A ROADMAP FOR
EVS2021
IN LOUISIANA

DRIVE ELECTRIC LOUISIANA

Version 1 | August 2021

A ROADMAP FOR EVS2021 IN LOUISIANA

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DRIVE ELECTRIC USA

DRIVE ELECTRIC LOUISIANA

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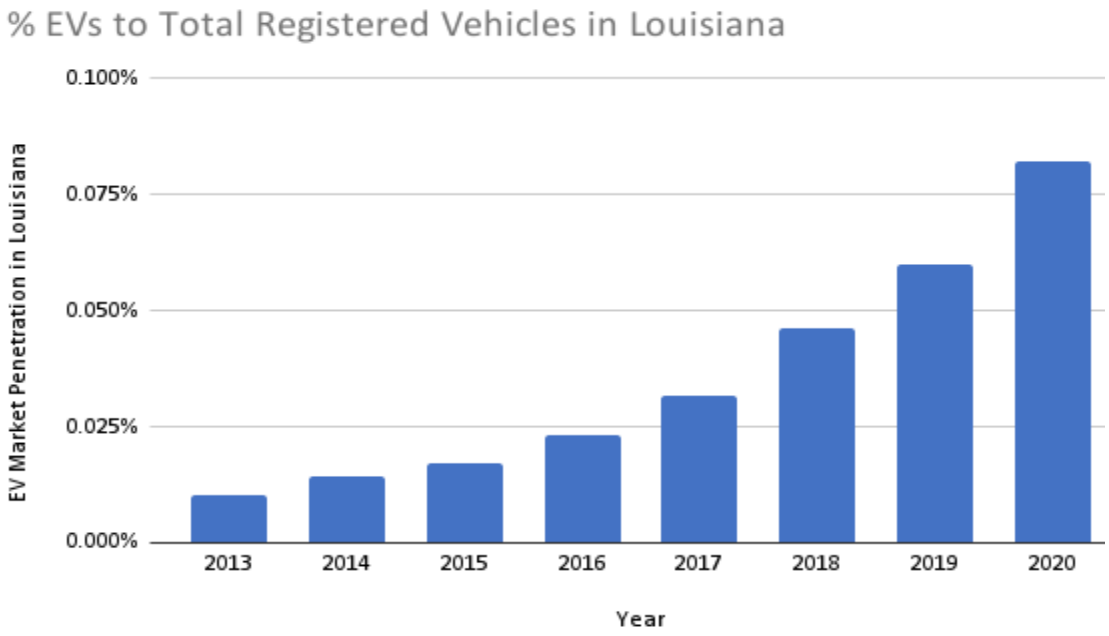
A Roadmap for EVs in Louisiana

EV Adoption in Louisiana

Louisiana, as of Q1 of 2020, ranked 48th in the nation for electric vehicle (EV) adoption and is just as far behind in the implementation of advanced technology for electric vehicles, such as DC fast chargers. Our coalition faces many challenges and roadblocks in our efforts to increase the adoption of EVs in Louisiana. For example, our state legislature recently ended the alternative fuel vehicle tax credit for compressed natural gas (CNG), propane, and EVs 6 months (on June 30, 2021) before it was scheduled to sunset. Additionally, the state's 30% infrastructure tax credit is set to expire at the end of the year (January 1, 2022).



Louisiana, with its .08% PEV adoption rate (as of Q4 2020) has a long way to go before it can catch up to the .49% average adoption rate for the rest of the country. This document shares our strategies on how Drive Electric Louisiana (DELA) will work with stakeholders to incentivize the adoption of electric vehicles by encouraging support among policymakers and removing the barriers to adoption for both fleets and individuals.

Purpose of this document: This document is intended to be used as a guide for our Drive Electric Louisiana program activities, our state agencies and coalition(s) through the project, as well as by East Tennessee Clean Fuels and Clean Fuels Ohio for reporting and sub-billing purposes. (Task 1.1A)

DRIVE ELECTRIC LOUISIANA

Task 1.1 - Statewide Branded EV Programs:

This section provides details about the LCF plan to develop a statewide EV education and advocacy program primarily through digital platforms with consideration for the current COVID-19 pandemic response.

Goal: Create strong statewide branded EV programs, each guided by a committee of EV stakeholders and encompassing locally based chapters. These programs will attract support and resources, coordinate action across all other Priority Areas, increase positive exposure, and generate 100,000 impressions in three years.

