

# CHARGING SMART



NATIONALLY DISTINGUISHED. LOCALLY POWERED.

**Consultation**  
**Community Name: Contra**  
**Costa County**  
**Date: 2/11/2025**



# Interstate Renewable Energy Council (IREC)



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

# IREC advances a 100% clean energy future 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.

# Energy Ready: Free Technical Assistance



- Free technical assistance & recognition to local governments
- Strategically manage the expansion of energy technologies
- **Energy-Ready.org**



## Energy Ready

NATIONALLY DISTINGUISHED. LOCALLY POWERED.

**SOLSMART**  
NATIONALLY DISTINGUISHED. LOCALLY POWERED.

**DISTRIBUTED WINDSMART**  
NATIONALLY DISTINGUISHED. LOCALLY POWERED.

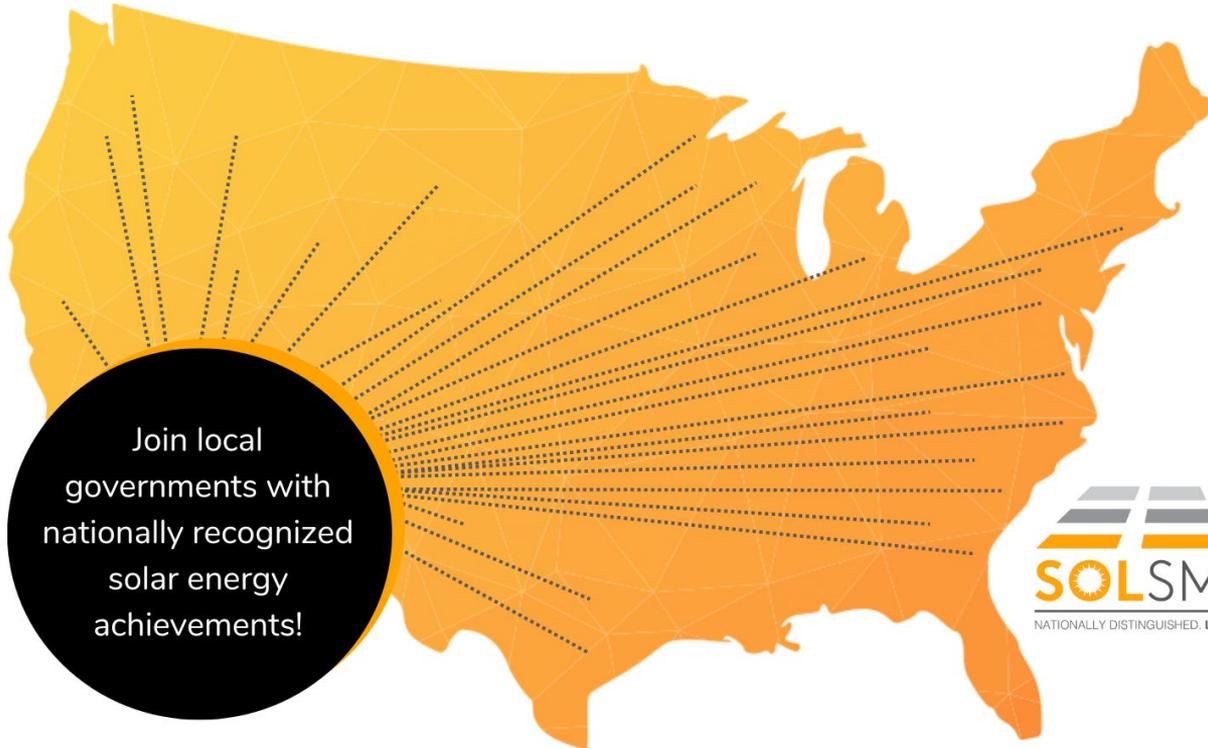
**CHARGING SMART**  
NATIONALLY DISTINGUISHED. LOCALLY POWERED.

