scope 1: Residential Consumer (Clean Energy Lives Here)
- Scope 2: Commercial and Private Entities (MassCEC site)
- Scope 3: Vehicle Dealers (MassCEC site)
- Scope 4: Municipal Light Plant Residents (Clean Energy Lives Here)
- Scope 5: Customer Support for Residential Consumers (Clean Energy Lives Here)



EV Webpages Program Content

- The webpages will provide information, tools, and resources on the following topics:
 - EV models, operation, and availability
 - EVSE installation and operation
 - State and federal EV and EVSE incentives, rebates, and tax credits
- Webpages will be translated into Spanish, Mandarin, Cantonese, Portuguese, and Haitian Creole
 - Customer Support Call center will support translation into >250 languages
- Anticipated Webpage Resources
 - Vehicle Finder Tool, Frequently Asked Questions, Public EV Charging Map, Customer Testimonials, and MOR-EV Participating Dealerships
- Home Modernization Navigator will coordinate with EV Webpages call center to help residents with home and vehicle decarbonization



EV Webpages Timeline

➤ **Dec 2024** – Scope 1 Residential Consumer Webpage, Marketing Campaign, and Customer Support Launch

- Webpage will launch as part of Clean Energy Lives Here
- The Home Modernization Navigator will launch on a similar time frame in Springfield and Lowell

➤ **Jan 2025** – Scope 2 Commercial and Private Entities Webpage and Marketing Campaign Launch

- Webpage will launch on corporate MassCEC.com site

➤ **Feb 2025** – Scope 3 Vehicle Dealers Webpage and Marketing Campaign Launch

- Webpage will launch on corporate MassCEC.com site

➤ **March 2025** – Scope 4 Municipal Light Plant Webpage and Marketing Campaign Launch

- Webpage will be integrated into existing residential consumer pages on Clean Energy Lives Here



Update on MassCEC EVICC Programs

- On-Street Charging and Vehicles-for-Hire EV Charging Solutions RFPs closing **today September 4th**
- Medium-and-Heavy Duty Mobile Charging Solutions and Vehicle-to-Everything Demonstration Projects applications closing **September 19th**
- Questions can be submitted to cleantransportation@masscec.com until **September 9th**
- **Application Review: September 2024**
- **Anticipated Selection Notification: October 2024**



[MDH RFP Webpage](#)

[V2X RFP Webpage](#)



[MDH Slack Channel](#)

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