Leadership: The initial **Drive Electric Advisory Board** meeting was held on September 14th and will be followed by monthly meetings and working group meetings as needed. To build the advisory board, we contacted leaders from the Louisiana Department of Environmental Quality, EV fleets, EVSE charging companies, original equipment manufacturers (OEMs), local universities, metropolitan planning commissions (MPOs), installers, the Center for Planning Excellence, and utilities companies. This board will work with the DELA team to secure long-term funding and work together with other stakeholders to strengthen our branded state EV initiatives.

In the fall of 2021, a Drive Electric coordinator will be hired to facilitate the planning and implementation of EV outreach events and the development of three Drive Electric chapters across the state. This position will report directly to the LCF Executive Director and will be a 2 year contract position.

Website: A static website provides a central location for providing information to all stakeholders and interested parties. This information includes current EV-related events and news, original content, and resources for consumers, dealerships, utilities/regulators and elected officials. The site will also include fuel economy tools, carbon counter tools, tax credit information, and the Alternative Fuels Data Center (AFDC) station locator tool. Other sections of the website, such as dealership and consumer resources, will be developed more fully as our program evolves. The website will be published by June of 2021 with updates and improvements to the materials on an ongoing basis. *(Subtask 1.1.5)*

Social Media: The DELA team will utilize Facebook, Instagram, and Twitter to promote DELA activities and to educate consumers on their options. Cross-platform promotion, strategic branding efforts, and digital networking will be used to identify and connect with EV owners and enthusiasts who may be interested in our mission. Outreach and marketing activities for the statewide Drive Electric initiative should result in the following:

- 100 social media engagements and 20,000 media impressions will be generated by this initiative in its first year.
- By the end of the 2nd year, at least 200 social media engagements should be documented with 40,000 media impressions.
- These engagement numbers should be sustained through the end of the third year of the grant program resulting in an overall 100,000 impressions throughout the project period.

A detailed marketing plan will be drafted by the end of 2021 that outlines our strategies to accomplish these goals.*(Subtask 1.1.6)*

Collateral: Branded feather flags, tents, and table cloths will be created to support outreach activities and vehicle showcase events. Printed collateral, such as informational fliers for fleets, will be produced for use by the chapters and LCF staff. All of the materials will coordinate so that a cohesive look and feel for all materials, digital and printed, will reinforce the established branding efforts of the statewide program. DELA chapter leaders will be provided with templates for their own social media accounts, websites and collateral that coordinate with the statewide branding.

The Drive Electric coordinator, to be hired in the Fall of 2021, will work with chapters to ensure consistent messaging and image across the state. Whenever needed, resources such as DELA branded tents, flags, and table clothes will be shared with chapters for their outreach events and activities. The Drive Electric coordinator will collaborate with and mentor each of the DE chapters as well as EV-focused organizations and stakeholders to share best practices and encounter innovative ideas.

Process to solicit stakeholder feedback: Feedback will be collected through stakeholder convensings, webinars, virtual events, and working groups. Key metrics will be developed and tracked to assess measurements such as engagement over time.

Task 1.2 - Consumer Education & Local Chapter Development:

This section provides details about the development of local DE chapters within Louisiana in addition to our consumer education strategy.

Three Drive Electric Louisiana chapters will be created to support local activities and outreach events: Southeast, Central, and Northern chapters. These Drive Electric chapters will be managed by the Drive Electric coordinator. The major metro areas in each chapter are as follows: Southeast will include Baton Rouge and New Orleans; Central will include Lake Charles, Lafayette, and Alexandria; and Northern will include Monroe and Shreveport.

The current LCF network will be utilized to recruit leadership and members for these chapters. The DELA team will develop DE-specific resources for these chapters to ensure that each chapter has the proper guidance materials to get started and is in alignment with DE requirements. The intended deadline for recruitment of leadership is December 2021 with a target of 50 total members across all chapters by December 2022. Once the Drive Electric coordinator is hired, they will take on recruitment activities for the chapters.

Educational activities will consist of, but are not limited to, webinars and EV showcases, specifically participation in National Drive Electric Week in October. These activities promote the Drive Electric mission, attract new members, and educate other stakeholders. This outreach will also serve as a recruitment platform, and by attracting diverse talent, LCF will be able to better contour the program to the needs of local members and stakeholders. Special attention will be given to planning EV showcases that “piggyback” with other events to expand our visibility and reach.

