REPLICATION PLAYBOOK

Building New EV Foundations

Forty-two Summaries from the DRIVE Electric USA Project on Building Statewide Drive Electric Initiatives, and Attacking Barriers to EV Adoption
To learn more about this project - now turned into a program - and its continued efforts to build more transportation electrification partnerships across the U.S., visit the website:

www.DRIVEElectricUSA.org

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Photos on the cover appear courtesy of (clockwise from the top right): Louisiana Clean Fuels Coalition; Clean Cities Georgia; Dan Hope, Memphis Light, Gas and Water; Knoxville Electric Vehicle Association.
The states shown in brighter colors participated in the initial project DRIVE Electric USA (DEUSA, for short). The states in striped gray are participating in the next version of the project, DEUSA2.

THANK YOU participating state partnerships!

... and MORE TO COME in the DEUSA2 Project!
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Purpose & Contents of this Replication Playbook

The purpose of this Replication Playbook is to highlight successful work completed by the DRIVE Electric USA partner states and their leadership teams in addressing the project’s seven categories of barriers to electric vehicle (EV) adoption – or “Priority Areas” (PAs) as we called them in the project. The PA numbers and the higher-order goal of the tasks and subtasks that every state tackled can be seen just below.

A background and summary of the project is provided first, followed by a series of short summaries (usually 3-7 pages) that are sorted by the Priority Areas and provide many photos and images that document the work. The PAs are presented in the order we addressed them in the project.

Project Background

In early 2020, staff from East Tennessee Clean Fuels (ETCF) and Clean Fuels Ohio (CFO) opined, “What if we could get a significant number of largely flyover states together to share in developing plans for building effective Drive Electric programs in all our states?” That question turned into the “DRIVE (Developing Replicable, Innovative Variants for Engagement) for EVs in the USA” proposal that was selected and awarded by the U.S. Department of Energy in the summer of 2020. The project name was shortened to “DRIVE Electric USA” to make an easier-to-say and more memorable title, and project staff and some partners call it “DEUSA” for faster reference. The project has comprised various stakeholders, including Clean Cities & Communities Coalitions from fourteen states and a diverse set of other committed partners dedicated to raising awareness and adopting EVs in their states.

The heart of the Drive Electric USA concept was for the Clean Cities & Communities Coalitions in each state to assemble a group of known and unknown partners around developing a state-based “drive electric” program in their state. Some would be expansions of current efforts, but the majority would work on developing entirely new efforts/initiatives/programs. Each initiative would be comprehensive, housing all elements needed to advance transportation electrification throughout their state. These became our Priority Areas of work, and there were seven.

PA 1. Create and strengthen statewide, branded EV initiatives – convene and build a diverse, broad, active, coordinated stakeholder program
PA 2. Educate consumers through grassroots education initiatives and create local grassroots EV chapters filled with community-based EV enthusiasts
PA 3. Build relationships with utilities of all types and utility regulators towards developing working partnerships in their territories, and review and build incentives & investment opportunities
PA 4. Conduct EV infrastructure planning for corridors and urban & rural areas and consider disadvantaged and limited income communities
PA 5. Educate local and state government officials
PA 6. Create statewide “preferred” or “certified” EV dealer programs
PA 7. Facilitate EV deployments in a variety of fleet types, settings (e.g., urban and rural), and vehicle sizes

We decided to broadly engage a comprehensive collection of EV and EVSE experts and stakeholders through a Project Advisory Group composed of what ended up being over 60 people and organized them into seven
Working Groups, one for each Priority Area. In most states, Clean Cities Coalitions led these discussions; partners and experts were the discussion leaders in a few states.

We believed our concept was powerful for many reasons, including the following:

1. **Comprehensive & Collaborative Nature of State-Based Initiatives**: Many industries and national nonprofit groups were doing EV-related work, but to us, these seemed piecemeal. Our vision was to bring all essential elements together and facilitate collaboration among key stakeholders – utilities, fleets, dealers, consumers, policymakers, and others – all working under a state-centered umbrella.

2. **State-Level Organization**: Organizing and collaborating at this level tied in state policymakers and officials and even facilitated grassroots groups showing unity across and under the state name, among other benefits.

3. **Multi-state Collaboration and Flexibility**: As U.S. Supreme Court Justice Louis Brandeis wrote, states are the “laboratories of democracy.” This should include being laboratories of transportation, electrification, experimentation, and sharing. Rather than a top-down national effort dictating solutions and approaches that might work in some places but not others, state initiatives were free to choose approaches within each PA that might work best for them. Then, state partnerships could better share and replicate their best practices.

This final strength, especially, played to the general Clean Cities & Communities core competencies and powerful theory of change. Indeed, it is hard to imagine any other entity with national scope being able to execute such a dynamic and comprehensive initiative other than Clean Cities at the ground level.

The DEUSA initiative provided funding and guidance to state partnerships to help them fully build their own statewide “Drive Electric” programs. The initiative aims to break down barriers to accelerating EV education and awareness, engagement, and adoption. We used our states as great and dissimilar examples of how to build statewide, successful efforts to accelerate the purchase and use of EVs of all sizes by general citizens and fleets.

To accomplish this entity-development goal, tasks were grouped into the seven Priority Areas and split between the project’s three years. State initiative leaders and implementers educated consumers, utilities, utility regulators, and government officials; engaged auto dealers and fleet leaders; conducted EV infrastructure planning; and developed local EV chapters. **This is specifically what is contained in this Replication Playbook – multiple stories from each state initiative on their successes, including discussions on outputs and outcomes and lessons learned.**

Fast forward to 2023, where we secured additional funding to create the “DEUSA2” project that added another 12 states and the District of Columbia to the original 14 for a new total of 27. The new states will undertake tasks to drive engagement across our Priority Areas (our pillars of barrier busting) and towards developing statewide initiatives/partnerships. DEUSA2 serves as the first implementation of the Replication Playbook, with some tweaks to the initial subtasks and updated metrics to meet Justice40 metrics as outlined in the Biden Administration’s Executive Order 14008.

This Replication Playbook is for anyone interested in working to develop a statewide, branded Drive Electric initiative. What follows is a) the Summary by PA and then b) 42 project stories.
Priority Area 1: Build Statewide Branded EV Programs

Tasks & Subtasks
Priority Area 1: "Create and strengthen statewide, branded EV initiatives" focuses on the foundational efforts to establish and enhance robust, branded electric vehicle (EV) initiatives within states that are all-inclusive. This section outlines a strategic approach involving extensive stakeholder collaboration, digital engagement, and outreach efforts, all quantitatively framed to measure success and impact.

Strategic Development of Statewide EV Initiatives
Central to this Priority Area is formulating a statewide DRIVE Electric Initiative plan. Utilizing a specific template, this plan is crafted to detail branding and marketing strategies, establish grassroots chapters, and engage critical stakeholders, including consumers, dealers, fleets, utilities, government officials, and policymakers. A significant aspect of this strategy is its ambitious outreach goal: for each initiative to generate at least 100,000 impressions within three years. This target underscores the initiative's commitment to widespread awareness and adoption of EVs through a coordinated and recognizable statewide branding effort.

Building a Branded Digital Presence
Creating a branded web platform for the statewide DRIVE Electric initiative represents a critical digital strategy. Each website should be designed as an information hub and a central tool for engaging key audiences and disseminating resources to foster stakeholder participation. The initiative sets clear quantitative goals for digital engagement, aiming to document at least 500 social media engagements and generate 100,000 media impressions. These metrics serve as benchmarks for the platform's success in amplifying the reach and influence of the statewide EV initiative. Links to each state's initiative website are listed below.

- Alabama
- Georgia
- Missouri
- Pennsylvania
- Virginia
- Colorado
- Kansas
- North Carolina
- Tennessee
- Wisconsin
- Florida
- Louisiana
- Ohio
- Utah
- Virginia

Engaging Stakeholders and Ensuring Sustainability
The initiative places a high value on stakeholder feedback, establishing processes to gather insights and host major stakeholder feedback events and loops. This approach ensures that the initiative remains in touch with the needs and suggestions of its diverse stakeholders, enhancing its effectiveness and relevance. Moreover, developing a detailed funding plan for sustaining each state's DRIVE Electric initiative beyond the grant performance period is critical. Their funding plan will outline potential funding sources, including public grants, private foundations, corporate sponsorships, and revenue opportunities, highlighting the initiative's commitment to long-term impact and sustainability.

Amplified Outreach and Marketing Efforts
Outreach and marketing are significant elements of this Priority Area, with a strategic push to broaden the initiative's visibility and engagement. As noted previously, each state’s plan includes ambitious goals to document at least 500 social media engagements and 100,000 media impressions over three years, demonstrating a proactive approach to outreach. Notably, these targets are set with an understanding of the
cumulative impact required to significantly elevate the statewide initiative's profile to a diverse and broad audience.

Priority Area 1 integrates strategic planning, stakeholder engagement, digital innovation, and targeted outreach, all underpinned by specific quantitative goals.

Table of Tasks and Subtasks Across the Three Project Years

<table>
<thead>
<tr>
<th>Task</th>
<th>Description &amp; Qualitative Goals</th>
<th>Quantitative Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1-A</td>
<td>Create a statewide DRIVE Electric Initiative plan detailing branding and marketing strategies, grassroots chapters, stakeholder engagement, and outreach.</td>
<td>Generate 100,000 impressions in three years.</td>
</tr>
<tr>
<td>1.1-B</td>
<td>Develop a branded web platform for the statewide DRIVE ELECTRIC initiative, including program information, engagement strategies, and resources.</td>
<td>Document 100 social media engagements and generate 20,000 media impressions.</td>
</tr>
<tr>
<td>1.1-C</td>
<td>Establish a process for soliciting stakeholder feedback and host at least one feedback event.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.1-A</td>
<td>Draft a detailed state DRIVE ELECTRIC initiative funding plan describing various funding sources for post-grant sustainability.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.1-B</td>
<td>Conduct outreach and marketing for the statewide DRIVE ELECTRIC initiative.</td>
<td>Document 200 social media engagements and generate 40,000 media impressions.</td>
</tr>
<tr>
<td>3.1-A</td>
<td>Enhance outreach and marketing efforts for statewide DRIVE ELECTRIC initiatives to broaden visibility.</td>
<td>Document 200 social media engagements and generate 40,000 media impressions.</td>
</tr>
</tbody>
</table>

In every table in this summary, the task numbering means the following: first number references the year of the project (year 1, 2, or 3), the second number references the Priority Area, and the final letter indicates the subtask within those confines (year and Priority Area).

Individual State Stories from PA1 Included in this Playbook

Drive Electric Alabama
The Drive Electric Alabama (DEA) initiative, managed by the Alabama Clean Fuels Coalition, exemplifies Priority Area 1’s goal to create and enhance statewide, branded EV initiatives, utilizing strategic collaborations with stakeholders like the Alabama Department of Economic and Community Affairs, utilities, and the automotive industry. DEA’s comprehensive strategy, focused on a statewide EV initiative plan, incorporates branding, excellent marketing efforts, grassroots chapter development, and key stakeholder engagement. Central to DEA’s approach is a website designed to serve as an information hub and engagement tool. Stakeholder feedback and a detailed funding plan were integral to ensuring DEA’s relevance and sustainability, aiming for a measurable impact on EV adoption through a proactive outreach strategy that seeks to document substantial social media and media impressions, aligning with the Priority Area’s objectives for a strategic, measurable approach to promoting EV adoption statewide.
Drive Electric Colorado
Drive Electric Colorado was initiated on October 1, 2018, by Drive Clean Colorado. The initiative collaborates with diverse stakeholders, including the Colorado Energy Office and other state departments, EV clubs, utilities, and dealerships, to implement a strategy encompassing leadership development, consumer education through a Volunteer EV Coach program, utility partnerships, and a Featured Dealership program. It also includes efforts to engage with local governments on EV education and infrastructure planning, emphasizing inclusivity. A key aspect of DEC’s approach involves securing sustainable funding sources and offering consumer coaching to connect prospective EV owners with knowledgeable individuals. The initiative has expanded to strengthen numerous local chapters and enhance its digital presence to reach and engage its target audience effectively.

Drive Electric Georgia
The Drive Electric Georgia initiative, managed by Clean Cities Georgia, aligns with Priority Area 1’s focus on creating and strengthening statewide, branded EV initiatives. This effort involved developing a comprehensive strategy to enhance EV awareness and adoption through a unified brand, digital engagement, and extensive outreach, underscored by forming a robust online platform and active social media presence. In partnership with Electrify America and neighboring state organizations, the initiative engaged in an extensive digital and traditional media campaign, generating unprecedented consumer engagement and awareness about EVs (and setting discussions about shifting focus to streaming TV ads with future funding).

Drive Electric Louisiana
The Drive Electric Louisiana (DELA) initiative was orchestrated by the Louisiana Clean Fuels Coalition (LCFC) and supported by partners like Cleco and Entergy (electric utilities). In a challenging context marked by a robust oil and gas industry presence and the expiration of EV incentives, DELA established a cohesive branding strategy, launched an informative website targeting diverse audiences such as dealerships, fleets, and the general public, and capitalized on social media to widen its reach. An advisory board comprising a wide range of stakeholders – including state agencies, utility representatives, aligned national nonprofits, and EV owners – guided the initiative’s strategic direction, underlining the importance of multi-stakeholder engagement in PA1. Through community-centric events and a robust digital presence, DELA significantly increased public awareness and drove EV registrations up by 147%, demonstrating the impact of strategic branding, stakeholder collaboration, and targeted outreach within a traditionally challenging market.

Drive Electric Tennessee
The Drive Electric Tennessee (DET) initiative, which the East Tennessee Clean Fuels Coalition administers alongside numerous partners, illustrates a structured approach to boosting EV adoption in Tennessee. In partnership with key stakeholders such as the Tennessee Valley Authority, state departments, local power companies, and educational institutions, DET has strengthened its leadership, developed local chapters for community outreach, and initiated the now-annual "Momentum Summit" for convening stakeholders for in-person engagement. The efforts included the execution of a statewide EV plan that outlines objectives for marketing, stakeholder engagement, policy work, and infrastructure development. A pivotal element of DET’s strategy is its Executive Committee, which oversees
the initiative's direction, reflecting the priority area's emphasis on stakeholder feedback and inclusivity. Furthermore, DET's focus on securing diverse funding sources and engaging with electric utilities and dealerships through programs like the "Preferred EV Dealership" system showcases a comprehensive approach to stakeholder engagement and infrastructure planning.

**Summary Lessons Learned and Best Practices**

For Priority Area 1, "Create and strengthen statewide, branded EV initiatives," insights from Alabama, Colorado, Georgia, Louisiana, and Tennessee offer a variety of lessons learned and best practices. These reflections are invaluable for replicating success in other states or initiatives that promote EV adoption. Here's a narrative synthesis of their advice.

**Collaboration and Leadership Engagement**

From Alabama’s and Louisiana’s experience, collaboration emerges as a critical success factor, including creating a unified voice and involving various stakeholders from the start has been pivotal. This includes state leaders such as governors and legislators, emphasizing the power of informed leadership in driving the initiative forward. Engaging these leaders with data and clear communication enhances their ability to advocate for EV adoption effectively.

**Goal Clarity and Chapter Needs**

Having a clear set of goals and being willing to adjust strategies based on feedback is essential. This adaptive approach ensures the initiative remains focused and impactful. Alabama’s and Tennessee’s experiences also highlight the challenges of chapter development, pointing out the need for organizational support and appreciation for volunteer leaders, who are fundamental in community building and event organization.

**Funding Strategies and Digital Presence**

Colorado’s strategy underscores the importance of contacting EV clubs, volunteers, and municipalities and developing funding strategies tailored to stakeholders like utilities and dealerships. A strong digital presence is also essential as a foundational tool for engagement, information dissemination, and stakeholder connection.

**Effective Messaging and Media Strategies**

Georgia shares insights into the effectiveness of meaningful messaging and the strategic use of media. Utilizing state-based broadcasters associations and partnering with neighboring states can amplify the initiative’s reach. However, the experience suggests reassessing specific tactics like webinars and television ads to favor more contemporary media consumption habits, such as social media, to engage younger audiences more effectively.

**Environmentally Conscious Promotional Strategies**

Louisiana’s initiative reveals the importance of aligning promotional items with environmental goals, opting for recyclable air fresheners that are useful and relevant to the automotive context. The physical presentation at events, through tents and banners, has also attracted more interest, underscoring the value of visually engaging setups.

**Diverse Leadership and Coalition Building**

Tennessee highlights the benefits of a diverse leadership team and the significance of state department or legislative support. Like Alabama, the emphasis on goal-oriented efforts and the challenges of chapter
development are echoed. The state’s experience highlights the importance of passionate and committed participants for successful coalition building and event organization.

These lessons learned, as well as best practices from various states, emphasize the importance of collaborative approaches, clear and adaptable goals, strategic funding development and media use, environmentally conscious promotions, and the cultivation of passionate leadership and community. These insights form a blueprint for replicating success in the development of statewide branded EV programs, offering a roadmap for other states and initiatives looking to accelerate EV adoption.
Priority Area 2: Consumer Education

Tasks & Subtasks
Priority Area 2: “Each state will educate at least 1,000 consumers through grassroots education initiatives, and create at least two local grassroots EV chapters” focuses on direct engagement and education of consumers about EVs, a critical step in accelerating EV adoption in any state. Through in-person events and grassroots advocacy, each state initiative commits to educating consumers and mobilizing community support for EVs.

Grassroots Mobilization, Consumer Education, and Chapter Development
A cornerstone of this priority area is the establishment of at least two consumer grassroots “Drive Electric” initiative chapters in each state. These chapters are pivotal in mobilizing EV owner-ambassadors and advocates, creating a localized network of enthusiasm and support for EVs. Through these chapters, the initiative seeks to directly educate at least 1,000 consumers, employing tactics such as EV Ride & Drives (R&Ds) and other engaging educational activities. This grassroots approach ensures that consumer education is widespread and tailored to different communities' unique contexts.

Building an Engaged Community
Recruitment of EV owner-ambassadors and advocates into each chapter and the chapter’s leadership team is crucial, ensuring that a diverse and active membership roster can effectively carry out consumer outreach and educational activities throughout the year. Establishing clear leadership within these chapters through Consumer Chapter Leaders or Co-Chairs and convening regularly scheduled internal meetings sets a solid foundation for organized and impactful consumer engagement efforts.

Documenting Engagement and Analyzing Impact
Each chapter is tasked with hosting EV consumer outreach and education activities, with specific goals for direct consumer engagements—200 in the first year, increasing to 400 in each of the two subsequent years (total of 1,000 over the three project years). This incremental approach highlights the initiative’s aim to expand its reach and deepen its impact over time. Documenting these engagements provides tangible evidence of the initiative’s effectiveness in connecting with consumers and advancing EV education.

To complement the direct engagement efforts, each chapter completes a written report on their activities and outcomes for the year. These reports, structured around a provided template, offer valuable insights into the strategies employed, the successes achieved, and the lessons learned, enabling continuous improvement of consumer education efforts.

Stakeholder Feedback and Coordination
In addition to consumer education, the initiative emphasizes the importance of stakeholder feedback, hosting convenings to gather insights and suggestions from a broad range of participants. This feedback mechanism ensures that the initiative remains responsive to the needs and perspectives of the community it serves. Additionally, the one required stakeholder meeting should be a jumping-off point for establishing a Steering or Executive Committee and beginning the development of multiple working groups that will meet on-going (even if virtual) to address the most important EV-adoption barriers in their state.
A unique component of the initiative's third year is the meeting with representatives from DEUSA project leaders to highlight new chapter operating areas on a national map. This step signifies the expansion and recognition of the grassroots chapters' contributions to the broader EV adoption movement.

Priority Area 2's multifaceted approach to consumer education – grounded in grassroots mobilization, direct engagement, and developing a continuous-feedback loop – lays the groundwork and the potential to build a knowledgeable and enthusiastic base of EV supporters. By documenting and analyzing these efforts, the initiative can demonstrate its progress, refine its strategies, and celebrate its successes in becoming a force to be reckoned with that fosters a more sustainable transportation future.

Table of Tasks and Subtasks Across the Three Project Years

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Quantitative Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2-A</td>
<td>Identify and create at least two consumer grassroots DRIVE ELECTRIC initiative chapters focused on mobilizing EV owner-ambassadors.</td>
<td>N/A</td>
</tr>
<tr>
<td>1.2-B</td>
<td>Recruit EV owner-ambassadors into each chapter, establish an active membership roster—and host at least one formal convening.</td>
<td>N/A</td>
</tr>
<tr>
<td>1.2-C</td>
<td>Host EV consumer outreach and education activities.</td>
<td>Document direct engagements with at least 200 consumers.</td>
</tr>
<tr>
<td>1.2-D</td>
<td>Complete a written report on overall chapter activities/outcomes for the year.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.2-A</td>
<td>Host additional EV Consumer outreach and education activities.</td>
<td>Document direct engagements with at least 400 consumers.</td>
</tr>
<tr>
<td>2.2-B</td>
<td>Complete another written report on overall chapter activities and outcomes for the year.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.2-C</td>
<td>Host at least one stakeholder feedback convening.</td>
<td>N/A</td>
</tr>
<tr>
<td>3.2-A</td>
<td>Continue hosting EV Consumer outreach and education activities.</td>
<td>Document direct engagements with at least 400 consumers.</td>
</tr>
<tr>
<td>3.2-B</td>
<td>Meet with Jonathan or Jenni in ETCF to highlight new chapter counties on the U.S. map.</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Individual State Stories from PA2 Included in this Playbook

Drive Electric Alabama
The Drive Electric Alabama initiative aimed to increase EV adoption through consumer education and the establishment of grassroots EV chapters under the guidance of the Alabama Clean Fuels Coalition and in collaboration with state agencies, educational institutions, and utilities. Launched with the endorsement of Governor Kay Ivey to leverage the state's automotive manufacturing strengths, DEA focused on creating local chapters in significant population centers (to begin) to increase direct engagement and educate the public on EV benefits. These efforts included organizing events to provide hands-on experiences with EVs, recruiting EV owner-ambassadors to spearhead education efforts, and using traditional and digital media to extend outreach effectively. The initiative set incremental goals for direct consumer interactions and documented engagements. It analyzed impacts to expand its reach and deepen its impact over time, demonstrating a
structured and impactful approach to fostering a supportive environment for EV adoption in line with Priority Area 2’s goals.

**Electrify Kansas**
The Electrify Kansas initiative, organized by the Kansas City Regional Clean Cities Coalition (which is housed in the Metropolitan Energy Center [MEC]) and Evergy (electric IOU), focused on a consumer Ride & Drive event to educate the public on EVs. This initiative aimed to reduce barriers to EV adoption by allowing over 400 attendees to test and learn about various EV models from manufacturers like Tesla, Ford, and others showcased in concert with the Mid-America Electric Auto Association, including EVs like the Volkswagen ID.4, Rivian R1T, and Ford F-150 Lightning. The event featured local dealerships and EV enthusiasts, allowing potential EV owners to explore and understand EVs’ benefits and ownership experiences. Additionally, Evergy highlighted their $500 rebate program for home EVSE installations, promoting the practicality of EV adoption. The event’s success was evident in the attendees’ deep engagement, many of whom spent extensive time at the event exploring different EV models and interacting with dealerships, indicating a strong interest in informed EV purchasing. This direct-consumer engagement model of educating consumers through grassroots initiatives and creating local EV chapters to accelerate EV adoption demonstrated an effective strategy in promoting sustainable mobility and reducing transportation emissions.

**Electrify Missouri**
At GroveFest in St. Louis, Electrify Missouri (managed by St. Louis Regional Clean Cities with assistance from MEC), alongside utility partner Ameren, showcases EVs such as Ford Lightnings and Rivians, engaging over 500 attendees in discussions about sustainable transportation. The event was notable for its interactive exhibits, including a remote-controlled EV Bentley, which attracted attention from both adults and children. Strategic collaboration with Ameren and placement on Main Street maximized the booth’s impact, leading to over 80 inquiries about EV adoption and the distribution of 200+ pamphlets detailing EV benefits and incentives. The success of this event underlines key strategies for increasing EV awareness: strategic location, partnerships for credibility and reach, and interactive elements to engage a broad audience. These efforts align with Priority Area 2’s goals to educate consumers through direct engagement, demonstrating effective practices for promoting electric mobility and transitioning towards more sustainable transportation.

**Plug-in NC**
In North Carolina, the collaborative efforts of the three U.S. DOE Clean Cities programs (led in the project by Triangle Clean Cities) and Plug-in NC have significantly contributed to expanding grassroots EV education and adoption by supporting and broadening local EV chapters, an initiative dating back to 2011. The involvement of the Land-of-Sky Clean Vehicles Coalition (based out of Asheville) and the Centralina Clean Fuels Coalition (based out of Charlotte) has been instrumental in not only reinforcing the network of EV enthusiasts but also in extending the initiative’s reach into previously underserved regions, particularly evident in eastern North Carolina’s growing EV interest and ownership. This expansion effort is further enriched through innovative engagement strategies, like the partnership with Carolina Country magazine to promote EV-friendly travel destinations across the state, thereby showcasing the practical appeal of EVs to a broader audience. The
successful partnership with various chapters, such as the Blue Ridge EV Club and the Charlotte Electric Vehicle Association, highlights the effectiveness of creating a vibrant, well-informed EV community as a catalyst for regional EV adoption. Key to the initiative's success has been the focus on personal engagement for chapter growth, ensuring inclusivity in chapter activities, and establishing a robust organizational structure tailored to meet the diverse needs of different communities. These strategic approaches underline the importance of localized, grassroots efforts in propelling North Carolina towards a more sustainable, electric-powered transportation future.

**Drive Electric Tennessee**

Drive Electric Tennessee (DET) capitalized on the Drive Electric USA project to significantly enhance EV education and adoption across the state by strategically expanding and developing localized chapters. Leveraging the foundational work of the Knoxville Electric Vehicle Association, DET set an ambitious plan to form over ten chapters across the entire state, focusing on engaging communities, local governments, dealerships, and fleets to illustrate the advantages of electric mobility. Through recruiting enthusiastic co-chairs and fostering vital local stakeholder relationships, DET orchestrated educational and interactive events to foster direct community interactions with EVs. A pivotal aspect of this initiative was the creation of a "Chapter Launch Kit," providing essential resources for event organization, community engagement, and social media utilization, coupled with customized branding materials to establish a pronounced community presence. DET’s inclusive strategy aimed to engage diverse communities, evident in establishing chapters such as Drive Electric Appalachian Highlands, Drive Electric Scenic City, and Drive Electric Nashville, which collectively enhanced statewide EV awareness and adoption. These efforts culminated in numerous impactful events that directly connected citizens with EVs, demystifying electric mobility and underscoring its benefits while fostering a collaborative network among chapters for sharing resources and support.

**Drive Electric Virginia**

Virginia Clean Cities (VCC) has significantly contributed to the growth of DRIVE Electric Virginia (DEVA) chapters, utilizing Drive Electric USA resources to spread EV education and outreach throughout Virginia. Building on the models set by Drive Electric Richmond and the Electric Vehicle Association of Greater Washington DC, VCC expanded into the Tidewater, Shenandoah Valley, and Roanoke areas of Virginia, forming a network of regional chapters to advocate for electric mobility. These chapters – led by local EV enthusiasts and stakeholders – act as potent advocates for electric mobility, emphasizing community-led initiatives for a more impactful message on electric driving. Key strategies included identifying leadership teams within each region and ensuring inclusivity and broad community representation. Sustainable funding sources, management of active working groups, and transitioning leadership roles to community members have been critical for the initiative's growth. With three fully developed chapters, DEVA has significantly impacted EV adoption in Virginia, particularly in rural areas, fostering a strong community among EV enthusiasts. Regular virtual meetings and collaborative events have enabled sharing best practices and mutual support, amplifying the drive electric message across the state. This effort demonstrates VCC's commitment to accelerating EV adoption through community engagement and education.
Summary Lessons Learned and Best Practices

For Priority Area 2, "Educate at least 14,000 consumers through grassroots education initiatives, and create local grassroots EV chapters," states like Kansas, Missouri, North Carolina, Tennessee, and Virginia share a wealth of experience in effectively educating consumers about electric vehicles (EVs). Their strategies, from event planning to community building, underscore the multifaceted approach needed to foster EV awareness and adoption. Here's a narrative synthesis of their advice:

Effective Event Planning and Engagement

Kansas's success with Ride & Drive events highlights the importance of strategic outreach. By leveraging networks interested in sustainability and utilizing scheduled time slots, they managed a smooth and successful event, allowing over 400 participants to experience EVs directly. Missouri emphasizes strategic placement, collaborative efforts, interactive elements, and appealing activities as crucial to maximum engagement. Their partnership with utilities like Ameren and creative approaches like remote-controlled EVs and raffles helped captivate diverse audiences, resulting in a transformative and intergenerational impact on EV awareness.

Building and Sustaining Community Support

North Carolina's insights focus on the time and dedication required to build relationships and engage individuals one-on-one. They advocate for inclusivity from the start and the development of a strong foundation for each chapter, recognizing the uniqueness of every community and individual involved. Tennessee and Virginia agree that chapter development is akin to coalition building, requiring passionate participants and a strong, collaborative leadership team. Regular meetings, sharing of experiences, and leveraging established EV groups are essential for fostering camaraderie and sustainable growth within the chapters. Tennessee also suggests expanding the core management team over time to support more significant events and broader initiatives.

Volunteer Engagement and Event Planning

Virginia's approach of building upon existing EV groups and engaging volunteers, particularly retirees, for event participation emphasizes the value of community resources. Regular meetings with EV clubs throughout the year keep momentum and facilitate planning for significant events, such as Earth Day and National Drive Electric Week (NDEW).

These states demonstrate that consumer education on EVs requires a blend of well-organized events, strategic partnerships, effective marketing, and inclusivity. By adopting best practices such as strategic event planning, engaging storytelling, leveraging existing networks, and fostering a supportive community, initiatives can effectively educate and encourage consumers to embrace electric vehicles. This multifaceted approach educates consumers and builds a foundation for sustained EV adoption and community advocacy.
Priority Area 3: Utility and Regulator Engagement

Tasks & Subtasks
Priority Area 3, "Build relationships with utilities of all types and utility regulators and build relationships, incentives, and investment opportunities," is crucial for fostering a supportive environment for the widespread adoption of EVs and related infrastructure. This area focuses on building partnerships with and educating key utility and regulatory bodies to ensure they are informed and supportive of the transition toward electrified transportation. The initiative emphasizes collaboration, leveraging evolving best practices and tailoring approaches to meet unique state-specific challenges.

Identifying and Engaging Key Stakeholders
A foundational step in this priority area involves identifying each state's primary utility service providers and regulators, including investor-owned, municipal, and cooperative utilities. It's essential to pinpoint the key personnel within these organizations who play a crucial role in facilitating successful EV and Electric Vehicle Supply Equipment (EVSE) deployments. Establishing these connections lays the groundwork for ongoing dialogue and collaboration.

Hosting Convenings for Collaboration and Education
The initiative mandates the organization of at least two convenings annually with utilities and/or regulators, aiming to foster a collaborative environment. These convenings serve as platforms to share knowledge, discuss challenges, and explore opportunities for accelerating initiative-utility relationships towards the deployment of EVs and EVSE. Documenting these engagements provides a record of the discussions and outcomes, to improve select strategies over time.

Developing and Disseminating Best Practices
A significant task involves tailoring a general utility engagement best practice framework to create state-specific educational materials on EV and EVSE best practices. These materials are designed to educate utility and regulatory officials, providing them with the necessary knowledge and tools to support transportation electrification effectively. Creating these materials acknowledges the diverse landscapes of utility and regulatory contexts across states, ensuring the information is relevant and actionable.

Ongoing Engagement and Education
Continuing the pattern established in the first year, the initiative commits to holding at least two additional convenings with utilities and regulators each subsequent year. These ongoing efforts underscore the importance of maintaining an open line of communication in new utility relationships and working collaboratively towards common goals. By doing so, the initiative aims to solidify the ongoing support of utilities and regulators, recognizing their vital role within such an initiative.

Priority Area 3's "Utility and Regulator Engagement" approach emphasizes strategic identification and engagement of key stakeholders, collaborative convenings, and developing and disseminating tailored educational materials. These efforts aim to ensure that utilities and regulators are well-informed partners in the mission to accelerate the adoption of EVs and the development of necessary charging infrastructure, recognizing the shared benefits of transportation electrification for all stakeholders.
Table of Tasks and Subtasks Across the Three Project Years

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<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Quantitative Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.3-A</td>
<td>Identify your state's main utility service providers and regulators, including key personnel at each organization necessary for successful EV and EVSE deployments.</td>
<td>N/A</td>
</tr>
<tr>
<td>1.3-B</td>
<td>Hold at least two convenings with utilities and regulators and document engagements.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.3-A</td>
<td>Repeat holding at least two convenings with utilities and regulators for the year, documenting engagements.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.3-B</td>
<td>Tailor general Utility engagement best practice framework to create state-specific EV and EVSE best practices education materials for Utility and Regulatory officials.</td>
<td>N/A</td>
</tr>
<tr>
<td>3.3-A</td>
<td>Continue to hold at least two convenings with utilities and regulators annually, documenting engagements.</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Individual State Stories from PA3 Included in this Playbook

Drive Electric Colorado
Drive Electric Colorado's collaboration with Xcel Energy at the 2023 Denver Auto Show exemplifies effective engagement with utilities. This partnership facilitated an EV Ride & Drive event, showcasing nine vehicles from local dealerships and Xcel Energy’s network, and emphasized the importance of utility partnerships in EV advocacy. The event's success, with 1,160 Ride & Drives and 44% of participants driving an EV for the first time, highlight how utility partnerships can help accelerate consumer education on EVs and available incentives. The proactive planning, innovative registration software, and comprehensive pre- and post-test drive surveys underscore best practices in utility collaboration and event organization. This initiative enhanced public EV awareness and knowledge. It positioned Drive Electric Colorado – with Xcel’s partnership – as a key player in EV education, reflecting Priority Area 3’s goal of fostering utility engagement.

Electrify Kansas
The Electrify Kansas initiative, in partnership with Evergy and the Electric League of Missouri and Kansas, effectively utilized a Commercial Ride & Drive event at the Energy Forum to educate fleet personnel and utility regulators about EV electrification, aligning with Priority Area 3's focus on engaging with utilities and regulators to build incentives and investment opportunities. This event showcased a variety of EVs, including Class 7 and Class 8 models like the Nikola Semi and XOS step van, alongside light-duty vehicles such as the Ford F150 Lightning and Volkswagen ID4, emphasizing the diversity and potential of fleet electrification. With over 400 participants, including sustainability managers and developers, the event combined hands-on driving experiences with educational sessions on electrification planning, deployment, and funding opportunities, highlighting best practices in EV adoption for fleets. This initiative demonstrated the importance of utility collaboration in promoting electrification, offering attendees valuable insights into the latest in fleet electrification and fostering discussions that could lead to increased EV uptake within their organizations, thus contributing to the broader goal of transitioning towards more sustainable transportation solutions.

Electrify Missouri
The "Empowering Leadership for an Electrified Clayton" event, hosted by Electrify Missouri in partnership with Ameren, aimed to educate Clayton's community leaders on electric mobility, aligning with Priority Area 3's objectives to engage utilities and regulators in supporting EV adoption. This initiative provided Clayton’s
Executive Director and other key stakeholders with hands-on EV experiences, significantly influencing the development of a $500K community equipment grant proposal focused on strategic EV charger placements and enhancing local air quality. The event, which demonstrated the practical benefits of electric mobility through a Ride & Drive experience, led to a notable increase in enthusiasm for sustainable transportation projects among local leadership, as evidenced by post-event surveys. It also spurred future electric mobility planning sessions with the City Council. This collaboration exemplifies effective strategies in educating and involving utility companies and local governments in EV initiatives, reinforcing the importance of firsthand experience in driving policy decisions and community support for electrification.

**Drive Electric Pennsylvania**
The "Drive Electric PA" (DEPA) initiative, jointly administered by the two Clean Cities programs in Pennsylvania – the Eastern Pennsylvania Alliance for Clean Transportation and Pittsburgh Region Clean Cities – aligning with Priority Area 3’s focus on building relationships with utilities and regulators, aimed to elevate vehicle electrification on the agendas of all electric utilities across Pennsylvania, including rural and municipal cooperatives and major service providers like Duquesne Light, PECO, and First Energy Companies. Despite initial challenges in engaging utilities beyond Pittsburgh and Philadelphia, PennDOT’s introduction of the National Electric Vehicle Infrastructure (NEVI) program significantly increased utility interest statewide. DEPA’s collaboration with PennDOT and local utilities facilitated NEVI workshops, enhancing utility support for community EV projects. This initiative led to direct involvement in various educational activities, including seminars on EV basics and charging infrastructure, highlighting the crucial role of consistent utility engagement and partnership in promoting EV adoption. Success was further demonstrated through joint efforts at auto shows, Electric School Bus webinars, and in-person workshops, showcasing mutual benefits and the importance of including utility perspectives in EV initiatives. Best practices identified include involving utility members in organizational leadership to leverage their expertise and ensuring ongoing outreach to utilities to foster collaboration and bring EV awareness to potential new customers, including fleets.

**Drive Electric Virginia**
DRIVE Electric Virginia has successfully enhanced collaboration with electric utilities such as Dominion Energy and various electric cooperatives, aligning with Priority Area 3’s focus on engaging utilities and regulators. By integrating these utilities into the DRIVE Electric Virginia initiative and facilitating EVSE installation, the project has catered to the needs of EV drivers, supported utilities in increasing electricity sales, and aided them in achieving sustainability goals. Regular meetings and collaborative events have fostered deeper relationships, leading to widespread educational outreach and the promotion of EV adoption. Notable outcomes include regular participation of utilities in DRIVE Electric Virginia's activities, from presenting at utility gatherings to facilitating Ride & Drives and educational webinars. Furthermore, the partnership with the Blue Ridge Power Agency and active involvement in ODEC's member education exemplify the initiative's comprehensive approach to utility engagement. DRIVE Electric Virginia's collaborative efforts with utilities have significantly contributed to expanding EV incentives and awareness across the state, supporting transportation electrification, and addressing grid capacity concerns, reflecting a bright future for EV adoption in Virginia.
Drive Electric Wisconsin

Drive Electric Wisconsin engaged with utilities across Wisconsin in order to foster relationships with utilities and regulators to support EV and infrastructure development. This effort builds on the foundation set by Wisconsin Clean Cities (WCC) since its inception in 1994, with key utilities such as We Energies, Alliant Energy, and Dairyland Cooperative participating actively in WCC initiatives and governance. Activities have included organizing roundtables, participating in auto shows highlighting EVs and charging infrastructure, and collaborating on events like the Transportation and Innovation Conference and Expo. These events, supported by utilities, have provided platforms for education about EVs and facilitated discussions on infrastructure deployment. Partnerships with utilities have been crucial in scaling outreach efforts, securing federal funding, and involving diverse communities in the EV conversation. The experience has highlighted the importance of establishing and maintaining connections with utilities to promote EV adoption and infrastructure expansion, emphasizing the need for strategic engagement and the value of collaboration in advancing electric mobility in Wisconsin.

Summary Lessons Learned and Best Practices

Priority Area 3, "Build relationships with utilities of all types and utility regulators and build incentives and investment opportunities," emphasizes the importance of engaging with utilities and regulators to foster an environment conducive to the widespread adoption of electric vehicles (EVs) and the deployment of Electric Vehicle Supply Equipment (EVSE). Insights from Colorado, Kansas, Missouri, Pennsylvania, and Virginia offer valuable lessons on organizing educational initiatives and collaborating effectively with these key stakeholders.

