



[Drive Electric USA](#) (DE-USA) is a Clean Cities-led U.S. DOE-funded initiative to create interrelated, comprehensive, *statewide* transportation electrification (TE) initiatives. The DOE-funded work is in fourteen states. East Tennessee Clean Fuels and Clean Fuels Ohio are project co-leaders. Now, the initiative is welcoming and encouraging new states and Clean Cities coalitions to affiliate with DE-USA.

This MOU spells out expectations to be agreed-upon by new states and coalitions. It also lays out the benefits of joining for individual coalitions, state-based initiatives, and the broader TE efforts.

Expectations for Joining/Affiliating with DE-USA:

- Currently, no funding is available for new coalitions and states.
- State TE initiative must be statewide in nature.
- State TE efforts can be existing or new, and must visibly affiliate with the DE-USA brand.
- At least one Clean Cities coalition within the state must lead or play a prominent role on the decision-making body for the state initiative.
- In states with multiple coalitions, one coalition must be the designated point of contact.
- The state-level TE initiative should include *or plan over time to include* efforts across all seven priority areas that collectively characterize the DE-USA model:
 1. Statewide branding/communications
 2. Consumer education, ideally including local “drive electric” chapters
 3. Utility and regulator engagement and education
 4. EV charging infrastructure planning and development – state and local levels
 5. Education of state and local policymakers and government officials
 6. Efforts to ensure positive customer experiences at preferred dealers
 7. Fleet electrification

Benefits for Joining/Affiliating with DE-USA:

- Positive association with a strong and growing national brand
- Access to resources (i.e., guidance documents, models, lessons learned) to help guide your work in all of these priority areas
- Opportunities to dialogue regularly with Clean Cities colleagues on all priority areas
- Access to members of a 50+ external thought and industry leaders in the Project Advisory Committee (PAC) and ability to participate in any of the seven working groups aligned with each priority area
- Option to be considered for future funding if available

Signatory:

If the state has one coalition, the Affiliating Coalition and Lead will be the same. If the state has multiple coalitions, name your coalition as Affiliating, then the Lead coalition for that state, if different.

Affiliating Coalition: _____ Lead: _____

Name/Title: _____ Signature: _____

Date Signed: _____