Process to solicit stakeholder feedback: Key metrics will be developed to track activity across chapters such as engagement rates, attendance, stakeholder satisfaction, press mentions, and other data. Chapters will report event successes and challenges to strengthen and improve the best practices.

Task 1.3 - Utility and Regulator Engagement:

This section provides details on how we will educate state utility regulators in addition to investor-owned, municipal, and cooperative utilities. The foundation of the educational material will be based on current best practices for utility EV programs and benefits of transportation electrification (TE) for all "ratepayers" (i.e., non-EV-owning customers as well as those owning EVs).

Types of Utilities		
Investor-owned utilities (IOUs)	Municipal Power Companies ("Municipalities")	Cooperatives ("Co-ops")
• For-profit • Owned by shareholders Example: Entergy Louisiana, Entergy New Orleans SWEPCO (AEP)	• Not for-profit • Owned by cities and counties Example: Lafayette Utility Service (LUS)	• Not for-profit • Owned by co-op members Example: Dixie Electric (DEMCO)
Regulators		
SWEPCO, DEMCO, SLEMCO and Entergy Louisiana are regulated by the **Louisiana Public Service Commission (LPSC)** (http://www.lpsc.louisiana.gov) Entergy New Orleans is regulated by the New Orleans City Council	Cleco's rates are regulated by the **Federal Energy Regulatory Commission (FERC)** in Washington, D.C. CLECO files all rates charged to customers in the form of a rate schedule or tariff with the appropriate regulatory commission.	Municipal Power Companies ("Municipalities") are often regulated by Local government (city council or elected or appointed board) and in some cases, a state board.
Consumer Advocates		
Louisiana does not have an officially appointed consumer advocate.	Alliance for Affordable Energy is an independent nonprofit supported by donors https://www.all4energy.org	Director: Logan Burke logan@all4energy.org

Strategy: LCF will engage the major investor-owned utilities (IOU) in the state: Entergy, Southwestern Electric Power Company (SWEPCO, a division of AEP) and Cleco. The main strategic focus will be on these larger companies who can act as examples and ambassadors for the smaller utilities in our state.

An additional effort will be made to engage the municipal utilities in our state in addition to some of the co-ops.

Co-ops and Municipalities have different needs and limitations than do the IOUs. In order to conduct outreach with a co-op, one may need to develop community support for EVs before the co-op utility will become supportive and/or engaged in one's activities. They are very "member" oriented organizations where their customers are their members. Municipal utilities may have smaller budgets and less flexibility, but making a strategic effort to get to know their customer relations staff and sustainability officers is a good first step to gaining their trust.

Development of Guidance Documents for Stakeholders: Louisiana Clean Fuels will utilize provided guidance documents developed by DRIVE project management with input from PAC WG #3. Representatives from our three major utilities will provide input on the guidance documents and will work with our team to personalize the plan for the three different types of utilities in our state: IOUs, Co-Ops and Munis.

Approval and Dissemination of Materials:

1. Once the guidance documents created by the Drive Electric USA PAC Working Group #3 are completed, LCF will share these materials with the DELA Advisory Board's utility members for feedback.
2. Once approved by the DELA Advisory Board, the materials will be published on our Drive Electric Louisiana website and shared with the Louisiana Governor's Climate Initiative Task Force as well as with the Public Service Commission and other relevant stakeholders.
3. Webinars may be hosted to assist with the dissemination of the information to our utility partners and stakeholders.

Timeline: We expect to have a draft guidance document completed by the end of 2021, to solicit feedback from area utilities by Spring 2022, and to implement educational events and activities for utilities no later than Summer 2022.

A DELA Advisory Board meeting / convening is scheduled for September 2021. Subsequent subcommittee meetings will be scheduled by the advisory board at that time. It is anticipated that we will host preliminary meetings with utility stakeholders before the end of 2021.

Measuring the Effectiveness of our Program: Louisiana Clean Fuels will develop and track key metrics for the program. One example is to track volunteer hours for each committee meeting. In order to show the effectiveness of the program, a minimum hourly requirement will be established.