Effective Planning and Event Execution

Colorado’s experience underscores the necessity of early planning for large-scale events, recommending leveraging volunteer support, EV clubs, and stakeholder networks. They highlight the importance of exploring funding opportunities for event logistics and advocating for using online software, like Rentrax, to streamline Ride & Drive components. Additionally, accommodating participants uncomfortable with technology and ensuring proper signage and safety measures are critical for a successful event.

Kansas reflects on the efficiency of pre-arranged scheduling for Ride & Drive events, noting the smooth experience provided by a pre-event registration system. This approach facilitates the organization and enhances the educational impact on attendees, especially fleet personnel exploring EV options.

Building Educational Touchpoints and Partnerships

Missouri speaks to the broader mission of DRIVE Electric USA, focusing on creating educational touchpoints, forging key alliances, and overcoming obstacles to accelerate the transition to electric mobility. Their vision encompasses a nation both informed and excited about the prospects of EV adoption.

Strategic Utility Engagement

Pennsylvania advocates for including utility members on the board of directors to ease navigation toward proper contacts for specific needs. They recommend persistent outreach to utilities for EV events, highlighting the opportunity to introduce potential new EV customers, such as fleets, to these entities. Engaging various utility departments (Fleet, Government Affairs, Marketing) is also suggested to comprehensively cover different aspects of vehicle electrification.
Collaboration and Relationship Building

Virginia and Wisconsin's strategy involves building upon established relationships while also forming new ones. They advise starting with the basics and preparing for skepticism, particularly among rural cooperatives. The emphasis on collaboration for mutual benefit echoes throughout their approach, highlighting the necessity of understanding each party's goals in working together.

These states demonstrate that education of utilities and regulators requires meticulous planning, effective use of technology, inclusive strategies to accommodate all participants, and strong collaborative relationships. By adopting best practices such as early and thorough event planning, strategic utility engagement, and forging educational and transformative partnerships, initiatives can effectively foster a supportive ecosystem for EV and EVSE adoption. This multi-faceted approach educates and builds a solid foundation for the future of electric mobility.

Collaboration has emerged as a fundamental path to success, highlighting the importance of strategic partnerships in the EV sector's growth. Building these relationships demands time, perseverance, and patience, especially when dealing with large organizations that may have prolonged decision-making processes due to their size and internal complexity. Identifying the right contacts within utilities can significantly streamline project development and implementation phases.
Priority Area 4: EV Infrastructure Planning

**Tasks & Subtasks**
Priority Area 4, "Conduct EV infrastructure planning for corridors and urban and rural areas, including a focus on disadvantaged and limited-income communities," is central to overcoming one of the key barriers to EV adoption: the availability of charging infrastructure. This priority area aims to ensure the efficient and widespread deployment of Electric Vehicle Supply Equipment (EVSE) across the 14 partnership states by conducting comprehensive gap analyses and developing strategic plans for EV charging infrastructure at various levels. This narrative section elaborates on the tasks and subtasks to achieve these objectives.

**Developing Tailored EVSE Charging Plans**
The initiative begins with adapting a general EVSE Charging Plan framework to create specific templates for state and regional EVSE Charging Plans. This task involves tailoring templates that can cover the wide range of unique needs and circumstances, ensuring the plans are relevant and practical. The customized templates are a foundational tool for subsequent planning and analysis efforts, guiding the systematic assessment of charging infrastructure needs and identifying strategic deployment locations.

**Conducting Gap Analyses at Statewide and Community Levels**
A critical component of this priority area is the execution of comprehensive gap analyses to identify areas lacking sufficient EVSE. This includes:

- A statewide corridor EVSE gap analysis, culminating in a state plan that outlines recommendations for prioritizing EVSE deployment needs and locations. This strategic plan addresses the most critical gaps in the state's EV charging network, facilitating more convenient EV travel across significant corridors. *(NOTE: the FHWA's NEVI funding came out right after the project started, and in every case the work that states did on corridor gap filling revolved around providing assistance as was needed in their state.)*
- Community-level EVSE gap analyses are conducted initially in at least two communities to identify and plan for local EVSE needs. These analyses create plans recommending specific actions and locations for EVSE deployment, tailored to each community's unique characteristics and requirements.

**Engaging Local Governments and Communities**
To ensure the effective implementation of EVSE plans, the initiative includes a process for actively engaging local governments in EVSE planning. Hosting at least one convening to advance community-level EVSE planning is part of this process, intending to engage at least five communities. This task emphasizes bringing in local stakeholders and leveraging their insights and support to create, refine, and execute the EVSE deployment plans.

**Expanding Community-Level Analyses**
To address community-specific needs, the initiative commits to conducting additional community EVSE gap analyses in its third year, targeting at least three communities. This expansion reflects an ongoing commitment to comprehensive planning and stakeholder engagement and further engraining the process for successful replication across in communities the rest of the state, ensuring that EVSE deployment efforts are strategic and inclusive.
Priority Area 4 underscores the critical importance of detailed planning and analysis in deploying EV charging infrastructure. By creating tailored charging plans, conducting thorough gap analyses, and engaging with a wide range of stakeholders, the initiative aims to realize the strategic expansion of EVSE deployment. This holistic approach addresses current infrastructure gaps and lays the groundwork for future EV adoption and usage across diverse communities and regions.

### Table of Tasks and Subtasks Across the Three Project Years

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<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Quantitative Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.4-A</td>
<td>Tailor general EVSE Charging Plan framework to create state and regional-specific EVSE Charging Plan templates.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.4-B</td>
<td>Conduct statewide corridor EVSE gap analysis and create a state plan with recommendations on the state’s priority EVSE needs and locations.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.4-C</td>
<td>Conduct at least two community EVSE gap analyses and create a plan recommending priority EVSE needs and locations.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.4-D</td>
<td>Create a process to engage local governments in EVSE planning and host at least one convening to advance community-level EVSE planning.</td>
<td>Engage at least one community.</td>
</tr>
<tr>
<td>3.4-A</td>
<td>Conduct at least three community EVSE gap analyses and create a plan recommending priority EVSE needs and locations.</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Individual State Stories from PA4 Included in this Playbook

**Drive Electric Georgia**  
In Georgia, the Drive Electric Georgia initiative undertook a strategic endeavor to collaborate with local municipalities, including Atlanta, Brunswick, and Savannah, to conduct a comprehensive EV infrastructure planning and gap analysis, aligning with Priority Area 4's objectives. This initiative aimed to map the current EV charging infrastructure while considering each community’s specific electrification opportunities, economic development priorities, and future growth projections. Through initial meetings and detailed analyses, the team provided customized recommendations to aid the municipalities’ future planning efforts, focusing on integrating these insights into sustainability and planning frameworks. The process revealed the necessity of initial discovery calls to effectively align the provided data with municipal leaders’ goals. It highlighted the importance of local knowledge in tailoring the analyses, such as considering evacuation routes in coastal areas and recognizing geographical constraints like wetlands in Glynn County. This approach informed seven municipalities about their EV infrastructure gaps and worked to align their electrification efforts with economic development goals.

**Electrify Kansas**  
In a pioneering pilot project to test streetlight charging stations, the Electrify Kansas at the Metropolitan Energy Center (MEC) collaborated with Kansas City, DOE, NREL, and local utilities to introduce 23 charging stations integrated with streetlight systems across Kansas City, aiming to enhance curbside charging for EVs. This initiative aligns with Priority Area 4’s focus on advancing infrastructure planning and increasing EV adoption by demonstrating the viability of innovative charging solutions in urban settings. The project sought to gauge the impact of increased charger accessibility on EV adoption rates, selecting locations across diverse communities to ensure broad accessibility. Kansas City's commitment to electrification is part of a broader
strategy to achieve carbon neutrality by 2040, with the streetlight charging project as a key component of the city's resilience plan. This initiative not only introduced new public charging options, making EV charging more accessible in previously underserved areas, but also spurred community interest in EVs, as evidenced by increased EV purchases following the installations. The project underscores the importance of collaborative planning with the right partners, community engagement, and the potential of streetlight charging to complement existing EV infrastructure.

Drive Electric Louisiana
Louisiana Clean Fuels (LCF) engaged with officials from cities of Gonzales and Monroe to support EV infrastructure development in these smaller communities, addressing the resource gap compared to larger cities like Baton Rouge and New Orleans. (Eighty percent of Monroe is a disadvantaged community, while 20% of Gonzales is.) Utilizing "My Social PinPoint," a community mapping tool, residents could suggest and vote on potential locations for Level 2 EV chargers, ensuring the chargers are placed in locations with genuine demand. By collaborating directly with local officials and employing an innovative crowdsourcing tool, LCF facilitated a participatory planning process, resulting in the community's identification of preferred charger locations. The successful use of "My Social PinPoint" in these locations exemplifies a best practice in leveraging technology to gather community input, which can expand stakeholders’ engagement through easy options to participate. This approach enhances the cities' readiness to support EV adoption and strengthens the case for funding applications by demonstrating clear community interest for EV charging infrastructure.

Electrify Missouri
In collaboration with Ameren, they were focused on equipping local leaders with the knowledge and tools needed for informed decision-making on electric mobility within their communities. Throughout 2022, amidst the COVID-19 pandemic, Electrify Missouri and Ameren facilitated strategic partnerships and meetings across Missouri, aiming to expand infrastructure and raise awareness. They engaged city leaders, entrepreneurs, and community members in events such as EV shows and educational symposiums, highlighting the benefits of EVs and improving adoption rates. Ride & Drive sessions provided tangible EV experiences, increasing interest in electric mobility. Additionally, strategic placement of EV chargers was identified to maximize community benefits, with educational outreach on air quality data supporting community funding and grant applications. The efforts led to a notable increase in enthusiasm for EV projects among local leaders. They initiated planning sessions on electric mobility to drive EV awareness across Missouri. Engagements with Ameren and discussions on potential partnerships further exemplified the initiative's commitment to collaborative infrastructure planning and community engagement.

Plug-in NC
From summer 2022 to December 2023, the Plug-in NC team, in partnership with North Carolina’s Department of Transportation and other major partners, including Advanced Energy and the state’s Clean Cities Coalitions, focused on identifying gaps in EV charging infrastructure across North Carolina. This initiative encompassed the development of the NC Clean Transportation Plan and the National Electric Vehicle Infrastructure (NEVI) Plan, pinpointing infrastructure gaps along major corridors as well as in rural communities. To address these gaps, regional efforts included updating an online EV Infrastructure and Funding Dashboard to the state level for broader gap analysis and hosting events like the Site Host Planning workshop and Clean Transportation Demonstration Days to educate stakeholders on clean transportation technologies and funding opportunities. These collaborative efforts expanded Plug-in NC's reach beyond existing Coalition areas (as they do not, as coalitions, encompass the entire state), fostering stronger statewide relationships for Plug-In NC. The project demonstrated the importance of building local partnerships, analyzing infrastructure availability across
different levels, and identifying funding sources and partnerships for education and infrastructure development. However, it also highlighted that not every community is ready for an EV transition due to various challenges, such as budget concerns and misconceptions, underscoring the need for tailored approaches and continuous communications with those areas.

**Drive Electric Tennessee**
The Upper Cumberland Development District – alongside the Tennessee Departments of Transportation and the Tennessee Department of Economic & Community Development, and Tennessee Technological University – collaborated with Drive Electric Tennessee to conduct a six-hour community charging planning workshop, aiming to enhance EV and EVSE education and plan for future Level 2 and DC Fast Charging (DCFC) sites in the Upper Cumberland region (in upper-middle Tennessee). This initiative targeted a rural 14-county area bisected by I-40, focusing on inclusive community participation in EVSE site development. The workshop attracted roughly 35 attendees from diverse backgrounds, including local power companies and private businesses. It facilitated discussions on potential charging locations, resulting in a comprehensive Google map of suggested sites and a detailed PDF report. This event educated and engaged the community on EV infrastructure and fostered connections among residents interested in EV adoption and infrastructure planning. Best practices emphasized the importance of early and diverse participant engagement. At the same time, lessons learned highlighted the value of providing electronic and written methods for suggesting charging locations – and the potential addition of non-attendee, web-based input systems – to ensure comprehensive input from all attendees.

**Drive Electric Utah**
The Zion Regional Collaborative (ZRC), in collaboration with Utah Clean Cities (UCC), embarked on a project to develop EV infrastructure in Southwestern Utah’s Zion region, aimed at supporting the high tourism travel to and through this rural national park. This initiative, deeply rooted in community engagement and education, emphasizes ensuring equitable access to EV technologies, particularly for disadvantaged and low-income communities. By engaging a coalition of local municipalities, state agencies, and environmental organizations, the project ensures that the planning and implementation of EV infrastructure considers the specific needs and nuances of each community involved. The strategic placement of EV charging stations and educational programs aims to make EV technology accessible and understandable, supporting local workforces, especially tourism-related ones, and fostering economic growth within these communities. The successful deployment of the EVZion shuttle service and active participation in broader, multi-state projects like ChargeWest and MOVE highlight UCC's and Drive Electric Utah’s commitment to expanding sustainable transit solutions. The initiative underscores the importance of inclusive community engagement, diverse partnerships, and a focus on education and skill development for maintaining and operating the new EV infrastructure, aiming for a sustainable future in the Zion region and beyond.

**Summary Lessons Learned and Best Practices**
Priority Area 4, "Conduct EV infrastructure planning for corridors and urban and rural areas, including a focus on disadvantaged and limited-income communities," revolves around the strategic planning for the development and deployment of EV charging infrastructure. Insights from Georgia, Kansas, Louisiana,
Missouri, North Carolina, Tennessee, and Utah provide diverse views of the effective approaches and considerations necessary for planning and implementing EVSE.

Engaging Stakeholders and Tailoring Information
Georgia’s approach emphasizes the importance of initial discovery calls with municipal leaders to tailor the information shared to their goals. This underscores the need for presentations that reflect local priorities and knowledge. This method ensures the data provided is relevant and impactful, catering to the unique needs of different areas, such as accounting for wetlands or emphasizing evacuation routes in coastal regions.

Team Collaboration and Community Involvement
Kansas highlights the value of team collaboration and community feedback in site selection for charging infrastructure, noting the challenges associated with compliance and utility considerations for streetlight chargers. This underscores the importance of involving local stakeholders in the planning process to ensure the most usable deployment of EVSE technology.

User-Friendly Technologies and Clear Instructions
Louisiana’s experience points to the necessity of clear instructions for users interacting with digital tools for infrastructure planning, like understanding how to use the online mapping and pinpointing charging station locations accurately on maps. They also encourage exploring free or discounted services to support these initiatives.

Continuous Engagement and Education
Missouri and Utah stress the significance of monthly engagements, including Ride & Drive events and mini-seminars, to provide consumers with firsthand EV experiences and comprehensive education on EV-related topics. This ongoing engagement helps build consumer confidence and familiarity with EV technology.

Building Partnerships and Analyzing Data
North Carolina and Tennessee focus on building partnerships with community leaders in identified gap areas and the importance of inviting a diverse group of stakeholders into the planning sessions. Analyzing data across different levels of government and identifying funding sources and partnerships for education and infrastructure development are crucial steps. They also highlight providing multiple ways (electronic, paper, and online) for gathering input on charging location suggestions, ensuring inclusivity in the feedback process.

Inclusive Community Engagement and Rural Specificities
Utah emphasizes inclusive community engagement and the need to recognize rural specificities, build trust, and balance environmental goals with local needs. Leveraging local insights and navigating financial challenges are key for sustainable infrastructure planning, especially in rural areas.

Collectively, these states demonstrate that planning and deploying EV charging infrastructure requires a multifaceted approach, including stakeholder engagement, tailored information sharing, inclusive feedback loops, continuous consumer education, and strategic partnerships. Thinking broadly about the input-gathering implementation but taking local needs and/or inequities into consideration fosters a supportive and effective environment for EV planning.
Priority Area 5: Education of State and Local Government Officials

Tasks & Subtasks
Priority Area 5, "Educate government officials," targets the crucial role that government officials and policy and regulatory frameworks play in facilitating the adoption of EVs and the deployment of Electric Vehicle Supply Equipment (EVSE). The initiative aims to cultivate an environment conducive to EV growth by educating government officials at both state and local levels and addressing key policy areas such as incentive programs, building codes, and public charging infrastructure regulations.

Developing Policy Plans and Educational Materials
The initiative begins with each state creating a comprehensive state and local policy plan. Using a provided template, this plan outlines the essential interactions and policy-level actions needed at the state and local levels to effectively advance EV and EVSE deployment. This foundational document sets the stage for overall engagement and informed and strategic policy development and adjustment.

Simultaneously, the initiative tailor a general policy engagement best practice framework to develop state-specific education materials. These materials are designed to inform government officials about EV and EVSE best practices, ensuring that policy decisions are grounded in the latest insights and effective strategies for supporting EV adoption.

Engaging State and Local Officials Through Convenings
Key to this priority area is the organization of convenings with government officials to directly convey the importance of supportive policies and best practices for EV and EVSE deployment:

- At the state level, the initiative commits to holding at least two convenings with state officials, providing a forum for discussing best practices for incentive programs, state building codes, and other relevant policy areas.
- At the local level, the focus extends to convenings with officials in at least five communities initially, emphasizing guidance on charging infrastructure in public parking areas and rights of way, signage, parking enforcement, local building codes, and government fleet electrification.

Documenting Engagements and Outcomes
Each of these convenings and the engagements state initiative leaders foster are meticulously documented, ensuring a clear record of the discussions, commitments, and feedback obtained. This documentation is a valuable resource for refining future outreach and education efforts.

Moreover, a comprehensive written report on the overall policymaker activities and outcomes for the year is compiled utilizing a provided template. This report offers insights into the effectiveness of the education efforts, the progress made in influencing policy, and the areas requiring further attention.

Continued Local Government Engagement
In its third year, the initiative emphasizes local government engagement, planning additional convenings in at least three local communities. This sustained focus on local environments underscores the importance of tailored, community-specific strategies in advancing EV and EVSE deployment.
In summary, Priority Area 5 leverages policy planning, targeted education, and direct engagement with government officials at both state and local levels to foster a regulatory and policy environment supportive of EV adoption. Through these strategic efforts, the initiative aims to address and influence the key policy areas impacting the growth of electric mobility, ensuring that government officials are well-informed partners in the transition to a more sustainable transportation future.

Table of Tasks and Subtasks Across the Three Project Years

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<tr>
<th>Task</th>
<th>Description</th>
<th>Quantitative Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5-A</td>
<td>Create a state and local policy plan detailing the key policy-level actions needed at the state and local levels to advance EV and EVSE deployment.</td>
<td>N/A</td>
</tr>
<tr>
<td>1.5-B</td>
<td>Tailor general policy engagement best practice framework to create state-specific EV and EVSE best practices education materials for government officials.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.5-A</td>
<td>Hold at least two convenings with state officials and document engagements.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.5-B</td>
<td>Hold convenings with local government officials in at least five communities and document engagements.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.5-C</td>
<td>Complete a written report on overall policymaker activities and outcomes for the year.</td>
<td>N/A</td>
</tr>
<tr>
<td>3.5-A</td>
<td>Hold convenings with local government officials in at least three communities and document engagements.</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Individual State Stories from PA5 Included in this Playbook

Drive Electric Florida
In collaboration with various partners, the East Central Florida Regional Resilience Collaborative's “EV Readiness Program,” including the Central Florida Clean Cities Coalition and the Florida Solar Energy Center, is a prime example of addressing Priority Area 5’s objectives by engaging government officials in EV infrastructure planning and policy development. This initiative aimed to integrate EV readiness into the broader goal of regional resilience, focusing on reducing greenhouse gas emissions through transportation strategies. The collaborative identified high-impact emissions reduction actions by establishing a Regional Greenhouse Gas Reduction Advisory Committee and setting science-based emissions reduction targets, including promoting EV adoption and public transit accessibility. Educational programs and webinars were developed to inform local government members about EV technologies and planning for resilience, emphasizing the importance of strategic charger placement, and fostering economic growth within disadvantaged communities. This comprehensive approach, which culminated in the identification of six high-impact actions centered on transportation, highlights the collaborative’s effort to educate state and local officials on the benefits of EV adoption and infrastructure development, aligning with Priority Area 5’s focus on educating government officials to cultivate an environment conducive to EV growth.

Drive Electric Georgia
The “EV Basics Training for Newly Elected Officials” in Georgia, led by Clean Cities Georgia in collaboration with key organizations, successfully delivered tailored training sessions to county commissioners and city officials,
emphasizing EV basics, myth-busting, and the importance of EV infrastructure in their jurisdictions. By providing a comprehensive curriculum that included different types of EVs, charging infrastructure, and community support strategies, the program equipped officials with the knowledge to advocate for EV adoption and infrastructure development within their territories. The interactive sessions facilitated lively discussions and encouraged officials to consider the integration of EVs and related infrastructure as part of their economic and environmental strategies, reflecting Priority Area 5's focus on leveraging policy and regulatory frameworks to support the EV ecosystem. Adjusting content delivery based on audience feedback and ensuring ample time for questions highlighted the importance of meeting officials where they are in terms of their EV understanding, thereby fostering an environment conducive to informed decision-making on EV policies and initiatives.

**Drive Electric Louisiana**

Through initiatives created by Louisiana Clean Fuels (LCF) and Drive Electric Louisiana (DELA) that utilized various methods – including an email campaign, an EV Expo, and a Ride & Drive event tailored explicitly for the State EV Taskforce – the team aimed to provide information on EVs, debunk myths, and offer firsthand experiences with different types of EVs. These efforts aimed to correct misinformation and provide a foundational understanding of electrification's benefits and practical aspects. The successful outcome of these events included increased officials' knowledge of EVs, greater interest in alternative fuels (as evidenced by more officials subscribing to LCF’s mailing list), and the identification of supportive allies for future EV projects. Additionally, the extension of the State EV Taskforce's tenure underscores the initiatives' impact on enhancing officials' comprehension of EV adoption's complexities and the need for expert guidance. These activities reflect Priority Area 5's emphasis on leveraging educational engagements and direct experiences to influence policy and regulatory frameworks that support the EV ecosystem, illustrating the importance of informed governmental involvement in accelerating the transition to electric mobility.

**Drive Electric Ohio**

The initiatives undertaken by Drive Electric Ohio (DEO) to educate Ohio state government officials and local communities on developing progressive EV policies align with Priority Area 5’s goal of educating government officials to facilitate EV adoption and infrastructure deployment. DEO's collaboration with Ohio Department of Transportation (ODOT), DriveOhio (an initiative within ODOT focused on accelerating the use of smart vehicles), and other key partners aimed to inform policymakers about EV deployment benefits, support accessibility to federal funding opportunities, and guide incentive programs and infrastructure development. Despite the setback with SB 307 not passing, DEO's engagement contributed to the early submission and approval of Ohio's National Electric Vehicle Infrastructure (NEVI) plan, marking Ohio as the site for the country's first NEVI-funded charging station. These efforts have led to a more knowledgeable group of planners and policymakers and a greater inclusion of EVs in regional and municipal sustainability plans. Best practices highlighted include targeting influential individuals like fleet managers and transportation planners, leveraging grassroots connections, collaborating with sustainability-focused organizations, and creating online resources for federal funding opportunities. These strategies underline the importance of targeted education and strategic partnerships in promoting informed policy and regulatory environments supportive of the EV ecosystem, to broadly advance electric mobility in communities across the state.
Drive Electric Pennsylvania

Drive Electric Pennsylvania (DEPA) engaged with cities across Pennsylvania, including Pittsburgh and Scranton, alongside state departments like the Pennsylvania Department of Transportation (PENDOT) and other key partners to educate and involve government officials in EV and EVSE planning. DEPA's contribution to a policy hearing on EVs and involvement in PENDOT's media event to announce their National Electric Vehicle Infrastructure (NEVI) Plan exemplified the effort to inform policy discussions and infrastructure planning at the state level. Workshops empowering community members, particularly from rural areas, to participate in EVSE site development gathered over 200 attendees for collaborative planning. The significant outputs from these initiatives included a comprehensive Google map of proposed EVSE locations and a detailed PDF report summarizing the events, contributing to DEPA's grant writing efforts for the federal Charging and Fueling Infrastructure (CFI) grant involving five Pennsylvania municipalities. Best practices emphasized early and broad engagement with stakeholders, including local and state government officials, and leveraging partnerships with state agencies offering funding for alternative fuel projects. These strategies underscore the emphasis on educating government officials to foster supportive policies for EV adoption.

Drive Electric Utah

Utah Clean Cities' engagement in fostering policy support for sustainable transportation – in partnership with entities like the Utah Clean Air Partnership, Utah Bi-Partisan Clean Air Caucus, and ASPIRE Center at Utah State University – exemplifies the objectives of Priority Area 5 by educating government officials on the benefits and needs of EV deployment. Through active participation in the Utah Bi-Partisan Clean Air Caucus and collaboration with ASPIRE (“Advancing Sustainability through Powered Infrastructure for Roadway Electrification” at Utah State University), Utah Clean Cities has influenced policy actions to support electrified transportation, such as funding for EV charging infrastructure and research into electrification. The collaborative efforts have led to legislative actions prioritizing air quality improvements and sustainability initiatives, such as House Bill 426, aimed at advancing Utah's energy policies through diverse technologies and efficiency programs. Utah Clean Cities' involvement underscores the importance of partnerships, stakeholder engagement, and evidence-based advocacy in driving policy changes and advancing sustainable transportation initiatives, reflecting best practices for engaging government officials in support of electric vehicle adoption and infrastructure development.

Drive Electric Wisconsin

Drive Electric Wisconsin has leveraged longstanding relationships with utilities and other major partners. The organization hosted various educational events, roundtables, conferences, and expos to inform officials about the benefits and challenges of EV deployment. The effort traces back to a foundational $15M ARRA Award in 2010, which sparked statewide interest in electrification. Notable efforts include the Transportation and Innovation Conference and Expo, which attracted hundreds of attendees, including state and local government officials, to learn from industry experts. Drive Electric Wisconsin also engaged in direct dialogue with federal legislators annually to address electrification challenges and the need for supportive funding. Locally, events like “The Future of Transportation Day” at the state capitol provided legislators with firsthand EV experiences. These educational endeavors have facilitated key legislative actions, such as the bipartisan bills providing $78.7M for the Wisconsin Electric Vehicle Infrastructure (WEVI) plan, marking a significant step towards establishing a comprehensive EV charging network in Wisconsin.

Summary Lessons Learned and Best Practices

Priority Area 5, "Educate government officials," focuses on effectively communicating the benefits and practicalities of adopting EVs to government officials at various levels. The insights from Florida, Georgia,
Louisiana, Ohio, Pennsylvania, and Utah highlight strategic approaches to engagement, education, and partnership building.

**Tailored Engagement and Data Sharing**
Florida’s collaborative approach emphasizes the importance of tailored engagement and data sharing. An interactive dashboard providing access to datasets relevant to transportation, mobility, and social barriers facilitates informed decision-making among municipal leaders, promoting strategies focused on sustainability and resilience.

**Meeting Audiences Where They Are**
Georgia’s experience underlines the benefits of meeting audiences where they are, particularly when engaging officials with varying levels of awareness about EVs. Tailoring presentations to the audience’s knowledge level and allowing ample time for questions ensures a more engaging and effective educational experience. Listening to opposing views and responding constructively is also crucial for meaningful dialogue.

**Event Organization and Publicity**
Louisiana’s strategy for hosting an EV Expo and combining it with a press conference showcases the effectiveness of removing barriers for participants, ensuring high-quality engagement with elected officials, and providing valuable publicity for vendors. Scheduling Ride & Drive appointments for busy officials enhances their opportunity to experience EVs and allows for private, in-depth discussions about EV adoption.

**Targeting the Right Individuals**
Ohio’s approach emphasizes targeting interested and influential individuals, such as fleet managers and transportation planners, over higher-level officials who may not be directly involved in fleet and sustainability goals. Leveraging grassroots resources and connections, combining efforts with other organizations, and creating online resources for federal funding opportunities are highlighted as best practices.

**Advanced Planning and Strategic Invitations**
Pennsylvania shares similar advice on early planning and the strategic invitation of local government leaders and state agencies. Working closely with state agencies that provide funding for alternative fuel and infrastructure projects can facilitate educational workshops and expanded stakeholder engagement.

**Synergy Through Partnerships**
Utah and Wisconsin’s lessons learned focus on the power of synergy through partnerships, combining research expertise with advocacy capabilities for driving policy changes and advancing sustainable transportation initiatives. Collaboration with academic institutions, strategic funding advocacy, effective stakeholder engagement, and evidence-based recommendations are underscored as best practices.

These insights collectively stress the importance of customized engagement strategies, strategic planning, leveraging partnerships (including universities), and embracing technological tools for data sharing and event organization. By understanding local officials’ engagement needs and levels of awareness, employing targeted communication strategies, and facilitating meaningful interactions, initiatives can effectively educate and motivate government officials toward supporting EV adoption and infrastructure development. These approaches ensure that the move towards electric mobility is supported across different levels of government, fostering a conducive environment for sustainable transportation.
Priority Area 6: Dealership Engagement

Tasks and Subtasks
Priority Area 6, “Engage dealers and create preferred EV dealer programs,” aims to significantly enhance the EV purchasing experience by developing relationships with dealerships and increase dealer rep education to support EV sales. By establishing “preferred” EV dealer programs across the 14 partnership states and creating web-based platforms to connect prospective EV purchasers with these dealers, the initiative seeks to streamline the buying process and ensure a high level of customer service. This narrative outlines the steps taken to achieve these goals.

Creating State-Specific Dealer Engagement Plans
The first step involves tailoring a general dealer engagement program action plan to suit each state’s specific needs and circumstances. This tailored approach ensures that the engagement strategies and materials are relevant and effective in addressing the unique challenges and opportunities within each state’s dealership landscape.

Identifying and Engaging Target Dealers
An important task is developing a comprehensive list of target dealers and dealer contacts within each state. This list is the foundation for outreach efforts, identifying potential partners who can become preferred dealers in the EV Preferred Dealer Program.

Building and Enhancing Web-Based Platforms
The initiative includes the development of state-specific web platforms that serve as educational resources for dealer partners and as a channel for directing interested EV buyers to preferred dealers. These platforms are essential for connecting consumers and dealers committed to promoting EV adoption.

Enrolling Dealers and Providing Education
A key objective is to secure the participation of at least two dealers per state in the EV Preferred Dealer Program, which meets the goal of forty or more preferred dealers secured across all states... and setting up the system for each state including more dealers. Once dealers are enrolled, the initiative educates dealer staff on EV technology and consumer sales best practices. This education is crucial for ensuring that preferred dealers can effectively communicate the benefits of EVs to potential buyers and participate actively in grassroots chapter activities and Ride & Drive events.

Connecting Dealers with Consumers and Events
The final steps involve updating the web platforms with information on preferred dealers and facilitating the interaction between these dealers and prospective EV buyers. This includes connecting preferred dealers to R&D events hosted by the statewide program and ensuring that consumers participating are directed to selected dealers. Documenting these connections and their outcomes in a summary report provides valuable insights into the program’s effectiveness and areas for improvement.

Priority Area 6’s comprehensive approach to dealer engagement—from targeted action plans and identification to educational initiatives and web-based platforms—aims to strengthen the statewide program as well as dealer communication channels and relationships. Through these efforts, the initiative strives to improve the EV purchasing experience, making it easier for consumers to transition to electric mobility.
Table of Tasks and Subtasks Across the Three Project Years

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Quantitative Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.6-A</td>
<td>Tailor general Dealer Engagement program action plan to create a state-specific EV Dealer Engagement Action Plan, including written materials.</td>
<td>N/A</td>
</tr>
<tr>
<td>1.6-B</td>
<td>Develop a list of the state's target dealers and dealer contacts.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.6-A</td>
<td>Build a State-specific EV Preferred Dealer Program Web platform with educational resources for dealer partners.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.6-B</td>
<td>Compile a contact list of all dealers in the state targeted for the EV Preferred Dealer Program.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.6-C</td>
<td>Conduct outreach and engagement, and enroll at least two targeted state auto dealers in the EV Preferred Dealer Program.</td>
<td>Secure at least two preferred dealers per state.</td>
</tr>
<tr>
<td>2.6-D</td>
<td>Update the website with information on at least two preferred dealers secured for the program.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.6-E</td>
<td>Conduct at least one educational session with EV Preferred dealers, educating dealer staff on EV technology and sales best practices.</td>
<td>N/A</td>
</tr>
<tr>
<td>3.6-A</td>
<td>Update websites with a list of preferred dealers and contact information on that state initiative's website.</td>
<td>N/A</td>
</tr>
<tr>
<td>3.6-B</td>
<td>Connect preferred dealers to R&amp;D events and connect consumer participants with preferred dealers. Document connections and outcomes.</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Individual State Stories from PA6 Included in this Playbook

**Drive Electric Alabama**
The Drive Electric Alabama initiative, in collaboration with the Automobile Dealers Association of Alabama and various local dealerships, is aligning with Priority Area 6’s objectives to create certified EV dealer programs by actively engaging auto dealers across the state in the EV movement. This engagement includes educating dealers on EVs, preparing them for the increasing market demand, and involving them in various Drive Electric Alabama activities, such as EV showcases and educational events. A significant aspect of this collaboration is establishing a dedicated section on the Drive Electric Alabama website, designed to connect consumers with dealers participating in the initiative. This effort aims to streamline the EV purchasing process by providing potential buyers with information on available EV models and connecting them with dealers prepared to offer a knowledgeable EV buying experience. Additionally, by providing technical assistance and facilitating connections between dealerships and electric utilities, the initiative ensures dealers have the necessary infrastructure and knowledge to support the transition to electric mobility. This collaborative approach not only strengthens the relationship between ACFC and auto dealers but also supports the overarching goal of accelerating EV adoption through improved consumer experiences and increased dealer readiness, directly reflecting the goals outlined in Priority Area 6 of creating a network of preferred EV dealers to enhance the electric vehicle purchasing experience.

**Drive Electric Colorado**
Drive Electric Colorado’s Featured Dealership Program, initiated in late 2021, aligns with Priority Area 6’s goals of creating certified EV dealer programs by successfully engaging 12 partnering dealerships, including Peak Kia
and Phil Long EV Outlet, in activities aimed at enhancing the EV purchasing experience. This program focuses on connecting dealerships directly with consumers through events, providing dealerships with unique benefits such as personalized landing pages, social media promotion, and first invitations to EV-related events. Furthermore, it offers dealers a coaching concierge service for their staff and customers and customized training on EV incentives and new state programs. Integrating dealerships into Drive Electric Colorado events has facilitated consumer educational opportunities and presented promotional benefits for the dealerships involved. By establishing mutually beneficial relationships, Drive Electric Colorado has increased momentum in EV adoption across the region, creating a supportive and informative environment for dealers and consumers alike. This initiative mirrors the objectives of Priority Area 6 by fostering a network of informed dealerships ready to support and accelerate EV adoption, ensuring dealers are equipped with the knowledge and tools to navigate the evolving EV landscape confidently.

**Drive Electric Florida**

The Drive Electric Florida EV Dealer Program, in partnership with various organizations, including the Orlando Utilities Commission and Jacksonville Electric Authority, focuses on enhancing the knowledge of automobile dealerships about electric vehicles (EVs) and facilitating access for potential EV owners. This initiative is instrumental in addressing Priority Area 6’s objective of creating certified EV dealer programs. By developing dealer incentive and education programs, Drive Electric Florida has created a platform with informational resources and an interactive map to help consumers locate EV-friendly dealerships. The program includes financial incentives for dealerships for each EV sold or leased, specialized EV training, and educational materials to ensure a positive shopping experience for customers. This collaboration has increased dealership participation and awareness, furthering the Florida electrification transition. Dealerships like the Tom Bush Family of Dealerships have become key players in the market by integrating EVs into their sales and service operations, showcasing the program’s success in fostering an environment where dealerships are equipped to support the growing demand for EVs. This aligns with the goal of Priority Area 6, which is to streamline the EV purchasing process through well-informed dealerships, thus accelerating EV adoption by improving consumer experience and accessibility to electric mobility.

**Drive Electric Ohio**

In collaboration with its Cincinnati and Dayton chapters and the Greater Cincinnati Automobile Dealers Association, Drive Electric Ohio embarked on a dealership program to educate dealerships on electric vehicles (EVs) and engage them in volunteer chapter events. This initiative culminated in a significant presence at the Cincinnati Auto Show in March 2023. Drive Electric Ohio and its partners showcased EVs and interacted with a large audience, estimating engagements with 3,400 individuals and detailed interactions with 850 attendees. A dedicated subpage on the Clean Fuels Ohio website was also created to highlight partner dealerships, promoting their early adoption and engagement with EVs. The program underscored the importance of direct education for dealership staff, the value of local chapter engagement over statewide organization involvement, and the strategy of identifying and working closely with early adopter dealerships. These practices facilitated the dealerships' participation in community EV events. They bolstered Drive Electric Ohio's efforts to promote EV adoption through dealership engagement, aligning with Priority Area 6's goal of creating certified EV dealer programs to enhance the EV purchasing experience.

**Drive Electric Virginia**

In Virginia, Virginia Clean Cities (VCC) successfully engaged with automobile dealers to promote electric vehicles (EVs), collaborating with the Virginia Auto Dealers Association (VADA), Carter Myers Auto Group (CMA), and other dealerships. Their efforts included creating an interactive map on the Drive Electric Virginia
website to connect consumers with dealerships committed to selling EVs and hosting training events to educate dealership salespeople on EV basics. CMA Auto Group has been proactive, offering free public EV charging and hosting EV training sessions. A new initiative, ReCharged Used EVs, opened in Richmond to cater to the used EV market, emphasizing consumer education on EV benefits. Dealerships like Hart Nissan and others have supported local EV events, demonstrating various EV models to the public. VADA has also played a significant role, especially in integrating EV showcases into auto shows, effectively educating the car-buying public about EVs. These efforts have fostered a pro-EV environment among dealers and supported statewide EV adoption, aligned with Priority Area 6's goal to create certified EV dealer programs that enhance the EV buying experience through well-informed dealerships.

**Summary Lessons Learned and Best Practices**

Priority Area 6, "Create certified EV dealer programs," focuses on building strong, mutually beneficial relationships between EV initiatives and car dealerships to foster EV adoption. Through the collective insights of Alabama, Colorado, Florida, Ohio, and Virginia, a narrative emerges on the importance of understanding dealership needs, trust building, networking, and educational support. Here's how their advice comes together:

**Understanding Dealership Needs and Building Trust**
Alabama emphasizes the importance of directly addressing the needs of dealerships rather than assuming what they might require. Listening to their specific concerns, such as navigating decisions around EV charging infrastructure, has proven essential. Trust-building is highlighted as dealers navigate the EV market, with networking connections as a valuable resource for making informed decisions, such as leveraging rebate programs for charging infrastructure.

**Mutual Benefits and Strong Connections**
Colorado and Virginia underline the value of inviting dealers to events and maintaining solid connections through regular check-ins. Offering mutual benefits, such as marketing opportunities and positive exposure, strengthens these relationships. Virginia additionally suggests working with state dealer associations for statewide support and praises dealerhips that are actively moving forward with EVs.

**Educating Dealerships and Staff**
Florida's Tom Bush Family of Dealerships exemplifies the impact of dealership advocacy for EVs. Regular training updates for sales staff on EV trends, special training for technicians, and active participation in consumer outreach events underscore the importance of comprehensive dealership engagement in promoting EV adoption. Encouraging employees to drive EVs and providing workplace charging are practical steps toward this goal.

Ohio points out that dealership staff often lack firsthand experience with EVs, which can hinder effective customer communication. Local engagement with chapters is preferred over statewide organizations, highlighting the need for targeted educational efforts and the identification of early adopter dealerships willing to collaborate on outreach efforts.
Practical Advice for Engagement
Virginia and Ohio recommend establishing personal relationships within the automotive industry, focusing on dealers willing to engage in educational outreach. Offering in-person training for frontline salespeople and highlighting the benefits of EVs for dealerships and their customers are key strategies.

