City of New Orleans
Electric Transportation Roadmap

Summary
Draft for Public Comment

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Resilience + Sustainability
CITY OF NEW ORLEANS

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1. Purpose

Climate action and greenhouse gas (GHG) emission reduction is critical to the City of New Orleans. The City is on the frontlines of climate change due to increasing tropical storm frequency and intensity. As such, the City has set a goal of 40% of passenger and light-duty vehicles in the City being electric by 2035 as one way to help the City achieve a 50% reduction in GHG emissions by 2035, further outlined in the City's Climate Action Plan. The Electric Transportation Roadmap for electric vehicles (EVs) and related infrastructure is a key component to achieving these goals. Electric transportation refers to vehicles that utilize electric power as their source of energy rather than gasoline or diesel. These vehicles use rechargeable batteries to power electric motors which propel the vehicle. The electric vehicles assessed in this Roadmap include passenger and light-duty EVs, medium/heavy-duty EVs such as electric trucks, electric school buses (ESBs), electric transit buses, and e-bikes. The Electric Transportation Roadmap was developed to analyze and recommend several paths for the City of New Orleans to increase the frequency of electric transportation and the related infrastructure in the city through a set of recommended projects, programs, and policies. This summary provides the key findings, priorities, and recommendations that were developed as part of the roadmap.

2. Key Findings and Priorities

Public input, by way of an online survey and in-person community meetings, emphasized the following concerns and needs regarding electric transportation:

1. Need for more reliable and accessible EV charging infrastructure (especially direct current fast charging (DCFC) infrastructure) in convenient locations (e.g., workplaces, grocery stores, high-traffic areas)
2. Need for financial incentives to encourage EV adoption
3. Challenging home-charging conditions, specifically for renters and those in multi-family properties
4. Need for a connected network of safe and protected bike lanes to make e-bikes a more viable mode of transportation
5. Uncertainty around the reliability of EVs and access to charging infrastructure during evacuations and power outages
6. The availability of a skilled workforce to support the growth of EV adoption, maintenance, and charging infrastructure deployment and operations

To address public input and categorize recommendations for achieving 40% of passenger and light-duty vehicles being electric by 2035, the Roadmap assesses charging infrastructure needs, non-City fleet transitions, economic and workforce development opportunities arising from electric transportation, transportation resiliency during emergency situations, and specific policies to increase EV adoption and related charging infrastructure. The summary of these assessments with key findings and priorities are provided below, with more details and methodology in the Electric Transportation Roadmap document.

Charging Infrastructure Needs

Table 1 lists the recommended number of charging ports needed year after year in the City of New Orleans to keep pace with two EV growth scenarios: the National Renewable Energy Lab's (NREL's) projected EV

registration growth through 2050 within the City of New Orleans (Conservative), and the EV growth needed to achieve the City's goal of 40% of registered vehicles by 2035 (Aggressive).

Table 1: Recommended Charging Ports in City of New Orleans

	2030		2035		2040		2045		2050	
	Aggressive	Conservative	Aggressive	Conservative	Aggressive	Conservative	Aggressive	Conservative	Aggressive	Conservative
Projected EV Registrations in New Orleans	30,900	21,800	100,400	41,500	123,000	44,900	125,300	45,200	125,500	45,200
Recommended Number of Level 2 Ports	500	400	1,700	700	2,000	800	2,100	800	2,100	800
Recommended Number of DCFC Ports	100	50	200	100	250	100	250	100	250	100

The heat maps below describe the suitability of areas throughout the City for siting new charging infrastructure, differentiated by Level 2 and DCFC chargers. These heat maps consider various key prioritization metrics including land use data, equity considerations, existing energy infrastructure, exclusions, and solicited public input around desired neighborhoods and locations for charging infrastructure. Recommendations associated with promoting charging infrastructure are provided in Section 3.

