

Agenda Summary
May 28, 2025

Agenda Item No. A-2

Charging Smart Letter of Commitment

Summary: Charging Smart is a free technical assistance program from the US Department of Energy (DOE) that assists local governments craft policies to implement and encourage electric vehicle adoption. In order to receive technical assistance, participating towns are required to submit a letter of commitment. Participation in Charging Smart is free and does not obligate the Town to purchase EV chargers, vehicles, etc. or make policy changes. The purpose is to provide a basic roadmap to being an EV-friendly community.

Town Plan & Policy Impact: Aligns with the Town Plan Energy policy, “The Town supports the use of electric vehicles and will work with the Stowe Electric Department to facilitate public access to charging stations throughout the town.” The Town plan has a target of 89% electric vehicle adoption by 2050.

Fiscal & HR Impact: Participation in Charging Smart is free. Staff estimate LOE directly related to the program to be minimal; some basic tasks can be completed by the Energy Committee.

Recommendation: Move to approve the enclosed Charging Smart letter of commitment.



Charles Safford, Town Manager
Office of the Selectboard
PO Box 730
67 Main Street
Stowe, VT 05672

May 28, 2025

Interstate Renewable Energy Council
125 Wolf Road
Suite 100
Albany, NY 12205

Dear Ed Gilliland,

On behalf of the Selectboard of the Town of Stowe, I am proud to announce our commitment to become a Charging Smart designated community. In partnership with the Charging Smart team, the Town of Stowe's dedicated staff and volunteers will work to accelerate local adoption of EVs and EV charging and develop best practices to serve community EV charging needs.

Electric vehicles represent a significant opportunity to reduce our community's reliance on fossil fuels, as 63% of Stowe's electricity load is supplied by hydro, solar, wind, and nuclear energy sources.

The Town of Stowe will leverage Charging Smart to achieve the following goals related to EVs and EV charging per the 2018 Town Plan:

- The Town supports the use of electric vehicles and will work with the Stowe Electric Department to facilitate public access to charging stations throughout the town.
- Achieve a target of having 89% of vehicles be electric by 2050

In order to measure progress along the way, the Town of Stowe will track key metrics related to EV and infrastructure deployment.

Inquiries related to the Town of Stowe's Charging Smart participation can be directed to Assistant Town Manager Will Fricke at wfricke@stowevt.gov or 802-253-7350.

Sincerely,

Charles Safford
Stowe Town Manager



CHARGING SMART

NATIONALLY DISTINGUISHED. **LOCALLY POWERED.**

Charging Smart Consultation

Stowe, VT

March 25, 2025

Interstate Renewable Energy Council



IREC builds the foundation for rapid adoption of clean energy and energy efficiency to benefit people, the economy, and our planet.

IREC advances energy solutions through three complementary pathways.

Workforce Development

IREC leads efforts to grow a diverse and qualified clean energy workforce by implementing strategies that unite stakeholders to improve recruitment, education, training, and job placement outcomes.

Local Initiatives

IREC helps cities, counties, and towns use policy tools and resources to drive the growth of clean energy, address climate change, and create new jobs.

Regulatory Engagement

IREC is a national leader in regulatory policies that advance the growth of distributed energy resources, such as rooftop solar and energy storage.

What Is Charging Smart?

Charging Smart provides **free technical assistance and national recognition** to local governments to facilitate the adoption of electric vehicles (EVs) and EV charging for their residents and businesses.

