

DEUSA Fleet Success Stories:

Town of Yarmouth



Location: Yarmouth, Maine

Fleet type: Light-duty electric vehicles (municipal)



Narrative: The Town of Yarmouth, Maine is a vibrant, coastal town with just over 9,000 residents and a growing commitment to leading by example in sustainability.

In Yarmouth, on-road transportation makes up 43% of community-wide greenhouse gas emissions, which mirrors trends at the state level where approximately half of emissions are from transportation. In March 2024, Yarmouth ratified a municipal [Climate Action Plan \(CAP\)](#) that outlines a pathway to meet aggressive decarbonization targets (reduce community-wide emissions by 80% by 2030 and reach net zero by 2050). The CAP focuses on five areas: transitioning to renewable energy, developing a circular economy, conserving the natural environment, building strong community networks, and decarbonizing buildings and transportation. Within the CAP are targets for light-duty electric vehicle (LDEV) adoption by 2030 and 2050 that align with the electrification goals within [the State's Climate Action Plan, Maine Won't Wait](#). Yarmouth has also worked to expand EV charging infrastructure in accordance with [MaineDOT's Electric Vehicle Infrastructure Deployment Plan](#).



The Hyundai Kona charging onsite. Source: Town of Yarmouth

CAP Strategy 1.3: “Accelerate Electric Vehicle Adoption” aims to phase out purchase of fossil-fuel municipal vehicles by 2030 by establishing a municipal EV procurement plan and convert the school bus fleet to all-electric.

The Town of Yarmouth’s fleet consists of approximately 70 vehicles. The majority are gas or diesel operated, which contribute 24% of combined municipal and school total emissions. Currently, Yarmouth operates three battery-electric electric vehicles: two leased KIA Ioniq 5s, and one Hyundai Kona. The police department operates six hybrid cruiser vehicles. The Town has one

charging port at the Public Safety complex that is reserved for fleet use, and there are six networked ports at the Town Hall and Library available for both fleet and public use.

Beyond exploring opportunities to electrify the municipal fleet, the Town plans to engage the community and continue the buildout of public charging infrastructure to support wider EV adoption. The Town's website offers residents a sustainable transportation toolkit with EV tips, available incentives, and a public charging station map. The website also provides information on multimodal options such as carpooling, bus, biking, and walking.

Outputs & Outcomes: Switching to electric and hybrid models has helped the Town save on fuel, repair, and maintenance costs. The Town has also seen significant greenhouse gas emissions savings. As of 2026, the two Kia Ioniq 5s and one Hyundai Kona have avoided approximately 3.3 metric tons of GHG emissions across their combined lifetime mileage of 15,000 miles. EVs produce no tailpipe emissions, so the town has also seen reduced air pollution and cleaner air overall, which is a direct impact to local human health. Yarmouth's Code Enforcement Officer uses a town EV almost daily for appointments and inspections without issue.

Best Practices & Lessons Learned: Yarmouth demonstrates how a municipality can lead by example through fleet electrification. The Town also provides extensive EV and alternative transportation information for residents. This information lowers barriers to EV adoption for local citizens.

In Fall 2023, the Yarmouth School Department received two EV school buses funded by the Maine Department of Education through the annual bus replacement program. After fewer than four weeks of operation, persistent mechanical issues emerged. The manufacturer, Lion, was unable to provide consistent service. The situation worsened when Lion declared bankruptcy in early 2025. Research on local repair and servicing options was unsuccessful. This experience highlights the insufficient EV service network within the U.S., as well as the risk of market unpredictability in EV acquisition. As the EV industry matures, the service network is expected to expand beyond manufacturer-only support. Despite this setback, YSD remains interested in future electric school bus opportunities and reducing emissions from their fleet. The charging infrastructure installed for the Lion buses remains available for future vehicles.



Public EV Chargers at Town Hall. Source: Town of Yarmouth