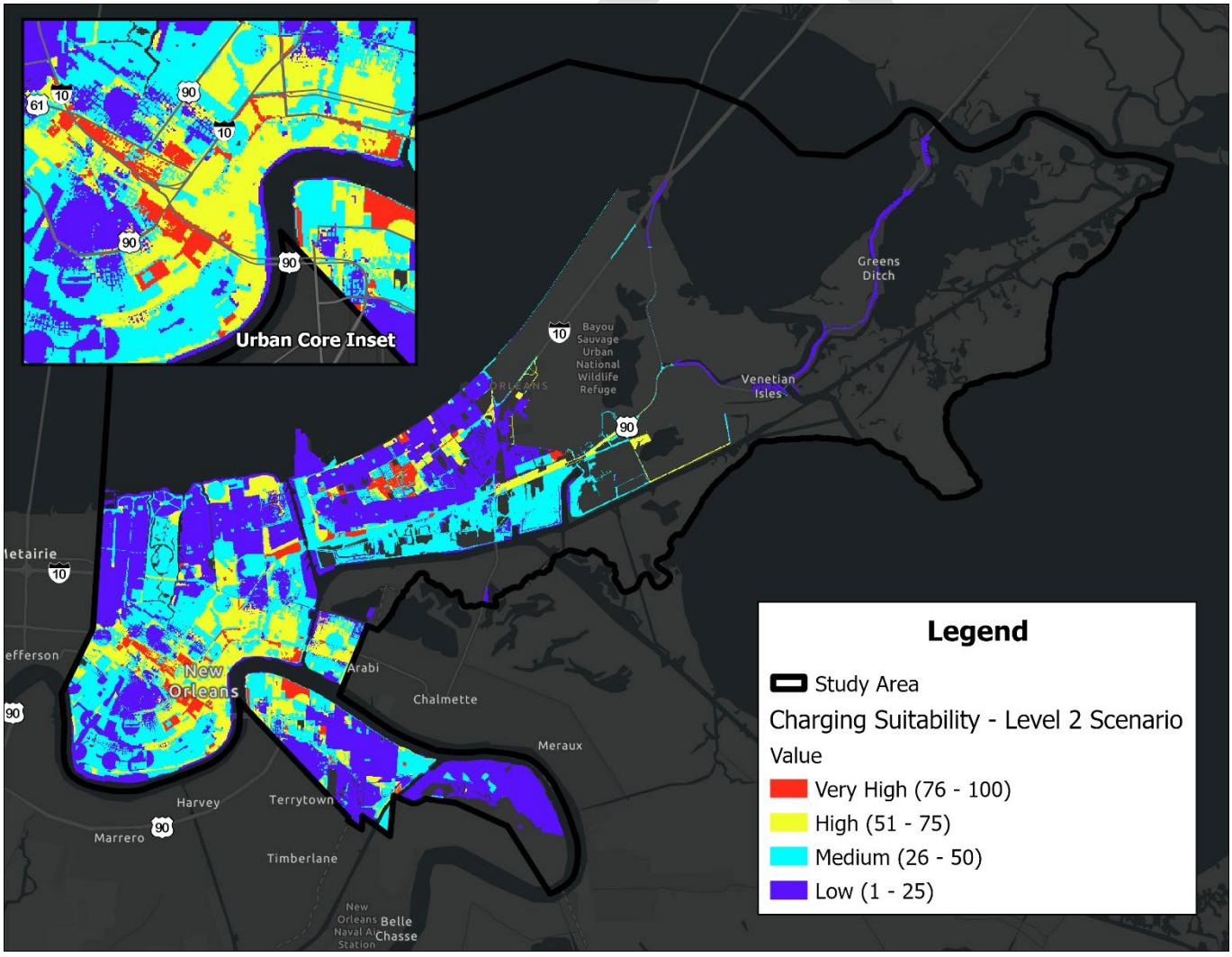

Figure 1: Level 2 EV Charging Suitability

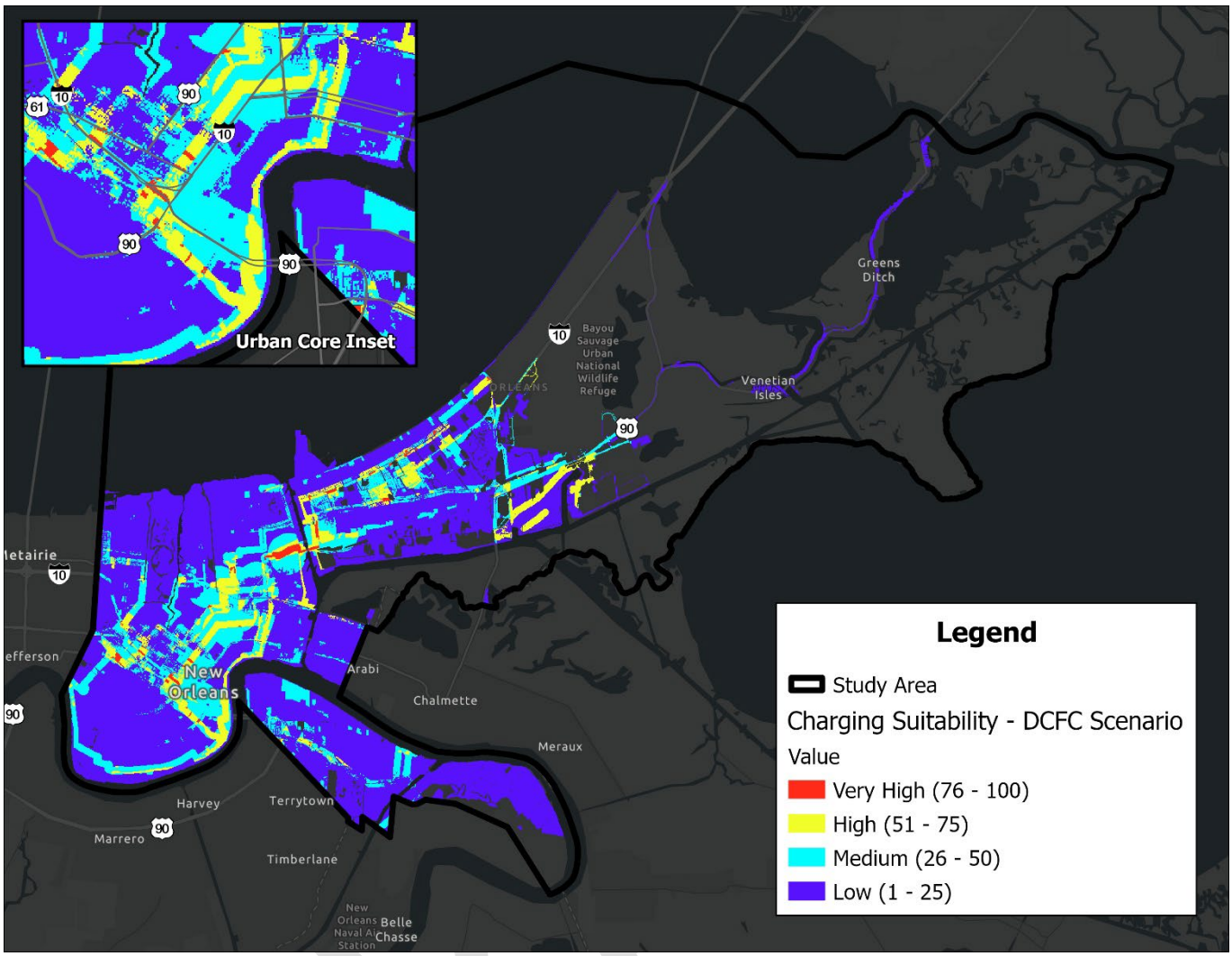

Figure 2: DCFC EV Charging Suitability

Non-City Fleet Vehicles

The activities of fleet owners will be a key contributor to the City's zero-emission and electrification targets. The Roadmap details interviews with several non-City fleets, such as the Regional Transit Authority (RTA), Orleans Parish School Board (OPSB), and Port of New Orleans to understand their current plans for fleet electrification. The roadmap also evaluates other cities creating policies and programs to influence non-City fleet EV adoption to develop recommendations related to data sharing, developing partnerships, and parking regulations for New Orleans. These recommendations are listed in Section 3.

Economic and Workforce Development Opportunities

With the City's commitment to have 40% of passenger and light-duty vehicles being electric by 2035, it is critical to have a robust and inclusive economic and workforce development strategy. The economic and workforce development recommendations developed as part of this roadmap aligns with the City's Plan for Generational Economic Transformation (PGET) and focuses on:

1. Transforming or evolving institutional industries (tourism, oil and gas operations, trade and transportation) by including opportunities for electrification. For example, as the City and larger

region's energy industry has been historically focused on petrochemicals, there is an opportunity to add clean energy manufacturing such as EV and battery manufacturing plants.