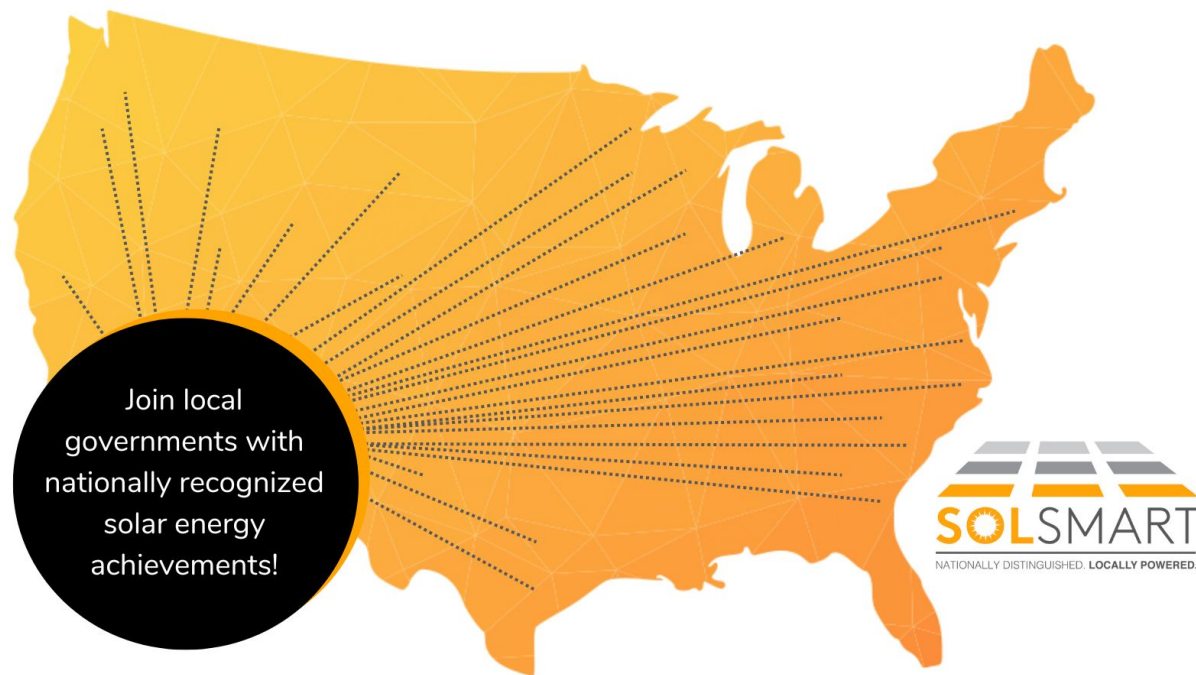


Modeled off the success of SolSmart

500+ designated
communities

43 states and
counting

Over 1 in 3 US
residents live in a
SolSmart
designated
community





Energy Ready

- Free technical assistance and national recognition to local governments
- Strategically manage the expansion of energy technologies
- [Energy-Ready.org](https://www.energy-ready.org)





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Charging Smart Partners



**GREAT PLAINS
INSTITUTE**



NARC

Building Regional Communities



CLEAN TRANSPORTATION
COALITION *Western Connecticut*



**Dallas-Fort Worth
CLEAN CITIES**



**DRIVE CLEAN
COLORADO**
a Clean Cities Coalition

Drive Electric
TENNESSEE



GREATER NEW HAVEN
Clean Cities Coalition

**LONG
BEACH**
Clean Cities



**Metropolitan
Mayors
Caucus**



**NC CLEAN ENERGY
TECHNOLOGY CENTER**



North Central Tex
Council of Governr



Industry Advisory Partners



Edison Electric
INSTITUTE



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Energy®**



electrify
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TESLA

Charging Smart Action Categories

Planning

Regulation

Utility
Engagement

Education and
Incentives

Shared Mobility

Government
Operations

Designation Structure



80 points



150 points



300 points



Designation Requirements

Total General Points: 80

Specific Required Criteria:

- **Review zoning requirements** and identify barriers to EV charging
- Adopt a **standard EV charging infrastructure permit application** process
- Develop a charging infrastructure **permitting checklist**
- **Meet with utilities** to discuss EV collaboration opportunities

Required Points From Specific Categories:

Planning: 10 points

Education & Incentives: 15 points

Points From Any Action(s): 20



Designation Requirements

Total General Points: 150

Specific Required Criteria:

All specific Bronze requirements plus:

- **Permit chargers as an accessory use by right**
- Allow EVSE charging stalls to **count towards minimum parking requirements**
- Complete an **initial municipal fleet analysis**

Required Points From Specific Categories:

Utility Engagement: 20 points

Points From Any Action(s): 40



Designation Requirements

Total General Points: 300

Specific Required Criteria:

All specific Bronze & Silver requirements plus:

- Address EVs and charging infrastructure in **functional or comprehensive plan**
- **Establish standard approval timelines** and provide all initial comments at one time
- **Adopt an EV readiness ordinance** or **define primary EV charging** as its own use
- **Install a public charger**
- Complete a comprehensive **municipal fleet analysis**
- **Purchase an EV for the municipal fleet**