Collectively, the insights from these states advocate for a tailored approach to dealership engagement, emphasizing the need to listen and respond to each dealership’s specific needs, build trust, provide networking opportunities, and ensure mutual benefits. Educating dealership staff and maintaining strong, personal relationships are crucial for enabling dealerships to effectively sell EVs and support the broader goals of EV adoption. This collaborative and educational approach benefits dealerships and initiatives and advances the transition to electric mobility.
Priority Area 7: Fleet Engagement and EV Adoption

Tasks and Subtasks
Priority Area 7, "Facilitate EV deployments in fleets," focuses on encouraging the transition to EVs within fleet operations across the project states. By targeting 700 fleets total for engagement and aiming for EV adoption in an average of at least ten fleets per state, this priority area is pivotal for amplifying the impact of EVs in reducing emissions and promoting sustainable transportation.

Refining and Utilizing Outreach and Education Materials
Initial efforts involve gathering and updating or refining existing outreach and education materials to support Fleet EV education activities. These materials are crucial for providing accurate, compelling information about the benefits and logistics of integrating EVs into fleet operations, serving as a foundational tool for persuasion.

Targeting and Engaging Fleets
A significant task is developing a list of at least 50 target fleets per state for engagement. This strategic selection process ensures that engagement efforts are concentrated on fleets with the potential for substantial impact through EV engagement.

Convening and Educating Fleets
The initiative includes hosting convenings and engaging several fleets in EV and EVSE deployment education each year. These interactions are designed to inform fleet personnel about the advantages of EVs, the specifics of EVSE deployment, and the broader implications of transitioning to electric mobility. The initiative ensures ongoing progress toward its engagement goals by setting clear targets for fleets to engage annually.

Gathering and Utilizing Feedback
A critical component of this priority area is soliciting feedback from fleets through a web-based survey, aiming to reach at least 50 fleets across each state. This feedback informs the refinement of engagement strategies and educational materials, ensuring that they are responsive to the needs and concerns of fleets. Summary results of the fleet EV survey are compiled into a report, providing insights into fleet perceptions and potential barriers to EV adoption.

Outreach and Reporting on Progress
Follow-up outreach to all interested fleets includes sending the refined educational materials, reinforcing the initial engagement efforts, and providing additional resources for decision-making. A final report on activities to engage 50 or more fleets in education, outreach, and EV/EVSE deployment highlights the initiative’s achievements and lessons learned, serving as a valuable resource for future fleet engagement efforts.

Showcasing Success Stories
Producing "Success Stories" of at least ten fleets in each state that have successfully deployed EVs is a testament to the initiative’s impact and a powerful tool for inspiring fleet transitions to electric mobility.

Priority Area 7 adopts a comprehensive approach to fleet engagement and EV adoption, leveraging targeted outreach, educational convenings, feedback solicitation, and celebrating success stories. Through these efforts and spreading those stories, the initiative aims to grow local examples of fleet electrification and further contribute to the broader goals of emissions reduction and sustainable transportation.
Table of Tasks and Subtasks Across the Three Project Years

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Quantitative Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.7-A</td>
<td>Gather and refine existing outreach and education materials to support Fleet EV education activities.</td>
<td>N/A</td>
</tr>
<tr>
<td>1.7-B</td>
<td>Develop a list of at least 50 target fleets in the state for outreach and educational engagement.</td>
<td>N/A</td>
</tr>
<tr>
<td>1.7-C</td>
<td>Hold convenings and directly engage at least three (3) fleets in EV and EVSE deployment education.</td>
<td>Engage at least three fleets</td>
</tr>
<tr>
<td>2.7-A</td>
<td>Hold convenings and directly engage at least four (4) fleets in EV and EVSE deployment education.</td>
<td>Engage at least four fleets</td>
</tr>
<tr>
<td>2.7-B</td>
<td>Compile summary results on a report from the Fleet EV survey.</td>
<td>N/A</td>
</tr>
<tr>
<td>2.7-C</td>
<td>Perform outreach and solicit EV survey feedback from at least 50 fleets (web-based survey provided).</td>
<td>Solicit feedback from at least 50 fleets</td>
</tr>
<tr>
<td>2.7-D</td>
<td>Follow up with all interested fleets by sending educational materials.</td>
<td>N/A</td>
</tr>
<tr>
<td>3.7-A</td>
<td>Finalize Report on activities to engage 50 fleets or more in education, outreach, and EV/EVSE Deployment.</td>
<td>N/A</td>
</tr>
<tr>
<td>3.7-B</td>
<td>Hold convenings and directly engage at least three (3) fleets in EV and EVSE deployment education.</td>
<td>Engage at least three fleets</td>
</tr>
<tr>
<td>3.7-C</td>
<td>Produce Fact Sheets and &quot;Success Stories&quot; of at least 10 Fleets that have deployed EVs in the State.</td>
<td>Highlight at least ten success stories</td>
</tr>
</tbody>
</table>

Individual State Stories from PA7 Included in this Playbook

Drive Electric Florida
JEAs Fleet Electrification Program is a pioneering initiative aimed at assisting commercial and industrial customers in Jacksonville, Florida, to transition their fleets to EVs. This program offers a "white glove" service with a comprehensive suite of tools and engineering advice to develop actionable fleet conversion plans. The initiative is designed to support businesses at every step of the electrification process, from initial planning to implementation, ensuring efficient infrastructure deployment and swiftly realizing EV adoption benefits. With JEA leading by example in fleet conversion, the program seeks to drive responsible kWh load growth while proactively involving the utility in the transition process. JEA’s approach of providing consultative engineering advice, utility infrastructure guidance, and differentiated service levels based on fleet size exemplifies a comprehensive strategy to encourage fleet electrification. Through this program, JEA aims to capture future load growth, ensure efficient planning and building of electric grid improvements, and support its customer base in electric mobility, contributing significantly to the broader emissions reductions and sustainable transportation goals.

Plug-in NC
The engagement and EV adoption efforts in North Carolina, facilitated by collaborations between various Clean Cities Coalitions, Advanced Energy, and the North Carolina Clean Technology Center, alongside the City of Charlotte, illustrate a proactive statewide approach to increasing EV adoption rates among fleets. These efforts were highlighted through participation in the 2022 and 2023 Sustainable Fleets Conference and Expo and a targeted EV Ride & Drive event in Charlotte in October 2022. These initiatives offered educational and
experiential opportunities for fleet staff across the state to understand the benefits of transitioning to EVs. Specifically, the Ride & Drive event showcased a variety of light- and medium-duty EVs, including the Ford F-150 Lightning and Tesla Model Y, allowing over 100 local government staff to experience the capabilities of EVs firsthand. This aligns with Priority Area 7’s objectives of facilitating EV deployments in fleets by providing crucial outreach and education to encourage EV adoption. The successful implementation of these events and the strategies used—leveraging stakeholder relationships for product exposure and including networking opportunities—serve as a best practice for future initiatives aiming to foster fleet electrification. These engagements have led to beneficial outcomes, including expanded reach and impactful conversations with communities outside the immediate Clean Cities network, emphasizing the importance of planning and coordinating regional and statewide events to ensure their success and impact on EV adoption among fleets.

**Drive Electric Ohio**

Drive Electric Ohio (DEO) has played a critical role in advancing EV fleet deployment across Ohio, targeting a broad spectrum of stakeholders, including public and private fleet operators. Through collaborative efforts, DEO has provided comprehensive fleet analysis, education on EV suitability for specific fleet requirements, and support in transitioning parts of fleets to electric. DEO’s engagement with PITT Ohio and the City of Columbus notably exemplifies the initiative’s impact. PITT Ohio, a family-owned business, has integrated medium- and heavy-duty electric trucks into its fleet for local deliveries, spurred by DEO’s assistance in accessing resources for charger costs. Similarly, the City of Columbus, motivated by an initial fleet electrification analysis by DEO, has set ambitious goals within its Climate Action Plan to convert 100% of its light-duty vehicles to EVs by 2030, already incorporating a mix of EVs and plug-in hybrid electric vehicles (PHEVs) across various departments. These engagements have led to the broader inclusion of EVs and PHEVs in fleet planning, evidencing the program’s success in enhancing EV adoption. Best practices identified include preparing clear materials on incentive programs, integrating fleet analysis with project planning, and aligning efforts with existing sustainability plans or emissions targets of communities and companies. These strategies underline the importance of providing targeted support and resources to facilitate the transition to electric mobility within fleet operations.

**Drive Electric Pennsylvania**

Drive Electric Pennsylvania (DEPA) has played a significant role in facilitating the transition of various fleets across Pennsylvania towards EVs, providing comprehensive pathways and fleet analyses to highlight the benefits of EVs. DEPA's approach encompasses a range of sectors, including municipal, private, public, utility, and higher education, with a track record of assisting over 30 fleets in initiating their journey into EV adoption across vehicle classes 1 to 8. Noteworthy examples of DEPA's impact include the City of Pittsburgh, which has integrated over 80 EVs into its fleet since beginning its EV pilot in 2018, and Delaware County, which has added over 75 EVs and 30 EVSEs to its fleet with a goal toward full electrification of its 300 vehicles, partially thanks to DEPA’s support in obtaining funding. Additionally, the University of Pennsylvania’s transition to electric transit vans for student transportation, initiated with DEPA’s assistance, marks a significant move towards campus-wide EV adoption. The fleet outcomes demonstrate a tangible shift in fleet compositions towards electrification, with participating fleets actively demonstrating and showcasing their EVs at various events. Best practices identified include engaging the appropriate contacts within organizations, leveraging successful EV implementation projects to encourage further adoption, and exploring opportunities at the county level to identify potential fleets for conversion.
**Drive Electric Utah**
The Utah Clean Cities (UCC) Beyond Zero Green Fleets (BZGF) Program, established in 2020, aims to assist Utah fleets in transitioning to zero-emission vehicle technologies through a comprehensive support system. By focusing on medium- and heavy-duty fleets, BZGF seeks to make a significant impact by reducing emissions and improving air quality in Utah. The program, a part of UCC's broader stakeholder engagement initiative, offers Gold Membership level participants ($1,000/year or above) access to a supportive network of alternative fuels expertise, goal setting for emission reduction, consulting for green fleet vehicle procurement, and numerous resources including up-to-date information on incentives and regulations, training seminars, and recognition through media branding and annual awards. Notable achievements include the successful electric deployments by the Salt Lake City School District, ACE Recycling, Salt Lake City Municipal Government, and Salt Lake County Environmental Health Department, demonstrating substantial reductions in gasoline consumption and greenhouse gas emissions. The program underscores the importance of personalized engagement, celebrating achievements, and dedicated technical support to guide fleets through the complexities of electrification, aligning with Priority Area 7's objectives to facilitate EV deployments in fleets and enhance sustainable transportation.

**Drive Electric Wisconsin**
Drive Electric Wisconsin (DEW) has made significant strides in engaging with fleets across Wisconsin to support their transition to EVs as part of the DEUSA project's Priority Area #7 for fleet engagement by providing education on EV options, infrastructure, and funding opportunities, DEW has connected fleets with valuable resources and shared success stories to inspire further EV adoption. Notable partnerships include Dairyland Power Cooperative, Masters Gallery Foods, Northeast Wisconsin Technical College (NWTC), Shea Electric, Faith Technologies, and the Somerset Police Department, each contributing to the state's EV landscape through various deployments such as electric class 8 trucks, school buses, and police vehicles. These collaborations have reduced emissions, improved local air quality, and increased public exposure to EVs, demonstrating the effectiveness of targeted fleet engagement. Lessons learned emphasize the importance of fleet analysis and highlighting the economic benefits of EVs and the role of sustainability initiatives in driving adoption.
Summary Lessons Learned and Best Practices

Priority Area 7, "Facilitate EV deployments in fleets," highlights strategies and lessons learned from states like Florida, North Carolina, Ohio, Pennsylvania, Utah, and Wisconsin in engaging fleets for EV adoption. These insights offer tactical advice and strategic approaches for practical fleet electrification efforts.

Engaging with Fleets Proactively
Florida's experience with JEA demonstrates the importance of engaging fleets proactively to address common questions about EVs and infrastructure, and considering the broader implications of vehicle electrification on the grid. This approach ensures utility infrastructure planning aligns with the anticipated increase in EV usage.

Building Relationships and Networking
North Carolina stresses leveraging relationships with stakeholders to showcase products to potential buyers and the necessity of incorporating networking time at events. Additionally, the importance of allowing for adequate planning time for regional and state-scale events is highlighted to ensure their effectiveness.

Clear Communication and Planning
Ohio emphasizes preparing standardized materials to clarify incentive programs and integrating fleet analysis, project planning, and concept development. This comprehensive approach helps identify opportunities for by building vendor relationships and supports future deployment by making facilities charger-ready.

Targeting the Right Contacts and Showcasing Success
Pennsylvania's strategy involves reaching out to the correct people within businesses or organizations, such as fleet managers, and utilizing successful implementation projects as persuasive evidence. Working at the county level can also unveil additional opportunities for fleet electrification, especially among municipalities.

Personal Touch and Recognition
Utah underscores the importance of being present, building solid relationships with fleet managers, celebrating accomplishments through awards, and providing dedicated staff support. This personal touch and technical expertise help facilitate the transition to green fleets.

Fleet Analysis and Economic Considerations
Wisconsin points out the excitement among operators about the new EV experience, highlighting the benefits of reduced noise, vibration, and emissions. Fleet analysis is crucial for identifying optimal deployment locations, and the long-term economic benefits of fuel and maintenance savings are critical to convincing new adopters. Sustainability initiatives also play a significant role in motivating fleets to consider EVs.

Collectively, these insights underscore the many aspects of fleet engagement that are required for successful fleet engagement and EV adoption. Proactive engagement, relationship building, clear communication, strategic planning, using a personal touch, and recognition of achievements form the foundation of effective fleet electrification strategies. By considering these elements, initiatives can encourage more fleets to transition to EVs and achieve maintenance cost reductions and sustainability goals.
Priority Area 8: Project Finalization

Tasks and Subtasks
For the "Project Finalization" phase, the focus shifts to encapsulating the accomplishments and learnings from the DRIVE Electric USA (DEUSA) initiative. This concluding phase centers on reviewing, showcasing, and documenting the project's impact and successes across the states.

Final Enhancements and Reviews
The process begins with a comprehensive review of each state's website alongside project leadership. This review aims to identify and implement any final project-based enhancements or changes, ensuring that the digital platforms accurately reflect as much of the project's achievements and resources for future reference.

Sharing and Documenting Success Stories
A pivotal part of the final year of the project involved holding a public-facing webinar on DEUSA Success Stories (and that webinar as well as the slides used can be accessed here or by clicking the image at right). This event provides a platform for each state to present a success story, highlighting the unique challenges, strategies, and outcomes experienced throughout the initiative. Such discussions celebrate the collective achievements, facilitate knowledge sharing, and inspire continued efforts in EV adoption.

Subsequently, the project requires each state produce three success stories – one each from a separate PA – for inclusion in the Replication Playbook. These stories are crafted to showcase the varied successes across different contexts within the states, offering valuable insights and models for replication. The success stories testify to the initiative's impact, illustrating practical examples of how barriers to EV adoption were overcome, innovative strategies were employed, and the benefits of electrification were realized within communities and fleets.

Documenting for Replication
Each success story is tailored to emphasize the strategies, partnerships, and outcomes that characterized that part of that state team's work and achievements. By including these narratives in the Replication Playbook, the initiative ensures that the lessons learned and successes achieved can guide and inspire similar efforts elsewhere. The stories aim to serve as a relatable and actionable resource for stakeholders looking to foster EV adoption in their states or regions.

The "Project Finalization" phase is designed to capture and share the successes and learnings from the DEUSA initiative comprehensively. Through careful review, documentation, and dissemination of success stories, the project celebrates its achievements and lays the groundwork for future endeavors in the EV space. This final phase underscores the importance of reflection, storytelling, and knowledge sharing in driving the continuous advancement of electric mobility. Watch the DRIVE Electric USA social media channels to see these stories being shared over the coming months.
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<tr>
<th>Task</th>
<th>Description</th>
<th>Quantitative Goals</th>
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<tbody>
<tr>
<td>3.8-A</td>
<td>Review your state's website with project leadership to make any final project-based enhancements or changes.</td>
<td>N/A</td>
</tr>
<tr>
<td>3.8-B</td>
<td>Hold all partnerships’ discussion on DEUSA Success Stories via a webinar -- each state has a person from their state present their one story.</td>
<td>N/A</td>
</tr>
<tr>
<td>3.8-C</td>
<td>Produce Your State's SUCCESS STORY #1 for Replication Playbook.</td>
<td>N/A</td>
</tr>
<tr>
<td>3.8-D</td>
<td>Produce Your State's SUCCESS STORY #2 for Replication Playbook.</td>
<td>N/A</td>
</tr>
<tr>
<td>3.8-E</td>
<td>Produce Your State's SUCCESS STORY #3 for Replication Playbook.</td>
<td>N/A</td>
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</table>
DEUSA2: The First Use of the Replication Playbook

The first place where lessons learned from the DEUSA1 project was applied is in the “DRIVE Electric USA 2” (DEUSA2) project, which is an expansion of the first DOE-funded project from 2020 that will is adding another 12 states and Washington DC (hereafter referenced as “13 states”) to the process of developing statewide, collaborative, branded, and inclusive “Drive Electric” programs. DEUSA2 is led by the East Tennessee Clean Fuels Coalition (ETCF), which has an active and direct engagement of 19 total Clean Cities Coalitions (across those 13 states as some states have multiple coalitions in them that will collaborate on work in the project), one leadership utility (SD), and one leadership nonprofit (AZ). Most of these states are in the middle to lower tier of EV market adoption. However, leadership entities and stakeholders have capacities to build true statewide EV initiatives. The above map shows the new 13 brightly colored states as well as the DEUSA1 states in darker gray.

With guidance from templates, documents, success stories, and the “Replication Playbook” from the DEUSA1 project, the DEUSA2 project will push more states to become “laboratories of innovation” and apply state-of-the-art barrier reduction strategies in less-developed EV markets. The collaborative approach will enable state leaders to attract strong support from industry and additional private funders, learn from each other’s experiences, and make significant, measurable progress in EV planning and adoption in their state. The experiences, outputs, and outcomes from these 13 additional states will be fed into a future, online version of the Replication Playbook for easy, online access for other markets to further replicate these actions. From the outset and especially during the final 18 months, leaders from the DEUSA2 project and individual state initiatives will raise funds to continue their work in each of the 13 states.
DEUSA2: Priority Areas and Justice40 Metrics

In the DEUSA2 project, working with and for disadvantaged communities (DACs) was hardcoded into the project. Below you will find the overarching goals/tasks in the DEUSA2 project that were slightly modified due to what we learned in the DEUSA1 project. That is followed by the Justice40 metric(s) that are built into each Priority Area of work, and the importance of meeting or exceeding these metrics has been stressed to all of the participant state leaders. The “Climate and Economic Justice Screening Tool” online map is one of the primary tools that the DEUSA2 project will use to identify DAC areas, and a snapshot of that map is provided below (snapshot taken on March 29, 2024). After the major goals and Justice40 metrics, we have included the modified DEUSA2 project tasks and individual subtasks that are what each participant state will have to complete during the project’s three years.

Priority Area 1: Building Statewide, Branded EV Programs

✓ The project will 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, and increase positive exposure.

✓ Justice40 Metrics: People chosen to be in positions of authority within the “Drive Electric” program should be diverse and inclusive and representative of the entire state and citizenry.

Priority Area 2: Consumer Education & Local Chapter Development

✓ Directly educate at least 13,000 consumers (average of 1,000+ per state) through direct participation in EV Ride & Drives (R&Ds) and other tactics. Develop and support local EV chapters (at least two per state) to coordinate R&Ds based on specific event models. Gather and analyze participant surveys.

✓ Justice40 Metrics: One of the two program chapters developed should substantially serve and be led primarily by a Justice40 disadvantaged community in each state.
Priority Area 3: Engaging Electric Utilities & Regulators

- Educate state utility regulators, plus investor-owned, municipal, and cooperative utilities in 13 states. Base education on evolving best practices for utility EV programs and the benefits of transportation electrification for all stakeholders, including non-EV-owning utility customers. Conducted seminars, forums, R&Ds, and other convenings for utilities, regulators, and stakeholders in the sector.
- **Justice40 Metrics**: Two of the six total utility engagement sessions should be held with utilities representing federally recognized disadvantaged communities within partner states.

Priority Area 4: EV Charging Infrastructure Planning

- Develop or update plans for EV charging infrastructure in each of the 13 Partnership states at regional and community levels. Use analyses to educate a wide range of stakeholders and plan the deployment of EVSE at all levels and site types in each state.
- **Justice40 Metrics**: Two of the six total state “community” EV charging plans should substantially benefit Justice40 disadvantaged communities.

Priority Area 5: Educate State & Local Government Officials

- Educate government officials in all 13 project states. At the state level, 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, focus on guidance for charging in public rights of way, signage and parking enforcement, local building codes, and government fleet electrification.
- **Justice40 Metrics**: One of two meetings with state officials should be with a government representative whose territory substantially includes underserved communities. Three of eight meetings with local government officials should also be with those whose territory includes underserved communities, and the parts of their discussions related to citizens living in DACs should be documented.

Priority Area 6: Dealer Engagement – Develop Preferred Dealer Programs

- Develop “preferred” EV dealer programs in 13 states, then secure 26 or more preferred dealers total, with at least two per state. Build web-based platforms to help channel interested EV purchasers to preferred dealers. Partner with “low touch” Internet-based retailers that sell EVs, especially in portions of states still underserved by supportive dealers.
- **Justice40 Metrics**: Coalition will reach out to dealerships within or primarily serving Justice40 disadvantaged communities, and results will be recorded in project mapping that shows DAC areas.

Priority Area 7: Fleet Engagement & EV Adoption

- Meet with personnel from 520 fleets across all Partnership states, then drive EV adoption in an average of at least ten fleets per state.
- **Justice40 Metrics**: Three of the ten fleets that a Coalition engages in EV deployment education must be include, primarily serve, or majority hire from Justice40 disadvantaged communities.
## DEUSA2: Subtasks by Priority Area

### Priority Area 1: Building Statewide, Branded EV Programs

<table>
<thead>
<tr>
<th>Subtask</th>
<th>Subtask Description</th>
<th>Subtask Details</th>
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<tbody>
<tr>
<td>1.1-A</td>
<td>Create a statewide, written DRIVE Electric Initiative plan for your statewide initiative (template provided).</td>
<td>Recommendations:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Identify EC members (hold meetings as needed); put on your website</td>
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<td></td>
<td></td>
<td>- Create working groups (hold meetings as needed); put on your website</td>
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<td>- One option is to use the project PAs as the sections for your plan</td>
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<td>Recommendation:</td>
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<tr>
<td></td>
<td></td>
<td>- Create a statewide, written DRIVE Electric Initiative plan for your statewide initiative (template provided).</td>
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<td>- Create a branded web platform for the statewide DRIVE ELECTRIC initiative.</td>
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<td>Document at least 100 social media engagements and 20,000 media impressions generated by the initiative.</td>
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<td>Recommendation:</td>
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<td>- Create a statewide accepted name &amp; logo/brand identity</td>
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<td>- Create a website (not just one page); include EC, WGs, and any state goals (if they exist, your team should make one; if not, you should consider obtaining buy-in from EC or broader initiative on one)</td>
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<td>- Create one or more SM channels under that brand; make them visible on the website</td>
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<tr>
<td>1.1-C</td>
<td>Host at least one stakeholder planning or feedback convening.</td>
<td>Recommendation:</td>
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<td>- In-person or webinar/virtual OK</td>
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<td>- could be focused on EC, WGs/committees, etc.</td>
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<tr>
<td>2.1-A</td>
<td>Develop a plan for funding, financial continuation, and sustainability. Utilizing the NEW DEUSA2 TEMPLATE provided, create a report of the plan.</td>
<td>Specifics:</td>
</tr>
<tr>
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<td>- Prime must approve the plan</td>
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<td>- Plan should include industry, philanthropic, and possibly government support</td>
</tr>
<tr>
<td>2.1-B</td>
<td>Perform outreach and marketing of statewide DRIVE ELECTRIC initiative AND Document at least 200 social media engagements and 40,000 media impressions</td>
<td>Recommendation:</td>
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<tr>
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<td>- Track social media engagements monthly for easier reporting; ETCF/DET has an example system</td>
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### Year 3

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<tr>
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<tbody>
<tr>
<td>3.1-A</td>
<td>Perform outreach and marketing of statewide DRIVE ELECTRIC initiative AND Document at least 200 social media engagements and 40,000 media impressions</td>
<td>Recommendation:</td>
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<tr>
<td></td>
<td></td>
<td>- Track social media engagements monthly for easier reporting</td>
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## Priority Area 2: Educate Consumers & Develop Local Chapters

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<tr>
<th>Subtask</th>
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<td><strong>Year 1</strong></td>
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<tr>
<td>1.2-A</td>
<td>Read/review and then <strong>use the created Chapter Development Guide to train Coalition/initiative staff on developing local chapters.</strong></td>
<td><strong>Specifics:</strong>&lt;br&gt;The guide should be in the DEUSA2 drive under the &quot;templates and guides&quot; section!</td>
</tr>
<tr>
<td>1.2-B</td>
<td><strong>Identify the geographic areas covered and create at least two (2) consumer grassroots DRIVE ELECTRIC initiative chapters</strong> in your state.</td>
<td><strong>Specifics:</strong>&lt;br&gt;- Need to consider/determine how/where you will show chapters on your website (use a county map of your state)&lt;br&gt;- The focus should be on mobilizing EV owner-ambassadors and EV advocates for consumer outreach and educational activities, as well as potentially policy-maker and dealer education.</td>
</tr>
<tr>
<td>1.2-C</td>
<td><strong>Identify chapter co-chairs AND hold an initial meeting(s) of local chapters.</strong> Help leaders set up organizational plans and determine how meetings/events will be conducted.&lt;br&gt;- <strong>Recruit chapter leaders &amp; EV owners into the chapter</strong>&lt;br&gt;- Document mtg agendas, attendees, notes, and chapter outreach&lt;br&gt;- List chapter leaders/co-chairs on website</td>
<td><strong>Recommendations:</strong>&lt;br&gt;- Make plans for R&amp;D events, social media engagement, local official education, EVSE site host outreach, and other activities.&lt;br&gt;- Describe methods/pathways/tools you used to bring in recruits&lt;br&gt;- Get good photos from outreach events for use</td>
</tr>
<tr>
<td>1.2-D</td>
<td><strong>Plan, organize, and hold R&amp;D DIRECTLY educating at least 200 consumers</strong> for Year 1—document volunteer &amp; vehicle participation. Include outreach activities in low-moderate income rural and urban communities.&lt;br&gt;- Promote events through SM&lt;br&gt;- Leverage other subtask work into chapter activities (e.g., bring utilities, state officials, dealerships to/into events)</td>
<td><strong>Specifics:</strong>&lt;br&gt;- Complete an event Excel worksheet that includes: a) the number of consumers impacted, b) a listing of all volunteers and vehicles, and c) cost-sharing value associated with volunteers and vehicles (template and examples provided)&lt;br&gt;- Document event promotion; list likes, shares, retweets, etc. in the report</td>
</tr>
<tr>
<td>1.2-E</td>
<td><strong>Complete a written report</strong> (template provided) on the year's overall chapter activities and outcomes.</td>
<td><strong>Specifics:</strong>&lt;br&gt;It doesn’t need to be long, but it should be detailed and include info from 1.2-B/C (and people reached [&quot;outcomes&quot;] from D)</td>
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<tr>
<td><strong>Year 2</strong></td>
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<tr>
<td>2.2-A</td>
<td><strong>Host EV Consumer outreach and education activities.</strong> <strong>AND Document direct engagements with at least 400 consumers.</strong></td>
<td><strong>Specifics:</strong>&lt;br&gt;- Complete a cost-share form for each outreach/education event held, including a) activity types completed, b) list of all volunteers and vehicles, c) cost-sharing value associated with volunteers, vehicles</td>
</tr>
<tr>
<td>2.2-B</td>
<td><strong>Host at least one stakeholder feedback convening</strong> (i.e., webinar, virtual event, working groups, committees, etc.)</td>
<td><strong>Recommendations:</strong>&lt;br&gt;- Take minutes from the convening, recording attendees/organizations, topics discussed, and subsequent actions</td>
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<tr>
<td>2.2-C</td>
<td><strong>Complete grassroots chapter reports for Year 2.</strong> This should be a summary of all your chapter’s work.</td>
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</table>
|       | **Recommendations:**  
|       | - You only have to "create" two chapters (and some flexibility will be provided there). Still, in the long run, you should be considering how many people in your state will, in the not-so-distant future, have LOCAL opportunities to learn about EVs.  
|       | - Consider this from the perspective of a future map, as your Y3 report will be a map highlighting chapter areas. |

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<th>Year 3</th>
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<tr>
<td>3.2-A</td>
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</table>
|       | **Specifics:**  
|       | - Complete a cost-share form for each outreach/education event held, including a) activity types completed, b) list of all volunteers and vehicles, c) cost-sharing value associated with volunteers, vehicles |

| 3.2-B | **Hold a meeting with Jonathan or Jenni (ETCF) to highlight your new chapter counties on the whole U.S. map (your Y3 "report").** |
|       | **Specifics:**  
|       | - Track new, developed chapters; strengthened chapters/groups; and emerging chapters |
## Priority Area 3: Utility & Regulator Engagement

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<td><strong>Year 1</strong></td>
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<tr>
<td>1.3-A</td>
<td><strong>Identify the main utility service providers and regulators in your state.</strong>&lt;br&gt;A) Make a list of electric utilities and regulators in your state (all of them)&lt;br&gt;B) Find a map of those in your state; share during monthly internal Zoom&lt;br&gt;C) Identify the key personnel at each one you will work with to facilitate successful EV and EVSE deployments&lt;br&gt;D) Note the ones you are or are going to work with</td>
<td><strong>Specifics:</strong>&lt;br&gt;Use Excel to list utilities; the map should be a large, current version.&lt;br&gt;<strong>Recommendations:</strong>&lt;br&gt;- Use the NEVI-U finder tool to quickly access a list of all electric utilities and regulators in your state (<a href="https://driveelectric.gov/files/nevi-u-finder.xlsx">https://driveelectric.gov/files/nevi-u-finder.xlsx</a>)&lt;br&gt;- You should be developing (if you haven't already) relationships with statewide utilities (e.g., muni, coop) associations, too</td>
</tr>
<tr>
<td>1.3-B</td>
<td><strong>Hold at least two convenings</strong> with utilities (and regulators, where appropriate) and document engagements.</td>
<td><strong>Recommendations:</strong>&lt;br&gt;- In-person meetings are always better, but virtual meetings are acceptable&lt;br&gt;- Should you invite them into the initiative [Steering Committee] leadership?&lt;br&gt;- Include them (as applicable) in area chapter discussions</td>
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<td><strong>Year 2</strong></td>
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<tr>
<td>2.3-A</td>
<td><strong>Hold two events in partnership with utilities and regulators.</strong> Complete an Event report for each utility/regulator event held, including a) activity types completed, b) a list of all volunteers and vehicles, and c) cost-sharing value associated with volunteers and vehicles.</td>
<td><strong>Recommendations:</strong>&lt;br&gt;- These events may include R&amp;Ds, seminars, and others&lt;br&gt;- Encourage focused meetings, but be flexible. Attendees may include regulator staff, utilities and their customers, associations, and other stakeholders.&lt;br&gt;- The purpose must be to develop a great relationship with utilities/regulators to drive their involvement in your DE initiative.</td>
</tr>
<tr>
<td>2.3-B</td>
<td>A) <strong>Make a list of utility incentives in your state</strong>&lt;br&gt;B) <strong>Post to your website</strong></td>
<td><strong>Recommendations:</strong>&lt;br&gt;- Include links to the electric utility/regulator website for complete information</td>
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<td><strong>Year 3</strong></td>
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</table>
| 3.3-A | **Hold at least two convenings with utilities and regulators and document engagements.** Complete an Event report for each utility/regulator event held, including a) activity types completed, b) a list of all volunteers and vehicles, and c) cost-sharing value associated with volunteers and vehicles. | **Recommendations:**<br>- These events may include seminars and similar; it is encouraged that most of these be in-person meetings<br>- Attendees may include regulator staff, utilities and their customers, associations, and other stakeholders.<br>- The purpose must be to develop a great relationship with utilities/regulators to drive their involvement in your DE initiative.
## Priority Area 4: EV Charging Infrastructure Planning

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| 2.4-A   | **Select three (3) communities and engage local stakeholders in in-person EVSE planning** by convening them to develop an EVSE planning map. **Produce a report on the meeting.** | **Recommendations:**  
- Report on each seminar/meeting with local governments that addressed community-level EV charging planning, including a) attendees, b) topics discussed, c) volunteers and vehicles attended, d) cost-sharing value |
| 3.4-A   | **Conduct at least three (3) community EVSE gap analyses and create a plan for that community** with recommendations on priority EVSE needs and locations and document activity. | **Recommendations:**  
- It is encouraged that most of these be in-person meetings  
A community is "a group of people living in the same place or having a particular characteristic in common."  
- It does not have to be a geographic community, but for most, *it will be*. If one of your "communities" will NOT be a geographic community, relay that during a monthly meeting! |
## Priority Area 5: Educate State & Local Government Officials

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</table>
| 1.5-A | Create a STATE policy plan (template provided) detailing the key policy-level actions needed at the state level to advance EV and EVSE deployment. | **Specifics:**  
- Using the color coding in the template, if it is highlighted ANY COLOR, you should delete that from your final version  
- Include best practices |
| 1.5-B | Create a LOCAL policy plan (template provided) detailing the key policy-level actions needed at the local level to advance EV and EVSE deployment. |  |
| 1.5-C | Make a one-pager (one- or two-sided) to use for either or both state/local levels for your engagements. | **Recommendations:**  
- Review examples on DEUSA2 drive  
- Does not have to be professionally developed; utilize Canva or Adobe Suite to put together materials |
| **Year 2** | | |
| 2.5-A | Hold meetings with STATE government officials, AND write a summary of each meeting, including a plan for future actions. | **Specifics:**  
- This could be legislators or state department leaders.  
- Reports must include the names and titles of the officials you met with. |
| 2.5-B | Hold meetings with LOCAL government officials, AND write a summary of each meeting, including a plan for future actions. | **Specifics:**  
- This could be local elected reps, mayors, city council members, etc. |
| **Year 3** | | |
| 3.5-A | Hold convenings with local government officials in at least three (3) communities and document engagements. | **Specifics:**  
- It is encouraged that most of these be in-person meetings  
- Report on meeting held with local government officials for 3+ municipalities |
### Priority Area 6: Dealer Engagement – Develop Preferred Dealer Program

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| 1.6-A | Tailor general EV dealer program (engagement, education, dealer best practices) action plan (template provided) to create a state-specific EV Dealer Engagement Action Plan.  
- Consider contacting MD/HD dealerships in your state and including them on your map! | **Recommendation:**  
- Template available on DEUSA2 drive  
- See templates from DEUSA1 |
| 1.6-B | Develop a list of dealers and dealer contacts for the state, AND identify initial target dealerships. | **Recommendation:**  
- Include at least 20 dealers in your target list |
| **Year 2** | | |
| 2.6-A | **Build a state-specific web-based platform/resource center targeting dealers and consumers,** including a pathway to connect potential EV customers.  
Specifics:  
- This will provide information about preferred dealers, educational information for consumers and dealers, and a pathway for prospective EV customers to connect with preferred, supportive dealers. | |
| 2.6-B | **Conduct outreach and engagement, and enroll at least two targeted state auto dealers in the EV Preferred Dealer Program.** Report on outreach, meetings conducted, and dealers secured for participation in the program, including a list of potential “specialist” dealer staff and support for future events  
Specifics:  
- The purposes will be to explain the program, inquire about interest, secure participation, map out educational follow-up plans, preferred dealer listings on the website, identify EV “specialist” sales personnel in the showroom, support for R&D events, and connections with customers. Each state will secure at least two “preferred” EV dealers. | |
| 2.6-C | **Update the platform/website** with information on at least two preferred dealers secured for the program.  
Recommendations:  
- Feel free to utilize either a map or a logo list of the dealerships.  
- Aim to include a link to the dealership website | |
| 2.6-D | **Involve preferred dealers in R&D events organized by local chapters.**  
- Educate partner dealers along the way as needed  
Specifics:  
- Connect preferred dealers to R&D and educational events hosted by the statewide program.  
- Showcase dealer vehicles at events and connect event participants/consumers with preferred dealers as a follow-up.  
- Document Connections and outcomes in a summary report. | |
| **Year 3** | | |
| 3.6-A | **Maintain a website with a list of preferred dealers and contact information for that state initiative’s website. Conduct outreach and engagement and enroll at least two more targeted state auto dealers in the EV Preferred Dealer Program—report** on outreach, meetings conducted, and dealers secured for participation.  
Recommendations:  
- Feel free to utilize either a map or a logo list of the dealerships.  
- Aim to include a link to the dealership website | |

*DRIVE Electric USA Replication Playbook p. 50*
<table>
<thead>
<tr>
<th>3.6-B</th>
<th><strong>Involve preferred dealers in R&amp;D events organized by local chapters; document connections in a summary report.</strong></th>
</tr>
</thead>
</table>

**Specifics:**
- Connect preferred dealers to R&D and educational events hosted by the statewide program.
- Showcase dealer vehicles at events, as well as connect event participants/consumers with preferred dealers as a follow-up,
## Priority Area 7: Fleet Engagement & EV Adoption

<table>
<thead>
<tr>
<th>Subtask</th>
<th>Subtask Description</th>
<th>Subtask Details</th>
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<tbody>
<tr>
<td><strong>Year 1</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7-A</td>
<td><strong>Develop a list of at least 50 target fleets in your state.</strong></td>
<td><strong>Recommendation:</strong> - Including fleets you already know or are having conversations with is fine.</td>
</tr>
</tbody>
</table>
| 1.7-B | **Distribute the survey to at least 50 fleets in your state.**  
- This may require multiple efforts to solicit fleet responses; be proactive and stay on top of securing responses. | **Recommendations:** - Set a timeline for survey returns and have a follow-up plan if you have not received surveys back in the allotted timeframe |
| 1.7-C | **Hold convenings and directly engage at least three (3) fleets in EV and EVSE deployment education.** | **Recommendations:**  
- In-person meetings are always better, but virtual meetings are acceptable  
- Develop or utilize existing materials to support outreach  
- Should you invite them into the initiative (SC) leadership?  
- Include them (as applicable) in area chapter discussions |
| **Year 2** | | |
| 2.7-A | **Develop a short report on your survey results.**  
- Include a narrative on your outreach and responding fleets  
- Include summary graphs, etc., to elucidate efforts | **Recommendations:** - Review DEUSA1 reports and graphs before you start writing your report or making your graphs |
| 2.7-B | **Follow up with all fleets that expressed openness to considering EVs, and write a summary report of those fleets and their interest.**  
**AND**  
**Directly engage at least four (4) fleets in EV and EVSE deployment education.** | **Recommendations:** - Activities may include additional analysis and efforts to help secure financing or funding.  
- Connect open-minded fleets with industry solution providers and peer fleets |
| **Year 3** | | |
| 3.7-A | **Produce "Success Stories" for at least ten fleets that have deployed EVs in the state.** Utilize the created template to generate high-quality success stories. | **Specifics:** - Ten stories for fleets deploying EVs in the state |
### Project Wrap-Up: Build a Replication Playbook & Secure Continuation Funding

<table>
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<th>Subtask</th>
<th>Subtask Description</th>
<th>Subtask Details</th>
</tr>
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</table>
| 3.8-A   | **Review your state's website with project leadership** (Jonathan/Jenni) to make final project-based enhancements or changes. | **Specifics:**
Websites MUST include:
a) State’s DE_ initiative logo  
b) Reference or mention of DEUSA project  
c) List of initiative partners  
d) List AND map of chapters in the state  
e) Link to social media  
f) The dealership section has a) to be built and b) have at least four dealerships included |
| 3.8-B   | **Write a summary report on your Continuation Funding efforts.**  
How are you showing new income results? | **Specifics:**
- Use a simple summary report format |
| 3.8-C   | **Produce Your State’s PRIORITY AREA Success Story #1** for Replication Playbook. | **Specifics:**
- Before starting work on these stories, you will work with Jonathan/Jenni to decide which three PAs you will write about.  
- Across all 13 states, we need to end up with at least four state stories per PA |
| 3.8-D   | **Produce Your State’s PRIORITY AREA Success Story #2** for Replication Playbook. | “ |
| 3.8-E   | **Produce Your State’s PRIORITY AREA Success Story #3** for Replication Playbook. | “ |
| 3.8-F   | **Hold ALL-CCs discussion on DEUSA Success Stories (webinar)**  
This will take place well into Y3. | **Specifics:**
- Each state will have one person present one of their stories |

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If you got this far, then you deserve a gift!!