2. Siting EV chargers and attracting charge point operator businesses in small business hubs or commercial corridors throughout the City to revitalize these areas. One way to do this is to revise and streamline the current curbside EV charging permitting process.
3. Utilize and market the City's current economic development incentives to encourage EV industry companies to locate their operations in the City or greater region.
4. Partnering with organizations focused on growing EV related skillsets and increasing workforce opportunities in the City, such as the City's Job1 Office, Delgado Community College (Delgado), New Orleans Career Center (NOCC) and the regional electrical unions such as the International Brotherhood of Electrical Workers (IBEW) Local 130.

Transportation Resiliency

To address public concern around the reliability of EV chargers and EVs during evacuation events and flooding, the City should strategically site EV chargers on streets less prone to flooding damage. If installed at such locations, chargers should have additional weather hardening equipment, such as high-quality silicon sealing around cable entries, mounting chargers on a pedestal above typical flood levels, and a weatherproof enclosure box. The City can mitigate some EV-related evacuation challenges through its future planning. While certain factors such as EV range, infrastructure in other states, and fast charging on state highway corridors outside City limits may be out of the City's control, the City should site future EV chargers on designated evacuation routes, with resilient backup power solutions. Several resilient charging technologies include EV chargers paired with solar energy and battery storage, bi-directional charging, and mobile charging.

Policy Recommendations

The Roadmap provides five specific policies and key details and examples of the policy for the City to focus on to increase consumer demand for EVs. These policies were developed based on the findings and priorities from a policy research and gap analysis and feedback from broader stakeholder engagement. These policies are listed in Section 3 below.

3. Recommendations

Recommendations have been organized by policies (regulatory changes and/or additions), programs (new initiatives), and projects (infrastructure buildout) in the tables below, laid out in order of short-term actions (next 18 months) and medium to long-term strategies (next 2-5 years). When selecting recommendations for the initial phase of implementation, the City should conduct a total cost and risk analysis assessment for each recommendation to support City budgetary planning and allocation, along with inform preferred ownership and other funding pathways to ensure success while mitigating risk for the City. These assessments will be key for implementation strategy and prioritization. Additionally, with the first phase of recommendations implemented, the City should engage with early adopters of specific EV technologies who have lessons learned and insights to provide on these technologies such as e-bikes, NEVs, etc. Engaging with early adopters will also help to refine the City's success metrics for these recommendations.

Many recommendations will require cross-collaborative partnerships with different City departments and State agencies either leading or partnering based on each department's jurisdiction of responsibilities. Each recommendation has been assigned to lead agencies in the City. Implementing this Roadmap and its recommendations will require dedicated personnel in the Office of Resilience and Sustainability (ORS), Equipment Management Division (EMD), and Department of Property Management.

Table 2: Short-term actions in the next 18 months

Recommendation	Details	Lead Agencies	Success metric(s)
Charging Infrastructure Program	As EV market penetration grows, the City should evaluate vehicle registration data annually or bi-annually against the interim projections required to achieve the City's goal of 40% passenger and light-duty EV adoption by 2035.	ORS	% of EVs out of total vehicles registered in the City
Non-City Fleet Vehicles Program	City of New Orleans should work with the State of Louisiana and local non-city fleets to share fleet data specific to vehicle type (EV, ICE, etc.).	Department of Public Works (DPW), Ground Transportation Bureau (GTB)	Positive engagement with non-city fleets regarding increased EV adoption
Non-City Fleet Vehicles Program	The City should work with non-City fleets to get data on their utilization of publicly available chargers to identify needs for additional charging infrastructure.	GTB ORS	2025 baselined data for non-City fleet EV penetration and charger utilization metrics
Non-City Fleet Vehicles Policies	Encourage non-City fleets to purchase more EVs and reduce concerns around lack of infrastructure by: • Designating spaces for EV-only parking that allow non-City fleet vehicles (e.g., taxis, TNCs) and ensuring adequate enforcement. • Creating a curbside management plan in areas where ride hailing and micromobility are used often to enable flexible use of curb space as needs change throughout the day and week (e.g., managing a curbside space to be for deliveries during the day and taxi or TNC passenger drop-offs at night).	DPW, Parking Division	Non-City fleet EV registration % against total fleet data and yearly growth trending against 2025 as a baseline