Points From Any Action(s): 105 - 120

Expert Technical Assistance

- Clear pathway to achieve designation
- **Vetted best practices and implementation strategies**
- Guidebooks, templates, and model language
- **Tailored support to communities at all levels**
- Meet your community's adopted goals and implement plans
- **Effectively address critical concerns including:**
 - Land use and zoning regulations
 - Permitting



Benefits of Charging Smart

- Supplement and leverage staff capacity and funding
- Amplify impacts of state and federal funding
- Remove unnecessary barriers
- Decreased soft costs
- EV market growth



Charging Smart Designation

- Celebrate your community's accomplishments
- Be recognized as a national leader
- Send a signal that your community is "open for EV charging"
 - Attract new business
 - Create new jobs
 - Spur economic growth



Representatives of Minnesota cities pose with their Charging Smart recognitions.

Next Steps

1. **Commitment Letter:**

Complete the template.
Signed by authorized
representative.

2. **Self-Assessment:**

Complete a short form reviewing
your jurisdiction's EV programs,
goals, challenges, and completed
actions.

3. **Learn More:**

[Program Guide](#)



Your Charging Smart Contact



Thea Yagerlener

theay@irecusa.org

Senior Program Manager

IREC



Energy Ready

Interested in another Energy Ready Program?



SolSmart

Brandy O'Quinn
Program Director | IREC
brandy@irecusa.org



Distributed Wind Smart

Sarah Yeager
Senior Program Manager | ICMA
syeager@icma.org

Appendix



Bronze Designation

- **Designed to be achievable for many communities**
- Menu-based approach to select criteria based on community priorities or recently completed actions
- **Bronze Designation Requirements:**
 - 4 specific required actions
 - 1 – 2 planning actions
 - 1 – 3 education and incentive actions
 - 1 – 4 actions in any category

Bronze Designation

Designation Requirement: 10 Planning Points

Complete 1 – 2 actions to achieve 10 points

Example actions include:

P1.1	10 Points	Create a community-wide EV vision 👉 Template provided
P1.3	10 Points	Develop SMART goals for EV actions 👉 Template provided
P3.4	10 Points	Include SMART goals for EVs in a functional plan

Bronze Designation

Designation Requirement: 15 Education and Incentives Points

1 – 3 actions to achieve 15 points

Example actions include:

E1.3	10 Points	Include material on EVs in newsletters
E1.4	5 Points	Table at events with educational materials
E2.1	5 Points	Create a webpage that addresses EVs (plus additional points for content on website)

Planning

Focus: Establish a policy environment and community-wide vision supportive of electric vehicle adoption

Best Practices:

- Establish a community EV vision and goals
- Address EVs and EVSE in planning documents (comprehensive plans, sustainability plans, transportation plans, small area plans)

Regulation

Focus: Update planning and zoning documents, and building codes and streamlining related application and approval processes legal frameworks that shape the built environment to enable seamless integration of electric vehicle charging infrastructure.

Best Practices:

- Enable EV charging infrastructure in land use regulations
- Incorporate charging infrastructure in building or zoning codes
- Incorporate EV and EVSE charging infrastructure in permitting

Utility Engagement

Focus: Build collaborative relationships between local governments and electric utilities to unlock programs, rates, and investments that accelerate EV adoption.

Best Practices:

- Work with utility on collaborative education and communication initiatives
- Work with utility on service load connection process
- Work with utility to address managed EV charging initiatives
- Work with utility to address EV programs and rates
- Work with utility to address renewable energy EV programs and incentives

Education and Incentives

Focus: Public education, outreach programs, and financial incentives that communities can provide to stimulate consumer awareness, understanding, and excitement for electric vehicles and charging equipment.

Best Practices:

- Host public education events and campaigns
- Create an EV landing page on the City website
- Provide EV and EV charger education to commercial property owners
- Offer financial incentives for charging infrastructure installation
- Offer financial incentives for purchasing EVs
- Workforce development

Government Operations

Focus: Municipally-controlled assets and resources to lead by example in embracing transportation electrification.

Best Practices:

- Provide publicly available EV chargers in the community
- Electrify the city fleet
- Install staff-reserved EV chargers

Shared Mobility

Focus: Accelerate electrification across modes of transportation serving the public, such as public transit fleets, school buses, rideshare services, car-sharing programs, shuttles, and paratransit.

Best Practices:

- Deploy electric transit, paratransit vehicles
- Deploy electric school buses
- Develop electric micromobility transportation
- Develop EV car sharing/ride hailing program