From: Adam Barr
Subject: EV Charging Station Ordinance Ignores 100% Renewable Madison
Date: Monday, October 05, 2020 4:53:36 PM

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Dear Sustainable Madison Committee Members,
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)

Nearly two years after the report was finalized and 18 months since it was adopted, no incentives have been proposed. By opting to jump straight to mandates, the ordinance before you disregards years of work by this committee, city staff, and others.
As has been demonstrated by employers that are already voluntarily installing EV charging stations, business owners are ready to make these investments. In a competitive market, employers continue to provide amenities that help them recruit and retain talent. It is in the interest of business owners to keep up with demand for EV charging stations. Incentives would hasten the pace of installation and help to offset some of the upfront costs required.
Additionally, 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. Electric vehicle are not yet priced similarly to gas vehicles and the sticker price continues to be the biggest factor preventing more widespread adoption. Range anxiety is the primary issue for those that can afford the cost of a more expensive vehicle.
We hope you will stick to the 100% Renewable Madison plan. It is more equitable, and will allow the City to partner with employers instead of imposing mandatory costs that many cannot bear.
Respectfully,
Adam Barr

ADAM BARR

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GROUND LEVEL FOR THE NEXT BIG THING: madi.sn

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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 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. 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.