Examples of data to track are: One metric would be the number of Louisiana utilities that have EV incentives. Other data points and baseline data will be determined by the utility members of the DELA Advisory Board.

Task 1.4 - EV Charging Infrastructure Planning:

In this section of the DELA Plan, we will share our high-level views on infrastructure needs and issues, and in our final EV Infrastructure Plan document (to be published within the next year) we will take a deeper look into the following types of charging and discuss best practices for each:

- Fast charging on corridors
- Level two at destinations
- Local fast charging
- Local opportunity charging
- Residential charging
- Workplace charging

Today, the greatest need for accelerating the electric vehicle (EV) market is developing well-thought-out and effectively-placed EV charging. In surveys, consumers regularly cite lack of charging as the number one barrier to considering an EV purchase. Planning for EV charging at the community, metro region, state level, and between states should be guided by a set of best practices that consider the needs of individual EV owners, shared mobility services and other fleets.

Local, regional and state-level planners, who are an important part of the Drive Electric stakeholder base, should make use of increasingly sophisticated planning tools designed explicitly for estimating market needs for EV charging. The best-known among these is EVI-Pro and EVI Pro-Lite, developed by the National Renewable Energy Laboratory. Other experts have leveraged this platform to provide tools enabling even more sophisticated projections of how the market and EV charging needs will grow. Tools also can help planners understand how well-conceived investments to develop EV charging will accelerate the market and benefit motorists, clean mobility and all utility customers.

Charging Needs Overview: While most non-EV owners often believe that more on-street public charging is needed, for individual EV owners, charging at home is the best option. These level two home charging units are the most convenient and offer the lowest operating cost. Workplace charging can be a valuable secondary option and has proven to be a successful market accelerator. Level two rates of charge are preferred for both, but level one may work for some EV owners. Nearby public fast charging is a last resort option for individuals who can't currently charge at home or work. Convenient local fast charging is also needed for electrifying light duty shared mobility and delivery services.

Convenient fast charging on highway corridors and destinations is essential to increase EV adoption. People need their vehicles for out-of-town travel, regularly or occasionally, and if they can't charge when needed when traveling, most won't consider purchasing an EV. Planners in local governments, regional agencies and state governments need to coordinate efforts with a variety of stakeholders across all site types and charging levels.

Statewide Charging Corridors

Corridor charging facilities are on routes used by intercity travelers for trips that surpass their vehicle's comfortable battery range. Charging stops need to be quick, easy and convenient. Sites need to be safe, well-lit, reliably available 24 hour per day/7 days per week and offer comfortable and useful amenities. The planning process begins by identifying travel plazas and exits that offer plentiful and attractive sites with good consumer amenities and sufficient power supply.

FHWA guidance for corridor EV charging calls for at least one location every fifty miles. The guidance also requires that locations be within five miles of the highway and open most days and hours of the week. However, citing within a mile or so is strongly preferred as a best practice. The FHWA guidance does not address consumer amenities and safety; however, experience suggests these also are important factors.

Specifications for Corridor Charging: For longer ranges, new and future EVs locating fast charging every fifty miles is less important. However, this standard helps ensure that owners of older, lower range EVs can travel long distances. It also provides redundancy for all travelers. If one station is not available, the EV owner can continue to the next station along their route. Ideally, stations should include several charge points. At some exits, however, lack of power supply may be a limiting factor.

As battery capacities continue to evolve in new EVs, sites with multiple charge points offering high rates of charge – 350 kWh or even greater – will become increasingly desirable to and needed by consumers. Currently, many State EV plans and incentive programs require a minimum speed 195 kWh for fast chargers on interstate corridors; these sites will require sufficient grid power supply. EV drivers will be able to travel greater distances between stops, and vehicles will be able to accept higher rates of charge. Therefore, stations must offer more powerful charging options for modern EVs to keep on-route recharge times sufficiently low. Additionally, stations should install multiple chargers at high traffic locations to ensure drivers won't need to wait long for a charging port to open while also ensuring sufficient demand to recoup capital investments required for developing infrastructure. Finally, if possible, corridor sites should install a handful of level two ports to serve customers who want to make longer stops or for use in emergencies if DC fast chargers aren't operational.