# 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 community.**



# Modeled off Success of SolSmart



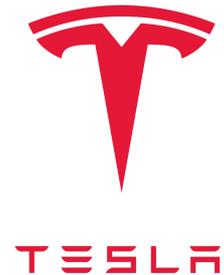
- 500+ designated communities
- 43 states and counting
- Over 1 in 3 U.S. residents live in a SolSmart designated community



# Charging Smart Partners



# Industry Advisory Partners





# Charging Smart Action Categories

**Planning**

**Government  
Operations**

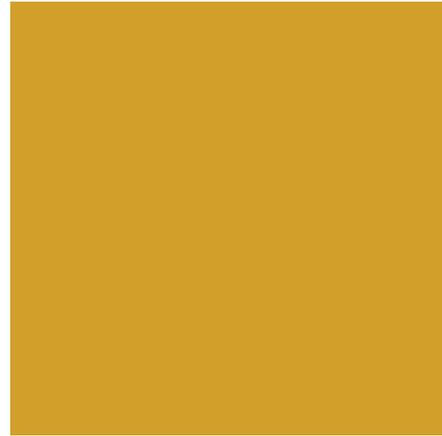
**Regulation**

**Education and  
Incentives**

**Utility  
Engagement**

**Shared Mobility**

# Designation Structure



# Designation Requirements: Bronze



**Total Points: 80**

## Specific Required Criteria

ID	Points	Criteria
R1.6	15	<b>Review zoning requirements</b> and identify barriers to EV charging
R3.1	10	Adopt a <b>standard EV charging infrastructure permit application</b> processes
R3.4	5	Develop charging infrastructure <b>permitting checklists</b>
U1.1	5	<b>Meet with utilities</b> to discuss EV collaboration opportunities

## Required Points from Specific Categories

1. **Planning:** 10 Points
2. **Education and Incentives:** 15 Points

**Points from Any Action(s): 20**

# Designation Requirements: Silver



**Total Points: 150**

**All Specific Bronze Requirements Plus:**

**Specific Required Criteria**

ID	Points	Criteria
R1.1	10	<b>Permit chargers as an accessory use by right</b>
R2.8	10	Allow EV charging stalls to <b>count towards minimum parking requirements</b>
G2.2	10	Complete an initial <b>municipal fleet analysis</b>

**Required Points from Specific Categories**

**1. Utility Engagement: 20 Points**

**Points from Any Action(s): 40**

# Designation Requirements: Gold



**Total Points: 300**

**All Specific Bronze and Silver Requirements Plus:**

**Specific Required Criteria**

ID	Points	Criteria
P3.1-P4.4	5 - 10	Address EVs and charging infrastructure in <b>functional area plan (sustainability plan, transportation plan) or comprehensive plan</b>
R1.4	10	<b>Establish standard approval timelines</b> and provide all comments at one time
R2.1	20	<b>Adopt an EV readiness ordinance</b> or plan for new construction*
G1.4-6	20	<b>Install a public charger</b>
G2.3	10	Complete a comprehensive <b>municipal fleet analysis</b>
G2.5/7	10 - 15	<b>Purchase an EV for the municipal fleet</b>

**Points from Any Action(s): 105 - 120**

\*Alternative action available: R1.2 Define EV charging as its own primary use

# Next Steps

- **Upcoming MTC/ABAG Cohort**
- **Commitment Letter:** Complete the template and signed by authorized representative
- **Self-Assessment:** Complete a short form reviewing your jurisdiction's EV programs, goals, challenges, and completed actions

# 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

## Interested in another Energy Ready designation program?



### **SolSmart**

Brandy O'Quinn  
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### **Distributed Wind Smart**

Sarah Yeager  
Senior Program Manager | ICMA  
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# 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:

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

# Bronze Designation

## Designation Requirement: 15 Education and Incentives Points

1 – 3 actions to achieve 15 points

Example actions include:

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

**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

**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 program