Email jennifer@etcleanfuels.org and tell her “I found the goods!” and receive a few DRIVE Electric USA stickers and magnets that you can use to show your support for advancing transportation electrification in the USA!
What follows are the individual Success Stories from the project, broken out by Priority Area. Each section has a lead page that details the stories that are included in that section, followed by the stories in that Priority Area.
DRIVE Electric USA Program Success Stories from Priority Area 1:

Building Statewide, Branded, Inclusive "Drive Electric" Programs

Five stories included (in order):
1. Drive Electric Alabama – “Developing Drive Electric Alabama”
3. Drive Electric Georgia – “The Drive Electric Georgia Statewide Initiative”
4. Drive Electric Louisiana – “Developing a Statewide Branded EV Initiative in Oil & Gas Country”
Priority Area #1 – Create a Statewide, Branded EV initiative
When – 2021-Present
Where – Alabama, statewide

Developing Drive Electric Alabama

Major Partners: Alabama Clean Fuels Coalition (ACFC); Alabama Governor Kay Ivey and many state agencies, primarily Alabama Department of Economic and Community Affairs (ADECA); Energy Institute of Alabama (EIA), the Alabama Rural Electric Association of Cooperatives (AREA), the Alabama Municipal Electric Authority (AMEA) and many individual electric utilities including Alabama Power Company, PowerSouth, Tennessee Valley Authority (TVA), Cullman Electric Cooperative (CEC), and Central Alabama Electric Cooperative (CAEC); Automobile Dealers Association of Alabama (ADAA) and many individual dealerships including Woody Anderson and Town & Country; multiple Alabama EV Owners; Alabama Automotive Manufacturers Association (AAMA) and OEM’s including Hyundai Motor Manufacturing Alabama (HMMA) and Mercedes-Benz U.S. International, Inc. (MBUSI); University of Alabama’s Transportation Institute (ATI); Auburn University’s Office of Sustainability; University of Alabama at Birmingham (UAB); Alabama Partners for Clean Air (APCA); and more.

Purpose: Fully develop a state-based, statewide “Drive Electric” initiative.

Narrative: Alabama’s need for an initiative like “Drive Electric Alabama”, or DEA for short, was becoming very clear to ACFC just as the DRIVE Electric USA (DEUSA) project came to fruition in 2020. We participated in the project because it had clearly established goals that we knew would help guide our efforts to develop and improve specific initiatives within the Drive Electric Alabama initiative. We also knew DEA would benefit from ACFC’s collaboration with partners in other states all working to advance similar initiatives under the following DEUSA project “Priority Areas:”

1. Create and strengthen branded, statewide EV programs in each state
2. Educate consumers through the development of local EV “chapters” in all states
3. Directly engage and educate utilities and regulators of investor-owned ones
4. Advance infrastructure in all states via a statewide corridor, regional and community EVSE planning
5. Educate state and local government officials about EV policy best practices
6. Engage dealerships and OEMs to develop state-based preferred EV dealer programs
7. Significantly increase fleet EV adoption across many sectors and classes

Alabama Clean Fuels Coalition (ACFC) worked closely with stakeholders to create and launch the Drive Electric Alabama initiative. Alabama’s status as one of the top 5 American automotive manufacturing states, and the fact that Mercedes had already announced major efforts to build EVs at its existing plant and a battery facility in a very rural area of the state, led economic development opportunities stemming from EVs to become a major pillar of DEA efforts. The lower cost to fuel and maintain EVs, the high-end performance and fun of driving an EV, and the growing diversity of EV models available joined economic development as major messaging pillars.
The Drive Electric Alabama initiative was launched at a press conference at a charging station on UAB’s campus on November 29th, 2021. Featured speakers included Alabama Governor Kay Ivey, ADECA Director Kenneth Boswell, Alabama State Representative Danny Garrett, Alabama State House Minority Leader Anthony Daniels, ACFC President Michael Staley, and Birmingham EV owner Adrienne Holmes.

“As automakers make significant investments in electric vehicles, we know more and more motorists will consider purchasing one,” Ivey told attendees. “In addition, automobile manufacturing is one of Alabama’s key industries, and we want to make sure that this economic engine remains vibrant for Alabama’s workers.”

**DRIVE ELECTRIC ALABAMA MESSAGING:**
ALABAMA EV ADVISORY GROUP: An Alabama EV Advisory Group was established to help guide statewide efforts related to EVs. The individuals invited to participate represented groups including consumers, electric utilities, charging infrastructure experts, state agencies, automobile dealers and manufacturers, petroleum and convenience marketers, economic development professionals, public relations experts, and university departments. The EV Advisory Group has expanded on multiple occasions and played a very constant role in helping guide the state’s administration of state, federal, and VW settlement funds for charging infrastructure projects, to recommend state funding to promote EV consumer education and awareness, and to recommend priority areas for future activity. The EV Advisory Group has established four working subcommittees including a Utility Subcommittee, an Equity Considerations Subcommittee, a Labor and Workforce Considerations Subcommittee, and a Public Engagement and Collaborative Funding Opportunities Subcommittee.

EV OWNER CHAPTER DEVELOPMENT: Four grassroots DEA Chapters were initially created (Birmingham, Huntsville, Montgomery, and Mobile). Chapters have been established with a clear intent for locally based leaders to drive the activity of each chapter into the future. ACFC offers support and guidance to help fledgling chapters succeed.

Based on feedback from local Chapter leaders, logos were created to reflect the geographical area covered by each Chapter.

Building on the success of the program, ACFC added two additional chapters in 2023: the Wiregrass (Dothan) Chapter and the Auburn-Opelika Area Chapter.

During 2022 & 2023, active chapters holding events resulted in over 5,179 citizens gaining in-person exposure to 375 electric vehicles showcased by their owners. ACFC has provided Drive Electric Alabama marketing materials and shared “talking points” to local chapter leaders to encourage consistent messaging themes in news coverage of Chapter events. ACFC has also leveraged its PR firm to prepare and deliver media advisories about Chapter events to local and statewide news media. In-person and Zoom conversations are held throughout the year with both existing and potential Chapter leaders.
DRIVE ELECTRIC ALABAMA OUTREACH AND ENGAGEMENT ACTIVITIES:

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Electric Alabama – Birmingham Chapter – EV Showcase</td>
<td>March 19, 2022</td>
<td>This Drive Electric Alabama Event was held at The Worship Center Christian Church and was attended by approximately 300 members of the public with 29 EVs on display for 2.5 hours. This location is in a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Regional Planning Commission of Greater Birmingham EV Survey</td>
<td>March – July, 2022</td>
<td>The Regional Planning Commission of Greater Birmingham (RPCGB) included questions regarding EVs on their annual survey. The RPCGB received 2,627 responses between March 9, 2022, to July 5, 2022, and identified a lack of charging stations as the greatest barrier to EV adoption.</td>
</tr>
<tr>
<td>Busting EV Performance Myths with Actual EV Owners [webinar]</td>
<td>March 10, 2022</td>
<td>This Drive Electric Alabama event was coordinated through a sponsored promotional campaign carried out through a partnership between the Alabama Broadcasters Association and the Alabama Clean Fuels Coalition.</td>
</tr>
<tr>
<td>How to Travel Long Distance in an EV [webinar]</td>
<td>March 15, 2022</td>
<td>This Drive Electric Alabama event was coordinated through a sponsored promotional campaign carried out through a partnership between the Alabama Broadcasters Association and the Alabama Clean Fuels Coalition.</td>
</tr>
<tr>
<td>Day Tripping in Alabama in an EV [webinar]</td>
<td>March 29, 2022</td>
<td>This Drive Electric Alabama event was coordinated through a sponsored promotional campaign carried out through a partnership between the Alabama Broadcasters Association and the Alabama Clean Fuels Coalition.</td>
</tr>
<tr>
<td>Is there an EV for me? 2022 EV Model Review [webinar]</td>
<td>April 5, 2022</td>
<td>This Drive Electric Alabama event was coordinated through a sponsored promotional campaign carried out through a partnership between the Alabama Broadcasters Association and the Alabama Clean Fuels Coalition.</td>
</tr>
<tr>
<td>Chapter/Event Name</td>
<td>Date</td>
<td>Event Description</td>
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</tr>
<tr>
<td>North Alabama Drive Electric Alabama Earth Day Event</td>
<td>April 23, 2022</td>
<td>The North Alabama Chapter of Drive Electric Alabama held an Earth Day event at Holtz Leather Company on Meridian Street in Huntsville. 26 EVs were showcased during the 3 hour event. Approximately 200 people from the public attended and learned more about EVs. This location is in a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Birmingham Area Drive Electric Alabama Earth Day Event</td>
<td>May 14, 2022</td>
<td>The Birmingham Area Chapter of Drive Electric Alabama held an Earth Day Event at the Market at Pepper Place. 21 EVs were showcased with an estimated 500 people in attendance.</td>
</tr>
<tr>
<td>River Region Drive Electric Alabama Earth Day Event</td>
<td>August 12, 2022</td>
<td>The River Region Chapter of Drive Electric Alabama held an EV showcase event during the Central Alabama Electric Cooperative annual meeting in Verbena, AL. There were 3 EVs on display with approximately 750 individuals in attendance.</td>
</tr>
<tr>
<td>Bay Area Drive Electric Alabama EV Showcase</td>
<td>September 3, 2022</td>
<td>The Bay Area Chapter of Drive Electric Alabama held an EV Showcase event at the Mobile Fairgrounds. Over 200 people were in attendance with 6 EVs on display.</td>
</tr>
<tr>
<td>Auburn-Opelika Chapter National Drive Electric Week Event</td>
<td>September 19, 2022</td>
<td>The Auburn-Opelika DEA Chapter held an EV showcase event at the Auburn University Gogue Performing Arts Center. An estimated 105 individuals were in attendance to learn about the 16 EVs on display.</td>
</tr>
<tr>
<td>Drive Electric Alabama EV Summit (website)</td>
<td>September 21-22, 2022</td>
<td>Attendance at this 2-day Drive Electric Alabama event was very close to 500 people. The agenda included multiple educational panel discussions and presentations with networking opportunities for interested stakeholders to interact. The agenda also included a basic EV charging grant writing workshop conducted by the Alabama Clean Fuels Coalition.</td>
</tr>
<tr>
<td>North Alabama Chapter National Drive Electric Week EV Showcase</td>
<td>September 25, 2022</td>
<td>The North Alabama DEA Chapter held an EV Showcase event at Stovehouse in Huntsville. An estimated 300 people were in attendance to learn about the 21 EVs showcased. This location is a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Birmingham Area Chapter National Drive Electric Week EV Showcase</td>
<td>October 1, 2022</td>
<td>The Birmingham Area DEA Chapter held an EV Showcase event at The Market at Pepper Place. An estimated 500 people were in attendance to learn about the 19 EVs showcased. This location is a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Birmingham Area Chapter Drive Electric Alabama Event at the Barber Motor Sports Track</td>
<td>October 15, 2022</td>
<td>The Birmingham Area DEA Chapter facilitated a “Laps around the Track” EVent at Barber Motor Sports in which EV owners were given an opportunity to drive their EVs around the racetrack. There were 79 EV owners in attendance with 59 EVs that participated in Laps around the Track.</td>
</tr>
<tr>
<td>Bay Area Drive Electric Alabama Chapter EV Showcase</td>
<td>October 29, 2022</td>
<td>The Bay Area DEA Chapter held an EV showcase at the Fairhope, AL, Civic Center. An estimated 100 people attended to learn more about the 11 EVs present.</td>
</tr>
<tr>
<td>Wiregrass Region Drive Electric Alabama Chapter EV Showcase</td>
<td>April 15, 2023</td>
<td>The Wiregrass Region DEA Chapter held an EV showcase in Enterprise, AL. An estimated 150 people were in attendance to learn more about the 7 EVs showcased.</td>
</tr>
<tr>
<td>Event</td>
<td>Date</td>
<td>Details</td>
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</tr>
<tr>
<td>River Region Drive Electric Alabama Chapter Earth Day Event</td>
<td>Apr 15, 2023</td>
<td>The River Region DEA Chapter held an EV showcase at the headquarters of the Central Alabama Electric Cooperative. An estimated 50 people were in attendance to learn more about the 12 EVs showcased.</td>
</tr>
<tr>
<td>Birmingham Area Drive Electric Alabama Chapter Earth Day Event</td>
<td>Apr 22, 2023</td>
<td>The Birmingham Area DEA Chapter held an EV showcase at the Market at Pepper Place. An estimated 600 people were in attendance to learn more about the 39 EVs showcased. This location is in a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Bay Area Drive Electric Alabama Chapter Earth Day Event</td>
<td>Apr 22, 2023</td>
<td>The Bay Area DEA Chapter held an EV showcase at the Mobile Japanese Gardens. An estimated 225 people were in attendance to learn more about the 20 EVs showcased. This location is in a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Auburn-Opelika DEA-NDEW Event</td>
<td>Sept 22, 2023</td>
<td>The Auburn-Opelika DEA Chapter held a NDEW Event at the Gogue Performing Arts Center. An estimated 120 people attended. There were 16 EVs showcased by their owners.</td>
</tr>
<tr>
<td>Bay Area DEA-NDEW Event</td>
<td>Sept 25, 2023</td>
<td>The Bay Area Chapter held a DEA Event at Mardi Gras Park in Mobile. An estimated 50 people attended to learn about the 10 EVs showcased.</td>
</tr>
<tr>
<td>Birmingham Area NDEW Chapter Event</td>
<td>Sept 30, 2023</td>
<td>The Birmingham DEA Chapter Event was held at the Market at Pepper Place with an estimated 300 people in attendance. 28 EVs were showcased by their owners at the Event. This location is in a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>North Alabama Drive Electric Alabama National Drive Electric Week Event</td>
<td>Sept 30, 2023</td>
<td>The North Alabama DEA Chapter held a NDEW Event at the Mid City District in Huntsville with an estimated 200 people attending. 23 EVs were showcased by their owners.</td>
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</tbody>
</table>

**DRIVE ELECTRIC ALABAMA EV SUMMIT:** AAMA took a lead role organizing the first Drive Electric Alabama EV Summit, held September 21-22, 2022, which exceeded all expectations. Just under 500 attendees participated in the full-day program, which included panel discussions covering various topics and an EV charging infrastructure grant writing workshop. A second EV Summit is scheduled for August 14-15, 2024.
CONTINUATION FUNDING: The Alabama Department of Economic and Community Affairs has been the most substantial financial supporter of Drive Electric Alabama through its EV technology education initiative. This campaign simply would not be what it is without the support and leadership of ADECA Director Kenneth Boswell. A Drive Electric Alabama custom license plate initiative did not reach the threshold to be established in our first attempt which allowed less than one year. ACFC will apply as soon as we are eligible again after a 1-year period. ACFC will plan to dedicate proceeds of any successful campaign to support ongoing DEA activities. Funds from all other sources, including public and private sector sponsorships, will be pursued into the future.
**Outputs & Outcomes**: The narrative above discussed some outputs and outcomes, but more have been realized. Below are more details about some of our outputs and outcomes.

<table>
<thead>
<tr>
<th>Effort</th>
<th>Outputs</th>
<th>Outcomes</th>
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| Strengthen Drive Electric Alabama’s Branded Outreach | Generating earned media coverage and additional funding to amplify message. | Drive Electric Alabama has engaged consumers through various means and methods, both paid and earned. This includes billboards along rights-of-way, social media posts, television advertising, radio advertising, and specific in-person and online events.  
As of November 2023, Drive Electric Alabama had generated approximately 343 earned media stories, reaching a Nielsen audience of 1,431,155 with a calculated publicity value of $548,389. Drive Electric Alabama has also documented 1,578,211 Facebook accounts reached; 96,935 Instagram accounts reached; 65,241 Twitter users engaged; and over 3.8 million views on YouTube.  
Drive Electric Alabama’s community engagement was further boosted through a sponsored advertising partnership between the non-profit Alabama Clean Fuels Coalition and the Alabama Broadcasters Association. The Public Education Partnership (PEP) campaign delivered 7,762 television commercials, 23,247 radio advertisements and 36.7 million digital impressions with a calculated ad value of $1.35 million over a fourteen-month period. |
| Utility engagement                          | Engaging electric utilities that include all electricity producers, transmitters, and distributors. | Drive Electric Alabama creates opportunities for electric utilities to engage and to be engaged. ACFC has been asked to speak at multiple annual meetings of the Alabama Rural Electric Association of Cooperatives, the Alabama Municipal Electric Authority, PowerSouth, Central Alabama Electric Authority and Cullman Electric Cooperative, to name a few. During these meetings, ACFC has been able to educate both the internal staff and external stakeholders of these organizations. EIA is the association of all of Alabama’s electricity producers, transmitters, and distributors. EIA held an event at the Alabama Legislature that brought together state government officials, automakers, auto dealers, and electric utilities to learn about EVs and their importance to Alabama’s economy. |
| Community infrastructure plans              | Engaging rural, urban and suburban areas, to help them address their growing EV charging infrastructure needs. | ACFC has always been active in trying to help local communities prepare for their own EV future. The first step is making sure they understand the basics of EVs and EV charging infrastructure and the related needs of their community. We’ve been able to leverage electric utility experts and other resources to help explain the importance of starting to prepare for EVs in even the most rural areas of our state. Community leaders always appreciate a data-driven approach and we have been able to deliver. Specific to this project, ACFC met with and helped Shelby County, Dallas County, and Marengo County visualize what their EV future might look like. |
| Drive Electric Alabama EV Car Dealership Program | Program developed via website interface; promotion through emails, social media, and events. | A growing number of EV models available on the market has led many of Alabama’s car dealerships to explore how to prepare their dealerships, customers, and employees for EVs. Alabama car dealer activities range from learning about and installing charging infrastructure to preparing their maintenance departments for a world with more EVs. ACFC worked with the Automobile Dealers Association of Alabama (ADAA) to ensure that dealers are aware of the opportunity to participate in Drive Electric Alabama with the Alabama Clean Fuels |
Coalition offering to support individual dealers as needed. Information was prepared and delivered to ADAA Members inviting them to participate. Participating dealers collaborated to help make Drive Electric Alabama more successful by supplying vehicles for commercial filming, EV showcases, and to help educate local and statewide elected officials. The Drive Electric Alabama website includes a section consumers may use to connect with dealers who’ve opted in as inaugural partners of Drive Electric Alabama.

**Best Practices & Lessons Learned:**

a) Collaboration of multiple stakeholders is essential. Maintaining one unified Drive Electric Alabama voice has enhanced the success of the initiative. Welcoming new stakeholders to the table and inviting their participation has also prevented the state from having multiple and overlapping initiatives dedicated to the same mission. Collaborative partners bring different perspectives to the conversation, advance different goals under each priority area, and amplify communication and outreach capacity.

b) State government leaders like the Governor, state agency heads, state legislators, and their staffs can play a significant role in the success of the initiative. It is important to equip state leaders with data and other information that enables them to communicate clearly with each other and their constituents about the Drive Electric Alabama initiative and why it is important to continue.

c) Having a clear and consistent set of goals and priorities is crucial. It is also important to know when something is not working and adjust as necessary. Welcoming constant feedback from stakeholders and encouraging them all to support efforts under a common set of priorities is an effective way to keep the campaign focused and effective.

d) Chapter development work is not easy – it is community building. Private citizens who step into chapter leadership roles can easily feel overworked and underpaid. Their passion may get them to the table initially, but an organized effort will keep them there for longer to help organize events. Take every opportunity to thank and reward exemplary chapter leaders so they know their efforts are appreciated.
Priority Area #1 – Statewide Branded EV Programs
When – October 1, 2018 – Present
Where – Denver, CO

Developing the Drive Electric Colorado Initiative

Major Partners: Colorado Energy Office, Colorado Department of Transportation, EV clubs, partner organizations, electric utilities, dealerships, and many more.

Purpose: Fully develop a state-based, statewide “Drive Electric” initiative.

Narrative: “Drive Electric Colorado”, or DE-CO for short, was formed on October 1, 2018. had its formative years just before the DRIVE Electric USA (DEUSA) project came to fruition. However, we used the project time to significantly ramp-up parts of DE-CO that needed development or improvement. Those efforts were across all of the following initiative aspects.

- Further developing the direction and leadership of DE-CO; hiring a Drive Electric Colorado lead and intern
- Developing the Drive Electric Colorado Volunteer EV Coach program across the state to support events, answer consumer questions, and expand the initiative
- Growing and strengthening relationships with our electric utilities in Colorado
- Developing our Featured Dealership program to engage dealerships with consumers and events
- Performing corridor EV planning and holding events related to community EV planning
- Building up the local government and fleet relationships around EV learning and EVSE planning
- Building up workforce development opportunities in the EV space
- Across all of these facets of initiative’s efforts, bringing disadvantaged community members to the forefront

Throughout the years, Drive Electric Colorado has pursued long term funding through relationships with stakeholders and sponsors, including but not limited to: utilities, dealerships, municipalities, grants, charging manufacturers, and others. Drive Electric Colorado sets itself apart from other Drive Electric initiatives and other EV initiatives by offering free consumer coaching, a crucial pillar to the initiative that connects prospective EV owners with real people to answer their questions. Our team of EV experts & Volunteer EV Coaches support this effort by answering emails, phone calls, or engaging in in-person conversations at events.

As a leader in the state for EV education, we have been seeing an increase in event requests for EV activations, including community, workplace, and EV club events.
**Outputs & Outcomes:**

**A) Chapter Development:** The map below highlights ongoing efforts in chapter development. The DE-CO Volunteers group consists of volunteers across the state who may also be involved in additional EV clubs.

![Map of Colorado EV Clubs](image)

_Boulder_
- Shared Path Boulder
- Western Colorado Tesla Club

_Delta_
- Premier EV Venu
- Denver E-Bike Ride
- Denver Tesla Club

_Rocky Mountain Rivian Club_

_EL Piasa_
- CO Sps. E-Bike Ride
- CO Synrg. EV Club

_Garfield_
- Western Colorado Tesla Club

_La Plata_
- EV Four Corners

_Larimer_
- Drive Electric Northern Colorado

_Mesa_
- Western Colorado Tesla Club
- Western Colorado EV Club

_Montrose_
- Western Colorado Tesla Club

**B) Utility Engagement:** We have partnerships with many utilities and co-ops across the state, and meet bi-weekly with Xcel Energy and monthly with Black Hills Energy. Drive Electric Colorado also has a page compiling all current utility EV/charging incentives across the state: [https://driveelectriccolorado.org/all-about-charging/utilities/](https://driveelectriccolorado.org/all-about-charging/utilities/).

**C) Featured Dealer program:** Drive Electric Colorado has 12 Featured Dealers in this program. Each dealer gets its own landing page, promotion on social media and newsletter, and the first invitations to EV-ents or marketing opportunities. We are constantly looking for new dealers to work with and have relationships with several others. Find the Featured Dealers here: [https://driveelectriccolorado.org/discovering-evs/ready-to-drive/featured-dealerships](https://driveelectriccolorado.org/discovering-evs/ready-to-drive/featured-dealerships).
D) Community Engagement: Drive Electric Colorado is heavily engaged with many communities, as well as has 10 Community Partner relationships that contribute to DE-CO funding. We host events with these communities, have contributed to EV action plans, and are engaged with planning subgroups. Community Partners include: Boulder County, City of Colorado Springs, Town of Erie, City of Englewood, City of Sheridan, City of Erie, City of Lafayette, City of Louisville, City of Lakewood, and City of Northglenn.

Best Practices & Lessons Learned:

A) Reach out to EV clubs, volunteers, and municipalities interested in amplifying your mission

B) Develop funding strategies and sponsorships tailored for utilities, dealerships, or municipalities that offer EV support, event planning, and other benefits

C) Maintain strong connections with stakeholders and invite them to events, marketing opportunities, communicate funding opportunities, etc.

D) Develop a strong website & digital presence

Drive Electric Colorado Volunteer EV Coach Program
Drive Electric Colorado website

Community event in Sheridan, Colorado
Priority Area #1 - Create and strengthen statewide, branded EV initiatives

When - March 2021 through January 2023
Where - Georgia statewide

Drive Electric Georgia Statewide Initiative

Major Partners: Southface Institute

Purpose: Clean Cities Georgia (CC-GA) launched the Drive Electric Georgia Initiative by creating a new brand for all things electric in Georgia, then building awareness through events and ads that educate about the benefits of EVs.

Narrative: To kickstart the new initiative, CC-GA worked with its host, Southface Institute, and contracted services to develop the website, logo, and brand of the Drive Electric Georgia initiative. This created a platform for communicating and advocating for EVs across the state. Social media accounts were created to drive education and messaging at a local level, including working with new and established EV Clubs. For the website, we included sections to further electrification education, such as:

- Why Drive Electric
- Electric Vehicle 101
- Charging
- EV Clubs
- Dealerships
- List of Tools and Resources

www.DRIVEElectricUSA.org - Replication Playbook
As part of a Tri-State Public Education Partnership funded by Electrify America, with Alabama Clean Fuels and East Tennessee Clean Fuels, the initiative was catapulted across Georgia’s digital media, television, and radio. This allowed the Drive Electric Georgia initiative to grow significantly in a short period. Two different campaigns were run: the first for three months and the second for six months, both on digital ads on youtube, television ads, and radio ads. Details can be seen below in the outputs and outcomes. In addition, we hosted several webinars that provided information on EV mythbusting, how to drive long-distances, and the current EVs on the market.

**Outputs & Outcomes:** With the Electrify America campaigns, record numbers of engagements and views were reached in a short span of time. For all states combined, the total return on investment was 20:1 for the value received versus the money spent on the project. See below for the highly successful results from both campaigns in Georgia.

<table>
<thead>
<tr>
<th>GEORGIA</th>
<th>TV Spots Shown</th>
<th>Radio Spots Aired</th>
<th>Digital Impressions</th>
<th>Digital Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total for 9 months</td>
<td>6,705</td>
<td>20,134</td>
<td>49,567,686</td>
<td>28,128</td>
</tr>
</tbody>
</table>

**Best Practices & Lessons Learned:** This campaign was highly successful to promote our new initiative for Drive Electric Georgia. Some best practices include:

- Utilize your local Broadcasters Associations
- Partnering with neighboring states to receive funding
- Produce meaningful and sticky messaging that gets to the heart of people’s concerns about electric vehicles. Get local volunteers that represent the area.

There were still, however, a few lessons learned. While the webinars we hosted went deeper into the topics and the recordings remain online for posterity, the time and effort that went into organizing those webinars was less of a return on investment than the ads themselves. Only 20-30 people attended the live webinars, and a significant amount of Coalition time went into organizing and planning each one.

Additionally, if we were to do a similar campaign again, with so few people watching cable TV these days, we would consider swapping television ads for the streaming TV ads, where significantly more people now choose to watch their television programs. This can build awareness of EV benefits with the younger generations as well.
Priority Area #1 – Create and Strengthen statewide, branded EV Initiatives
When – 2021-2023
Where – LCF Offices, Baton Rouge, Louisiana

Developing a statewide branded EV initiative in Oil and Gas Country

Major Partners: Louisiana Clean Fuels (LCF), Cleco, Entergy, SWEPCO

Purpose: At the beginning of this project, with just 5,130 registered BEV and PHEV in the state, Louisiana was at the bottom of every nationwide ranking for EV adoption. State tax credits for the purchase of an EV or the installation of EV charging infrastructure expired on January 1, 2022 and were not renewed by our legislature. By all accounts, the outlook for EVs in our oil and gas state was bleak. Our goal was simply to educate policy makers and the public on the benefits of owning an EV and to share information on vehicle availability and affordability; while getting as many people into an EV for ride & drive and showcase events as possible. We believe that the vehicles can sell themselves, if only we could get more people to drive them and talk to other EV owners about their experiences. With this in mind, the team set what we believed would be an aggressive goal of increasing EV adoption in our state by 50% over the project period.

In order to accomplish this, the Louisiana Clean Fuels (LCF) team worked collaboratively with its project partners and Drive Electric Advisory Board to develop and establish a brand identity for Drive Electric Louisiana (DELA) through in-person events and through our digital presence online. The statewide program supports our coalition’s education and outreach efforts by concentrating resources to increase awareness of electric vehicles statewide. Through our various activities, we were able to position the Drive Electric Louisiana (DELA) as a statewide leader with a reputation for working collaboratively across stakeholder groups to educate elected officials, the public, and fleets on the benefits of driving electric. These activities, together with the branded items, will help to reinforce our program as we work at events in all three of our DELA chapters.

Narrative:
Developing a Brand
The first step in creating a statewide initiative is to create the brand and messaging. We established Drive Electric Louisiana (DELA) as a program of LCF in order to maintain ownership of the collateral and to ensure longevity of our outreach efforts. In order to establish this relationship visually, the color scheme we developed coordinated with the LCF logo. The icon at the side, showcasing a road in the shape of a lightning bolt, clearly conveys the transportation focus of the program.
LCF Website & Print Collateral
The Drive Electric LA website URL follows the naming convention set forth by the Drive Electric USA website. The website provides targeted information to three main stakeholder groups: dealerships, fleets and the public. Resources for dealerships include access to training, and the ability for dealerships to showcase their EV readiness. A certified or “preferred” dealer page on the website advertises Louisiana dealerships that meet basic standards of being EV ready by the Drive Electric Louisiana program and makes it easy for consumers to find DELA “Preferred” EV dealerships near them. Other consumer and fleet related resources include links to educational webinars, information on EV infrastructure, and links to public events around the state that showcase EVs.

Developing Branded Events
LCF wanted to make our booth or table at events eye-catching and noticeable. To do this, we developed banners and tablecloths that clearly display Drive Electric Louisiana’s logo and take up a lot of space. We have three sets of banners, table cloths, and a tent. These are held by our chapter’s or by LCF staff. Another added benefit of these branded items is that they look great and readable in photos, allowing pictures by community members to be easier to use or find.

DELA Tent, table cloth, flags, and T shirts
DELA T-shirt design - Spotted “in the wild” on a Southwest flight to New Orleans

“Calling Cards” used to get EV owners to follow DELA on social media

Swag given out at DELA events: Car air fresheners
Events and Outreach

Advisory Boards & Committees:
In order to build a sense of community across our state, we began by recruiting a group of stakeholders and local EV experts to become part of our Drive Electric LA advisory board. The advisory board members met virtually for the duration of the grant period and is composed of individuals from the following sectors: State and local government, environmental groups, NPOs, planning organizations, EV dealerships, EV Supply Equipment providers, installation companies, utilities, and EV owners. These meetings served as a means to share information on legislative issues, upcoming events, discuss market trends, and troubleshooting issues as they arise. From within this group of advisors, we identified our first Drive Electric Chapter organizers and volunteers. This group continued to meet on a monthly basis until October 2023 when we moved to quarterly meetings.

In addition to the monthly advisory board meetings, DELA volunteers, chapter leaders, and event hosts meet monthly to discuss upcoming events, planned future events and share resources and ideas on how to reach as many people in Louisiana as possible. These meetings have helped to spur ideas for more novel outreach events and have enabled better collaboration and resource sharing across the state's three large chapters.

Educational Campaigns
Our education and outreach consisted of a three-pronged approach:

1. STEM Events at area schools
2. EV Showcases and Ride & Drive events
3. Social Media

STEM Events
In the summer and fall of 2023, LCF ramped up their presence at approximately 10, K-12 STEM events; presenting at summer camps, a STEM School Open House event, and various STEM Days on school campuses around the state. Our team utilized volunteers and dealership vehicles to educate students and parents on EV basics, benefits, and dispelling myths.

EV Showcases and Ride & Drive Events
The Drive Electric Louisiana chapters and the statewide program hosted multiple showcase and ride & drive events across the state. In the beginning, we focused on participating in Drive Electric Earth Day and National Drive Electric Week to help get our chapters going and to identify EV owners and recruit volunteers around the state. The central chapter has been the most successful at independently hosting ride and drive events with the help of their chapter sponsor, Cleco - the local electrical utility.

Social Media
LCF staff created Drive Electric Louisiana (DELA) social media accounts on Instagram and Facebook. A Drive Electric Louisiana website was also created to share information about EVs and help consumers to connect with local dealerships.
Outputs & Outcomes:

Outputs:
Social Media Stats
Social media accounts for Drive Electric Louisiana were first launched in October 2021. The team created and managed Twitter, Instagram and Facebook pages to engage community members and share information about affordable EVs, changes in tax credits, the benefits of driving an EV and information about upcoming events. Throughout the project period, these accounts have reached over 10,000 individuals.

<table>
<thead>
<tr>
<th></th>
<th>Followers Total</th>
<th>Content Total</th>
<th>Reach Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>560</td>
<td>444</td>
<td>9552</td>
</tr>
<tr>
<td>Instagram</td>
<td>446</td>
<td>224</td>
<td>1400</td>
</tr>
</tbody>
</table>

Facebook

The Drive Electric Louisiana Facebook page was designed to engage local EV owners or prospective owners and served as a platform for our coalition to share informative posts about EV developments, events, and relevant news articles that shared updates about EV infrastructure or policy among other topics. This account attracted 560 followers and 522 likes, 60% of which were men and a vast majority from urban areas of Louisiana including Baton Rouge and New Orleans. Our team published 444 Facebook engaging posts over the project period.

Top cities
- Baton Rouge, LA 11.4%
- New Orleans, LA 9.6%
- Lafayette, LA 4.6%
- Prairieville, LA 2.9%
- Mandeville, LA 2.6%
- Metairie, LA 2.3%
- Covington, LA 2.1%
- Shreveport, LA 1.9%
- Slidell, LA 1.8%
- Houma, LA 1.3%

Age & gender:
- Women 40.0%
- Men 59.2%
The Drive Electric Louisiana Instagram account provided much the same type of content as the facebook page, with a stronger focus on myth busting, EV facts, and community events. This meant we shared information about our work on both stories and posts. Our Instagram obtained 446 followers, 71% of which are men and come from a large variety of places not only in Louisiana but across the country. Our team published 133 posts and 91 stories since the account was activated.

Collateral:
- 3 DELA branded 10x10 tents
- 3 DELA branded feather flags
- 3 DELA branded tablecloths
- DELA branded, car-shaped air fresheners for use in cars

Events
Over the project period, the Infrastructure Investment and Jobs Act (IIJA) was enacted and the National Electric Vehicle Infrastructure programs rolled out across the nation. Our nation was also coming out of the Covid epidemic at the beginning of this project. As such, outdoor showcase events were a key part of our early success at outreach and education efforts.

Drive Electric Louisiana participated in many National Drive Electric Week, Drive Electric Earth Day, and STEM events over the project period. Among the most notable events, the group hosted a private ride & drive experience for elected officials and members of the state’s EV Taskforce during the legislative session in 2022. It supported our DELA chapters at multiple EV showcase events that were hosted around the state at festivals and community events. In 2023, the Central Chapter and CLECO hosted some of our largest and best-attended ride and drive events.

<table>
<thead>
<tr>
<th>EVENT TYPE</th>
<th>Number of Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>EV showcase</td>
<td>16</td>
</tr>
</tbody>
</table>
Outcomes:
Over the project period, LCF mobilized a network of over 30 EV experts and stakeholders to serve on our Drive Electric Louisiana advisory board, created an active and enthusiastic volunteer network of 87 EV owners, and recruited 58 automobile dealerships into our “Certified EV Dealer” program. All of these individuals and organizations worked collectively across the state with the Drive Electric Louisiana team to educate the public on the benefits of EV ownership - reaching approximately 13,000 individuals at these in-person events. The group collectively increased awareness of EVs across all stakeholder groups. Our most effective event, which showcased medium and heavy duty EVs, received extensive media coverage and included a press conference with the Louisiana Governor and Secretary of the Department of Transportation and Development.

Over the last three years, the State of Louisiana has published the first Climate Action Plan in the Gulf South region, the Louisiana Public Service Commission recently ruled that EV Charging stations would not be regulated as utilities, opening up the ability for station owners to charge by kWh, and the EV Taskforce adjourned published a report dated, September 1, 2022 which focused on EV fees and the DOTD’s need to supplement their slowly decreasing funding from road taxes due to increased fuel economy and projecting increase in use of EVs in the state. Additionally, two of our DELA supporters, Entergy and Cleco either expanded or introduced new incentives for their customers to install EV charging stations.

EVs Available For Sale in Louisiana (via Atlas EV Hub)

In conclusion, all of these efforts combined, and despite a total lack of state incentives and record low inventory numbers of EVs at dealerships (due to supply chain issues initiated by the pandemic), have resulted in a 147% growth in EV registrations (as of Q3 2023) in Louisiana since the DE USA project began in 2021.
Best Practices & Lessons Learned:

We learned early on that many brand identifying items end up in a landfill, particularly swag. LCF and DE USA’s missions are very focused on environmental benefits, so we worked hard to brainstorm ideas that would entice the community to approach us while also not giving away items that would be seen as junk or useless. Through discussions we landed on recyclable air fresheners. The team wanted to ensure that it was relevant to cars as that is the industry we are working in, and held a use that everyone could relate to. So far, these are our most successful swag items.

We have found that setting up the tent and banners for every event, inside or out, leads to more visitors for our booth. This may be because the large, imposing set up gives us a sense of formality that is interesting to people. The community is more likely to notice a large colorful set up than a dull small table.
Priority Area #1 - Create and strengthen statewide, branded EV initiatives

When - 2020-Present
Where - Tennessee, statewide

Developing Drive Electric TN

Major Partners: Tennessee Valley Authority (TVA); East TN Clean Fuels Coalition (ETCF); Tennessee Departments of Environment & Conservation (TDEC); Middle-West TN Clean Fuels Coalition (MWTCF); many Tennessee-based local power companies (LPCs) including Knoxville Utilities Board, Memphis Light Gas and Water, Nashville Electric Service, Middle Tennessee Electric, and Chattanooga’s EPB; universities, and individuals; and many more.

Purpose: Fully develop a state-based, statewide “Drive Electric” initiative.

Narrative: “Drive Electric TN”, or DET for short, had its formative years just before the DRIVE Electric USA (DEUSA) project came to fruition. However, we used the project time to significantly ramp up parts of DET that needed development or improvement. Those efforts were across all of the following initiative aspects.