Recommendation	Details	Lead Agencies	Success metric(s)
	• Allowing non-City fleet vehicles like taxis and TNCs to use City fleet EV chargers during low-demand times (weekend, nights). • Facilitating installation of EV charging on streetlights that can be used by non-City fleets. • Integrating EV charger wayfinding signage into City traffic signs. • Ensuring a sufficient number of ADA accessible EV chargers and charging parking spaces.		
Non-City Fleet Vehicles Program	The City should engage other public agencies (i.e. RTA, Sewerage and Water Board, Port) to exchange best practices about EV fleet transitions, coordinate procurement requirements, RFP templates, pursue bulk purchases, and partner on grant funding applications.	ORS	Data collection & publishable best practices documentation showing thought leadership
Non-City Fleet Vehicles Program	To promote and encourage increased EV adoption for City government contracted fleets (e.g., waste management), the City should: • Engage with private fleets about proposed contracting terms and specifications about EVs • Be an early adopter in awarding extra points for contractors with EVs in bids • Support any new initiatives (e.g., bonus points in bids/proposals) for EVs in contracted fleets by ensuring existing procurement policy supports EVs and EV charging infrastructure, and update if needed. • Engage with private sector about proposed contracting terms and specifications; one potential avenue includes use of request for information process.	Bureau of Purchasing Individual City departments with relevant contracts (e.g., Dept. of Public Works, Dept. of Sanitation)	Government contracted fleet EV registration % against total fleet data and yearly growth trending against 2025 as a baseline

Recommendation	Details	Lead Agencies	Success metric(s)
	• Work with other public sector partners like RTA, the Orleans Parish School Board, and the Sewerage and Water Board to align procurement requirements and pursue bulk purchasing opportunities via regional coordination. • Discourage individual City departments from making customization requests from vendors as this slows procurement and increases costs.		
Non-City Fleet Vehicles Policies and Programs	To promote and encourage increased EV adoption for two wheeled EVs (e.g., rental bikes, scooters), the City should: • Promote Blue Bikes and other alternative transportation modes as a key step in diversifying travel options and reducing emissions • Modify city ordinance to allow charging of non-City fleet bikes and scooters at future, electrified Blue Bikes stations/docks while not in use[1] • Collaborate with micromobility operators, such as Blue Bikes, and property owners to develop charging sites • Consider installing public battery swapping cabinets for e-bikes and e-scooter users[2]	ORS	Yearly or more public surveys collecting 2-wheeled transit preference, tracking purchases, utilization, and satisfaction. Use a 2025 survey as baseline.
Economic and Workforce Development Program	Partner with Office of Workforce Development (OWD) to create a hiring program for city-wide EV charging infrastructure construction and deployment projects that attracts	OWD	Track number of full-time hires as % of total participants in pilot charger deployment projects

[1] While New Orleans does not currently have any shared electric scooter fleets, the current ordinance about scooter storage (Sec. 154-1751: "Stores the electric scooters inside the physical office location at all times the electric scooters are not rented.") may need to be modified to accommodate charging.

[2] Battery swapping enables e-bike users to change out batteries at a designated battery cabinet (as opposed to periodic collection vehicles to charge them at a single location).

Recommendation	Details	Lead Agencies	Success metric(s)
	temporary local labor with potential for long-term employment		
Economic and Workforce Development Policy	Streamline and expand the current curbside EV charger permitting process to encourage charging infrastructure operators and developers to site stations near commercial corridors and small business hubs	Department of Safety and Permits Office of Economic Development (OED)	Successful implementation of new process with public survey
Economic and Workforce Development Program	Create an EV-focused outreach committee to: • promote current EV workforce training opportunities to local electricians and interested groups/individuals • work with NOCC, Delgado, professional associations, and groups that support underrepresented businesses to further enhance existing training programs and potentially create new ones	OWD ORS	Track growth of # businesses/individuals reached through committee using initial 2025 launch as baseline
Resilience Project	Work with emergency response departments across the City to ensure the siting of a portion of curbside chargers on streets less prone to flooding risks.	NOPD NOHSEP	Publicly available map of planned EV chargers sited in slow to flood areas paired with survey tracking public feedback
Resilience Project	When siting chargers in areas prone to flooding, the City should explore ways to harden the equipment such as high-quality silicon sealing around cable entries, mounting chargers on a pedestal above typical flood levels, and a weatherproof enclosure box	ORS	Publicly available map of EV chargers deployed by City with weather hardening equipment
Policy to spur EV demand	Develop, implement, and sustain an electric transportation education and awareness program that provides detailed instructions for obtaining financial incentives and highlights the variety of	ORS	Public survey results for program go-live and after one year or less to track awareness