Sites also need to offer reliable 24/7 access, comfort, safety and attractive amenities such as restrooms, places to buy food and/or beverages or shops. Planners need to focus on high-capacity, fast sites with redundant charging ports that meet the FHWA 50 miles or less interval standard. These sites should be equipped to provide a 150 kWh or greater rate or charge, be upgradable to at least 350 kWh in the future, but also be capable of throttling back to a 50-kWh rate for older EVs that can only handle the slower rate.

DELA Statewide Corridor Plan Improvement

LCF published its statewide charging recommendation in its 2019 DC Fast Charging Master Plan. The research conducted by our coalition was compiled and analyzed in order to inform our corridor infrastructure development efforts. The plan's maps can be found here.

The plan was developed in partnership with Sawatch Labs, who analyzed the state of our current charging infrastructure and found where we would need additional chargers to support distance travel in EVs. This analysis took into account both FHWA Corridor requirements as well as traffic patterns and owner needs. We polled current EV owners (using My Social Pinpoint) for feedback on where they felt a need for charging infrastructure; the polling tool allowed them to place a pin on a map of the state where they wanted charging stations.

Because the plan doesn't provide street-level recommendations, any location decisions based on the plan will need to take into account local partners. For those decisions, we will leverage our regional EV chapters, our utility partners, and any other local partners we have.

Gap Analysis and Plan Updates

The 2019 Master Plan maps pinpoint approximate locations where new charging stations are needed to both fill our designated FHWA Alternative Fuel Corridors for EVSE as well as to support long-distance travel in electric vehicles. As part of this program, LCF and the DELA team will utilize the AFDC Corridor mapping tools and corresponding station locator in order to update the corridor maps on a semi-annual basis. These tools can be found on the AFDC (https://afdc.energy.gov/stations#/corridors and https://afdc.energy.gov/corridors). When changes to the plan are indicated, the LDEQ should be notified. Updated shape files and maps will need to be compiled and sent to the LDEQ in order to inform future corridor nominations to the FHWA.

Regional EV Charging Plans: Our strategy to develop regional EV charging plans in Louisiana will rely heavily on our relationships with Metropolitan Planning Commissions in each Drive Electric chapter's territory. The Regional Planning Commissions across our state have in-house expertise and the necessary software to produce professional regional infrastructure plans tailored to their communities. The Drive Electric team will provide the MPOs with guidance and resources (such as shape files available on the AFDC) to produce plans that take into account current local EV adoption rates, EV market growth projections as well as existing infrastructure needs and traffic patterns.

Funding: The Drive Electric team and planners will work with policymakers, utilities and regulators to identify local sources of funding to improve our EV charging infrastructure, utilizing our existing relationship with the three major utilities in our state: Entergy, SWEPCO and Cleco. Federal grants and initiatives should also be watched closely in order to identify potential sources of funding to implement infrastructure plans developed under the DELA program.

DEI - More than just a tagline

Our team will make it a priority to be inclusive of underserved communities and include underrepresented groups during the planning process.

The team will:

- Utilize tools such as EJSCREEN (https://ejscreen.epa.gov/mapper/) to identify areas with multiple vulnerability factors that are social determinants of health and general well-being
- Design charging plans and seek out funding opportunities that will prioritize projects in Qualified Opportunity Zones (https://opportunityzones.hud.gov/resources/map) and underserved communities with little to no access to EVs
- Address inequalities in access to charging infrastructure by installing chargers in areas with little to no access to EVSE. Individuals living in underserved communities are disproportionately likely to live in residences (such as multi-unit dwellings) at which home charging is difficult or impossible to access.

Deliverables: The Drive Electric Louisiana team will produce state, regional, and community guidance documents that will support planning efforts by MPOs and state planning officials. The team will utilize DE-USA template and guidance documents produced by the PAC working group #4 in these efforts to ensure consistency throughout the program participants. The Drive Electric Louisiana advisory board will work with LCF staff to tailor these documents to fit the needs of our own state and communities. Before the first grant year is over, the DELA Advisory Board will have created working groups to begin working on tasks such as these. We anticipate that the DELA infrastructure planning documents should be completed by Q2 of 2022 with the help of one or more of these committees.