- Further developing the leadership and Executive Committee for DET
- Hiring a full-time DET director
- Developing many local DET chapters across the state with a purpose of using them as a force multiplier to directly reach more citizens with a “drive electric” message and opportunities to sit in and drive PEVs (with a focus much more strongly on all-electric EVs)
- Developing an annual DET “Momentum Summit” conference
- Growing and strengthening relationships with our electric utilities in Tennessee, which are called “LPCs” for Local Power Companies
- Performing corridor EV planning and holding events related to community EV planning
- Building up the local government and fleet relationships around EV learning and EVSE planning
- Fully developing a “Preferred EV Dealership” system and implementing it
- Developing a wider array of funding sources to provide longer-term funding for DET
- Across all of these facets of initiative efforts, bringing disadvantaged community members to the forefront including those residing in both urban and rural areas

A central part of DET’s management is the Executive Committee (EC). The EC is responsible for the overall direction and vision of the initiative, including but not limited to the project and program work undertaken by its Working Groups, its leadership, or any partners. This includes programmatic and administrative oversight. The Executive Committee meets quarterly and endeavors for its participants to reflect the geographical, economic, and cultural diversity of Tennessee.
Additional, critical pieces of DET’s operation that DEUSA has also supported include a) the management of three working groups (Infrastructure, Awareness, Policies & Programs), and b) seeking long-term funding. Working Group leadership has changed some over the last few years, but we are slowly moving away from core organization representatives leading all of the Working Groups to utilizing other interested citizens and aligned entity reps to do that leading, towards removing some of the administrative and programmatic burdens from the core team. As of summer 2023, the following are the entities represented by the leadership of the Working Groups.

- Infrastructure = TVA, Sierra Club
- Awareness = ETCF, TDEC
- Policies & Programs = Nashville Metro Government, TDEC

Regarding long-term funding, we are incredibly thankful for TVA’s fiscal support over the last few years as its funding has covered multiple areas of needed work for DET (e.g., a visibility campaign, chapter development and intern support, and helping smaller LPCs hold “Driving EV Leadership” events that bring local leaders into the EV discussion and education fold). Additionally, TVA provided the seed funding to develop a state specialty license plate campaign that started in 2021 and ended in early 2023 with the plate becoming publicly available. DET was setup as the prime nonprofit beneficiary of the annual funding tied to the license plate, which we expect will equal around $20,000 in recurring annual income in the beginning years. Subsequent years could yield funding support surpassing $50,000 that would directly support core initiative needs, like funding the DET coordinator position and covering necessary hard costs. Shown at right are (top) an example Facebook ad during the campaign to get 1,100 people to sign up to get the additional specialty plate cost covered for the first year, and (bottom) a montage of some of the plates on vehicles in 2023.

Additional long-term funding efforts include the development of a membership program (which has generated over $50,000 in the past year), sponsorship programs, and grants funding that is focused on helping remove some of the main barriers to EV adoption that are part of DEUSA efforts.

On the topic of the annual DET “Momentum Summit” conference, we held our first-ever Summit on November 7, 2022, and it was a great first effort! Almost 200 attendees participated in sessions and discussions related to the primary DET goal of having 200,000 PEVs on Tennessee roads by 2028. The event was held co-located with
the “Tennessee Sustainable Transportation Forum & Expo” which was the last 1.5 days of the 2.5-day event. Session topics for the Summit included a QnA with the DET EC, “EVs for All: Equitably Electrifying Mobility”, Electrifying Rural Communities, Funding for EV Adoption, and “LPCs in TN: Developing Tactical EVSE Incentive Programs.” The event also had a seven-vehicle PEV Ride & Drive that included several light-duty vehicles, a heavy-duty Orange EV terminal tractor, and a medium-duty Xos Stepvan. Some photos from the event are shown below. *(The 2023 Summit was delayed until May 2024 due to staff losses/changes at ETCF in summer 2023.)*

Local EV chapter development is also a critical part of developing a full-fledged statewide “Drive Electric” initiative, and we took that to heart in DET. Starting with one well-established chapter and one location (Memphis) that pulled together events every few years in 2020, DET made a plan to develop 10 chapters across Tennessee in the coming years. During the project, DET established three fully functional chapters and ramped up efforts to develop another five as of fall 2023. Additionally, initial conversations are underway for the development of another two chapters in the south and western parts of the state. The map on the next page shows those developed and in-development chapter locations and the regions they serve. *(The purpose for showing regions is so that each chapter comes to better understand that they need to serve citizens across their area, and make plans to hold events in non-urban areas as well as ensure that more outlier, rural area Tennesseans are invited to larger, urban events.)*
Outputs & Outcomes: The narrative above discussed some outputs and outcomes, but more have been realized. Below are more details about some of our outputs and outcomes.

<table>
<thead>
<tr>
<th>Effort</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter development work</td>
<td>3 chapters fully developed and another 3 chapters’ development in progress</td>
<td>Many more citizens <em>directly engaged</em> through local community events, with their minds opened to considering driving PEVs as their primary form of single-vehicle transportation. In 2022, the active chapters in Tennessee held 17 public-facing events directly engaging 2,539 Tennesseans in discussions about EVs. Accelerated PEV adoption will reduce greenhouse gas emissions by roughly 60% per vehicle based on the TVA grid generation mix as of 2022, and help propel Tennessee down a steepening light-duty vehicle GHG-reduction curve. Additionally, the most mature chapter in the state, KEVA or the Knoxville EV Association, has become a chapter development leader helping other chapters along their growth journey, creating community leaders in our EV adoption efforts.</td>
</tr>
<tr>
<td>Utility engagement</td>
<td>~20 LPCs met and engaged with new, strong relationships developed</td>
<td>When we bring LPCS into the DET team, they become working partners of which most join our quasi-monthly Zoom meetings wherein we cover almost everything that is going on from funding cycles to infrastructure needs or opportunities to current grants and how they can play a role in growing EV adoption in their communities. The gist is helping them push community participation and EV engagement, and incentive development processes to impact more of their customers.</td>
</tr>
<tr>
<td>Community infrastructure plans</td>
<td>5 communities – Upper Cumberland, Pulaski, Morristown, Clarksville, Cumberland Gap</td>
<td>Five communities in which citizens have been involved in infrastructure discussions including DCFC and Level 2; citizens more educated on EVSE thinking; plans developed that the utility, community, universities, technical colleges, and others can use to build out EVSE of both types.</td>
</tr>
<tr>
<td>“Preferred EV Dealer” program</td>
<td>Program developed via website interface; promotion through emails, social media, and events</td>
<td>Tennesseans understand that there is a resource for such where they can learn why a dealership is part of the program and what amenities or promotions they may offer. Relationships are strengthened between local chapters and dealers in their communities as both recognize that working together can bring benefits that neither can develop on their own.</td>
</tr>
</tbody>
</table>
Best Practices & Lessons Learned:

a) Creating an effective, diverse leadership team for the entire statewide initiative can bring many benefits. Utilizing one another’s communications networks; bringing different perspectives into its formation, management, and growth; and seeking fiscal support for adding or maintaining income for staffing and soft or hard costs can all contribute to a stronger partnership.

b) Having state department and/or legislative support can yield substantial benefits.

c) Build all efforts around a well-thought-out and supported goal or set of goals.

d) Chapter development work is not easy – it is coalition building. Whoever is in charge needs to ensure they are finding participants who have a passion for this work and are willing to commit the needed effort several times per year when events are or should be planned, especially during Drive Electric Earth Day (DEED, in the spring) and National Drive Electric Week (NDEW, in the fall).
DRIVE Electric USA Program Success Stories from Priority Area 2:

Educate Consumers and Develop Local EV Chapters

Six stories included (in order):

1. Drive Electric Alabama – “Establishing Drive Electric Alabama Chapters to Help Educate Alabama Consumers”
2. Electrify Kansas – “Electrify Kansas Success Story: Consumer Education”
3. Electrify Missouri – “Igniting Electric Enthusiasm at GroveFest (St. Louis, Missouri)”
4. Plug-In NC – “Furthering Plug-In NC Chapters & Pushing Grassroots EV Education”
5. Drive Electric Tennessee – “Educate TN Consumers through Grassroots Initiatives that are Part of Drive Electric TN”
Priority Area #2 – **Directly Educate Consumer/Develop Local Chapters**

**When** – 2021 through 2023

**Where** – Alabama, statewide

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**Establishing Drive Electric Alabama Chapters to Help Educate Alabama Consumers**

**Objective:** The objective of Drive Electric Alabama EV Chapters – as part of the broader **DRIVE Electric USA** initiative – is to accelerate the adoption of EVs through the deployment of EV consumer engagement, education, and outreach to auto dealers, policymakers, other local private or public stakeholders, and the overall public. The goal of priority area #2 was to educate at least 14,000 consumers through grassroots education initiatives and to create local electric vehicle owner chapters.

**Major Partners:** The Alabama Department of Economic and Community Affairs (ADECA), the Energy Institute of Alabama, the Alabama State Department of Commerce, the Alabama Department of Conservation and Natural Resources, the University of Alabama’s Alabama Transportation Institute, the City of Birmingham, Alabama Partners for Clean Air, Alabama Power, Auburn University’s Office of Sustainability, The Market at Pepper Place, Central Alabama Electric Coop, Cullman Electric, The University of Alabama at Birmingham and others.

**Purpose:** In 2020, partnering with 13 other Clean Cities Coalitions, the Alabama Clean Fuels Coalition (ACFC) received a U. S. Department of Energy grant entitled **“DRIVE Electric USA.”** This grant led to the establishment of the Drive Electric Alabama (DEA) statewide educational initiative, which is dedicated to improving economic development and EV adoption in the state by promoting electric vehicles. Overall Drive Electric Alabama activities include developing local grassroots chapters to promote consumer education, electric vehicle corridor infrastructure development, and engagement of state and local government officials, fleets, electric utilities, and automobile dealerships and manufacturers.

**Narrative:** The Drive Electric Alabama initiative was launched on November 29th, 2021, where Governor Kay Ivey; ADECA’s Director, Kenneth Boswell; Alabama State Representative, Danny Garrett; Alabama State House Minority Leader, Anthony Daniels; ACFC President, Michael Staley; and local EV owner, Adrienne Holmes; spoke at a press conference. This participation is representative of the vast support for EVs among stakeholders in the state of Alabama.
“As automakers make significant investments in electric vehicles, we know more and more motorists will consider purchasing one,” Ivey told attendees. “In addition, automobile manufacturing is one of Alabama’s key industries, and we want to make sure that this economic engine remains vibrant for Alabama’s workers.”

ACFC targeted local Chapter development efforts in areas of the state that represent the biggest population centers with the greatest future charging demand expectations as represented by the darker areas on the heat map to the left.

Four grassroots DEA Chapters were initially created (Birmingham, Huntsville, Montgomery, and Mobile). Chapters have been established with a clear intent for locally-based leaders to drive the activity of each chapter into the future. ACFC offers support and guidance to help fledgling chapters succeed.

Based on feedback from local Chapter leaders, logos were created to reflect the geographical area covered by each Chapter.

Building on the success of the program, ACFC added two additional chapters in 2023: the Wiregrass (Dothan) Chapter and the Auburn-Opelika Area Chapter.

During the first year (2022) of Chapter activity, all four chapters held events, resulting in over 3,434 citizens gaining in-person exposure to 221 EVs brought to the EVents by their owners. With the expanded number of Chapters in 2023 another 1,744 citizens attended EVents. There were 154 EVs showcased in 2023. The EVents held in the two years resulted in 5,179 people viewing 375 electric vehicles at the EVents.

The numerous photos throughout the rest of this story are from the many events held over the past few years, with a few photos taken for promotional efforts included.
In-person and Zoom conversations are held throughout the year with both existing and potential Chapter leaders. ACFC provides information to establish common guiding principles for the activities of each Chapter. ACFC has also leveraged its PR firm to prepare and deliver media advisories about Chapter events to local and statewide news media. Additionally, ACFC has provided Drive Electric Alabama marketing materials and shared “talking points” to local chapter leaders to encourage consistent messaging themes in news coverage of Chapter events.

![Image of Drive Electric Alabama materials and events]

[www.DRIVEElectricUSA.org - Replication Playbook p. 3]
The current DEA marketing support package for each Chapter consists of:

- 3 each of 4 signs at 24 inches x 36 inches; and 3 each of 4 signs at 11 inches x 15 inches for table-top presentation printed on PVC.
- 1 each branded tablecloth and runner
- 1 each retractable sign
- Literature sign with QR codes
- EV window signs for EVents
- 250 personalized DEA business cards for chapter leaders

Numerous events held throughout the state have carried the theme of Drive Electric Alabama and led to significant outcomes in terms of consumers reached and earned and paid publicity value. Below is a listing of major events held in 2022 and 2023.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Electric Alabama EV Summit (website)</td>
<td>September 21-22, 2022</td>
<td>Attendance at this 2-day Drive Electric Alabama event was very close to 500 people. The agenda included multiple educational panel discussions and presentations with networking opportunities for interested stakeholders to interact. The agenda also included a basic EV charging grant writing workshop conducted by the Alabama Clean Fuels Coalition.</td>
</tr>
<tr>
<td>Drive Electric Alabama – Birmingham Chapter – EV Showcase</td>
<td>March 19, 2022</td>
<td>This Drive Electric Alabama Event was held at The Worship Center Christian Church and was attended by approximately 300 members of the public with 29 EVs on display for 2.5 hours. This location is in a Justice40 DAC census tract.</td>
</tr>
</tbody>
</table>
### Regional Planning Commission of Greater Birmingham EV Survey
March – July, 2022

The Regional Planning Commission of Greater Birmingham (RPCGB) included questions regarding EVs on their annual survey. The RPCGB received 2,627 responses between March 9, 2022, to July 5, 2022, and identified a lack of charging stations as the greatest barrier to EV adoption.

### Busting EV Performance Myths with Actual EV Owners (webinar)
March 10, 2022

This Drive Electric Alabama event was coordinated through a sponsored promotional campaign carried out through a partnership between the Alabama Broadcasters Association and the Alabama Clean Fuels Coalition.

### How to Travel Long Distance in an EV (webinar)
March 15, 2022

This Drive Electric Alabama event was coordinated through a sponsored promotional campaign carried out through a partnership between the Alabama Broadcasters Association and the Alabama Clean Fuels Coalition.

### Day Tripping in Alabama in an EV (webinar)
March 29, 2022

This Drive Electric Alabama event was coordinated through a sponsored promotional campaign carried out through a partnership between the Alabama Broadcasters Association and the Alabama Clean Fuels Coalition.

### Is there an EV for me? 2022 EV Model Review (webinar)
April 5, 2022

This Drive Electric Alabama event was coordinated through a sponsored promotional campaign carried out through a partnership between the Alabama Broadcasters Association and the Alabama Clean Fuels Coalition.

### North Alabama Drive Electric Alabama Earth Day EVent
April 23, 2022

The North Alabama Chapter of Drive Electric Alabama held an Earth Day event at Holtz Leather Company on Meridian Street in Huntsville. 26 EVs were showcased during the 3 hour event. Approximately 200 people from the public attended and learned more about EVs. This location is in a Justice40 DAC census tract.

### Birmingham Area Drive Electric Alabama Earth Day EVent
May 14, 2022

The Birmingham Area Chapter of Drive Electric Alabama held an Earth Day EVent at the Market at Pepper Place. 21 EVs were showcased with an estimated 500 people in attendance.

### River Region Drive Electric Alabama Earth Day EVent
August 12, 2022

The River Region Chapter of Drive Electric Alabama held an EV showcase event during the Central Alabama Electric Cooperative annual meeting in Verbena, AL. There were 3 EVs on display with approximately 750 individuals in attendance.

### Bay Area Drive Electric Alabama EV Showcase
September 3, 2022

The Bay Area Chapter of Drive Electric Alabama held an EV Showcase at the Mobile Fairgrounds. Over 200 people were in attendance with 6 EVs on display.

### Auburn-Opelika Chapter National Drive Electric Week EVent
September 19, 2022

The Auburn-Opelika DEA Chapter held an EV showcase event at the Auburn University Gogue Performing Arts Center. An estimated 105 individuals were in attendance to learn about the 16 EVs on display.
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Event Name</th>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Alabama Chapter</td>
<td>National Drive Electric Week EV</td>
<td>September 25, 2022</td>
<td>The North Alabama DEA Chapter held an EV Showcase event at Stovehouse in Huntsville. An estimated 300 people were in attendance to learn about the 21 EVs showcased. This location is in a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Birmingham Area Chapter</td>
<td>National Drive Electric Week EV</td>
<td>October 1, 2022</td>
<td>The Birmingham Area DEA Chapter held an EV Showcase event at The Market at Pepper Place. An estimated 500 people were in attendance to learn about the 19 EVs showcased. This location is in a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Birmingham Area Chapter</td>
<td>Drive Electric Alabama EVent at the</td>
<td>October 15, 2022</td>
<td>The Birmingham Area DEA Chapter facilitated a “Laps around the Track” EVent at Barber Motor Sports in which EV owners were given an opportunity to drive their EVs around the racetrack. There were 79 EV owners in attendance with 59 EVs that participated in Laps around the Track.</td>
</tr>
<tr>
<td>Bay Area Drive Electric</td>
<td>Alabama Chapter EV Showcase</td>
<td>October 29, 2022</td>
<td>The Bay Area DEA Chapter held an EV showcase at the Fairhope, AL, Civic Center. An estimated 100 people attended to learn more about the 11 EVs present.</td>
</tr>
<tr>
<td>Wiregrass Region Drive Electric</td>
<td>Alabama Chapter EV Showcase</td>
<td>April 15, 2023</td>
<td>The Wiregrass Region DEA Chapter held an EV showcase in Enterprise, AL. An estimated 150 people were in attendance to learn more about the 7 EVs showcased.</td>
</tr>
<tr>
<td>River Region Drive Electric</td>
<td>Alabama Chapter Earth Day EVent</td>
<td>April 15, 2023</td>
<td>The River Region DEA Chapter held an EV showcase at the headquarters of the Central Alabama Electric Cooperative. An estimated 50 people were in attendance to learn more about the 12 EVs showcased.</td>
</tr>
<tr>
<td>Birmingham Area Drive Electric</td>
<td>Alabama Chapter Earth Day EVent</td>
<td>April 22, 2023</td>
<td>The Birmingham Area DEA Chapter held an EV showcase at the Market at Pepper Place. An estimated 600 people were in attendance to learn more about the 39 EVs showcased. This location is in a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Bay Area Drive Electric</td>
<td>Alabama Chapter Earth Day EVent</td>
<td>April 22, 2023</td>
<td>The Bay Area DEA Chapter held an EV showcase at the Mobile Japanese Gardens. An estimated 225 people were in attendance to learn more about the 20 EVs showcased. This location is in a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Auburn-Opelika DEA-NDEW EVent</td>
<td></td>
<td>Sept. 22, 2023</td>
<td>The Auburn-Opelika DEA Chapter held a NDEW EVent at the Gogue Performing Arts Center. An estimated 120 people attended. There were 16 EVs showcased by their owners.</td>
</tr>
<tr>
<td>Bay Area DEA-NDEW EVent</td>
<td></td>
<td>Sept 25, 2023</td>
<td>The Bay Area Chapter held a DEA EVent at Mardi Gras Park in Mobile. An estimated 50 people attended to learn about the 10 EVs showcased.</td>
</tr>
<tr>
<td>Birmingham Area NDEW</td>
<td>Chapter EVent</td>
<td>Sept. 30, 2023</td>
<td>The Birmingham DEA Chapter EVent was held at The Market at Pepper Place with an estimated 300 people in attendance. 28 EVs were showcased by their owners at the EVent. This location is in a Justice40 DAC census tract.</td>
</tr>
</tbody>
</table>
The North Alabama DEA Chapter held a NDEW EVent at the Mid City District in Huntsville with an estimated 200 people attending. 23 EVs were showcased by their owners.

Outputs and Outcomes:

**ACFC has catalyzed successful development of both the Drive Electric Alabama initiative and EV owner chapters, helping drive EV outreach and education in Alabama! We will continue the initiative and efforts as EV adoption increases to the benefit of our state’s citizens and industry.**

Drive Electric Alabama has engaged consumers through various means and methods. This includes billboards along rights-of-way, social media posts, television advertising, radio advertising, and specific in-person and online events.

As of November 2023, Drive Electric Alabama had generated approximately 343 earned media stories, reaching a Nielsen audience of 1,431,155 with a calculated publicity value of $548,389 Drive Electric Alabama has also documented 1,578,211 Facebook accounts reached; 96,935 Instagram accounts reached; 65,241 Twitter users engaged; and over 3.8 million views on YouTube.

Drive Electric Alabama’s community engagement was further boosted through a sponsored advertising partnership between the nonprofit Alabama Clean Fuels Coalition and the Alabama Broadcasters Association. The Public Education Partnership (PEP) campaign delivered 7,762 television commercials, 23,247 radio advertisements, and 36.7 million digital impressions with a calculated ad value of $1.35 million over a fourteen-month period.

The following are the social media engagement numbers from Drive Electric Alabama channels from November 2021 through December 2023.

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Drive Electric Alabama</th>
<th>Page Views (Impressions)</th>
<th>Post Reach</th>
<th>Post Engagement</th>
<th>Profile Visits</th>
<th>Mentions</th>
<th>Engagement</th>
<th>Accounts Reached (Impressions)</th>
<th>Interactions</th>
<th>Views</th>
<th>Watch Time (hours)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>Drive Electric Alabama</td>
<td>19.0</td>
<td>14.0</td>
<td>4.0</td>
<td>16.0</td>
<td>1.0</td>
<td>89.0</td>
<td>111.0</td>
<td>33.0</td>
<td>111,080.0</td>
<td>464.8</td>
<td>18,466.0</td>
</tr>
<tr>
<td>TWITTER</td>
<td>Drive Electric Alabama</td>
<td>641.0</td>
<td>27,100.0</td>
<td>29,377.0</td>
<td>10,182.0</td>
<td>247.0</td>
<td>1,435.0</td>
<td>85,482.0</td>
<td>1,372.0</td>
<td>2,272,498.0</td>
<td>14,139.4</td>
<td>57,118.0</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>Drive Electric Alabama</td>
<td>111.0</td>
<td>85,482.0</td>
<td>11,959.0</td>
<td>1,435.0</td>
<td>86.0</td>
<td>380.0</td>
<td>111.0</td>
<td>913.0</td>
<td>1,593,930.0</td>
<td>7,762.9</td>
<td>97,552.0</td>
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<tr>
<td>YOUTUBE</td>
<td>Drive Electric Alabama</td>
<td>111,080.0</td>
<td>2,272,498.0</td>
<td>1,593,930.0</td>
<td>1,372.0</td>
<td>-</td>
<td>2,318.0</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3,977,508.0</td>
</tr>
</tbody>
</table>

www.DRIVEElectricUSA.org - Replication Playbook  p. 7
Electrify Kansas Success Story – Consumer Education

Major Partners: Evergy, Olathe Ford, Tesla, MAEAA

Purpose: Big consumer Ride and Drive event to educate and inform the public on the benefits of EVs.

Narrative: Evergy is a private electric utility in Kansas City, Missouri and works frequently with Metropolitan Energy Center (where the Kansas City Regional Clean Cities Coalition resides). Metropolitan Energy Center (MEC), Electrify Kansas, and Evergy joined forces to put together two Ride and Drive events, one consumer and one commercial. This was the first of the two events, the consumer event. It was set up to educate the public on everything EV and help break down the barriers of adoption by making sure all their questions were answered. MEC and Evergy promoted the event through their individual networks, and resulted in over 400 consumers attending the event, with 50 Ride and Drives taking place per hour during the 8-hour event.

All consumers were able to inspect every vehicle in attendance and were able to test drive certain vehicles if they signed up beforehand. Other vehicles were only available for rides with the owner, but even so it was still a similar experience.

The event was made up of a variety of dealerships and enthusiasts who brought their electric vehicles out to showcase to consumers. A locally based national organization called Mid-America Electric Auto Association (MAEAA) attended the Ride and Drive (R&D) event and brought along a 2023 Volkswagen ID.4, a Rivian R1T, and an F150 Lightning, some of the most sought-after models on the market right now. Consumers were quite captivated by the Rivian and its futuristic appearance, and if that wasn’t enough the Tesla dealership and Ford dealership brought out their newest models to the event.

Tesla brought 4 cars to the R&D, a Model 3, a Model 3 Performance, Model Y, and Model X. Ford bought 2 F150 Lightnings and a Mach-E Mustang. On top of that there were a few staff from both MEC and Evergy that brought their personal Electric Vehicles, leaving consumers with a whole parking lot full of EVs to trek through and admire. If any consumers had questions, there were 4 different tents set up stationed by employees from MEC, Evergy and both dealerships to help connect people with answers and relevant information. Evergy was
promoting their $500 rebate program to encourage home EVSE installations, and many consumers interested in a personal EV took notice of this.

The best way to experience something is to try it for yourself. If folks did not sign up for the Ride and Drive ahead of time, they were still able to test drive certain models if time permitted. Some consumers stayed for hours just to try out as many as they could. A large percentage of attendees expressed a general interest in EVs, with most coming to find out what their favorite model was. Some consumers had already bridged the gap and were ready to make a purchase, one of the benefits of bringing out dealerships to an event like this, MEC was able to directly connect consumers with the product.

Overall, the event turned out to be quite successful, with many people connecting with dealerships and starting to plan for how they could electrify at home and on the road.

**Outputs and Outcomes:** The Outputs of the consumer Ride and Drive event resulted in over 400+ attendees getting an interactive and educational experience with Electric Vehicles, where they were able to express their concerns and learn about the benefits of electrification. All these people were able to further develop their understanding of the EV market, what models are available, and how to make the switch. The dealerships that attended the event were able to connect with potential customers who were interested in electrification. The Outcomes of the Ride and Drive event resulted in the start of an electrification conversation for many consumers, getting them thinking about making the switch. Knowing the benefits that EVs bring to the table, this could help reduce transportation emissions in the local region in the long run. Lots of folks were so interested that they scheduled further ride and drives at Tesla and Ford, so they could decide for themselves what model best fits their needs. Any consumers who go through the electrification process down the line could help reduce the widespread transportation emissions adding to climate change.

**Best Practices and Lessons Learned:** Rolling out the event through both MEC’s and Evergy’s network proved to be wildly successful, by reaching out to an audience we knew were interested in EVs or at least sustainability, we put together a successful Ride and Drive that let over 400 people experience EVs and their benefits. Sending out time slots ahead of the event was also beneficial for organizational purposes. It allowed for a smooth event, all attendees knew when their time slot was and this allowed for onsite employees to have a more efficient check-in process.
Tesla showing off their Model X at the R&D event
Priority Area: #2: Consumer Education  
When: October 2022  
Where: Greater St. Louis City Metropolitan County

**Igniting Electric Enthusiasm at GroveFest**

**Major Partners:** Electrify Missouri and Ameren.

**Purpose:** Electrify Missouri partnered with Ameren to enlighten the public about the advantages of electric vehicles (EVs) and to accelerate the shift towards sustainable transportation.

**Narrative:** On a vibrant October day, Electrify Missouri wasn’t merely a presence at GroveFest – it became the heartbeat of vehicular electrification. Our booth, strategically situated on Main Street, blossomed into an “Electric Oasis,” garnering the intrigue of over 500 attendees and ushering them into the realm of eco-friendly mobility. Thanks to our collaborative effort with Ameren, Missouri’s principal utility provider, we exhibited an impressive range of electric vehicles. The showstoppers were the Ford Lightning trucks and the Rivian Crossover, making their public premiere. However, an unexpected highlight was our remote-controlled EV Bentley, which stole the limelight, fascinating humans and their four-legged companions alike.

**Outputs & Outcomes:**

- Garnered over 80 serious inquiries about transitioning to EVs.
- Disseminated over 200 informative pamphlets detailing the perks of EVs and existing state incentives.
- Hosted a raffle featuring a toy EV that elicited tremendous enthusiasm, especially from the younger demographic. The event underscored the fact that the excitement for electric vehicles spans across age groups.
Best Practices & Lessons Learned:

- **Strategic Placement**: Having a prime spot ensures maximum footfall and engagement.
- **Collaborative Efforts**: Partnering with renowned entities, like Ameren, enhances credibility and attracts a broader audience. Laura Jones and Kevin Herdler, dressed in ‘Drive Electric’ attire, served as the backbone of our efforts in collaboration with our Utility Partner Ameren and had the largest booth at the event. Due to our position, we had an excellent opportunity to communicate our mission to attendees effectively.
- **Legacy Impact**: Our EV RC Car raffle particularly enchanted younger attendees. When an eight-year-old winner looked up in awe at his new toy, we realized the scope of our impact was intergenerational.
- **Interactive Elements**: Innovations like the remote-controlled EV Bentley entertain and draw in a diverse crowd, amplifying outreach.
- **Appeal**: Activities like the raffle ensure that the message resonates with attendees of all ages. Witnessing the joy on a young winner’s face underscored our efforts’ lasting and multi-generational impact. The Drive Electric USA Project transcends vehicular innovation. It embodies the promise of a cleaner, more sustainable future. Our participation at GroveFest wasn’t just about visibility; it signified a transformative shift, reinforcing the electrification narrative across different societal segments.
- **Achievements and Impact**: We partnered with our main Utility Partner, Ameren, to showcase EVs, government and Ameren incentives, and the benefits of going electric.
- **Audience Engagement**: Positioned strategically on Main Street, our booth transformed into an “Electric Oasis,” captivating the attention of over 500 individuals and initiating them into the future of green mobility.
- **Influential Collaboration**: Partnering with Ameren, Missouri’s leading utility provider, we showcased an exceptional array of electric vehicles. From the sleek Tesla Model 3 to the iconic Mustang Mach-E, the event’s stars were undoubtedly the Ford Lightning trucks and the Rivian Crossover, making their public debut.
- **Inclusive Fun**: An innovative inclusion, our remotely driven EV Bentley delighted human and canine visitors, creating a buzz that rippled through the event.
- **Tangible Outcomes**: Over 80 inquiries about transitioning to EVs were recorded.
- We distributed 200+ educational brochures about EV benefits and state incentives.
- We had a raffle for a toy EV, and the children were extremely enthusiastic about Electric Vehicles.
- **Conclusion**: The Drive Electric USA Project is more than just about cars; it catalyzes a cleaner, more sustainable future. Our presence at GroveFest wasn’t merely participatory; it was transformational, driving the message of electrification across various strata of society.
**Plug-in NC Success Story**

**Priority Area #2** – Educating Consumers and Create Chapters  
**When** – January 2021 through November 2023  
**Where** – Multiple counties in North Carolina

**Furthering Plug-In NC Chapters & Pushing Grassroots EV Education**

**Major Partners**: Advanced Energy, Land of Sky Clean Vehicles Coalition, Centralina Clean Fuels Coalition, Triangle Clean Cities

**Purpose**: To support and build upon Plug-in NC’s efforts to educate consumers and build out EV chapters across North Carolina

**Narrative:**

North Carolina has been working on establishing electric vehicle chapters through Plug-in NC efforts since 2011. Drive Electric USA efforts worked to support and extend the reach of those efforts throughout the state for the past 3 years.

Land of Sky Clean Vehicles Coalition, Centralina Clean Fuels Coalition, and Triangle Clean Cities built off Plug-in NC’s (PINC) goal to build EV Clubs across the state by working in our regions to build stronger relationships and extend PINC reach to more communities. These efforts allow our three coalitions to build stronger relationships between the individual consumer, EV Chapters, and Clean Cities Coalition Network, while also support existing chapters that were interested in expanding their coverage area.
The partners were also about to better identify gaps in coverage and provide education and outreach to areas of the state that do not currently have an EV chapter in not only our regions but across the state. By the end of this work, we have had the opportunity to see the Eastern part of North Carolina grow not only in EV ownership, but also in interest of being involved in Plug-in NC’s work to add members and chapters. We are excited to see these efforts continue to evolve.

- This year, we worked with Carolina Country magazine, a monthly consumer magazine that reaches more than 2 million readers in North Carolina, to write EV-inspired travel columns. Our 2021 series highlighted locations for EV drivers to visit as they venture across the state. Over the summer, we published our first article, which focused on eastern North Carolina. We then covered the Piedmont and western regions. We finished up the series with a map featuring 25 charging-friendly attractions for travelers to explore.

Outcomes:

Early efforts in the state had several established chapter by the time Drive Electric USA efforts ramp up in NC. This allowed us to not only work with existing charters to help grow their presence in their areas, while also identifying gaps and working with existing chapters as well as interested individuals to either expand current areas or lay groundwork for new chapters.

Chapters:

- Blue Ridge EV Club - Western NC, Blue Ridge Mountains
- Charlotte Electric Vehicle Association - Charlotte area, NC
- Charlotte Tesla Owners/Enthusiasts - Charlotte, NC
- Tesla Owners – North Carolina
- Tesla Owners Club of NC Triangle (Triangle Tesla) - Triangle area, NC
- Tesla Owners Club of Western North Carolina - Western NC, Asheville, NC
- Triad Electric Vehicle Association (TEVA of NC) - Triad region, NC
- Triangle Electric Vehicle Drivers - Triangle region, NC

Member Counties:
**Best Practices:**
- Meet with interested individuals through current outreach efforts to bridge the work Clean Cities Coalitions do through the DOE program support to build relationships with individual car buyers and new stakeholders, like dealers and events such at auto shows.
- Get creative
  - Ride and drives
  - National Drive Electric events
  - Car shows
- Partner with existing clubs for expansion or mentoring opportunities

**Lessons Learned:**
- Takes time to build relationships and engage with individuals one on one
- Incorporate inclusivity from the start
- Build a strong foundation for each chapter to allow them to grow sustainably and keep with their own goals
- Every chapter and individual is different
Priority Area #2 - Directly Educate Consumers Through Grassroots Initiatives & Develop Local EV Chapters

**When** – 2021-Present

**Where** - Tennessee, statewide

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**Educate TN Consumers through Grassroots Initiatives that are Part of Drive Electric TN**

**Major Partners:** Outstanding proactive individual Tennesseans, Tennessee Valley Authority (TVA); Tennessee Departments of Environment & Conservation (TDEC); Middle-West TN Clean Fuels Coalition (MWTCF); Tennessee-based local power companies (LPCs), universities.

**Purpose:** Educate at least 1,000 consumers through grassroots education initiatives; create local education-focused EV chapters.

**Narrative:** Tennessee has had several different communities work on local EV education through events in the past two decades. In the late 2000s, there were groups in Knoxville (the Knoxville Electric Vehicle Association, or KEVA), Nashville, and Chattanooga. In the 2010s, a group in Memphis came together and held an event every few years. However, in the 2010s, we also saw the decline and disappearance of the Nashville and Chattanooga groups. As of the start of the DRIVE Electric USA (DEUSA) project in late 2020, only KEVA was planning and holding multiple events each year in Tennessee.

“Drive Electric TN” (DET) leadership and staff knew that the DEUSA project was an excellent kick-starter opportunity to build more local chapters in Tennessee, and we decided to make a serious, long-term plan to **develop over 10 chapters across the state in the coming years.**

Key goals for developing new chapters are included below.

- Developing at least two co-chairs that would lead each chapter in their planning and execution of local events
- Building up the local government and fleet relationships so that they can be included in local events
- Engaging local dealerships for them to bring PEVs to Ride & Drive events, and ultimately to engage them into becoming partners in the Tennessee “Preferred EV Dealership” network

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DET Administrator Jonathan Overly noted, “Grassroots engagement and education action is one of the fastest ways to grow EV adoption. Nothing can help accelerate a citizen’s understanding of EVs and all the benefits they bring better than in-person exemplification. And allowing them to drive (or ride in for some) an EV is the ultimate conversion mechanism.”

Overly, in passenger seat, explains the features of a Chevy Bolt EUV to a family at an NDEW event.
✓ Creating social media channels for the chapter, with a starting focus on developing a Facebook group so that they could drive followers to the group and ramp up engagement and participation in the chapter

✓ Ensuring that disadvantaged community members in their territory learn about their events (or even become partners for certain events)

✓ Using a Google spreadsheet to add contacts, EV owners, and email addresses to grow the chapter

DET developed a “Chapter Launch Kit” that provided all the guidance needed to help new co-chairs get answers to their questions. It encouraged the use of certain marketing items like business cards (that could be handed out or left on EVs seen in their area), flags, tents, banners, and more. DET also developed a logo and branding guidance document that provided specifications for a) a color scheme and b) design elements and direction advice for developing their logos. The logos that have been created for chapters both developed and in-development can be seen below.

![Logos of Drive Electric chapters](image)

A paramount piece of the chapter development work includes ensuring that each chapter tracks its impact: number of attendees directly impacted (spoken to), number of EVs onsite at events and the number of drives and/or rides provided, visibility via social media, and other metrics. Those are needed frequently to report to Plug In America for NDEW and DEED events, but more importantly to aggregate both at the chapter level and at the statewide level annually to assess the effectiveness of all chapters’ events. A tracking spreadsheet was developed that shows the details for each event as well as the performance metrics.

In 2021, DET contracted with Jack Goodwin of KEVA part-time as the Chapter Development Coordinator. Goodwin is steeped in experience with managing events both large and small, and ensuring that all facets of event management are taken into account when planning events, in addition to having an excellent working knowledge of chapter management. As such, Goodwin could directly assist chapters with any facets of work where needed. He also assists in the management of the monthly all-chapters virtual meetings that are held where co-chairs discuss all aspects of chapter development, future event planning, and past event analysis.

The below map highlights ongoing efforts in chapter development in Tennessee in 2023. Colored regions without diagonal lines are built; regions with those lines are still in development. The medium-gray counties do not yet have any substantive chapter development efforts begun there (although discussions have started in multiple areas, like Jackson and the south-central region).
Created/Established chapters:

- Knoxville EV Association – strengthened and supported during DEUSA, not created
- Drive Electric Appalachian Highlands (Tri-Cities area of TN)
- Drive Electric Scenic City (Chattanooga region)
- Drive Electric Nashville
- MTE EV Car Club (developed by local power company, Middle Tennessee Electric)

Chapters under development:

- Drive Electric Upper Cumberland in the north-central part of the state
- Drive Electric Greater Clarksville
- Memphis area and surrounding counties (name to be determined)
- Paris, TN and surrounding counties (upper west Tennessee, name to be determined)

Learn more about each chapter on the DET website, here. A selection of photos from EV Ride & Drive or showcase events during the project period are shown below.

From the 2023 KEVA DEED event at Maryville College.
From the 2022 Drive Electric Appalachian Highlands DEED event in Bristol.

From the 2023 Drive Electric Nashville DEED event.

From the 2022 TVA EV Day on the Hill in Nashville (that is Republican Governor Bill Lee sitting in the VW ID.4).

From the 2022 Drive Electric Scenic City NDEW event in Chattanooga.

From the 2022 Drive Electric Appalachian Highlands participation in the Johnson City Cars & Coffee event.
Outputs & Outcomes: The narrative above discusses some outputs and outcomes, but more have been realized.

<table>
<thead>
<tr>
<th>Effort</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter development work</td>
<td>3 chapters are fully developed and another 4 chapters are in progress</td>
<td>Many more citizens <em>directly engaged</em> through local community events, with their minds opened to considering driving PEVs as their primary form of single-vehicle transportation. In 2022, the active chapters in Tennessee held 17 public-facing events <em>directly engaging 2,539 Tennesseans in discussions about EVs</em>. Accelerated PEV adoption will reduce greenhouse gas emissions by roughly 50-80% per vehicle based on the TVA grid generation mix as of 2022, and hasten Tennessee light-duty vehicle GHG reductions. Additionally, the most mature chapter in the state, KEVA or the Knoxville EV Association, has become a chapter development leader helping other chapters along their growth journey, creating community leaders in our EV adoption efforts.</td>
</tr>
</tbody>
</table>
Best Practices & Lessons Learned:

a) Chapter development work is not easy – it is coalition building. Chapter leadership needs to ensure they are finding participants who have a passion for this work and are willing to commit the needed effort several times per year when events are or should be planned, especially during Drive Electric Earth Day (DEED, in the spring) and National Drive Electric Week (NDEW, in the fall).

b) While chapter development personnel need to develop at least two chapter co-chairs in the early days, over the long term, they should aim to bring in 5-10 (or more) local EV owners into the core management team over time. As events get bigger and more frequent, the chapter will need more workers to take advantage of opportunities to expand the reach and breadth of the initiative.

c) With regard to initiative leadership and chapter co-chairs, it helps to build a group that can develop camaraderie... that can work together. Chapter development personnel should hold regular virtual or in-person meetings of the chapter co-chairs. The more they have opportunities to discuss and share stories about events including what went well (and not so well), the stronger that team will become.