Recommendation	Details	Lead Agencies	Success metric(s)
	benefits realized from transitioning to electric transportation.[3]		

Table 3: Medium to long-term strategies in the next 2 to 5 years

Recommendation	Details	Lead Agencies	Success Metric(s)
Charging Infrastructure Program	Based on the actual level of adoption, the City should re-assess total EV registrations against the current supply of chargers to ensure the City's infrastructure investment is keeping pace with adoption.	ORS	Tracked and trended ratio of EV chargers to registered EVs in the City of New Orleans
Charging Infrastructure Project	The City should utilize the Level 2 and DCFC charging heat maps to plan and track priority locations for future EV charger deployment and to track against any planning development.	ORS	Map of EV chargers installed or planned using the prioritization heat map
Non-City Fleet Vehicles Programs	The City should encourage privately-owned, City-regulated fleets such as taxis and private buses to increase their EVs by: • Considering EV battery safety inspection • Allowing use of City fleet EV chargers once built • Considering an EV taxi pilot program (see New York City's program[4]) • Pursuing charging station sponsorship or co-hosting/sharing • Partnering on EV related training activities • Creating an EV Fleet Working Group with city and non-city stakeholders	GTB ORS	City-regulated fleet EV registration % against total fleet data and yearly growth trending against 2025 as a baseline
Non-City Fleet Vehicles Programs	To promote increased EV adoption for privately-owned non-City contractor fleets (rental cars, freight services, parcel delivery, food delivery, messenger services), the City should:	GTB Dept. of Public Works, Traffic	Privately-owned, non-City contractor fleet EV registration % against total fleet data and yearly growth trending

[3] The Greenlining Institute. Increasing EV Awareness. https://greenlining.org/electric-vehicles-toolkit/increasing-ev-awareness/ (Accessed April 8, 2025).
[4] NYC Mayor's Office of Climate and Environmental Justice. https://climate.cityofnewyork.us/subtopics/electric-vehicles/

Recommendation	Details	Lead Agencies	Success Metric(s)
	• Explore urban freight delivery electrification pilots for last-mile delivery, similar to New York City's e-cargo bike program[5] • Consider an e-cargo bike lending library for small businesses • Ensure fleets are part of city and regional climate, freight and transportation plans • Create a system to better permit or track goods delivery within City (see San Francisco[6] and Seattle[7]) • Create a low emissions zone with a focus on delivery and other private fleet vehicles	Division ORS	against 2025 as a baseline
Economic and Workforce Development Project	Utilize and market the Industrial Tax Exemption Program (ITEP) and Quality Jobs Program and collaborate with the State to attract EV and battery manufacturers to the Greater New Orleans region	OED OWD	Trend industry growth in area directly attributed to City's promotion of ITEP and Quality Jobs Program
Economic and Workforce Development Project	Utilize and market the Quality Jobs Program and Enterprise Zone Program to incentive developers to locate an office in and/or deploy EV charging infrastructure throughout New Orleans to increase economic activity and employment opportunities, specifically for economically disadvantaged groups	OED OWD	Trend industry growth in area directly attributed to City's promotion of Quality Jobs and Enterprise Zone Programs
Economic and Workforce Development Program	Consider partnering with auto-manufacturers to develop grant programs or investments for EV workforce training	OWD	Trend outreach and interest in the program to document public wins
Resilience Project	Site future EV chargers on designated evacuation routes and pair chargers with resilient backup power solutions such as	ORS	Public survey to track usage and perception of

[5] Ibid.
[6] San Francisco Environment Department. Electric Vehicle Roadmap. https://www.sfenvironment.org/media/10683/download?inline
[7] Seattle City Light. Fleet Electrification Program. https://seattle.gov/city-light/business-solutions/renewable-energy-services/fleet-electrification-program

