

**From:** [Adam Barr](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Madison should stick to the 100% Renewable Madison plan  
**Date:** Monday, November 9, 2020 6:06:59 PM

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Dear Plan Commission Members,

By all accounts, the future of the automobile is electric, but the future is not here yet. [According to the Edison Institute](#), while 22 percent of new car sales in 2030 will be electric, only 7 percent of cars on the road will be. There is no doubt there will be a need for more EV charging stations in the future, but public charging stations in Madison are currently seeing 9 percent utilization. When we polled our membership back in January, half said demand was too low for them to install EV charging stations right now.

It seems we currently have an oversupply of EV charging infrastructure. It is therefore not surprising that the City of Madison has opted against making significant EV charging investments in recent parking projects. The Judge Doyle Square project has EV charging stations primarily for fleet vehicles. If the City felt strongly about EV charging infrastructure, it could lead the way in further expanding supply by installing charging stations in the parking lots it owns. Historically, government has made such investments in infrastructure.

Given this reality, the 100% Renewable Madison plan and the Dane County Climate Action Plan both rightfully call for incentives to expand EV charging infrastructure on private property. Even without incentives, large employers are currently installing more EV charging stations in their parking lots than the City has in its recent projects. Aside from the environmental imperative, in a competitive labor market, there is an incentive to provide amenities that help to attract and retain talent.

Until the cost of producing electric cars comes down to the cost of producing gas vehicles, their purchase will continue to be a luxury for those that can afford the expense. It is estimated that this price parity will be achieved some time between 2025-2030. A mandate would disadvantage lower income renters that cannot afford to buy electric vehicles, since the installation and usage costs could be passed on to all tenants via their rent payments. A policy that requires all renters to pay for improvements that only those of privilege can take advantage of is inequitable.

It would be a mistake to enact this mandate before electric vehicles reach price parity and before the City has explored the effectiveness of incentives to keep up with demand. Even without incentives, EV charging infrastructure has kept up with demand here in Madison.

The [100% Renewable Madison](#) plan calls for the following:

- Provide incentives for developers and contractors to build solar-ready and EV-ready for 5-10 years, as appropriate; after which, these programs are phased into mandates for residential and commercial new construction and major retrofit projects, incorporating solar-ready and EV-ready attributes into all projects. (4.1.3)

The [Dane County Climate Action Plan](#) calls for the following:

- The Office of Energy & Climate Change will work with utilities to create incentives to increase charging infrastructure at single-family and multifamily housing developments. (page 96)
- The Office of Energy & Climate Change will research and develop EV-ready construction requirements and incentives for multifamily dwellings and commercial buildings. (page 97)
- The Office of Energy & Climate Change will work with stakeholders to create a program to educate municipalities, businesses, residents, and developers on the benefits, cost savings, and incentive opportunities provided by EVs. (page 97)
- The Office of Energy & Climate Change will work with electric utilities to incorporate Dane County CAP programs and incentives in utility newsletters, bill inserts, web content, and other outlets. (page 97)

Respectfully,  
Adam Barr

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*The Greater Madison Chamber team is working remotely to serve you. We are here to help you navigate the rapidly changing business landscape of COVID-19. We are responding to emails and calls as we would regularly and can be reached during our normal business hours. Staff contacts can be found [here](#) or you can email our [general inbox](#).*

*We have launched a virtual portal for employers to be able to submit questions related to COVID-19 and its impact on business. To submit or vote up questions, visit [Slido.com](https://www.slido.com) and enter the event code #ASK4BIZ or simply click [here](#) to be directed to that page. Questions can also be submitted via email at [ask@madisonbiz.com](mailto:ask@madisonbiz.com). We will post responses on the Chamber's website [here](#).*

*Above all, stay healthy. We are all in this together. We appreciate the collaboration and, if you are able, we urge you to support Greater Madison businesses.*