The photo below shows the many partners of the KEVA team after the 2023 “Knoxville Drive Electric Festival” held at Pellissippi State Community College. Sixth from right is Susan Goodwin, the KEVA event leader for this event. Roughly 20 KEVA members provided assistance during the event and signed up well in advance of the event so that they knew what their roles were during the day of the event. On the far right is a) Tyler Farmer, a member of KEVA but also one of the co-chairs of the Drive Electric Scenic City Chapter, and b) second from right Victor Sherwood, a KEVA member but also a co-chair of the Drive Electric Appalachian Highlands Chapter. See some metrics from just that one event below the photo.

Event metrics:

✓ Number of attendees directly reached during the event: 549
✓ Number of PEVs onsite: 137
✓ Number of drives or rides provided: 311
Developing DRIVE Electric Virginia Clubs

**Major Partners:** Individual EV owners, business-owners, electric utilities, dealerships and non-profit organizations (e.g. Generation180).

**Purpose:** Develop new stand-alone DRIVE Electric Virginia chapters.

**Narrative:** “DRIVE Electric Virginia” began as a volunteer initiative with Drive Electric Richmond and the Electric Vehicle Association of Greater Washington DC. These two groups formed the model for how Virginia Clean Cities would create regional DRIVE Electric Virginia chapters. VCC utilized DE-USA resources to identify club chapters in Tidewater, Shenandoah Valley and Roanoke and then increase the EV education and outreach activity in these regions of the state. VCC worked with EV owners in these regions to:

- Identify a chapter leadership team
- Stand up regional DEVA chapters that can act as boots on the ground and respond quickly to events and educational opportunities. Local citizens who advocate the “drive electric” message in a community are more impactful than a VCC staffer parachuting in for a day or two.
- Across all of these facets of initiative’s efforts, bringing disadvantaged community members to the forefront

Critical pieces of our operation that DE-USA has also supported include a) the management of three working groups (Tidewater, Shenandoah Valley, and Richmond), and b) seeking long-term funding. Working Group leadership has changed some over the last few years, but we are slowly moving from core organization (VCC) representatives leading them to finding other interested citizens and company reps to do that leading, to take some of the administrative and programmatic burden off of the core team. With regard to long-term funding, we are incredibly thankful for Energy Foundation’s fiscal support over the last few years as funding has covered multiple areas of needed work (e.g., a visibility campaign, chapter development and intern support, helping with events. However, memberships, sponsorships, and grants have all been part of the continued funding plan and efforts.

**Outputs & Outcomes:** The narrative above discussed some outputs and outcomes, but more have been realized.

<table>
<thead>
<tr>
<th>Effort</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter development work</td>
<td>3 chapters fully developed</td>
<td>More events in Virginia which leads to more EV adoption in areas further from the coastal population centers in the state. The Shenandoah and Roanoke Valley clubs are able to reach much more rural populations. A larger sense of community in the state is</td>
</tr>
</tbody>
</table>
experienced through virtual chapter leader meetings, as well as mutual support and idea sharing. DRIVE Electric Virginia is now able to disperse and share work much more easily with more regional chapters throughout the state.

| Chapter development work | Regular statewide virtual meetings | We connected all the chapters with quarterly virtual meetings, and in advance of Earth Day and National Drive Electric Week. This forum allowed the chapter leaders to network, share best practices, and help one another. |

On the topic of chapter development, the below map highlights ongoing efforts in chapter development. Regions without diagonal lines are built; regions with those lines are still in development. Light gray counties do not yet have any chapter development efforts begun there yet.

**INSERT MAP OF DRIVE ELECTRIC VIRGINIA CLUBS**
Best Practices & Lessons Learned:

a) We built upon already established EV groups, such as regional Tesla groups. From there we branched out to other brands and built larger clubs.

b) Finding those EV club members who are willing to volunteer their time at events was critical. Retirees in the clubs were very helpful.

c) We scheduled a series of meetings with all the EV clubs throughout the year to keep in regular contact with them and to plan for major events, such as Earth Day and NDEW.
DRIVE Electric USA Program Success Stories from Priority Area 3:

Engage Electric Utilities & Regulators To Advance EV Acquisitions

Six stories included (in order):
2. Electrify Kansas – “Electrify Kansas Success Story - Utilities”
3. Electrify Missouri – “Empowering Leadership for an Electrified Clayton”
Priority Area #3 – Utility and Regulator Education
When – April 16, 2022
Where – Denver, CO

Denver Auto Show with Xcel Energy

Major Partners: Xcel Energy

Purpose: Drive Electric Colorado ran the EV ride and drive with Xcel Energy at the 2023 Denver Auto Show.

Narrative: Each year, Colorado continues to see an increase in EV curiosity and awareness. Since the 2022 Denver Auto Show was canceled, the 2023 Denver Auto Show was a comeback event and the first ever show to have a large spotlight on EVs.

The Denver Auto Show was sponsored by Xcel Energy, the state’s largest utility, and one of Drive Electric Colorado’s largest and closest sponsors. Due to our relationship with Xcel Energy, we were tasked with hosting and running the Xcel Energy EV experience and ride and drive to amplify EV education, spread the word about Xcel Energy’s EV incentives, and get as many people behind the wheel as possible.

The Denver Auto Show ran from April 12-16, 2022, with the ride and drive occurring every day. There were 9 vehicles in the line up, sourced from local Colorado dealerships or part of Xcel Energy’s dealership network. The Drive Electric Colorado team led the ride and drive logistics and planning process by implementing a new software to register drivers online, gather license information, and contact information for follow ups. We met with Xcel Energy bi-weekly for three months before the auto show to plan, and organized different roles such as volunteer participation, professional driver training, logistics with the venue, and more. Xcel Energy funded this show and our staff’s time, as well as connected us to the Colorado Forum, which provided additional funding.

We also took pre and post test drive surveys from each participant to gauge their EV knowledge, awareness or lack thereof regarding Xcel Energy’s incentives, and interest in EVs, including future adoption. This data was sent to Xcel Energy and the Colorado Forum.

Outputs & Outcomes:

Denver Auto Show results - we conducted 1,160 total ride and drives where 44% of participants drove an EV for the first time. This was a big jump from the 2021 Denver Auto Show with Xcel Energy where over half of participants were experiencing an EV for the first time.

This partnership with Xcel Energy was a great success and a win on both sides. Coloradans were able to experience EVs, get questions answered by EV experts, learn more about incentives from the state, federal, and utility level, and gain insight into Drive Electric Colorado as a future resource for anything
EV-related. Drive Electric Colorado was seen as the face of EV education on behalf of Xcel Energy. We answered EV questions, organized the ride and drive, and gathered data on home and workplace charging needs.

This event is just one of our many events in cooperation with Xcel Energy. Drive Electric Colorado is grateful to Xcel Energy for this opportunity and looks forward to continuing our work together.

**Best Practices & Lessons Learned:**

A) Start planning for a large scale event like this as soon as possible. Invite volunteers, EV clubs, and other stakeholders to help your staff plan and run this event. Leverage connections!

B) Look into funding opportunities to assist your team with compensating staff and volunteer time, buying lunches, paying for parking, software & tech needs, and other collateral.

C) Find an online software to run the ride and drive component. We used Rentrax. It speeds up the process a lot and eliminates the use of pen and paper forms which can be slow, unorganized, and wasteful.

D) Have backup options for those who are not as tech savvy – keep some physical forms on hand for ride and drive sign ups, have translation available, or have staff available to walk individuals through the process.

E) Ensure you have proper signage for the ride and drive sign up and launch locations.

F) Determine your ride and drive route with consideration for timing, construction, or traffic. Ensure the drivers in the cars have proper safety training, can answer EV questions, and are familiar with the route beforehand.

Part of the EV lineup
Drive Electric Colorado staff with two of our Volunteer EV Coaches at our booth on the show floor
A happy EV test driver at the Denver Auto Show
Priority Area #3 - Utility and Regulator Engagement
When - August 2023
Where - Kansas City

Electrify Kansas Success Story - Utilities

**Major Partners:** Evergy, Electric League of Missouri, Electric League of Kansas

**Purpose:** To inform and educate fleet and utility regulators.

**Narrative:** The Kansas City Regional Clean Cities Coalition, which operates Electrify Kansas and is part of the Metropolitan Energy Center (MEC), partnered with Evergy (the largest electric utility in Kansas that also serves into Missouri) to host a commercial ride and drive event. The event was part of the Energy Forum, a local conference directed towards fleet personnel, sustainability managers, developers, utilities, and other staff interested in learning more about what is going on with fleet electrification. On top of all the educational sessions, all attendees were able to participate in the Ride and Drive. We brought a few companies who showcased large Class 7 and Class 8 EVs such as a Nikola Semi and XOS stepvan to the event. Light Duty vehicles like the Ford F-150 Lightning and the Volkswagen ID.4 were also in attendance, with a Polestar 2 on display. The intention was to excite fleets about electrification and garner quality discussions.

The Energy Forum event was put together by the Electric League of Missouri and Kansas, a collective focused on pushing the statewide goals of electrification and alternative fuels. MEC is a frequent collaborator with Evergy and League on events. The joint effort made for a very successful educational event, with experiences for both hands-on activities and seminars full of current information related to planning for electrification, rolling it out, and the funding opportunities available for fleets. Over 400 participants came to the conference, moving back and forth between sessions and experiences.

Attendees were able to test drive (or ride depending on the manufacturer) for the duration of the event, which lasted from 7:30 AM to 5:00 PM. Overall the Ride and Drive portion of the event was well received, and many participants were quite interested in the fully electric TRE BEV Semi from Nikola and the Fully Electric Stepvan from XOS. Attendees were able to ride in both vehicles with a supervised driver from each OEM who was able to answer any questions they had related to the vehicles and their performance.

The Ford F-150 Lightning and Volkswagen ID.4 were drivable for all attendees without supervision, and many participants were captivated by the acceleration, smoothness, and futuristic feel that came with the driving experience...
experience. Attendees were able to take the vehicles out on allotted 30-minute slots to get the full feeling of an EV.

A variety of vehicles allowed participants to experience the range of capabilities that comes with electrification, and ask any questions that came to mind about their functionality. Staff from MEC, Evergy, Foley, Nikola, and XOS were on hand to assist attendees in the Ride and Drive event led by Julie Dietrich of Evergy and Taylor Corn of MEC.

Outputs and Outcomes: The Outputs of the Ride and Drive and Energy Forum event resulted in an educational experience for over 400 fleet staff, sustainability managers, contractors, and developers who were able to dive deep into the current state of electrification in fleets. 400 people were able to increase their knowledge and understanding of the opportunities currently available in the industry.

Manufacturers who attended the event with their EVs were able to network and connect with fleets interested in electrification. Education on fleet electrification could result in reduced carbon emissions in the acquisition of electric vehicles by any of the fleets in attendance of the Energy Forum and Ride and Drive event. The Outcomes of the event resulted in starting the conversation for many fleets about the possibility of electrification within their own organizations, and event extending outside of it to their personal lives. Many people commented on the light duty vehicles and realized how they could incorporate them into their own lives. The Polestar 2 was quite the attention grabber and resulted in many conversations between event staff and attendees who had not previously been aware of all the different models available on the market. This sparked connections and relationships that were formed as a product of the conversation. A couple of people were so interested they started browsing manufacturer websites to research pricing, specifications, and other stats about the models that caught their attention. This interest could result in a purchase of an EV down the road.

Best Practices and Lessons Learned: The Ride and Drive itself was a successful educational experience for fleet attendees. This is new ground for a lot of people and provided them with the opportunity to learn more about what is currently available on the market for small and large EVs, how they can acquire them, and what their pros and cons are. The event itself was set up very efficiently, with time slots all filled ahead of time and attendees coming in and out like clockwork. One lesson learned is that having a reservation system in place ahead of time makes a smooth experience for both event staff and attendees. We set up a registration page beforehand so that attendees could sign up for Ride and Drive slots based on their schedule and what was available.
Empowering Leadership for an Electrified Clayton

Major Partners: Electrify Missouri & Ameren (St. Louis’ largest utility)

Purpose: To equip local leadership with the firsthand knowledge and experience needed to make informed decisions about electric mobility in the community.

Narrative: On a radiant October day, Electrify Missouri and the Ameren team executed a transformative mission in Clayton: equipping key stakeholders with firsthand EV experiences to complement policy discussions. In collaboration with the Executive Director of the Clayton Community Foundation, we laid the groundwork for an electrified future.

Outputs & Outcomes

Ride & Drive Experience: Offering a hands-on EV driving and charging session to the Executive Director had a profound impact. This crucial experience has enriched his proposal for a $500K community equipment grant.

Strategic Charger Placement: Collaborative efforts identified optimal locations for EV chargers – based on great input from Ameren – to maximize the Clayton community’s benefits.

Educational Outreach: Our Smart City strategist presented vital data about air quality in Clayton and neighboring areas, which is crucial for meeting specific grant prerequisites.

Tangible Outcomes: Collaboration strengthened Clayton’s $500K community grant application.

- Increased awareness among local leaders about the importance of sustainable transportation, measured by post-event surveys showing 95% increased enthusiasm for E.V. projects.
- Facilitated future planning sessions with the City Council on electric mobility.

The initiative resulted in a collective acknowledgment that EVs aren’t mere vehicles but levers for community growth, environmental responsibility, and economic resurgence.
Best Practices & Lesson Learned

DRIVE Electric USA leads this transformative journey by creating educational touchpoints, forging key alliances, and overcoming obstacles. We are accelerating the U.S. transition into an electrified era. Our aim? A nation not only educated but also energized and thrilled about the prospects of electric mobility.

- Connect with your utility early to plan the needed time with community leaders
- Bring in the appropriate additional people to present on their products (industry partners) or experience (other communities that have already implemented EVSE)
Priority Area #3 – Build relationships with utilities of all types and utility regulators

When – Throughout project period, and ongoing
Where – Pennsylvania, statewide

Expanding Electric Utility Connections

Major Partners: Duquesne Light; PECO; First Energy Companies; Rural Cooperatives, PPL

Purpose: To work with all electric utilities in the state, to bring vehicle electrification to the forefront of their agendas.

Narrative: “Drive Electric PA”, or DEPA for short, had its formative years just before the DRIVE Electric USA (DEUSA) project came to fruition. However, we used the project time to significantly ramp up parts of DEPA that needed development or improvement. Engagement with utilities was a difficult task for us. Besides our home cities (Pittsburgh and Philadelphia) whose electric utilities are Duquesne Light and PECO respectively, we have had a slow-go of adding additional utilities to help support our mission. We have met with rural cooperatives, municipal electric utilities as well as the other major electric service providers PPL and Met Ed (First Energy) UGI and West Penn Power. We met with them and asked for support for Drive Electric PA both financial and for event/workshop support within their region. We have found that early on in the project when there was lack of federal commitment to EVs, these other utilities were supportive when met with, but support lagged from them as they engaged less with DEPA. As money started flowing through PennDOT the utilities seemed to engage further (albeit most utilities did not embrace EV’s as enthusiastic as Duquesne Light and PECO did).

PennDOT’s announcement of National Electric Vehicle Infrastructure (NEVI) program furthered the interest of the utilities around the state. We worked with PennDOT and all the local electric utilities as we jointly held traveling NEVI workshops at eight locations around the state. The utilities were engaged and offered support to help DEPA work with communities around the state that had interest in NEVI applications. Furthermore, some utility commitments came when the Joint Office of Energy and Transportation offered the Charging and Fueling Infrastructure funding opportunity. Many of the utilities were involved in supporting applications submitted throughout our state. For us this is a work in-progress in continuing to grow and strengthen our relationships with electric utilities in Pennsylvania.

- Hold frequent meeting with utility partners
- Identify events to collaborate on that are focused on EV education
- Find opportunities to educate utility members, staff, and leadership
- Collaborate with and help electric utilities acquire their own EVs

Outputs & Outcomes: Working directly with our utilities, we have helped host workshops for communities to learn EV basics and the necessary information for charging. We have helped review our utilities roadmap to Drive Vehicle Electrification.
The outcomes from working with our utility partners were numerous, from recognizing changed minds as relates to EV adoption and use to opening new doors that could produce no-tailpipe partnerships and results down the road. The utilities are always looking to partner with us on our in-person workshops to help disseminate information about EV Charging.

**Best Practices & Lessons Learned:**

a) One best practice is to get a utility member on your board of directors. Once you have developed stronger relationships, they can help you navigate to the proper contact regarding your specific needs.

b) Keep reaching out to all the utilities for your electric vehicle events, include them and bring them potential new EV customers (individual drivers, or better yet, fleets).

c) Work with different departments within the utility. Fleet, Government Affairs, Marketing all work on different aspects of vehicle electrification.

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**Menti meter Poll question for Utilities at NEVI meetings**

Are the utilities willing/able to come up with any portion of the 20% local match for the utility upgrades needed?
Below are several photos from events where we worked in partnership with our electric utilities during the project.
Priority Area #3 - Utility engagement

When - 2020-Present
Where - Virginia, statewide

DRIVE Electric Virginia makes great strides with electric utilities


Purpose: To further engage and garner support from electric utilities

Narrative: This past year, DRIVE Electric Virginia continued its collaborative work with investor-owned utilities, electric cooperatives and the state agencies which regulate them. This symbiotic relationship works well because the electric utilities want to serve their EV driving customers, sell more electricity and meet their sustainability goals. DRIVE Electric Virginia and Virginia Clean Cities (VCC) facilitate EVSE installation and provide resources to these customers. Additionally, several of these utilities have members serving on the VCC board so they are invested in the DRIVE Electric Virginia initiative.

✔ Identify events to collaborate with on EV education
✔ Hold frequent meeting with utility partners
✔ Find opportunities to education utility members, staff, and leadership
✔ Collaborate with and help electric utilities

Outputs & Outcomes: The narrative above discussed some outputs and outcomes, but more have been realized.

<table>
<thead>
<tr>
<th>Effort</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utility engagement</td>
<td>Collaborative events</td>
<td>VCC staff presented at utility gatherings, organized ride and drives, invited utilities to public events, hosted them for webinars, and more.</td>
</tr>
<tr>
<td>Utility engagement</td>
<td>Regular virtual meetings</td>
<td>VCC staff met regularly with ODEC which is an association of several electric cooperatives. Dominion Energy is a stakeholder member who works with VCC frequently on this project and others.</td>
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</tbody>
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The DRIVE Electric Virginia team forged a new partnership with the Blue Ridge Power Agency, an association of rural municipal utilities. EV Program Manager Bruce Vlk spoke at their quarterly gathering at Peaks of Otter Lodge on the Blue Ridge Parkway, which conveniently included an EV charging station.

The Old Dominion Electric Cooperative (ODEC), whose membership includes several rural co-ops, included DRIVE Electric Virginia as part of their member education programming throughout the year. At their member event at the Richmond Raceway, DRIVE helped supply EV owner vehicles in addition to some of their co-op’s EVs. Participants had a blast racing around the NASCAR track in relative silence!

[Northern Virginia Electric Cooperative’s Tesla Model 3 at the Richmond Raceway.]

ODEC also held their EV Charging Summit with a host of speakers from industry, government and non-profit sectors. The organization is always willing to send representatives to DRIVE-related events throughout the Commonwealth.
Dominion Energy continued to be a valuable partner as they sent staff and EVs to many public outreach events held throughout the year, such as the Virginia International Auto Show in Richmond and the Virginia Clean Energy Summit. The company’s electrification division continued to be a resource for EV owners as well as school districts with their electric school bus program.

**Best Practices & Lessons Learned:**

a) We built upon already established relationships and expanded with new ones.

b) Start with the basics and be ready for skepticism among rural cooperatives.

c) Collaboration is key! Know what each party wants to get out of working together for mutual benefit.
Appalachian Power has funded some pilot electric school bus work in the Southwest Virginia region and communicates EV efforts quarterly with DRIVE Electric Virginia staff. The Virginia, Maryland & Delaware Association of Electric Cooperatives, which represents electric cooperatives in the three-state area, also communicated with the DRIVE project on a quarterly basis.

The Virginia Department of Energy serves as a guiding force for work in the transportation electrification sector, and the Virginia Department of Transportation’s Sustainability Office is overseeing the NEVI plan for Virginia. DRIVE Electric Virginia staff and electric utilities participated in the State Corporation Commission’s series of stakeholder convenings regarding electrification.

Virginia is fortunate to have so many enthusiastic electric utilities involved in building EV incentives for Virginia citizens. From education and outreach to rebate programs to electric school bus programs, Virginia’s utilities are very engaged in transportation electrification. While there are some concerns about grid capacity, the future looks bright in Virginia.
**Priority Area #3** – **Build relationships with utilities of all types and utility regulators**

**When** – Project Period

**Where** - Statewide

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## Electrifying Wisconsin through Utility Engagement

**Major Partners:** We Energies, Wisconsin Public Service, Alliant Energy, Xcel Energy, Dairyland Cooperative, WPPI Energy,

**Purpose:** To continue to develop relationships with Wisconsin utilities through education and outreach efforts related to electric vehicle and infrastructure deployment in Wisconsin.

**Narrative:**

Wisconsin utilities have played a deeply influential role in the evolution of Wisconsin Clean Cities (WCC) since its founding in 1994. We Energies, Alliant Energy, and Dairyland Cooperative have maintained active and engaged positions on the WCC Board of Directors, and We Energies has provided WCC with an office space in their Milwaukee Headquarters for over 25 years.

WCC has a history of creating opportunities for collaboration with utilities around the state. WCC hosted WI Electric Vehicle Roundtables and was the pioneering force behind the “Electric Room” in 2018 at the International Milwaukee Auto Show. Later rebranded as the “Wisconsin Clean Cities EV Zone,” sponsored by We Energies and Alliant Energy, this event was the first of its kind in the state to feature electric vehicles, infrastructure, and education sessions presented by utility partners. It was also among the first international auto shows to showcase the Tesla brand, a true crowd favorite! WCC continues to collaborate with utilities throughout the state to achieve success by hosting education showcases related to electric vehicles and infrastructure, including ride and drive opportunities.

Utilities throughout the state have been engaged in electric vehicle and infrastructure deployment. WCC is a coalition focused on fuel and technology neutrality, however electric vehicles have taken center stage as more and more consumers, governmental agencies, and business entities become interested in electrification. WCC has responded by assisting utilities to provide education and support to their customers identifying opportunities for electric vehicle deployment. WCC collaborated with Alliant Energy and the City of Madison to create the Transportation and Innovation Conference and Expo - the largest one-day transportation event in the Midwest. The inaugural event was held in the Spring of 2019, only soon to be a memory as COVID halted all in-person events. WCC persevered by offering innovative solutions to support electric deployment efforts.
virtually in 2020 and 2021. With the advent of Drive Electric Wisconsin, through Drive Electric USA, WCC was once again able to host this incredible one day event, bringing together transportation experts, businesses, communities, and consumers from across the United States in 2022 and 2023.

Due to the participation of utilities across the state, the Transportation and Innovation Conference and Expo has grown to nearly 450 attendees, more than 50 exhibitor booths, over 50 expert speakers, and more than 80 display vehicles in the indoor and outdoor displays. Most of the display vehicles feature electric technologies and models vary from electric bikes to an electric fire truck. More than 20 of the 80 vehicles are for attendee ride-and-drives and, in 2023, nearly 20% of attendees participated in this interactive segment.

**Outputs & Outcomes:**
The Wisconsin Utility landscape consists of multiple investor-owned, municipal owned, and cooperative entities. Many of these companies are members and stakeholders of WCC. The partnerships and collaboration between WCC and utilities have enabled the coalition to gain EV expertise and share this knowledge through EV education and outreach efforts throughout the state. Utility engagement has been vital to securing federal funding, taking the development of the electric vehicle and infrastructure market in the state to the next level. By partnering with utilities, WCC has unlocked additional opportunities to engage with tribal and environmental justice communities.

WCC has also acted as a resource to the utility community by hosting events, educational webinars, and vehicle ride-and-drives for utility customers. Providing these programs has positioned WCC as an industry expert and opened additional partnership opportunities with state agencies to assist in the development of programs and initiatives. Currently WCC is providing contractual services to the Wisconsin Department of Transportation to assist in the strategic deployment of Wisconsin’s NEVI plan.

**Best Practices & Lessons Learned:**

A. Building relationships with utilities will be a key indicator of successful deployment projects as the electric vehicle sector continues to evolve.

B. As the coalition has seen, collaboration leads to success.

C. Relationship building takes time, perseverance, and patience; the larger the organization, the longer the decision making process.
D. Because utilities are often large with many different departments, identifying the appropriate contacts within the utilities will lead to smoother up-times as projects and opportunities continue to develop.

E. Leveraging strong, mutually-beneficial relationships with utilities and positioning the coalition as a key resource for communities and utilities alike has continued to “Drive Wisconsin Forward”.
DRIVE Electric USA Program Success Stories from Priority Area 4:

Conduct EV Infrastructure Planning for Communities

Seven stories included (in order):
1. Drive Electric Georgia – “EV Gaps Analysis and Infrastructure Planning for Local Communities”
2. Electrify Kansas – “Electrify Kansas Success Story – EV Infrastructure Planning”
4. Electrify Missouri – “Conduct EV Infrastructure Planning for Corridors, Urban, and Rural Areas”
5. Plug-In NC – “EV Charging Infrastructure and Planning”
6. Drive Electric Tennessee – “Upper Cumberland Area Community Charging Planning Workshop”
7. Drive Electric Utah – “EV Corridor Planning with the Zion Regional Collaborative”
Priority Area #4 - Conduct Infrastructure Planning for Communities

When - March 2022 through September 2023
Where - Multiple Communities in Georgia

EV Gaps Analysis and Infrastructure Planning for Local Communities

**Major Partners:** City of Atlanta, City of Brunswick, Glynn County, City of Savannah, Chatham County, City of Albany, City of Covington

**Purpose:** Drive Electric Georgia team worked with several local municipalities to identify electrification and economic development priorities as well as mapping the current EV charging landscapes in those areas.

**Narrative:** Clean Cities EV Programs Associate and staff began by reaching out to local municipal partners to set-up an initial meeting. Through an initial call, the team identified the municipalities’ goals, including projected economic and housing growth. Maps were created to show not only existing land use and infrastructure, but also projections such as population and economic growth in conjunction with EV charging gaps. For each municipality, the team created a presentation with data and maps to paint the story of general recommendations that could be used for planning purposes. Although the funding from this grant did not cover a full EV Plan initiative, the information provided will aid in each municipalities future plans and has already been shared with Sustainability and Planning Departments to incorporate in future projects. See below for sample maps.

**Outputs & Outcomes:** Seven municipalities were provided EV Gaps Analyses in conjunction with other data that reflected their individual goals for electrification and economic development.

**Best Practices & Lessons Learned:** Through completing this work, it became evident that even with partners we have worked with previously, an initial discovery call is necessary to identify what type of information municipal leaders would like and what would be most useful to help them meet their goals. The data we shared was more impactful when we asked first and reflected their goals in the maps, rather than just creating a presentation based on what we thought would be most relevant. We also learned that local knowledge is essential to understanding local needs and map interpretations. For example, one area had a significant gap in Glynn County because it is almost all wetlands. Similarly, evacuation routes were essential to include in the analysis for coastal areas, but population growth was more relevant for Atlanta.
Atlanta Projected Population and Employment Density Change from 2020 to 2040

This map utilizes population and employment forecasting data to visualize future living and working trends in Atlanta, Georgia.

Existing EV Infrastructure in Glynn County Alongside Projected Areas of Growth and Evacuation Routes

This map displays existing DC Fast and Level 2 public EV chargers in Glynn County. Corridors were symbolized blue or orange with respect to whether they are evacuation routes or evacuation routes that will also be along areas of projected employment growth. Some areas were also symbolized with a one mile blue buffer as these areas also have growth projections in the next 30 years. Data regarding projected employment and growth was found in the 2040 SALT MPO Metropolitan Plan.
2016 - 2021 EV Growth within 50 Miles of Albany, Ga

This map displays public EV chargers in the greater Albany area with a focus on level 2 and DC fast charging availability. The percent change in registered EVs between 2016 - 2022 is shown atop this data.

- DC Fast
- Level 2

100% - 149%
150% - 249%
250% - 449%
450% - 749%
750% - 1000%

*The dashed lines represent a 50 mile buffer around the Albany city limits.*

Map Author: Eugene Rubinchik
Organization: Clean Cities Georgia
Data Source: ARCC, DOE, US

www.DRIVElectricUSA.org - Replication Playbook
Priority Area #4 - Conduct EV infrastructure Planning for Corridors and Rural Areas

When – 2020-now
Where - Kansas City

Electrify Kansas Success Story - EV Infrastructure Planning

Major Partners: Kansas City fleet, DOE, NREL

Purpose: Pilot project to test streetlight charging stations

Narrative: The Kansas City Regional Clean Cities Coalition, which operates Electrify Kansas and is part of the Metropolitan Energy Center (MEC), is dedicated to the mission of creating resource efficiency, environmental health, and economic vitality in the Kansas City region and beyond. Since 1983, we have provided resources, outreach, and training to make alternative fuels and energy efficiency commonplace. MEC began working on the Streetlight Charging pilot project (EVST) with the City of Kansas City, Missouri. The project was developed to install a limited number of electric vehicle (EV) chargers on the streetlight systems to demonstrate and test the benefits of curbside charging for the plug-in EVs at existing on-street parking locations. The City was interested in testing how increased access would affect EV adoption rates and began the program in 2019.

The project was funded by the Department of Energy (DOE) and was awarded to MEC in a competitive application grant. Working with NREL and multiple utilities, Metropolitan Energy Center developed the project with the city of Kansas City Missouri, installing 23 charging stations at predetermined locations around the city, marking a successful achievement in the push for electrification city, and nationwide.

For the past 4 years, MEC has worked with the city of Kansas City, Missouri to determine suitable locations for the charging stations, working through hundreds of proposed sites to find the most viable locations. 23 stations were approved for the project, in different districts around the region, assuring they were accessible by different communities and overlooked demographics. This increased availability of EV infrastructure is hopeful to encourage EV adoption.

Street Light Charging Station installed at N Granby Apartment complex in Kansas City, Missouri, one of the 30 locations chosen for streetlight charging installation.
The City has made a commitment to electrification and recognizes that we are experiencing dangerous climate change impacts and are at risk for irreversible effects. Over the past 15 years, Kansas City has made important progress such as reducing our greenhouse gas emissions by 25% and working with community partners to build up more resilient systems. We have faced challenges though, there are many communities that experience overburdened housing and utility costs, poor air quality, lack of mobility options and food insecurity. The Climate Protection and Resiliency Plan drafted by Mayor Quinton Lucas highlights a framework built on ways Kansas City can work together to achieve our goal of a carbon-neutral, equity-focused, and resilient Kansas City by 2040.

Kansas City’s resilience plan outlines a strategy following six Climate Action Sections, with climate justice at the heart, and community resilience, financing and innovation, and community empowerment woven throughout. Key strategies in Energy Supply, Homes & Buildings, and Mobility sections put us on a path to achieve our vision of carbon neutrality. Achieving these goals relies on the use of alternative fuel, investments in local carbon dioxide removal through land use, and direct carbon capture.

Based on the ranges of potential emissions reductions, the more aggressive emissions reduction targets were set to keep the city on track to meet the 2040 goal of carbon neutrality by 2040:

- Reduce emissions to 7 million MTCO2e by 2025
- Reduce emissions to 4 million MTCO2e by 2030
- Stretch goal of Zero Carbon by 2040

With the help of advancements in transportation, incorporating a city fleet full of EVs and investing into EV infrastructure to encourage adoption, Kansas City can begin to help citizens contribute to the Zero Carbon goal of 2040. This plan is a framework that is intended to reflect the voice of our community, and be used as a tool for shaping policy, improving programming and guiding partnerships. We must work together and empower our community members to play an active role. Kansas City will be collaborating with the community-based organizations and nonprofit organizations that serve historically marginalized populations, such as MEC.
Outputs and Outcomes: As of March 27, 2023, all of the charging stations have been installed at the designated streetlight systems around the city, making public charging stations more accessible in locations that previously had no infrastructure. The outputs of the include the 23 new streetlight charging stations, the first of their kind and an important step in the road to electrification. This also resulted in fleet electrification for the City, and a ramp up of EV purchases.

Positive input and feedback has been received from the communities where the stations were installed. All of them are in use and good standing, providing Kansas City with 23 more public charging stations. A Ribbon Cutting ceremony was held with the City Manager and Council members to applaud the project’s successes.

The outcomes of the project are still being studied, data is being collected on usage rates, and meetings are held with communities to hear about how it has changed their attitudes towards EVs. The success of the EVST project was not just heard from community members, but also demonstrated in action as one member purchased an EV as a result of the installations. “One of the coolest things to see was a new Tesla parked down the street from the charging station at 72nd & E Indiana. According to Carl, the resident purchased it just a few weeks ago after the charging station was put in last month!” said Miriam Bouallegue, Program Manager at MEC. Use of the stations will result in both continued reductions in greenhouse gas emissions in the Kansas City area and the fostering of more EV sitings that will show others that EVs are taking root here.

Best Practice & Lessons Learned: This project was the result of good team collaboration from both MEC and the City, site selection with community feedback, and an eagerness for change. This is still very new technology for a lot of people, and working on the project with the city allowed for a positive learning experience and firsthand involvement in the deployment process of EV and EVSE technology. One lesson learned is that site selection can be difficult for streetlight chargers, and must meet numerous codes requirements and be in line with other utility requirements. A best practice could be to engage early and often with city officials to get them committed to the project and the results that can come from such collaborations.
hear about how it has changed their attitudes towards EVs. The success of the EVST project was not just heard from community members, but also demonstrated in action as one member purchased an Electric Vehicle as a result of the installations. “One of the coolest things to see was a new Tesla parked down the street from the charging station at 72nd & E Indiana. According to Carl, the resident purchased it just a few weeks ago after the charging station was put in last month!” said Miriam Bouallegue, Program Manager at MEC.

**Best Practice & Lessons Learned:** This project was the result of good team collaboration from both MEC and KCMO, site selection with community feedback, and an eagerness for change. This is still very new technology for a lot of people, and working on the project with the city allowed for a positive learning experience and firsthand involvement in the deployment process of EV and EVSE technology. One lesson learned is that site selection can be difficult for streetlight chargers, and must meet numerous codes requirements and be in line with other utility aspects.
Priority Area #4 – Conduct EV infrastructure planning for corridors and urban & rural areas, including a focus on DACs

When - Fall 2022 to Spring 2023

Where – LCF Offices, Baton Rouge, Louisiana

Facilitating Community Engagement in the Planning Process

Major Partners: Louisiana Clean Fuels (LCF), City of Gonzales, City of Monroe

Purpose: To aid in the development of a charging network in smaller cities of Louisiana

Narrative: LCF Executive Director Ann Vail organized meetings with officials from the towns of Gonzales and Monroe in Louisiana. These cities are smaller communities that do not have the resources that large urban areas in Louisiana such as Baton Rouge and New Orleans have. As EV adoption has spiked primarily in urban communities, it was important for LCF to work closely with these smaller, more rural, areas.

From these maps you can see that both Gonzales and Monroe are near or are considered disadvantaged communities according to the DOE.
“My Social PinPoint” is a website tool that allows the community to place GPS pins on locations of their choosing. For this project, the tool was used so community members could vote on the best locations for Level 2 EV chargers to be added to their towns. Additionally, it allows users to ‘upvote’ for locations they agree with, meaning it is easy for officials to identify areas with the high potential for EV charger usage. Louisiana used this tool when developing our NEVI plan and found it very successful.

The LCF Director, Ann Vail worked closely with both the city of Gonzales and Monroe to help them determine the best locations for their chargers. It is important for these towns to get community feedback so they are able to input useful chargers as opposed to chargers in locations of no interest. Additionally, LCF stressed the importance of adding chargers early in the EV revolution so that their citizens are able to choose to purchase an EV if they desire with the local infrastructure already in place.

**Outputs & Outcomes**

We have had a lot of success using the My Social Pinpoint tool and have found that locals are very excited to share their opinions on the topic, especially EV owners. This version of crowdsourcing information has been very effective, especially once the link and directions have been shared with the correct audience, which is usually just finding the local EV owner groups or companies interested in hosting chargers.

The primary advantage of this program was that the community leaders are better informed about the wants and needs of citizens. Once the cities of Monroe and Gonzales were able to gather this information, it was a clear showcase that there was strong interest in additional Level 2 and DC Fast chargers within their territories. This makes it much easier to make the case to apply for funds and identify ideal placement for the chargers.

**Outputs:** Two interactive and informational web pages via “My Social Pinpoint” were created and links are provided below, as well as images of those maps on the next page.

- 6 “pins”: dropped on Gonzales page (https://lcf.mysocialpinpoint.com/gonzales-ev-plan)
- 22 “pins” dropped on Monroe page (https://lcf.mysocialpinpoint.com/monroela)

**Outcomes:** The Cities of Monroe and Gonzales are more engaged with LCF and their community members. Better communication between the utilities, city officials, and the community has been fostered. The City of Monroe is seeking additional assistance and planning support as they prepare to apply for the 2024 Charging and Fueling Infrastructure Discretionary Grant Program (CFI) to receive funding that will support their community level charging needs.
Best Practices & Lessons Learned: We have found it very important to place very clear instructions for users, particularly highlighting the need for them to zoom in to place the pin exactly where they want them to be. We have had cases of people placing pins in the middle of lakes because they did not zoom in far enough and just did a rough estimate of locations. Below are the instructions we used for our NEVI My Social Pinpoint:

Thank you for helping us design a network of DC Fast Chargers for electric vehicles along designated interstate corridors in Louisiana! Your input on sites where a charger would be beneficial to your commute or travel is greatly needed. We have included existing fast charging sites on the map for reference.

Viable Charging Sites: Think about your commute and drop a green “car” pin along the interstate at viable charging sites. For example, you may select sites where you normally stop for rest breaks or where you know your car could benefit from charging up. If someone has already nominated a site that you agree with, simply “like” that item and leave a comment about that location. Please select sites that are within one mile of an interstate highway.

QUICK TIP: Please zoom in to the street level when placing a pin to ensure that the site you nominate is as specific and as accurate as possible.

Potential Site Hosts: If you are a business owner or local government entity that lies within one mile of an interstate highway, we encourage you to consider your site as a potential host for one or more DC Fast Chargers by dropping a yellow “Plug” pin at your place of business. Dropping a pin simply indicates you interest in being a site host. It doesn't obligate you to anything. We will reach out to you at a later date to share information about when and how you can apply for the state's competitive NEVI grant funding program.

Questions? Email us at: DOTD-EVProgram@la.gov

NOTE: Alternative Fuel locations provided for informational purposes only. LA DOTD makes no guarantee of station status or operation. Station location data comes from the AFDC's Alternative Fuel Station Locator. https://afdc.energy.gov/statio...

As Louisiana Clean Fuels is an independent non-profit organization, we were able to apply to My Social Pinpoint for free access. We encourage others to do the same.
Priority Area: #4: EV Infrastructure and Planning
When: January 2023 – September 2023
Where: Greater St. Louis area, Missouri

Conduct EV infrastructure planning for corridors, urban, and rural areas

Major Partners: Electrify Missouri & Ameren (St. Louis' largest utility)

Purpose: To equip local leadership with the firsthand knowledge and experience needed to make informed decisions about electric mobility in the community.

