


April 8, 2024

**FOR YOUR INFORMATION**

To: Mayor and Members of City Council

From: Sheryl M.M. Long, City Manager 

Subject: Electric Vehicle Parking Incentive Program Sunsetting – Update

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**Program Overview**

The EV Incentive Program, established by Cincinnati City Council in 2008, modified the City parking regulations to allow all-electric cars displaying a City-issued permit to park for free at any City-owned parking meter or street parking kiosk available within city limits. The goal of the program was to encourage the early adoption and purchase of clean-air vehicles that mitigate our regional environmental impact, at a time when such vehicles were scarce. The program has achieved that goal, serving as a meaningful perk for those able to make the switch and reflecting broader City policy goals of reducing emissions. This memo serves to inform the Mayor and members of City Council that the City of Cincinnati will sunset its Electric Vehicle (“EV”) Incentive Program effective July 1, 2024. Due to several factors, including financial feasibility, the Administration has determined to not move forward with the program and shift focus into EV charging infrastructure expansion, and other multi-pronged collaborative efforts to reduce collective carbon output.

**The Decision to Sunset the Program**

The program started slowly but has since grown to over 2,000 registered EVs. This expansion reflects the mass-market adoption of EVs – a trend that is projected to accelerate with the strengthened federal incentives for EV buyers – as well as drastic changes in Cincinnati’s population trends over the last decade.

With such growth comes a higher demand for available on-street parking. This reality requires that the Administration assess, reform, and remove programs impacting our ability to maximize limited curb space, generate necessary revenue to sustain the parking operation, and balance the needs of numerous user groups — e.g. residents, employees, businesses, and visitors accessing the downtown and neighborhood business districts — who rely on available short term on-street public parking. After an extensive evaluation process, the EV Incentive Program was identified as one such program.

The decision to sunset this program reflects parallel trends in other cities, while reflecting the increased availability and decreased cost of EVs in recent years and the changing landscape of sustainable transportation initiatives in Cincinnati. These efforts to support environmentally friendly modes of transportation include boosted investment in regional public transit systems, pedestrian safety efforts, and bike networks.

The Administration is committed to continuing efforts to reduce carbon emissions, and the incentivization of EV adoption will remain a part of this work. With the success of EV adoption, DCED and OES have determined that expanded EV charging infrastructure is the more important priority for the transition to zero-emission vehicles and are actively working to make EV charging easier to access for all community members.

### Next Steps

The Administration is taking the following steps to execute the sunseting of this program:

<b>What</b>	<b>When</b>
Cease permit approvals; close applications	4/15/24
Notify permit holders by mail & email	4/15/24
Notice period prior to program closing	4/15/24-6/30/24
Full program cessation	7/1/24

This memo is for informational purposes only and no action is requested.

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cc: Markiea L. Carter, Director, *Department of Community & Economic Development*  
Oliver Kroner, Director, *Office of Environment & Sustainability*