



## DEPARTMENT OF ENVIRONMENTAL PROTECTION

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County Executive

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Director

# Montgomery County EV Purchasing Co-op Dealer Program

## Program Requirements and Partner Agreement

Electric vehicles (EVs) are a key part of Montgomery County's strategy to reduce greenhouse gas emissions from transportation and fight climate change. The **EV Purchasing Co-op** provides residents and businesses with incentives, information, and experiences to encourage and support the transition to electric vehicles.

As part of the EV Purchasing Co-op ("EVPC"), Montgomery County (the "County") invites dealerships and other automotive services businesses located in Montgomery County to participate in the **Electrified Dealers Program** (the "Program"). Electrified Dealers are auto retailers that make electric vehicles (EVs) an important part of their businesses and support customers with their EV purchase decision. The names, locations, and logos of Electrified Dealers are displayed on the County's Buy an EV webpage.

The County works with Electrified Dealers to offer the following benefits to the public:

1. Discounted prices and other promotional offers for electric vehicles and EV equipment.
2. Educational content related to EV leasing, purchasing, and ownership.
3. Positive experiences shopping for electric vehicles thanks to knowledgeable and enthusiastic dealership partners.

The County or a designated contractor will serve as the **EVPC Program Administrator** ("Administrator"). The following agreement describes the program requirements and processes.

### Electrified Dealer Requirements

1. Electrified Dealers must sell new or pre-owned plug-in hybrid or battery electric vehicles.
2. Electrified Dealers must designate in writing the Administrator a primary and secondary point of contact and identify addresses and phone numbers of all locations that wish to participate.

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[MontgomeryCountyMD.gov/311](http://MontgomeryCountyMD.gov/311)



[MontgomeryCountyMD.gov/DEP](http://MontgomeryCountyMD.gov/DEP)

3. Electrified Dealers must provide the Administrator with a list of the plug-in makes and models they typically sell.
4. Once every six months, Electrified Dealers must designate two or more staff members to participate in County-provided training on electric vehicle technology, local policies and incentives, and best practices. Training will be offered virtually or in person and will last 60 minutes or less.
5. The County's Department of Environmental Protection ("DEP") will provide collateral material with information about EVs, such as brochures and flyers, for consumers and dealership associates. Electrified Dealers must have collateral materials available at the designated locations.
6. Additional requirements for Electrified Dealers may be introduced in later phases of the program to differentiate dealerships that focus on EVs.

### **EVPC Dealership Incentives**

1. Each month, Program participants may share any dealership or manufacturer-provided incentives or discounts on plug-in electric vehicles (battery electric or plug-in hybrid) that they plan to offer customers the following month. Any incentives, discounts, or other promotions must be available to the public.
2. Dealerships must indicate available incentives by completing an online form with the required information:
  - a. Dealership name
  - b. Promotion description
  - c. Applicable models or products
  - d. Start and end date of the promotion
  - e. , Eligible purchase type (lease or purchase)
  - f. Point of contact name
  - g. Location, phone number, and address
3. DEP will advertise on behalf of dealers' incentives that include specific cost savings for plug-in electric vehicles, EV charging, or other EV services. There are no restrictions on incentive structures or total value. DEP reserves the right not to advertise incentives that do not save consumers money on electric vehicle-related products or services.
4. DEP hosts an **EVPC Incentives** web page that lists all incentives offered by the responding dealerships for that month, including the applicable models, contact information, and any promotion terms. The EVPC Incentive page includes the following disclaimer:

Inclusion in this list of available incentives does not confer certification, an official endorsement, or approval from Montgomery County, Maryland (the "County") or any of

its agencies. These incentives were identified by the business as being available for a given period of the promotion. However, interested customers must confirm any advertised incentives with the business directly. The County does not guarantee that specific incentives will be available at the time of purchase and is not responsible for enforcing any incentive, discount, or other promotion advertised on this page.

If you believe that your participation in this program was impeded by unfair and deceptive practices, you may notify the Montgomery County Office of Consumer Protection (“OCP”) by filing a complaint through the OCP website at <https://tinyurl.com/OCPcomplaints> or by calling MC311.

5. Each month, DEP will send an email newsletter to subscribers of the EVPC mailing list highlighting the dealership incentives and promotions available that month. DEP will also publicize the EVPC Incentives web page via media channels and social media.
6. Participating dealerships must commit to honoring the advertised incentives in accordance with the terms and time period indicated in the Dealership Incentive Form. DEP reserves the right to remove a dealership’s information from program materials if the incentives are not available under the terms advertised.

#### **EV Education Events**

1. In monthly communications, DEP will identify any upcoming public, EV-focused events in which dealerships could participate.
2. DEP will help coordinate opportunities available on a first-come basis and offered at the discretion of third-party event organizers.
3. DEP will publicize information about public electric vehicle events that dealers are organizing through newsletters, social media, and event calendars.

The undersigned is an authorized representative of an eligible Electrified Dealers Program participant and accepts the program requirements and terms described above.

Signatory Name

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Signature /Date

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Business Name

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Address

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Primary Contact Name

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Primary Contact Phone Number

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Primary Contact Email Address

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Secondary Contact Name

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Secondary Contact Phone Number

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Secondary Contact Email Address

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