Narrative: Laura Jones and Kevin Herdler of St. Louis Clean Cities and Electrify Missouri – building on the successes of the DEUSA project in years 1 and 2, spearheaded a series of strategic meetings and partnerships throughout 2022, navigating the constraints of the COVID-19 pandemic. Their outreach spanned city leaders, entrepreneurs, and community figureheads, culminating in a comprehensive infrastructure expansion plan for Missouri.

Several exemplary partnerships with the executive directors of community foundations allowed for pivotal EV experiences. Educating leaders about community grant applications, helping them pinpoint prime EV charger locations, and providing them air quality data, significantly bolstered their chances for community funding and equipment grants.

- **Community Engagement:** EV shows, educational symposiums, and learning events at our Science Center and on each Earth Day helped all walks of life experience and learn about climate change, electric vehicles, the benefits of owning electric vehicles, helped us improve our adoption numbers.
- **Ride & Drive Experiences:** Hundreds of ride and drive sessions were held in group and individual settings to get "butts in seats" as often as possible. With the new EV entries into the marketplace, interest is increasing in hybrids and plug-in electric cars.
- **Strategic Charger Placement:** Identified Locations for EV chargers to maximize the community benefit.
- **Educational Outreach:** Our team presented essential air quality data for Clayton and its vicinity, a prerequisite for certain grants.

Outputs & Outcomes: Our work strengthened Missouri's grant appetite, which will help us continue encouraging investment in EV chargers in Missouri.

- Local leaders reported a 95% uptick in enthusiasm for EV projects post-event
- Successfully initiated planning sessions on electric mobility with the city councils
● Our efforts have exceeded the grant's outreach criteria, with specific engagement and educational initiatives driving EV awareness and adoption across Missouri.

Furthermore, Herdler and Jones collaborated with the City of Richmond Heights’ Councilman Maurice Muia (from District #2) and Ameren’s Ken Kreysman. With Ameren’s blessing, the group setup an event at the St. Louis Cardinal’s baseball Executive Box Suite. With some select attendees invited, this facilitated discussions on Electrify Missouri’s mission and potential partnerships with St. Louis Clean Cities.

Councilman Muia – a recognized figure in sustainable initiatives in the area – expressed interest in joining the St. Louis Clean Cities board and collaborating on forthcoming Electrify Missouri EV initiatives. Muia’s credentials include:

- **Leadership:** Representing the 2nd District in Richmond Heights, Missouri, known for its sterling livability reputation
- **Advocacy:** Pioneering EV and Solar Ready legislations and providing expert testimonies
- **Publication:** "Muia: Alleviating the energy burden is equity in practice" - St. Louis Post-Dispatch Op-Ed, July 2022.

Herdler’s subsequent meeting with Craig Boyles, the Division Manager of Fleet and Garages Services for St. Louis County, strengthened the organization's ties with the county's transportation leadership. Boyles' impressive portfolio, with roots in a 24-year Air Force tenure and notable educational achievements, indicates a deep understanding of fleet logistics on a global scale.

**Best Practices & Lessons Learned:** Monthly engagements, including Ride & Drive events, have allowed consumers to gain firsthand EV experiences. These engagements are supplemented by mini-seminars covering a broad spectrum of EV-related and educational topics.
**Priority Area #4** – EV Charging Infrastructure and Planning

**When** – Summer 2022 to December 2023

**Where** – Multiple counties in North Carolina

**EV Charging Infrastructure and Planning**

**Major Partners:** Advanced Energy, Land of Sky Clean Vehicles Coalition, Centralina Clean Fuels Coalition, Triangle Clean Cities, and North Carolina Clean Energy Technology Center, North Carolina Department of Transportation

**Purpose:** Conduct gap analyses for EV charging infrastructure in order to educate a wide range of stakeholders and plan deployment of EVSE across the state of North Carolina.

**Narrative:**
The Plug-in NC team worked with the North Carolina Department of Transportation during the duration of the Drive USA project on two plans that focused on EV growth and expansion in the state. These plans were the NC Clean Transportation Plan and the National Electric Vehicle Infrastructure (NEVI) Plan. The development of these plans allowed staff to identify gaps in the EV infrastructure along alternative fuels corridors as well as gaps in more rural communities.

In addition to the team’s work with NCDOT, the three Clean Cities Coalitions and NC Clean Energy Technology Center moved their efforts to the local and regional level. Centralina Clean Fuels Coalition moved updated their online tool, which was developed as a region-specific EV Infrastructure and
Funding Dashboard to serve as a one-stop resource for communities, organizations, and businesses to identify available funding opportunities, to the state level to help identify gaps throughout the state. Land of Sky Clean Vehicles Coalition held a week of events during the 2023 Drive Electric Week which included a Site Host Planning workshop in Sylva, NC and a V2G event with the Cherokee Nation. Triangle Clean Cities worked with NC Clean Energy Technology Center held a Clean Transportation Demonstration Days to give government entities across North Carolina information and experience with clean transportation technologies and inform them of funding and training opportunities.

**Outcomes:**
Efforts at the state, regional, and local levels allowed Plug-in NC’s team to reach more communities in the state than were currently covered by Clean Cities Coalitions. It helped build stronger relationships around the state for the Coalitions as well and the NC Clean Energy Technology center’s team, who
worked in the eastern part of the state that has been identified in recent years as an area of growing need for EV related resources.

**Best Practices:**
- Identify and work with leaders in communities where gaps are identified – building partnerships is key
- Analyze the data at the local, regional, state, and federal levels – infrastructure can be readily available in one set of boundaries and scarce in another
- Identify sources of funding and possible partnerships not only on the education and outreach side, but also the breaking ground side

**Lessons Learned:**
- Not every community is ready to transition to EVs yet – this could be for a multitude of reasons such as budget concerns, limited staff time, misconceptions, etc.
Upper Cumberland Area Community Charging Planning Workshop

Major Partners: Upper Cumberland Development District (UCDD), Tennessee Departments of Transportation (TDOT) and Economic & Community Development (TDE&CD), and Tennessee Technological University (TTU).

Purpose: DET worked with UCDD and partners to host this in-person, half-day workshop focused on basic EV and EVSE education and then more specifically on developing a first-cut set of recommendations for future Level 2 and DCFC charging locations for this region. The Upper Cumberland region (or “UC” as it is commonly known in TN) is a 14-county area in north-central TN that regularly works together and is a large rural area in TN that is bisected by I-40 between Nashville and Knoxville.

Narrative: A wide variety of community attendees were invited to participate in this EVSE planning exercise to specifically allow rural community members to play a greater role in developing EVSE sites for their future charging needs. In this region, the largest city is Cookeville with a population of roughly 30,000; the next largest city is Crossville with a population of about 5,000.

The workshop had about 30 attendees from all over the UC and representing individuals, local power companies, private businesses, and more. Several presentations began the day explaining DET, local chapters and events, work going on at the state level, and infrastructure planning. We divided the attendees into five tables/teams to make the discussions and interactions more personal (in this case, named using state animals, like the Hellbender). Each table had a Google maps scribe. We discussed EVSE in the following order and provided the teams time to consider and input ideas to the map scribe: DCFC corridor, DCFC non-corridor, and Level 2. Teams ranged from coming up with 15 site suggestion ideas to over 40. The workshop’s final Google map is available online for their easy reference.

Outputs & Outcomes: Two major outputs resulted from this event - a) a Google map that anyone can refer to for the ideas that the attendees came up with for suggested locations for future on- and off-corridor DCFC sites, and Level 2 sites for community citizens and future visitors; and b) a PDF report that detailed the event, partners, goals from the meeting, process, attendees, and outputted data and maps. Another output was a pool to draw from of interested citizens that might want to be involved in the local DET chapter, the “Drive Electric Upper Cumberland.”
The primary outcomes from this event were a) a more educated and engaged community populace on EVs, EV growth in adoption, and why/where/how you would site Level 2 and DCFC equipment, and b) a more connected community as they met one another from all over that region to understand who else is now or is wanting to be more involved in EVSE planning in the region.

Best Practices & Lessons Learned:

a) Start pulling together your list of attendees and invite them well in advance of the date.

b) Focus on inviting attendees like local government leaders, local fleet and business reps, NGOs, university leaders, interested citizens, local power company reps, and development district and transportation planning organization staff. If a chapter covers a larger area, consider adding state department officials.

c) If you choose to use electronic methods to obtain charging location suggestions, offer written opportunities for certain (or all) attendees. We provided paper sheets to all attendees wherein they could provide location names, addresses and reasons why it would be a good choice. Those were collected and served as a backup if the electronic information provided for a site was incomplete.
The photos on the previous page and this page show various facets of the workshop from presentations about EVSE, associated benefits, and available funding; to the small group-based discussions; and the digital addition of sites to the Google map.
Priority Area #4 - Conduct EV infrastructure planning for corridors and urban & rural areas, including a focus on disadvantaged, under-resourced, and low-income communities

When - 2021- ongoing
Where - Southwestern Utah, Zion Region

EV Corridor Planning with the Zion Regional Collaborative

Major Partners: The Zion Regional Collaborative (ZRC) is a group of municipalities, public land management agencies, state agencies, and other interested parties that provides regional planning and coordination in the Zion Canyon area. The ZRC currently has participation from the following agencies: Washington County, Hurricane City, La Verkin City, Virgin Town, Rockville Town, Springdale Town, Zion Mt. Ranch, Zion Forever, Zion National Park, Bureau of Land Management - St. George Field Office, Utah Office of Tourism, Utah Department of Transportation.

Purpose: Coordinate EV infrastructure corridor planning supporting heavy tourism travel to and through rural national park gateway communities

Narrative:
Utah Clean Cities (UCC) has been at the forefront of an ambitious project to develop Electric Vehicle (EV) infrastructure in Southwestern Utah, particularly in the Zion region. This initiative is not just about technology and infrastructure; it’s deeply rooted in community engagement, education, and ensuring equitable access to these new technologies, especially for disadvantaged and low-income communities.

Strategic Partnerships
- **Zion Regional Collaborative (ZRC):** UCC collaborates with ZRC, a coalition of local municipalities, state agencies, and land management entities. This collaboration is vital for integrating diverse viewpoints and ensuring that the project addresses the specific needs of each community.
- **Local Governments and Agencies:** Involvement of towns like Springdale, Hurricane City, La Verkin City, and others allows for a focused approach, ensuring that the planning and implementation of the EV infrastructure considers local nuances.
- **Educational and Environmental Organizations:** Partnerships with organizations like Zion Forever and Zion National Park bring in educational and environmental perspectives, crucial for sustainable development.
Focus on Disadvantaged Communities

- **Access to Transit and EV Charging:** UCC's initiatives include planning EV corridors that are easily accessible to disadvantaged communities. This involves strategically placing EV charging stations in areas where they are most needed, ensuring that residents and workers in these communities can benefit from the transition to EVs.

- **Educational Programs:** Recognizing the importance of education in technological adaptation, UCC has been involved in developing programs to educate local workforces about EV technologies. These programs aim to provide the necessary skills for building, maintaining, and using EV infrastructure, thereby creating job opportunities and fostering economic growth within these communities.

- **Technology Accessibility:** Efforts are being made to make EV technology more accessible. This includes not only physical access to charging stations but also ensuring that the technology is user-friendly and that educational resources are available to help residents understand and use this technology effectively.

Benefiting Workforces

- **Support for Tourism-Related Workforces:** Given the heavy tourism in the Zion region, much of the local workforce is engaged in this sector. UCC's planning includes transit solutions that support these workers, ensuring they have reliable, sustainable transportation options.

- **Skill Development for Maintenance and Operations:** By focusing on education and skill development, UCC is helping to create a workforce capable of maintaining and operating the new EV infrastructure. This not only supports the current transition but also prepares the community for future technological advances.

Outputs & Outcomes:

- **Successful Deployment of EVZion Shuttle Pilot:** A testament to UCC's effective collaboration and planning is the successful launch and operation of the EVZion shuttle service, which has become a model for similar projects in other regions. The EVZion Project deployed a large charging infrastructure in the gateway community of Kanab, Utah which is the largest in the state. The project also worked to deploy off-grid solutions for rural locations for fast-charging EVSE in and around Zion National Park.
Active Participation in ChargeWest and MOVE Projects: UCC’s engagement in these larger projects showcases their commitment to expanding EV infrastructure and sustainable transit solutions beyond the Zion region. This work has created a large movement to activate the MOVE concept for a Greater Zion Transit Authority with a focus on Scenic Byways and All-American Roads.

**Best Practices & Lessons Learned:**

- Emphasize inclusive community engagement, diverse partnerships, accessibility, and educational initiatives.
- Recognize rural specificities, build trust, balance environmental goals with local needs, leverage local insights, navigate financial challenges, and maintain long-term commitment.
DRIVE Electric USA Program Success Stories from Priority Area 5:

Educate State & Local Government Officials

Seven stories included (in order):

1. Drive Electric Florida – “East Central Florida Regional Resilience Collaborative EV Readiness Program”
2. Drive Electric Georgia – “EV Basics Training for Newly Elected Officials”
3. Drive Electric Louisiana – “Creating Momentum and Excitement Around EVs”
5. Drive Electric Pennsylvania – “Policy Hearings and Other Pathways for Educating Government Representatives”
6. Drive Electric Utah – “Fostering Policy Engagement for Sustainable Transportation”
Priority Area #5 – Educate Government Officials
When – 2023
Where – Central Florida (Orlando area)

East Central Florida Regional Resilience Collaborative
EV Readiness Program

Major Partners: East Central Florida Regional Planning Council (ECFRPC), East Central Florida Regional Resilience Collaborative (ECFR2C), Central Florida Clean Cities Coalition (CFLCCC), Florida Solar Energy Center (FSEC), Drive Electric Florida, City of Orlando, Argonne National Laboratory (ANL).

Purpose: Resiliency is the cornerstone of the East Central Florida Regional Planning Council’s efforts to create a healthy, sustainable, and thriving region for future generations. Transportation is one of their primary considerations as they develop strategies to reduce greenhouse gas emissions in the region. They joined forces with the CFLCCC and the FSEC to develop an educational program that placed planning for EV readiness in the context of their regional resilience collaborative.

Narrative: The regional planning council adopted a resolution in 2018 supporting a program to convene stakeholders to develop a structure and framework for a united resilience effort. The East Central Florida Regional Resilience Collaborative identified three pillars to serve as a framework to execute their vision to ensure a thriving and resilient future through comprehensive regional collaboration:

✓ Health + Equity
✓ Built Infrastructure + Natural Environment
✓ Economic Resilience

The Collaborative established several committees to address their concerns, including the Regional Greenhouse Gas (GHG) Reduction Advisory Committee. This committee developed a GHG emissions inventory for the eight-county region in east central Florida and established a baseline for the year 2019. As the committee planned for high-impact action emissions reduction strategies across the region, they reached out to CFLCCC and FSEC for assistance.

ECFR2C has established a science-based emissions reduction target of 54.3% from the region’s 2019 Greenhouse Gas inventory. The International Council for Local Environmental Initiatives (ICLEI) analyzed East
Central Florida’s Regional greenhouse gas inventory, the measurement of the sources and amounts of regional emissions, regional growth, and grid decarbonization potential to develop a list of high-level actions the region could take and/or advocate for to support their 2030 Science-Based Targets.

The collaborative encourages dialogue to shift conventional practices and create multi- and cross-sector collective action and data-sharing to accelerate and increase collective impact toward these measures. The ECFR2C strives to build capacity, capability, and develop a Climate Action Plan to further guide emission mitigation strategies and support local, state, and national policies toward these ends. In addition to reducing transportation related GHG emissions, the region would also benefit from various transportation strategies relating to improving EV adoption and public transit accessibility and frequency. Because of the current and projected reliance on electricity and transportation, these actions are imperative to achieving the region’s 2030 Science-Based Target and a healthy, resilient future.

The Electric Vehicle Infrastructure Master Plan by the Florida Department of Transportation provides guidance in terms of EV charging station locations, barriers, funding impacts and implementation strategies. Florida anticipates EV market adoption rates to more than double from 2030 to 2035, then double again from 2035 to 2040. While this is encouraging, the continued focus on level of service and outdated standards of operation continue to hinder progressive action. EV readiness within land development codes and comprehensive plan policies, micro mobility expansion, multimodal networks and bus rapid transit expansion, are necessary to transition people out of their personal vehicles and move the region one step closer toward emission reduction.

ECFRPC and the Resilience Collaborative approached CFLCCC and FSEC about education and outreach assistance that could support the achievement of the transportation goals. A series of webinars hosted by FSEC and CFLCCC was developed to engage the local government members of the ECFR2C. The series kicked off in December 2022, with a listening session hosted by City of Orlando Fleet & Facilities Director David Dunn, followed by an invitation to attend the Florida 2023 Sustainable Transportation & Technology Expo sponsored by the CFLCCC and hosted at FSEC.

During the listening session, David Dunn described the City of Orlando’s commitment and efforts toward fleet electrification as a key component of their Green Works initiative.
Thirty-nine representatives from Florida local governments registered for the first webinar, and another 16 attended the January 2023 Expo. To close out the local government EV Planning for Resilience Series, Andy Burnham of Argonne National Labs provided the ECFR2C with a comprehensive overview of the AFLEET tool in March (introductory session) and April (in-depth with Q&A). A total of 25 local government representatives attended these sessions, joined by another seven companies that consult with government clients on transportation matters. These webinars were recorded for access to collaborative members in the future.

**Outputs and Outcomes:** Based on 2019 inventory results and 2030 emissions forecast analysis, six High Impact Actions (HIA) were identified with substantial levels of emissions reduction impacts for the region. These high-level strategies will assist the region toward its science-based targets for 2030 emissions reduction. Two of those HIA scenarios centered on transportation:

<table>
<thead>
<tr>
<th>Vehicle Miles Traveled</th>
<th>Reduce gasoline vehicle miles traveled by 12% and diesel vehicle miles by 6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Vehicle Adoption</td>
<td>4.5% Annual Growth in EV Vehicle Miles Traveled</td>
</tr>
</tbody>
</table>

**Best Practices & Lessons Learned:** The collaborative approach will allow the contiguous counties in East Central Florida to learn from another, but also be accountable to one another and their constituents. An interactive dashboard created by ECFR2C provides instant access to datasets created by the collaborative and updated by each county in the region. The datasets relevant to transportation and mobility describe means of transportation for commuters, commute time, number of vehicles per household, and walkability. The dashboard also reports on social barriers in the region, including poverty levels and number of households lacking access to a vehicle. The indicators established by the ECFR2C measure the efficacy of strategies that focus on reducing risks, vulnerabilities, and their carbon footprint and increasing sustainability goals. Resilience can be achieved when efforts are focused on improving People, Places, and Prosperity and address vulnerabilities and risk through inclusive and thoughtful collaboration.

**Acknowledgments:** Many thanks to Jenifer Rupert and Tara McCue of the ECFRPC for their contributions to this story; Sarah Kraum of the Space Coast Transportation Planning Organization for her support of the EV Readiness educational series; David Dunn of the City of Orlando and Andy Burnham of ANL for their participation in the webinar series; and, to Doug Kettles and Elizabeth Myron of the CFLCCC for producing the 2023 Sustainable Transportation and Technology Expo.
Priority Area #5 - Educate Government Officials
When - November 2022-June 2023
Where - Georgia statewide

EV Basics Training for Newly Elected Officials

Major Partners: Southface Institute, Carl Vinson Institute, Georgia Municipal Association, County Commissioners of Georgia Association

Purpose: Clean Cities Georgia team compiled and presented an *EV Mythbusting and Basics* training to newly elected officials across Georgia. All newly elected officials in attendance were given the information and tools to be able to better understand the reason why counties and cities would want to adopt EVs and/or add EV infrastructure to their jurisdictions, as well as the steps of how to obtain technical assistance and utilize government funding for these new projects.

Narrative: In partnership with Carl Vinson Institute of Government (CVIOG) and Southface Institute, the Drive Electric Georgia team offered two two-hour training sessions for newly elected government officials, focusing on EV Mythbusting and Basics.

Clean Cities staff began by developing the *EV Mythbusting and Basics* training. The curriculum covered topics like different types of EVs, infrastructure, charging basics, how to find charging stations, and how to gain community support for electrifying their communities. The team utilized information provided by the National Clean Cities Coalition Network, as well as Georgia-specific information collected from local sources and stakeholders.

The first training was held on Sunday, April 30, 2023, for the Association for County Commissioners of Georgia (ACCG) with about 20 local commissioners in attendance. The second was held on Friday, June 23, 2023, for the Georgia Municipal Association (GMA) for about 45 local officials, including mayors and city managers.

The first training, for county commissioners, was broken down into the following sections:

- Overview of Clean Cities Georgia
- How We Can Help
- Funding Update
- Busting EV Myths
- What You Can Do
- Resources and Tools

The 45 slides provided took around one hour to present and 30 minutes for Q&A.
The second training, for city officials, was broken down into the following sections:

- Overview of CC-GA
- EV Basics & Myths
- Funding Update
- What You Can Do
- Resources and Tools

*Image: Presentation by Clean Cities Georgia for newly elected officials in Georgia*

Based on lessons learned from the first training, the second training was presented in a slightly different order, with the EV Basics & Myths section presented before the more detailed information about funding opportunities. This second instance was also shortened, both to account for a shorter presentation time allotment and to better engage the audience. This tactic proved to be successful, as our Q&A was very lively with not enough time to answer all audience questions. Many city officials approached the speakers’ table afterward to further discuss their local issues and to exchange contact information in the hopes that CCGA could help them with their EV goals moving forward.
Outputs & Outcomes: The newly elected officials' training brought commissioners and city officials from all over the state of Georgia, creating an expansive geographical reach in terms of our audience. Of Georgia’s 159 counties and 535 municipalities, Clean Cities Georgia was able to reach 19 of these counties and 38 municipalities, all over the span of 5 hours (plus travel and preparation time). The majority of these counties and municipalities were from areas in which Clean Cities Georgia does not usually engage, due to extensive travel times from CCGA’s home base of Atlanta.

With successful partnerships with the ACCG and GMA and close collaboration with CVIOG, the curriculum itself can now be replicated in the remaining 140 counties and 497 municipalities that we are yet to reach.

<table>
<thead>
<tr>
<th>Counties engaged</th>
<th>Municipalities engaged</th>
<th>Hours spent</th>
<th>Counties left to engage</th>
<th>Municipalities left to engage</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>38</td>
<td>30</td>
<td>140</td>
<td>497</td>
</tr>
</tbody>
</table>

Best Practices & Lessons Learned: This campaign was highly successful in engaging local officials interested in the EV space, as well as in myth-busting for those local officials with little awareness and/or interest in adopting EVs due to previous misconceptions. CCGA hopes to continue these trainings in the future and, in collaboration with our host organization, to
Some best practices and lessons learned include:

- **Meet the audience where they are.** In our first session, the majority of participants were from rural counties with little to no knowledge about EVs. The first portion about funding was likely very confusing and/or of little use to them since we first needed to explain what an EV was and why it could be useful for them. Previous misconceptions likely hindered their reception to our funding discussion. Therefore, we needed to switch the order of the presentation. In doing this, we received much more positive feedback from participants in the second session.

- **Leave more time for Q&A.** When speaking with elected officials one-on-one, it is important to cater the conversation to each county or municipality to their specific situation. However, in this setting, since we were speaking to so many officials at once, we needed to make the presentation more general. Because of this, there were many local-level questions during the Q&A, and not enough time to answer all of them during the allotted session time. Extra time could be allotted or a separate “office hours” session could be created for more one-on-one instances. This opportunity would likely lead to more concrete action and implementation from officials leaving the training ready to research the right options for them.

- **Listen to opposing parties and be prepared for counterattacks against presenters’ ideas.** In the first session with a more rural audience, there was much pushback. This is in part because of the erred presentation order—it is likely many of the audience members came in with skewed ideas about EVs, and we dove right into funding details without first explaining the “why.” It was important for the two Clean Cities speakers and the one host organization speaker to be prepared for this negative feedback, and to respond constructively. Not everyone’s mind can be changed, and that’s okay!
Creating Momentum and Excitement Around EVs

**Major Partners:** Louisiana Clean Fuels (LCF), Louisiana Department of Transportation and Development (L DOTD), Enterprise Holdings, GreenPower Motor Company, Capital Area Transit (CATS), Ross Bus Sales Inc., Orange EV, Dannar, Mack Trucks, Entergy, EverCharge, Gerry Lane Chevrolet, XL Fleet, Peterbilt Motors

**Purpose:** To inform local government officials of the facts and importance of the electrification revolution while fostering connections between officials and EV/EVSE contacts.

**Narrative:** Louisiana Clean Fuels (LCF) and Drive Electric Louisiana (DELA) have worked closely with our local government officials to ensure they have the opportunity to learn more about the real impact and needs of electric vehicles (EVs) and have first-hand experience with these vehicles. Many people within Louisiana are introduced to EVs in a negative light, have been fed false information about electrification, or have no experience with the vehicles. Additionally, with the quick creation of the State EV Taskforce of elected officials who were lacking key pieces of information, it was clear this was a growing issue. To rectify this, LCF worked with local vendors to introduce our officials to EVs in a safe space where they can learn and grow without shame.

Three different methods were used to share more with elected officials: an email campaign to introduce them to the basics of EVs, an EV Expo at the LA Department of Transportation and Development, and a Ride and Drive event for the State EV Taskforce.

**Legislative Email Campaign**

During the 2022 Louisiana Legislative Session, LCF conducted extensive activities to promote alternative fuels awareness. Leading up to our Clean Transportation Awareness week, LCF sent out multiple newsletters to elected officials around the state. Of these newsletters, 4 were dedicated to Drive Electric LA and EV education.

The email campaign was designed to specifically target our local officials, provide basic information about EVs, the DE USA program, sharing relevant funding updates, upcoming events, and EV Myth busting. Throughout several weeks we sent out emails providing accurate information and resources to learn more.

These educational newsletter-style emails were created and spread through HubSpot. This allowed the emails to look cohesive and professional while being easy to construct.

**Date:** April 4, 2022

**Subject Line:** Fuels Focus: EVs & PHEVs | Clean Transportation Awareness Week 2022

**Mailing List:** Climate Task Force & Sub Committee Members, LA State Reps and LA Senators

**Open Rate:** 50.2%
DOTD EV Expo 2022:

In late 2021, LCF connected with local EV vendors to bring a variety of types of EVs to the LA DOTD. Officials had the opportunity to connect with companies that work in medium- or heavy-duty electric vehicles. This led to further understanding of the wide array of EVs available on the market and the advantages they offer. This event also facilitated connections between local officials and EV companies in Louisiana.

The wide range of vehicles introduced officials to the wide range of uses for EVs that are ready to be deployed. Eleven companies displayed at this expo and the types of vehicles that were brought were:

- Mack LR Electric Garbage Truck [LRE64 BEV](#)
- Peterbilt Motors [579EV](#)
- GreenPower Motor Company [EV Star Mini E-Bus](#)
- Ross Bus / Blue Bird [Electric School Bus](#)
- Orange EV [T-Series](#) Electric "terminal/yard" truck
- XL Fleet [GMC Sierra 2500 Plug In Hybrid](#)
- Dannar [Mobile Power Stations 4.0](#)
- Gerry Lane Chevrolet [Bolt EV](#)
- Evercharge, Level 2 Charging Unit
- Enterprise Holdings, Polestar & Kia Niro
- Capital Area Transit System's BYD Electric Transit Bus
This event tied into our Clean Transportation Week event in 2022 and later featured a reception that brought together the stakeholders.

**Private Ride and Drive for the State EV Taskforce & Policy Makers**

As legislatively mandated, Louisiana developed a State EV Taskforce of **elected officials**. These individuals were tasked with making decisions about EV implementation, regulation, and other related issues. Early in its conception, it was abundantly obvious that there was a lack of education on EVs and a need for learning. The LCF and DELA team also worked to introduce the team to the National Electric Vehicle Infrastructure program and what it means for Louisiana.

One way we organized learning for this group of elected officials was through a Ride and Drive event that took place outside of the LA Department of Transportation and Development Building in Baton Rouge. Our staff brought EVs and volunteers for officials to try driving for first-hand experience and talked to the EV owners in Louisiana.

Officials had the opportunity to sign up for designated slots to drive one of the brought EVs and learn more. This meant they were able to arrange it with their schedules and ensure no wait times.
DOTD Deputy Secretary (now the “Acting Secretary”) Eric Kalivoda, former NEVI Manager, Joy Johnson, and a volunteer with EV Rivian outside of LA DOTD

Outputs & Outcomes:

This project resulted in a noticeable increase in officials’ understanding of EVs and EVSE. Moreover, more officials joined LCF’s mailing list, showing their interest in alternative fuels and allowing them to have access to the relevant news on EVs in the State.

Additionally, these events helped LCF identify our allies who are more helpful when trying to work with the State on projects related to EVs and alternative fuels.

The EV Taskforce Ride and Drive had the added benefit of extending the reach of the State EV Taskforce. Through our event they collectively realized that the rapid adoption of EVs in the state is a more complicated issue that requires a team of dedicated experts to help aid and solve. The taskforce voted to extend the tenure of their positions to give them time to learn and make informed decisions.

Best Practices & Lessons Learned:

- EV Expo.
  - Not charging for displaying vehicles
    - This event had minimal direct expenses for Louisiana Clean Fuels, and we were able to gather sponsors for a majority of our needs.
    - We did not charge vendors to exhibit their vehicles. There are very few large EVs in the state and it can be quite costly for companies to transport the vehicles to Baton
Rouge. We wanted to reduce as many barriers as possible for these companies to join us at our event so we did not increase the costs.

- Combined event with a press conference with Secretary of the DOTD and the Governor
  - Vendors were filmed to be on the news and heavily photographed at the event with officials and even the state governor. This made the vendors happy to have so much positive publicity.
  - All vendors were also pleased to have access to many elected officials.
- Specifically identified vendors and guests who were likely to conduct business and benefit from the event.
  - Only invited members of the public who were potential customers or worked with fleet management.
  - Ride and Drive: scheduled appointments using Signup Genius.
    - As officials are often exceptionally busy, we found it helped both sides of our Ride and Drive event to have them identify time slots they would be with our team driving EVs. This made it much easier to organize volunteers and vehicles while also ensuring there was no wait time or lines for the elected officials.
    - A private ride and drive also ensured that policy and decision makers could ask simple questions in private without media presence involved.
  - Advertising these events to the correct people instrumental in ensuring we had the desired turn out, below are examples of flyers sent out:
Educating Government Officials

**Major Partners:** Ohio Department of Transportation, DriveOhio, Drive Electric Ohio Chapters, Electrification Coalition, Mid-Ohio Regional Planning Commission, and many more.

**Purpose:** Assist the Ohio state government and Ohio communities to develop more forward thinking EV policy.

At the state level, focus on best practices for incentive programs for vehicles and infrastructure, state building codes, and weights and measures issues for public EVSE.

At the local level, focus on guidance for charging in public rights of way, signage and parking enforcement, local building codes, incentive programs, and government fleet electrification. Also educate local governments and regional planning organizations on federal funding opportunities, and engage with best practices.

**Narrative:**
Throughout the DE-USA term, DEO identified and educated government officials, policymakers, and local elected officials of both parties and at every level of government. Our goal was to educate these policymakers on the opportunities associated with greater EV deployment, any needs that have been identified associated with greater EV deployment, and to support accessibility to funding opportunities like those made available through the BIL and IRA.

DEO also worked closely with the team at DriveOhio, the Ohio Department of Transportation’s team EV and advanced mobility team, ODOT itself, the Public Utilities Commission of Ohio, Ohio’s Metropolitan Planning Organizations (MPO), and Ohio’s Regional Transportation Planning Organizations (RTPO).
Outputs & Outcomes:
The first key output of Drive Electric Ohio’s efforts to educate public officials and policymakers was the introduction and consideration of SB 307 in the 135th General Assembly. This bill, which Clean Fuels Ohio had acted as an education resource for, would have resulted in new state-level incentives for the manufacture and usage of electric vehicles and EV infrastructure, as well as revised permitting for electric distribution utilities to create transportation electrification programs. Unfortunately this bill did not leave its Senate Committee before the end of the 135th General Assembly, though we have heard word that a new version of the bill could be in the works for this year.

The second key output was the early submission and approval of the state’s NEVI plan and Ohio as the site of the first ribbon cutting (pictured) on a NEVI-funded charging station in the entire country. DEO worked closely with the Ohio Department of Transportation, especially the team at DriveOhio, to promote NEVI and worked with private partners, including charging networks, and regional planning organizations to develop strong proposals.

Outcomes from our campaign to engage and educate public officials and policy makers include greater involvement for EVs in regional and municipal sustainability plans, more knowledgeable planners and policymakers, and more informed staff at the Public Utilities Commission.

Best Practices & Lessons Learned:
- Make sure you’re meeting with interested and effective individuals. We found that directly targeting fleet managers, transportation planners, and regional planning organizations was often more effective than meeting with local Mayors, for instance. A mayor may be generally interested in learning at a very high level how EVs can benefit their communities, but a transportation planner would have a much better understanding of how EVs can immediately fit into their fleet and sustainability goals. They will also be much more receptive and understanding of the opportunities presented by BIL and NEVI funding announcements.
- Use grassroots resources and connections whenever possible, especially within volunteer chapters. For instance, one of our regular volunteers was a former member of his city council and was able to help us engage with policymakers in his community in a more productive way.
- Combine efforts with other sustainability-minded organizations when possible.
Create online resources, especially for federal funding opportunities. We hosted several virtual panels with leaders and policymakers from across the state, made available online, and have found the records and resources created to be extremely popular amongst local government staff and planners. Topics for those panels included community charging program design, NEVI and CFI funding opportunities, EV provider discussions on needs assessment and design, and more.
Priority Area #5 – Local and State Government Officials Education  
**When:** June 6, 2022 - on-going  
**Where:** Harrisburg, PA

**Major Partners:** Cities of: Pittsburgh, Scranton, Wilkes-Barre, Reading, Williamsport, Allentown, Hazleton, Chester, County of Delaware, Pennsylvania Departments of Transportation (PENDOT), Pennsylvania Department of Environmental Protection (PADEP) and Pennsylvania Department of Natural Resources (DCNR).

**Purpose:** DEPA spoke at a Policy Hearing on Electric Vehicles in Pennsylvania [Policy hearing discusses status of electric vehicles in Pennsylvania | Erie County Democratic Party (eriecduems.com)] along with the Pennsylvania Department of Transportation, IBEW Local Union 98, and Chris Sandvig, Mobilify Southwestern Pennsylvania. EP-ACT and PRCC also were part of the Pennsylvania Department of Transportation media event for the announcement of their NEVI Plan.

**Narrative:** A wide variety of community attendees were invited to participate in this EVSE planning exercise to specifically allow rural community members to play a greater role in developing EVSE sites for their future charging needs.

The policy meetings and workshops had over 200 attendees from all over the state representing individuals, local power companies, private businesses, and more. Several presentations began the day explaining DEPA, local chapters and events, work going on at the state level, and infrastructure planning. The workshop sessions divided the attendees into five tables/teams to have the discussions about which attendees would like to participate in, each table had signs and who would lead the discussions. We discussed EVSE’s and provided the teams time to consider and input on DCFC corridor, DCFC non-corridor, and Level 2. Our work continually leads DEPA into communities interested in electric vehicles and EVSE’s. Working in tandem with municipal, county, state agencies, and policy makers, our DEPA coalition is helping educate public officials about the benefits that EV’s provide.

**Outputs & Outcomes:** Major outputs resulted from these events including a Google map that anyone can refer to for the ideas that the attendees came up with for suggested locations for future on- and off-corrider DCFC sites, and Level 2 sites for community citizens and future visitors; and a PDF report that detailed the event, partners, goals from the meeting, process, attendees, and outputted data and maps. As a direct result from these meetings, DEPA was intimately involved in helping write a grant for the federal CFI grant opportunity including 5 municipalities in Pennsylvania.

**Best Practices & Lessons Learned:**

a) Start pulling together your list of attendees and invite them well in advance of the date. 

b) Focus on inviting Local government leaders, state representatives, mayors, town councils, county officials and state agency’s

c) Work closely with state agencies that provide funding for alternative fuel and infrastructure projects. Help them with educational and outreach workshops, it might get you additional leads for new stakeholders.
The photos below show various facets of press events, presentations and workshops done with our Drive Electric Pennsylvania Coalition including Agency Program Announcements, Local politicians and workshops done with local and state government agencies.
Fostering Policy Engagement for Sustainable Transportation

Major Partners: Utah Clean Air Partnership, Utah Bi-Partisan Clean Air Caucus, Local government officials, ASPIRE Center (Utah State) Kem Gardner Institute & Innovation Center (University of Utah)

Purpose: Build relationships, share expertise, and advocate for electrified transportation solutions across the state of UT

Narrative:
Utah Clean Cities is at the forefront of promoting sustainable transportation and driving the adoption of advanced and alternative fuels and vehicles in Utah. Through collaborative partnerships with a range of government stakeholders involved in policy-making, Utah Clean Cities actively engages in policy discussions and initiatives in an ongoing effort to advocate for sustainable transportation solutions, fostering collaboration, and driving innovation throughout the state. Here we highlight 2 key engagements of Utah Clean Cities, where ongoing efforts towards the education of government officials resulted in key policy actions that are paving a path towards electrified transportation in Utah.

Utah Clean Cities (UCC) and the Utah Clean Air Partnership (UCAIR) have a collaborative clean air advisory and education role in the Utah Bi-Partisan Clean Air Caucus. This bi-partisan caucus is essential due to Utah's unique air quality challenges, primarily caused by geographic features that trap harmful emissions in low-lying areas, affecting air quality in areas like the Wasatch Front, where 80% of the state's population resides. Utah’s Bi-Partisan Clean Air Caucus is a politically bipartisan group of both Republican and Democrat legislators committed to supporting clean air policies and appropriations. Since its inception in 2013, it has expanded from the Utah House of Representatives to the Utah State Senate. The caucus serves as a public and private sector platform for legislators to learn from experts about air quality and to review legislation and funding requests aimed at improving air quality. Legislative actions by the Bi-Partisan Clean Air Caucus prioritize air quality enhancements. These actions include funding for electric vehicle charging stations, research in electrification, state employee telecommuting, and more. Additionally, UCC collaborates with a bipartisan legislative education committee to amplify the voices of stakeholders and coalitions in the transportation sector, particularly at the intersection of private and public sectors. This collaboration underscores the importance of public and private partnerships, especially concerning economic and environmental stewardship for Utah
communities and the role of fleet sustainability. This partnership gains significance in addressing the serious air quality concerns in the busiest corridor in Utah, the Wasatch Front.

**Engagement with the ASPIRE Center:** The ASPIRE (Advancing Sustainability through Powered Infrastructure for Roadway Electrification) Center, a National Science Foundation Engineering Research Center based out of Utah State University in Logan, UT, conducts research that paves the way for real-world deployment of electrified transportation systems. It is a significant convening entity that Utah Clean Cities actively collaborates with to promote electrified transportation. First funded by the Utah State legislature in 2019 ($3M) and again in 2023 ($2.1M) via SB 125, ASPIRE is designated by the State to lead research and strategic planning of the electrification of transportation infrastructure. ASPIRE convenes a statewide steering committee, bringing together key stakeholders from various sectors, including Utah Clean Cities, to develop comprehensive strategies for advancing electrified transportation in Utah. The ASPIRE Center plays a crucial role in coordinating efforts among government agencies, industry partners, academic institutions, and other stakeholders to accelerate the deployment of electric vehicle infrastructure across the state. Utah Clean Cities' involvement with the ASPIRE Center allows for contributions of expertise, insights, and best practices to shape policies and initiatives related to electric vehicle adoption and charging infrastructure development. By participating in ASPIRE's Electrification of Transportation Infrastructure and Societal Impact steering committees, UCC actively engages in discussions and decision-making processes that drive the integration of electric vehicles into Utah’s transportation system, bringing the expertise and resources of the Department of Energy's Vehicle Technologies Office to the table.