Y2 Tasks:

1. General EVSE Charging Plan framework will be completed
2. Statewide corridor gap analysis will be conducted twice a year to update our existing state corridor charging plan
3. Conduct at least one convening with a goal of engaging at least five communities

Y3 Tasks:

1. Conduct at least three community level gap analyses and create corresponding regional charging plans that make recommendations on priority EVSE needs and locations
2. Produce a guide for replication on EV planning at state, regional and local levels

Infrastructure Planning Tools: The EVI-Pro tool can be used to estimate the amount as well as the type of chargers that are needed within a certain area in order to support all electric vehicles that are in use in that area. Showing how many electric vehicles are on the road or are expected in the near future can be easily planned for and illustrated by using this tool.

Planning Activities and Events: Collaboration

The DELA team will collaborate with professional planners at MPOs and in state government whenever possible to direct the creation of the required state and regional plans. Charrettes that bring together community stakeholders and EV owners in an informal, hands-on workshop and infrastructure roundtable events that encourage collaboration between public and private entities are encouraged and will result in plans that are responsive to the needs of EV drivers today and into the future.

Measuring progress: Establishing a baseline status of the state and local charging infrastructure is critical for properly measuring the success of this program. The DELA advisory board will set goals on the number of charging stations we hope will be built by the end of the project period. As we progress through the project period, the DELA team will track changes in our charging infrastructure and thus measure the effectiveness of our activities in meeting these goals through the semi-annual gap analysis process.

Task 1.5 - State and Local Government Officials Education:

LCF will educate policymakers and other government officials on the benefits of electric vehicles. At the state level, we will do this with a focus on best practices for incentive programs for vehicles and infrastructure, state building codes, weights and measures issues for public EVSE, among others. At the local level, we will focus on guidance for charging in public rights of way, signage and parking enforcement, local building codes, government fleet electrification, planning and other issues.

Developing our internal guidance documents: The DELA Advisory Board is made up of members from all the different supply chain points including fleets, OEMS, electric vehicle supply equipment (EVSE) companies, universities, and state agencies. The Advisory Board will work together in order to personalize a Louisiana policymaker education plan based off of the guidance documents provided by the Drive Electric USA PAC WG #5.

It is anticipated that one of the initial meetings of the DELA Advisory Board in the fall of 2021 will set forth a schedule of sub-committee meetings to work on plans for each of the project areas, including policymaker education. Utilizing our relationship with the Louisiana Department of Natural Resources, our director's participation in the Transportation Sector Committee of the Governor's Climate Initiatives Task Force, and proximity to the capital, we will gather information to identify unique policy barriers, opportunities and priorities for policymaker education. Workshops, surveys and webinars may be employed to collect feedback from policymakers around the state.

Education & Outreach Plan: The policymaker education plan will be developed by the LCF director with guidance from key former and present elected officials as well as members of the current state administration by the end of December 2021. (Subtask 1.5.2)

Organizational Tools: We will utilize HubSpot to create an email campaign designed specifically for sending newsletters and event notifications to elected officials around the state. Separate lists will be maintained for statewide elected officials, state agencies, municipalities and planning institutions around the state. Targeted materials will be created for each group that speaks to the interests and needs of each individual group. (Subtask 1.5.3)

Initial Outreach Campaign: A month-long statewide education event will be planned during session in April of 2022 at the State Capitol. As part of this month-long outreach event, we will develop educational materials and create and launch a digital EV awareness campaign. This campaign will promote the event and recruit volunteers to participate in the month of outreach activities leading up to a "Day at the Capitol" in April 2022. Members of the Natural Resources, Ways and Means and the Senate Finance Committees will be targeted for in-person meetings with DELA members.

Measuring the Effectiveness of our Program: Key metrics will be developed and tracked. These metrics will include measures such as event participant satisfaction rates, email campaign open rates and event registration rates. Other strategies to measure the effectiveness of our education and outreach plan for State and Local Governments will include tracking EV-related legislation, policies and initiatives in Louisiana during the project period.

Task 1.6 - Dealer Engagement/Developing Certified Dealer Programs

LCF will develop an EV dealer engagement program and secure at least 2 dealerships in each chapter area. We will then build web-based platforms to help channel interested EV purchasers to preferred dealers.