Recommendation	Details	Lead Agencies	Success Metric(s)
	on-site solar paired with Battery Energy Storage System (BESS)		ongoing map of resilient (flood resistant) chargers
Resilience Project	Deploy BESS paired with EV charging stations at the proposed solar farm project at Agriculture Street Landfill	ORS	Establish real project and publish details with resilience metrics highlighted
Resilience Program	To encourage compliance with the City Council's ordinance on transitioning fleet vehicles, the City should conduct a fleet conversion study focused on NOPD vehicles and recommend simple use cases for NOPD vehicles to go electric.	NOPD EMD ORS	Fleet conversion study focusing on special nature of emergency vehicle feasibility and application
Resilience Projects	When assessing resilience at critical City facilities that house EVs, determine the EVs' operational continuity requirements, likelihood of flooding in that specific location, the demand for backup off-grid power, and level of protection required for any EV charging infrastructure to adjust operations as needed for existing backup power systems to connect to EV charging infrastructure and elevate and waterproof chargers	NOPD NOHSEP NOFD EMS ORS	Mandate that ongoing and future fleet charging infrastructure projects are coupled with resilience infrastructure for critical facilities
Policy to increase supply of EVs and reduce vehicle miles traveled in SOVs	Increase efforts to expand e-bike adoption and utilization such as:[8] • Expand ***protected*** bike lanes • Align expansion of e-mobility infrastructure (*as well as curbside EV charging*) with street improvement/repaving projects. • Prioritize deployment of e-mobility solutions and infrastructure in communities with poor air quality and in locations connected to public transit. Include secure bike	Department of Public Works, Traffic Division	Public survey to track # of e-Bikes purchased in New Orleans using 2025 as a baseline. Track Blue Bikes utilization using 2025 as a baseline.

[8] City of Denver. E-Bike Rebates. https://www.denvergov.org/Government/Agencies-Departments-Offices/Agencies-Departments-Offices-Directory/Climate-Action-Sustainability-and-Resiliency/Cutting-Denvers-Carbon-Pollution/Sustainable-Transportation/Electric-Bike-Rebates (Accessed April 8, 2025).

Recommendation	Details	Lead Agencies	Success Metric(s)
	parking and access to charging outlets for e-bikes. • Align rollout of e-bike rebate program with installation of secure e-bike parking with charging (*e.g. Bikeep*) and prioritize installations in low-income neighborhoods and mobility and public transit hubs • Take steps to transition to e-cargo bikes for local and last mile freight deliveries		
Policy to increase the supply of EV charging stations	Strengthen EV charging station incentives by layering in additional incentives (financial and non-financial) the City is positioned to enable. Prioritize EV chargers that are specifically designed for curbside parking.[9,10]	ORS Entergy	Track Entergy New Orleans new service applications related to EV chargers
Policy to increase the supply of EVs	Explore creative ways to increase the supply of used EVs for purchase in the City to mitigate against the reluctance of dealerships to increase EV inventory. Promote use of neighborhood electric vehicles (NEV) for local trips as an alternative to SOV use.[11]	ORS	EV vehicle registration % of total against 2025 as a baseline
Policy to reduce vehicle miles traveled in SOVs through electrification	Co-locate electrified mobility options with bus transit stations to enable improved connectivity among various transportation options and improve walking/biking options.[12]	ORS RTA	Periodic public surveys on public transit usage

[9] City of Santa Monica. How to Get an EV Parking Permit for City Lots with EV Chargers. https://www.santamonica.gov/process-explainers/how-to-get-an-ev-parking-permit-for-city-lots-with-ev-chargers (Accessed April 8, 2025).
[10] City of San Francisco. June 13, 2024. Curbside EV Charging Pilot Program Guidelines. https://www.sf.gov/sites/default/files/2024-06/Curbside%20EV%20Charging%20Pilot%20Program%20Guidelines.pdf (Accessed April 8, 2025).
[11] City of Lincoln. March 2023. Neighborhood Electric Vehicle (NEV) and Golf Cart Master Plan Update. https://www.lincolnca.gov/en/living-here/NEV-Golf-Cart-Page/NEVGolfCartMasterPlan-Mar2023.pdf (Accessed April 8, 2025).
[12] City of Cleveland. Transportation Demand Management Program Standards. https://planning.clevelandohio.gov/TDM/TDM_Program_Standards.pdf (Accessed April 8, 2025).