

### What is ROC EV?

The Rochester Electric Vehicle Accelerator (ROC EV) is an innovative, community-wide initiative aimed at achieving widespread deployment of plug-in electric vehicles (EVs). ROC EV partners are working with public and private sector leaders to facilitate the necessary infrastructure, educational outreach, coordination, and commitment from local businesses to transform greater Rochester into a model EV accelerator community.

ROC EV is administered by the Electrification Coalition (EC) in partnership with the City of Rochester, Greater Rochester Clean Cities, and Energetics Incorporated. This project is supported by the New York State Energy Research and Development Authority (NYSERDA) as part of the Charge NY initiative.

### What is an accelerator community?

An EV accelerator community is a defined geographic region, in this case, the Greater Rochester area, in which all relevant parties, including state and local government, regulators, utilities, large employers, and civic groups work together to promote the wide-scale adoption of EVs within the community.

### How does it work?

A broad, community-based strategy is viewed as the single best opportunity to overcome the three major challenges of widespread EV adoption: (1) High initial cost of the vehicle; (2) Limited vehicle range with longer charging times; (3) Concerns associated with the purchase of any new technology, including reliability, repairs, residual value, and obsolescence.

### This initiative will help build support for and increase the market penetration of EVs by focusing on:

Establishing **community readiness** to support the acceleration of EVs on a substantive level. This will include ensuring adequate infrastructure capabilities, along with EV supportive zoning and codes.

Enhancing **consumer education** to demonstrate the value of fully operational and integrated electrified communities. The concentration of EV resources in this specially selected community will bolster these efforts.

Facilitating the **consumer experience** in order to build consumer comfort with the new technology, dispel myths, and allow consumers to experience the overall benefits of EVs.

Beginning a **fleet transition** in which fleet owners, large and small, transition portions of their fleets over to electric vehicles.

Encouraging progressive **acceleration**, where individual consumers increasingly shift to EVs as the environment becomes more conducive to their use, and as this technology becomes more commonplace.

Each of these steps requires the involvement of local and national corporate partners, along with strong and committed support from local and state officials. This initiative will go beyond facilitating EV ownership in a single community by identifying and documenting a process to achieve EV adoption in communities across the state and country.