Outreach and Education Plan: The EV Dealer Engagement Action Plan will expand our current network of stakeholders to include EV dealerships from all over the state. The Drive Electric coordinator and DELA team will collaborate with the Louisiana Automobile Dealers Association to determine what kind of education or materials are needed to support sales staff in our efforts to increase EV sales. Through direct engagement with our existing dealers, we can create program materials that will effectively support dealership sales teams and gather feedback from them before sharing with dealerships statewide. (Subtask 1.6.4)

Through close work with the Louisiana Automobile Dealers Association and online research, the DELA team will secure lists of auto dealers across the state. The Drive Electric coordinator and LCF staff will work with utility representatives in order to build trusting relationships with automotive dealerships that sell EVs. (Subtask 1.6.7 & 1.6.8)

The Drive Electric coordinator will work with Paretti Jaguar and Gerry Lane Chevrolet to create state-specific written materials for dealer education. These may be in the form of webinars or handouts to be shared during in-person sales staff training sessions (Subtask 1.6.6). Once we establish the parameters and a relationship with LADA, our hope is to start hosting workshops for LADA members and attending LADA association meetings.

Certified Dealer Program

LCF will develop a certified dealer program by early spring 2022. This program will showcase and provide additional exposure to dealerships across the state that sell and service electric vehicles. In order to qualify for this program, these dealerships should commit to keeping at least one EV in stock (allowances may be made in extreme situations where vehicle shortages may occur), have EV charging on their dealership property, and have licensed technicians who are trained to work on electric vehicles. Information about these preferred dealerships will be included on our website with live links to the dealership websites and information about the EV models available in our state. The certified dealership program will launch in Spring of 2022. (Subtask 1.6.5)

Measuring the Effectiveness of our Program: The DELA team will track metrics, record lessons learned, and collect best practices for the Playbook. We will accomplish this by conducting surveys of dealership staff and EV buyers in order to determine which materials are most effective. We will also track sales with dealerships we work with and compare them to the dealerships with whom we don't work. The baseline data will be our state's annual EV sales data for 2020. The DELA team will track annual EV sales across parishes and within individual dealerships that are part of the program and compare them to the sales performance of dealerships not in the program in order to track the program's effectiveness.

Task 1.7 - Fleet Engagement & EV Adoption:

Outreach and Education Plan: The Drive Electric initiative has a goal to engage over 50 fleets during the project period, of which a percentage of these fleets (goal to be determined) will deploy electric vehicles into their fleet by the end of the project period.

Tools: One resource we plan to utilize to begin our outreach efforts is Fleet Seek, which provides contact information and fleet information for hundreds of companies in Louisiana; this data will be used to compile a list of target fleets. When conducting outreach to these fleets, it is advised to include a representative from the local utility. Fleet interactions will be tracked in a shared Google Sheets document in order to keep our program on target. HubSpot is also an excellent tool for tracking fleet interactions and sharing newsletters and upcoming events with the target fleets.

Materials: The DELA team will pull together existing EV outreach materials and create new ones as needed to support fleet outreach activities. These materials should include EV/EVSE basics as well as information on incentives if available.

Fleet outreach can be conducted in a variety of ways, such as through workshops, webinars and one-on-one fleet meetings. Webinars are a great low-pressure way to establish the Drive Electric program's legitimacy and can help establish the organization as an expert. Follow-up with webinar attendees after the event is critical to continuing the conversation. Copies of the presentation, links to the recordings or a list of links and resources that may have been mentioned during the presentation are a great reason to reach back out to the attendees of one's events. After the initial follow-up and sharing of resources, a survey should be sent out to gauge their thoughts on how informative the event was and to gauge the success of the outreach efforts. When attempting to request a meeting with a fleet to discuss electric vehicles, leveraging existing relationships with one's utility partners is a great way to "get a foot in the door" of high-value target fleets.

Timeline:

By the fall of 2021, a list of target fleets will be compiled and contact information verified. The DELA team, including the utility rep for each fleet, will work together to determine which fleets are the highest priority. By March of 2022, a detailed fleet outreach plan will be drafted with implementation beginning immediately thereafter.

Measuring the Effectiveness of our Program: Post-event surveys and LCF's annual report will be the two best measures of our success at deploying EVs during the project period. Surveys will help us to continually improve our outreach offerings, and the annual report will show the increase in use of EVs by fleets in our territory.

About Drive Electric Louisiana

Drive Electric Louisiana is a program of Louisiana Clean Fuels under the umbrella of Drive Electric USA, a 14-state, DOE-funded project that is working to accelerate EV use.

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More information can be found at **www.DRIVEelectricUSA.org** and at **www.DRIVEelectricLA.org**.

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