**House Bill 426:** First funded in 2023, sponsored by Rep. Jefferson Moss, the bill aims to bolster Utah's energy policies through the creation of the **Utah Strategic Energy Plan (USEP)** and a range of initiatives. These initiatives encompass diverse energy technologies, energy efficiency programs, environmental sustainability, and renewable energy.

**Within this context, Utah Clean Cities (UCC) plays a pivotal role.** UCC's primary focus areas include advancing advanced fuels and transportation, fostering workforce development, and facilitating the transition to cutting-edge technologies. They specifically work on leveraging the existing oil and gas workforce to equip them with the skills needed for emerging technologies. This transformation is
underpinned by a commitment to reduce greenhouse gas emissions (GGHG), enhance resilience, and promote economic growth in rural Utah regions within the energy sector. In partnership with various stakeholders, including government entities and educational institutions, UCC contributes to shaping a sustainable and forward-thinking energy landscape in Utah. Their efforts align with the broader objectives of HB 426 to ensure a more sustainable and environmentally responsible energy future for the state.

**Outputs & Outcomes:**

**Outcomes For SB 125 And HB 426: WELL-INFORMED RECOMMENDATIONS TO POLICYMAKERS**

Outcomes of SB 125 and HB 426 include successful funding advocacy, effective stakeholder engagement, and research-informed advocacy by Utah Clean Cities (UCC). Through collaborations with ASPIRE and the Kem Gardner Institute, UCC gained valuable expertise, strengthening its ability to provide well-informed recommendations to policymakers. This partnership-driven approach also facilitated strategic funding allocation for impactful projects.

**Best Practices & Lessons Learned:**

**Lessons Learned:**

One significant lesson learned is the **power of synergy through partnerships**, combining research expertise with advocacy capabilities. UCC’s proactive involvement in funding advocacy, effective stakeholder engagement, and research-informed advocacy proved pivotal in driving policy changes and advancing sustainable transportation initiatives. These practices underscore the importance of collaboration, strategic advocacy, stakeholder coordination, and evidence-based recommendations in achieving sustainable transportation goals, serving as valuable best practices for similar initiatives.

- The power of synergy through partnerships
- Combining research expertise with advocacy capabilities
- Involvement in funding advocacy, stakeholder engagement, and research-informed advocacy
- Driving policy changes and advancing sustainable transportation initiatives

**Best Practices:**

- Collaboration with academic institutions
- Strategic funding advocacy
- Effective stakeholder engagement
- Evidence-based recommendations for policy change
Priority Area #5 – Education of state and local government officials
When – Project Period
Where - State of Wisconsin

**Charging Ahead: Educating Wisconsin State and Local Officials**

**Major Partners:** Utilities, Non-profit organizations, Vehicle and Equipment Manufacturers, Industry experts, State Agencies, and Communities

**Purpose:** To provide education regarding electric vehicles and infrastructure to state and local government officials to assist in development of programs, policies, and projects to enhance and electrify the transportation landscape in Wisconsin.

**Narrative:** Electrification of the Wisconsin transportation sector has been evolving for over a decade. Wisconsin Clean Cities (WCC) has been leading this charge through education and outreach opportunities. From our small rural and farming communities to our growing metropolitan and urban areas, WCC has assisted in the growth of this sector through involvement with key stakeholders from all regions of the state that have been the early adopters of this technology. The beginning of this trend can be traced back to the $15M ARRA Award the State of Wisconsin received in 2010. These innovative projects set the pace by creating opportunities and sparking interest in electrification.

As early adopters continued to drive electrification forward, it became apparent that education at all levels, particularly related to state and local government officials, was required to address policy and statutes. Drive Electric Wisconsin, as part of Drive Electric USA, provided the opportunity for WCC to continue this work and collaborate with entities throughout the state to address issues that would have an impact on the deployment of electric vehicles and infrastructure. These collaborative efforts brought together many state agencies, non-profits, businesses, utilities, community leaders, state and federal officials. Workgroups across the state were formed and WCC has been a key stakeholder and leader in the process.
Through Drive Electric Wisconsin, WCC has engaged with state and local government officials to provide education through events, meetings, webinars, conferences, expos, and behind the wheel experiences to address questions and provide information. At a federal level, WCC has met annually with federal legislators to discuss electrification challenges faced in the state and through the education process, address the need for funding to further deployment efforts in Wisconsin. At a state and local level, WCC has been the “boots on the ground” bringing this advanced technology to the forefront in the Badger State.

WCC is involved in various workgroups and forums dedicated to accelerate the EV market. WCC with project partners, Alliant Energy, Madison Gas and Electric, and the City of Madison host the Transportation and Innovation Conference and Expo. This event held in Madison, attracts state and local government officials, providing an opportunity to learn from industry experts about electric vehicles and the benefits and challenges of deployment. Additionally, federal and state agency officials are tasked as panel participants to educate attendees, including state and local government officials. Networking opportunities also create a “safe space” for officials to get their questions answered and to engage with industry experts in addition to learn from their peers.

In an effort to directly engage with state legislators, WCC together with RENEW Wisconsin, hosted “The Future of Transportation Day” at the state capitol. This event brought together legislators, industry experts, businesses, and utilities to address how support of electric vehicles drive Wisconsin’s economy, strengthen energy security, improve air quality, and create local jobs. An array of electric vehicles were featured outside the capitol for ride and drive opportunities, specifically to encourage legislators to experience an electric vehicle. https://wicleancities.org/wp-content/uploads/2021/09/The-Future-of-Transportation-Day-Press-Release-September-2021-FINAL.pdf
WCC also presents and exhibits at numerous events throughout the state. The Annual Wisconsin Counties Association Conference, provides a great opportunity for WCC to meet with county officials. Over 1,000 participants attend this event which serves as the largest gathering of Wisconsin County officials in the state. WCC is on hand to provide education related to electric vehicles and address attendee questions.

WCC also presented at the Wisconsin EV State Policy Bootcamp. In collaboration with the Electrification Coalition, Lorrie Lisak, Executive Director, WCC, presented on a panel of industry experts and government officials to address deployment of electric vehicles in Wisconsin. The event also covered a variety of topics related to policy and provided education opportunities to attendees.

Outputs & Outcomes:
WCC continues to have a strong presence in the education landscape related to electrification. These are just an example of the many opportunities in which WCC has participated. These efforts have provided vast opportunities as WCC was selected to work with the Wisconsin Department of Transportation on development of the Wisconsin NEVI plan. Additionally, WCC provided input on the development of Wisconsin’s first Clean Energy Plan prepared by the Wisconsin Office of Sustainability and Clean Energy. Building these relationships and developing these partnerships, have assisted Wisconsin in accelerating efforts to deploy electrification in the transportation sector. These education efforts, specifically with local and state government officials have culminated with Governor Tony Evers signing bipartisan bills providing $78.7M to jumpstart the creation of the WEVI plan designed to deploy an electric vehicle charging network along the state’s interstate system and major highways. “Electric vehicle drivers in Wisconsin will soon be able to travel about 85 percent of our state highway system and never be more than 25 miles away from a charger,” said Wisconsin Transportation Secretary Craig Thompson. Wisconsin seeks to support the building of over 60 DCFC stations in designated
corridors. These charging ports are a key part of the national effort to encourage drivers to drive electric. A second bill signed by Governor Evers allowed private business to sell electricity at the charging stations by the kilowatt hour and not be regulated as a utility. These initiatives were necessary for Wisconsin to receive these federal funds.

**Best Practices & Lessons Learned:**

- Collaboration and partnerships are key to successful interactions with governmental entities.
- Consistent messaging and highlighting successful endeavors and projects will create continued project interest.
- Focus on collaborating with industry champions to provide factual information and real world experiences.
- Provide opportunities for governmental officials to engage with industry representatives to learn and get their questions answered.
- In this rapidly changing transportation landscape, it is crucial to understand the vital information that is needed for state and local government officials to make informed decisions. Taking time to build that relationship is key to future project success.
- There is no one answer for every organization. It is vital to understand what is important based on the needs of each local or state entity.
DRIVE Electric USA Program Success Stories from Priority Area 6:

Engage Dealerships & Create Preferred Dealer Programs

Five stories included (in order):

1. Drive Electric Alabama – “Alabama Car Dealers and Drive Electric Alabama”
2. Drive Electric Colorado – “Featured Dealership Program”
3. Drive Electric Florida – “Drive Electric Florida EV Dealer Program”
4. Drive Electric Ohio – “Partnering with Regional Dealer Associations”
5. Drive Electric Virginia – “Virginia Auto Dealers are On Board with EVs”
Priority Area #6 – Dealer Engagement
When - 2021-Present
Where - Alabama, statewide

Alabama Car Dealers and Drive Electric Alabama

Major Partners: Automobile Dealers Association of Alabama (ADAA), Birmingham Auto Dealers, Town & Country Ford (Bessemer and Pell City), Woody Anderson Ford, Jack Ingram Motors, Springhill Toyota, Lynch Chevrolet Cadillac, Lexus of Mobile, Carl Cannon Chevrolet Buick GMC GM Evolve, Chatom Motor Company

Purpose: Engage Auto Dealers in Alabama on EVs

Narrative: According to the National Automobile Dealers Association (NADA), 277 new car dealerships in Alabama logged more than $16 billion in new car sales in 2022. A growing number of EV models available on the market has led many of Alabama’s car dealerships to explore how to prepare their dealerships, customers, and employees for EVs. Alabama car dealer activities range from learning about and installing charging infrastructure to preparing their maintenance departments for a world with more EVs. The Alabama Clean Fuels Coalition (ACFC) works with the Automobile Dealers Association of Alabama (ADAA) to ensure that dealers are aware of the opportunity to participate in Drive Electric Alabama with ACFC offering to support individual dealers as needed. Information was prepared and delivered to ADAA Members inviting them to participate. Participating dealers collaborated to help make Drive Electric Alabama more successful by supplying vehicles for commercial filming, EV showcases, and to help educate local and statewide elected officials. The Drive Electric Alabama website includes a section consumers may use to connect with dealers who have opted in as inaugural partners of Drive Electric Alabama.

- Create and update webpage on DRIVE Electric Alabama website for EV dealerships
- Collaborate with dealers on events and other outreach activities
- Collaborate with dealers to understand their EV-related needs

ADAA President Tom Dart behind the wheel of an F-150 Lightning EV in Montgomery, AL, on January 31, 2023.
Outputs & Outcomes

Outputs:

- The following Alabama automobile dealers agreed to participate in the Drive Electric Alabama EV Car Dealership Program.

![Car logos]

- A section of the Drive Electric Alabama website is dedicated to the EV Car Dealership Program. Consumers, dealers, and fleet managers can complete a form on the website to connect with the Drive Electric Alabama initiative.
- ACFC has provided technical assistance to dealerships when requested, including helping them establish basic EV charging infrastructure knowledge, make connections to electric utility partners, state agencies, and consumers, and identify funding opportunities based on their specific locations.
- ACFC has worked through the Automobile Dealers Association of Alabama (ADAA) to ensure that dealers across the state have access to all the information they need pertaining to new federal and state programs and incentives related to EV.
- Dealerships have provided electric vehicles to support various Drive Electric Alabama events, including EV Showcases, an EV day at the Alabama Legislature, the Drive Electric Alabama EV Summit attended by over 500 people, and at an EV owner chapter event during which nearly 100 EVs were on hand to drive around the world-class Barber Motorsports road course.
Town & Country Ford F-150 Lightning on display at Barber Motorsports Park on October 15, 2022, during a Drive Electric Alabama Event.

ACFC President Michael Staley and Jeh Jeh Pruitt of WBRC Fox6 News in front of the Drive Electric Alabama display booth during the Alabama International Auto Show, organized by the Birmingham Automobile Dealers Association, in Birmingham, AL, on March 31, 2022.
Outcomes:

- Participating dealers generated possible sales leads.
- ACFC strengthened its relationship with ADAA and individual dealerships.
- ACFC was able to secure ‘game-changing’ F-150 Lightning trucks and other EV models for educational events, commercial filming, and other activities that furthered Drive Electric Alabama’s success.
- ACFC connected automobile dealers with reporters doing stories on EVs and was able to take reporters on test drives which, for many, was the first time they had been in an EV. This generated earned media publicity value for the dealerships.
- ACFC was also able to understand and grow from some of the challenges faced by dealers as EVs are advancing from a novelty to a practical option for many consumers.

Best Practices & Lessons Learned:

a) Help the dealerships with what they actually need, not what we think they need: Dealerships have varying levels of general EV awareness and differing levels of EV adoption from a sales and marketing standpoint. These differences are based on many factors including the dealership location, customer base, and leadership. We listened to the individual needs of each dealership and asked where they needed help the most.

b) Trust matters: General interest among dealers has risen as more OEMS launched new EV models across all car classes and price ranges. A lot of dealerships found themselves trying to separate EV fact from fiction as they navigated major decisions like purchasing expensive EV charging infrastructure.

c) Networking connections are valuable: ACFC was able to make some very meaningful connections between dealerships and other entities that could help them navigate major decisions like purchasing EV charging infrastructure. As an example, we connected one dealership with their electric utility which resulted in the dealership learning about and enrolling to participate in an EV charging rebate program that could deliver up to $80,000 in rebates for DCFC installation at the dealership.

d) The street goes in both directions: Dealerships that have embraced EVs are most likely to have an active inventory of EVs. It was not always easy for ACFC to find new EVs for special events (commercial filming, EV showcases, elected official education, etc.) and the dealerships stepped in and filled this void on multiple occasions. They would not have known about, or been able to help satisfy, this need had ACFC failed to see the opportunity to ask for their help.

Communications with EV Dealers: The following information was shared with ADAA Members to recruit interested dealers to participate. This program is expected to continue into the future and grow over time.
EV Car Dealership Program

The Alabama Clean Fuels Coalition (ACFC) plans to conduct targeted outreach to EV dealers known to be active in the EV market while providing opportunities for additional dealers to become more active in selling EVs. Dealerships that participate in Drive Electric Alabama activities will enjoy contact with EV owners and potential EV owners, as well as earned media opportunities regarding their participation. Dealerships are expected to receive significant training resources from manufacturers, but any dealer that reports needing training support will be supported individually and connected with appropriate resources and known training opportunities. All dealerships will receive background information about Drive Electric Alabama and a copy of the Alabama Electric Vehicle Infrastructure Plan.

Program Goals

ACFC’s goal is to be a positive resource for dealerships already participating in the EV market as well as a trusted source of resources that dealers and salespeople can turn to when they have needs. We are promoting this opportunity through our network of individual dealerships with additional assistance from the Automobile Dealers Association of Alabama (ADAA).

As consumer demand for EVs continues to rise, and more EVs are available from OEMs, it is inevitable that more dealerships will want to become actively involved in the EV market.

Preferred Dealer Commitments

Dealerships that want to become preferred dealers are asked to make three commitments:

1. plan for EV charging needs at their location and in your community,
2. try to keep an active inventory of EVs available for purchase and consumer test drives, and
3. maintain at least one sales staff member who has completed EV training.

There is no cost to participate as a dealer. We understand that individual auto dealers have limited control over the inventory they carry at any given time. Most dealerships will receive sales and service training from their OEM, but we can help answer any state-specific questions about things like availability of and grants for charging infrastructure, Drive Electric Alabama license plates, and local EVents across the state.

Participating dealerships are asked to provide their logo to be displayed on the Drive Electric Alabama website created to support this program.

Benefits to Participation

Dealerships that become Drive Electric Alabama partners will benefit from exposure opportunities related to their participation.

Preferred dealers will also benefit from opportunities to receive information through Drive Electric
Alabama. This information will include notices of charging infrastructure funding opportunities, a copy of the Alabama Electric Vehicle Infrastructure Plan, and notices of future EVents being planned in Alabama.

**EV Education**

ACFC recognizes that dealerships may have access to EV training and materials developed by OEMs. Potential EV purchasers may have questions that you need help answering and ACFC is always here as a resource to help you get those answers. If your dealership needs individualized EV training or more information about Alabama statewide efforts to advance EV adoption, please let us know.

The Drive Electric Alabama website offers basic educational information about EVs that is available for viewing by the general public. The *Alabama Electric Vehicle Infrastructure Plan* serves as another source of educational material and includes Alabama-specific EV market growth projections.

**Web-based Platform**

Below will be added to consumer-facing [www.driveelectricalabama.com](http://www.driveelectricalabama.com).

**EV Car Dealership Program**

Do you represent a car dealership and want to participate in the Drive Electric Alabama EV Car Dealership Program? Are you a consumer considering whether an EV makes sense under your circumstances?

Complete the form below and someone from the Alabama Clean Fuels Coalition (ACFC) will contact you to follow-up. Your contact information will not be shared with any other third party without your consent. ACFC may connect consumers with dealerships participating in the program. These connections can lead to discussion of topics including available EV inventory, how to test drive an EV, vehicle-specific topics like battery range and charging needs, warranty terms and maintenance requirements associated with EV ownership.

**Recognition and Media Promotion**

Dealers that participate will have opportunities to participate in EVents where they can gain leads and additional exposure through earned media opportunities. We will also include dealership contacts on our list of surrogates to respond to media requests from reporters and others who are working to promote and advance EVs in our state. ([example here](#)).
Priority Area #6 – Dealer Engagement
When – Late 2021 – Present
Where – Denver Metro & Southern Colorado Regions

Featured Dealership Program

Major Partners: Peak Kia, Phil Long EV Outlet

Purpose: Fully develop a “Featured Dealership Program” at Drive Electric Colorado.

Narrative: Drive Electric Colorado’s Featured Dealership Program was established in late 2021. Since then the program has really taken off! The development of a successful program included prioritizing components such as engaging dealerships with consumers, and events, as well as offering dealership specific benefits. Drive Electric Colorado’s Featured Dealership program now has a total of 12 partnering dealerships.

Participating dealerships include:

- Littleton, Peak Kia
- Longmont, Tynan’s Volkswagen
- Aurora, Tynan’s Nissan
- Denver, Emich Automotive
- Denver, Phil Long
- Chapel Hills, Phil Long
- Motor City, Phil Long
- Motor City, Phil Long EV Outlet
- Colorado Springs, Peak Kia
- Salida, Faricy Boys
- Colorado Springs, Faricy Boys
- Canon City, Faricy Boys

We are always looking for new dealers to work with. Find Featured Dealers here: https://driveelectriccolorado.org/discovering-evs/ready-to-drive/featured-dealerships.

Outputs & Outcomes:

A) Event Integration:

The prioritization of engaging dealers with consumers and events has been successful in the roll-out of dealer event integration. Integrating featured dealers into Drive Electric Colorado events has shown to
be beneficial for all participating parties. The integration allows DE-CO to secure showcase and ride and drive vehicles for educational consumer facing events, while also giving dealerships a promotional opportunity.

- Showcase vehicles
- Ride and Drive vehicles
- Education
- Promotion

B) Benefits Offered:

Prioritizing offering dealership specific benefits has been another successful component of establishing a fully developed Featured Dealership Program. Offering additional benefits to dealers on a sponsorship level had been impactful in generating funding to support the Drive Electric Colorado initiative. Benefits offered to dealerships participating in the program include:

- Each dealer gets its own landing page on our website, and leads from incoming coaching questions received from the DE-CO website.
- Each dealer gets promotion on social media in our newsletter and can send us specific deals or marketing opportunities they would like Drive Electric Colorado to support and amplify to our audience.
- Each dealer gets the first invitations to EV-ents including showcases or ride and drives and marketing opportunities.
- Each dealer gets a coaching concierge service to offer to their customers as well as their staff.
- Each dealer receives customized training (if needed) on tax credits, EV incentives, new programs offered by the state, or any other information they’d like to request.

C) Strengthened Relationships:

Strengthened relationships between DE-CO and regional dealerships have been developed due to the roll-out of Drive Electric Colorado’s Featured Dealership Program. Whether it be one of our featured dealers providing vehicles for educational events, or DE-CO providing dealers with the most up-to-date EV information for their consumers, these relationships are mutually beneficial.

Some benefits include:

- Ability to call on each other for support
- Increased momentum in advancing EV adoption
- Low pressure environment to test drive an EV at a Drive Electric Colorado event instead of at the dealership

Notable Examples: Peak Kia & Phil Long EV Outlet

- Peak Kia has been a major partner in the Featured Dealership Program and a fundamental component in providing showcase and ride and drive vehicles for events. They proactively seek
out events with us to attend, have hosted on-site events of their own, and regularly attend ride and drives in the greater Denver area with the Kia EV6.

- Phil Long EV Outlet is another substantial partner in the Featured Dealership Program. They are located in Colorado Springs and have attended numerous events in Southern Colorado with us, have hosted ride and drives on-site at the dealership, and are a great resource for customers looking for used EVs. We are happy to have them on board - the only pre-owned EV dealership in the state!

**Best Practices & Lessons Learned:**

A) Invite dealers to events in their territories, marketing opportunities, and more

B) Ensure featured dealership programs are mutually beneficial

C) Maintain strong connections with dealers to strengthen relationships. Check in every month to ask about current deals, how to better support the dealership, or check in on any questions sales staff may have.

D) Ensure dealerships from a wide geographic range are being engaged with, especially working with dealers who offer pre-owned EVs.

Peak Kia provides vehicle for an EV showcase and ride and drive event.
Phil Long EV Outlet

Tyan’s Nissan provides a vehicle for an EV showcase and ride and drive event.
Drive Electric Florida EV Dealer Program

**Major Partners:** Drive Electric Florida (DEFL), Orlando Utilities Commission (OUC), Jacksonville Electric Authority (JE), Florida Automobile Dealers Association (FADA), Tom Bush Family of Dealerships.

**Purpose:** Provide information about automobile dealerships that were knowledgeable about electric vehicles to provide potential EV owners with ready access to EVs.

**Narrative:** Drive Electric Florida has long known that electric vehicles (EVs) are cost effective and environmentally friendly and that EVs can help improve fuel economy, lower fuel costs, reduce emissions, and can reduce one’s carbon footprint. DEFL also knows that for any consumer looking to buy an electric vehicle, knowing where to start and which dealerships to visit may be the biggest challenge to making the first step in any EV purchase. For that reason, a prominent webpage dedicated to EV Dealers was created on the DEFL website.

For over 100 years, car sales have been focused on selling Internal Combustion Engine (ICE) vehicles. Yet today, EVs are starting to capture a much larger share of the new vehicle sales market and are known to be treated as a niche product. To enhance dealership EV knowledge, DEFL members, OUC, and JE have developed dealer incentive and education programs. Those programs, along with information from the FADA, have allowed DEFL to create a website featuring informational resources and an interactive map for locating an EV friendly dealership in Florida. The page also serves to put dealerships on the road to selling EVs successfully.

The OUC Electrified Dealer Program is designed to enhance the EV purchasing experience and help increase and encourage EV purchasing/leasing in Central Florida. Through this program, local dealers can take advantage of financial incentives for each eligible EV sold or leased, along with specialized EV training and educational materials. OUC works closely with these dealerships to ensure a great EV shopping experience for
the customer. The DEFL website links to the OUC Electrified Dealer Program flyer that shows what incentives are offered to dealers. It also provides the email address dealers can contact for more information.

JEA provides access to local dealers with EV inventory through their JEA Drive Electric program website. This no-cost service allows their customers to consult with an EV expert and explore EV dealer inventory in the immediate area. The link to the website is provided, where potential EV drivers can learn about their EV options, explore EV deals, find electricians to install EV chargers, and even schedule a discussion with one of their EV experts about anything EV-related.

**Outputs and Outcomes:** Automobile dealers are taking notice of the increased interest in EVs by the public. They understand that interest is being partially driven by the availability of incentives like the OUC and JEA programs and federal tax credits. Since 1920, the FADA has served, protected, and advocated for the interests of new, franchised automobile and truck dealers in Florida. There are more than 850 dealerships in Florida contributing to the economy with more than $103 Billion in sales, generating $6.2 Billion in state sales taxes. The DEFL EV Dealers website links to the FADA website where there is an abundance of information for their members about electric vehicles. The FADA website in turn provides a dedicated link to the DEFL EV Dealer website. It also features a dedicated EV resource section that provides up to date information about EV tax credits, OEM EV options, and suggestions for helping educate consumers about EVs. Through these collective efforts, more Floridians are opting to drive EVs which is reducing greenhouse gas emissions across the Sunshine State.

**Best Practices and Lessons Learned:** The Tom Bush Family of Dealerships has been a fixture in the Jacksonville area since 1970, but their history in the automobile industry dates back to 1918 when family patriarch Thomas Bush Sr. opened a Ford dealership in Gretna, Louisiana. His son, Tom, Jr. followed in his footsteps with a dealership in New Mexico, and then the family’s first Florida dealership in Jacksonville in 1970. Tom Jr.’s son John, joined him in the business in 1986, followed by John’s son Brian and daughter Megan Bush Del Pizzo, who joined the family business in 2012 and 2013 respectively.

Brian Bush is a staunch advocate of electric vehicles. He credits his family’s forward thinking and keeping the business in the family as the reasons for their success in the EV market. Raising awareness at all levels, from the sales staff to the community to their peers, is paramount. Tom Bush Family of Dealerships is active in FADA, with Megan in line to lead the organization as the current Chair Elect.

There is a reason twenty percent of their vehicle inventory and sales are electric. Their sales force is trained and receives regular updates on EV trends and market growth. Technicians receive special EV training both internally and from vehicle manufacturers. Employees are encouraged to drive EVs and have access to free
workplace charging. OEMs also offer special dealership employee deals. (Did you want to mention anything about how they redesigned their service bays and that EVs will soon have their own service building? Just a thought.

The dealership regularly participates in local consumer outreach events, like Electric Avenue at Caffeine and Octane, of which they are a founding sponsor. They also sponsor special events, such as providing an EV as the pace car for a local 5K race. The Tom Bush Family of Dealerships customers receive access to free EV charging, thanks to the 70 charging ports spread among five of their dealerships. Customers take delivery of their new vehicles with at least 90 percent of full charge and have access to roadside assistance and mobile technical assistance. There is no wonder why Tom Bush is ranked one of the best car dealerships and best places to work in Jacksonville.

Acknowledgments: Special thanks to Brian Bush of Tom Bush Family of Dealerships for his contributions to this story. Thanks also to Pete Westlake of OUC, Dave McKee of JEA, Bill Bortzfield, owner and producer of EV Rider, and the FADA for supporting vehicle electrification.
Partnering with Regional Dealers Associations

**Major Partners:** Drive Electric Ohio; Drive Electric Cincinnati and Drive Electric Dayton Chapters; Greater Cincinnati Automobile Dealers Association

**Purpose:** Drive Electric Ohio’s Dealership program aimed to 1) educate dealerships on EV vehicles, infrastructure, and other topics; b) engage dealerships and their staff with volunteer chapter events; and c) promote early-adopting dealerships on our website.

**Narrative:**

The capstone event of our Drive Electric Ohio dealership program began in late March, 2023 - the Cincinnati Auto Show.

Drive Electric Ohio and our Cincinnati chapter had conducted direct education (both in-person and virtual) for sales and management personnel for dealerships throughout the greater Cincinnati area including Kings Volkswagen, McCluskey Chevrolet, and Mercedes-Benz of Cincinnati. These dealerships became the first group to be featured on the Preferred EV Dealership subpage on our website.

Two big opportunities came out of this early engagement with dealerships. First is that they began to participate in our EV Ride and Drive and Vehicle Showcase events throughout the Cincinnati area, a tradition that has continued and even grown to more dealerships in the Cincinnati area and dealerships in other parts of Ohio. The second was a direct invitation to be the first stage in the Cincinnati Auto Show in Spring 2023.

According to the event hosts, more than 17,000 individual tickets were sold to the show across all 4 days. With our position at the front of the show, our very conservative estimates are that 1 in 5 interacted with
our vehicles (3,400 in total) and 1 in 20 (850 in total) with our volunteers, dealership staff who had joined us as part of our demo, or literature.

Photos courtesy of Butterfly Effect Photography.

Outputs and Outcome:

Drive Electric Ohio has additionally created a subpage on the Clean Fuels Ohio website to highlight the dealerships that have partnered with us or with our volunteer chapters. This subpage is available at https://cleanfuelsohio.org/deo-dealership-page/ and currently features six dealership partners of our Drive Electric Cincinnati chapter, with more dealerships to be added as they continue to partner with our chapters.

Best Practices & Lessons Learned:

- In most cases, dealership staff don’t know what they don’t know. Unless the salesperson owns an EV themselves, there are many nuances of EV ownership that they will not be able to accurately detail to a potential customer. If the salesperson is unable to answer a question or not able to answer it confidently, that uncertainty can end up feeding into that customers concerns around transitioning to owning an EV.
- Dealerships like engaging with their local chapters far more than engaging with a statewide organization. This includes sending staff or vehicles to ride and drives and vehicle showcases as well as when discussing membership or partnering for events.
• Identify and prioritize early adopters. They’re going to be the dealerships with vehicles and staff who are interested in engaging with chapter outreach work and they’ll be more willing to go out on a limb with you.
Priority Area #6 - Dealerships engagement
When - 2020 to present
Where - Virginia, statewide

Virginia Auto Dealers are on Board with EVs

Major Partners: Virginia Auto Dealers Association (VADA), Carter Myers Auto Group (CMA), Generation180, ReCharged Used EVs, Saffron VW, and more individual dealerships

Purpose: Engage Virginia auto dealerships in Virginia

Narrative: Over the course of the DRIVE Electric USA project, Virginia Clean Cities (VCC) has had great success engaging with Virginia’s automobile dealers. The Virginia Automobile Dealers Association (VADA) has also been a key ally in the promotion of EVs in the Commonwealth. The DRIVE Electric Virginia website serves as a central resource for consumers interested in EVs in the Commonwealth. The website section called Virginia EV Dealerships includes an interactive map listing dealers who have certified that they have at least two EVs on their lots and who are committed to selling these vehicles. VCC staff personally called and spoke with dealership management to obtain commitments.

- Create and update webpage on DRIVE Electric Virginia website for EV dealerships
- Collaborate with dealers on events and other outreach activities
- Partner organizations such as Generation180 would hold EV training events for dealership salespeople
- Participate in VADA auto shows and bring owner’s cars for special EV section

One family-owned dealership chain, Carter Myers Auto Group or CMA Auto, has been at the forefront of EV promotion and adoption. All of their dealerships include free EV charging stations, which are open to the public. Third-generation owner, Liza Borches, frequently speaks publicly about the benefits of EVs and was a featured speaker at the 2022 DRIVE Electric Virginia Forum, an online town hall. Liza and her husband Pete are EV drivers themselves so they speak from experience. In collaboration with DRIVE Electric Virginia partner Generation180, CMA Auto Group has held EV basics training for their salespeople, technicians and other dealer staff. Their local dealerships also actively purchase used EVs as a way to offer affordable options for first-time EV buyers.

In August 2023, a new EV-only used dealership opened in Richmond, Virginia. Recharged was founded by a former CarLotz executive who saw the growing marketplace for used EVs in the region. Working with the local chapter, DRIVE Electric RVA, a grand opening event was held with
many attendees and VIPs. Recharged even has a consumer education philosophy on their website:

“At Recharged, we believe that an informed buyer is a confident buyer. We strive to educate our consumers about EVs, helping to demystify misconceptions and highlight the benefits of electric vehicles. Our comprehensive Education Hub brings all relevant EV information in one place through detailed posts that help buyers understand everything from the specifics of EV performance and battery life, to tax credits and incentives.”

[Recharged dealership website]

Hart Nissan in Mechanicsville, Virginia, has been a long time supplier and supporter of Nissan EVs. They have public Level 2 charging stations and frequently participate in local EV events. Owner Phil Englander publicly champions EV adoption and encourages his employees to learn more about the technology. His dealership has been named Dealer of the Year by Dealer Rater for several years in a row.

There are individual Chevrolet and Ford dealers who have joined our certified dealers program and who continue to stock EVs to the best of their ability. The supply chain crisis has hit their manufacturers over the past few years.

Virginia dealerships have also shown up and participated in EV chapter events. In 2022, Drive Electric Richmond, EV Resource and Drive Electric Virginia co-hosted the “Electric Vehicle Luv Fest” on the day before Valentine’s Day to showcase EVs to consumers. Held at a public park just outside the City of Richmond, the event featured information tables from the sponsors as well as from local car dealerships. Dealerships included Mercedes Benz of Richmond, Parks Chevrolet, Volvo Richmond and Richmond Ford-Lincoln. Dealer-provided cars included the Benz EQS, Corsair PHEV and XC40 Recharge.
Drive Electric Virginia has been especially successful with connecting with the Virginia Auto Dealers Association (VADA). VADA’s president, Don Hall, has been very vocal in the news media about his organization’s support for EVs and the Virginia Clean Cars Act of 2021. The act allows Virginia to sell more EVs than previously before.

VADA has been an instrumental partner in bringing EVs to its auto shows. Drive Electric Virginia and regional chapters have supplied vehicles for the Richmond and Hampton Roads auto shows for two years in a row. Interest has been high from the auto show crowds, numbering in the thousands.
Outputs & Outcomes: The narrative above discussed some outputs and outcomes, but more have been realized. Below are more details about some of our outputs and outcomes.

<table>
<thead>
<tr>
<th>Effort</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage with EV friendly dealers</td>
<td>Dealers brought EVs to events</td>
<td>We invited individual dealers and the VADA to participate in our and other events throughout the state. They educated the public about the technology and talked with potential customers.</td>
</tr>
<tr>
<td>Engage with statewide dealer association</td>
<td>2 auto shows each year</td>
<td>EV chapters and individual owners would supply their EVs at the Richmond and Hampton Roads auto shows each year. These EV sections helped educate the car buying public and proved to be very popular. The Richmond Auto Show also featured an indoor “track” with manufacturer EVs for ride alongs.</td>
</tr>
<tr>
<td>Dealer education</td>
<td>Generation180 held 2 training sessions</td>
<td>Project partner Generation180 held two training sessions on EVs for salespeople in the CMA group which were well received.</td>
</tr>
</tbody>
</table>

In conclusion, Virginia has a strong and growing pro-EV dealer network. The passing of the Virginia Clean Cars Act has helped many dealers work with their manufacturers to bring more EVs to Virginia. Historically would-be EV purchasers in Virginia had to drive to neighboring states because they could not find many on the car lots. Now, consumer demand and dealership enthusiasm have led to even more EV adoption in Virginia.

**Best Practices & Lessons Learned:**

a) Cooperating with dealers by helping them sell vehicles and giving them positive exposure helps the collaborative effort. Looking for common ground.

b) Work with your state’s dealer association to establish statewide support. VADA’s president even wrote pro-EV opinion pieces during legislative actions.

c) Highlight the positive and praise the dealers moving forward with EVs and education.

d) Help educate frontline salespeople through in-person training.

e) Personal relationships matter in the automotive industry, make them last.
DRIVE Electric USA Program Success Stories from Priority Area 7:

Facilitate EV Deployments in Fleets

Six stories included (in order):
1. Drive Electric Florida – “JEA Fleet Electrification”
2. Plug-In NC – “Fleet Engagement and Electric Vehicle Adoption in North Carolina”
3. Drive Electric Ohio – “Drive Electric Ohio supports EV Fleet Deployments”
4. Drive Electric Pennsylvania – “Drive Electric Pennsylvania Helps Fleets Procure EVs”
5. Drive Electric Utah – “Beyond Zero Green Fleets”
6. Drive Electric Wisconsin – “Driving Fleet EV Conversations and Adoption in Wisconsin”
**Priority Area #7 - Facilitate EV Deployment in Fleets**

**When** – June, 2023 - Present

**Where** – City of Jacksonville, Florida

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**JE‖ Fleet Electrification Program**

**Major Partners:** JEA, Resource Innovations, AECOM, JD Power-ZappyRide.

**Purpose:** Develop a city-wide Fleet Electrification Program for Commercial and Industrial Customers.

**Introduction:** JEA was created by the City of Jacksonville to meet the electricity and water needs of those who live in Jacksonville and surrounding communities. Nearly half of JEA’s electric revenue comes from its commercial and industrial customer base. Last July, JEA announced its Fleet Electrification Program to support its commercial customers transitioning to electric vehicles. This “white glove” service eliminates all the hurdles of transitioning a fleet from conventional internal combustion engine vehicles to electric ones. The new program provides the necessary tools and engineering advice to help develop a comprehensive fleet conversion plan. Program service offerings include a free total cost of ownership calculator (TCO) tool with direct access to a fleet electrification expert. JEA aims to help customers create an actionable fleet conversion plan that may be implemented over time. JEA’s fleet is leading by example and will be the first to finalize its fleet conversion plan.

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**Narrative:** As EV demand grows, there is an increased need for intelligent electrification solutions and collaboration between businesses and their utilities. JEA’s Fleet Electrification Program serves multiple purposes: JEA will assist businesses and fleets in developing comprehensive fleet conversion plans for adopting electric vehicles while driving responsible kWh load growth and ensuring the utility's proactive involvement in the process. By engaging with JEA, fleets with on-road vehicles such as transit vans, school buses, pick-ups, passenger vehicles, and more gain access to invaluable expertise...
and resources, ensuring efficient infrastructure deployment. This collaborative approach facilitates timely implementation, enabling fleets to realize the benefits of EV adoption swiftly.

JEA understands that all businesses require assistance at each step of the vehicle electrification process, from inception to completion. By providing this service, JEA can adjust the fleet’s expectations and give them an understanding of the time frame involved, including a realistic start date. JEA provides businesses with the consultative engineering advice they need and the utility infrastructure guidance necessary to determine project costs and timelines. JEA will capture future load growth and logistics information that is essential for the utility to plan and build necessary electric grid improvements accurately.

JEA customers can select from two service levels to evaluate their electric vehicle needs. Level one of for smaller fleets and for customers requiring minimal assistance. The online JEA TCO calculator tool offers a simple way to learn about available EV models and obtain a fleet conversion estimate. Level 2 services larger customers with a fleet of five or more vehicles and results in a comprehensive fleet conversion plan for the customer. Regardless of service level, JEA is available to assist with plan implementation.

JEA’s vehicle electrification program extends beyond its commercial and industrial customer base. The utility also provides the JEA Drive Electric Residential Program, which assists residential customers in making informed decisions about purchasing an electric vehicle. JEA Drive Electric helps consumers learn about, buy, and drive an EV. It is a no-cost service that allows consumers to consult with an EV expert, explore EV deals, find electricians to assist with EV charger installations, and save money with the EV Charging Rebate Program. The Drive Electric JEA website provides information about the types of electric vehicles, home charging options, financial incentives, and an EV inventory tool that helps consumers find EVs by zip code. JEA regularly initiates and participates in local ride-and-drive events to raise awareness of the benefits of EVs. Together with North Florida Clean Fuels, North Florida TPO, and local EV dealers, they established the North Florida chapter of Drive Electric Florida.

**Major Partners Roles:** Resource Innovations, AECOM, JD Powers/ZappyRide
Through a competitive bidding process, JEA selected Resource Innovations as JEA’s implementation contractor for the Fleet Electrification Program (FEP). Resource Innovations has subcontracted with AECOM to produce customer Fleet Conversion Plans (FCPs). ZappyRide was also hired to construct the online Total Cost of Ownership (TCO) tool. Resource Innovations has expertise in implementing custom programs for utility companies. In this case, they took the JEA design and program goals and assembled the team. AECOM is a large engineering and construction firm that has completed many successful large fleet electrification projects. ZappyRide is the best online EV evaluation tool available. This state-of-the-art web tool is very powerful and provides the type of educational resource necessary to reach fleets in our area. The overall design is comprehensive and provides options for all fleet managers in JEA’s service area.

Zappy Ride will incorporate small and disadvantaged companies to perform site work, which will determine what infrastructure is already available at the site. This initial analysis will determine what power is available at the circuit level and provide accurate feedback to the customer early in the project. It will also allow the customer to determine if the existing grid will service their current and future needs. The partners also have a strong online presence in terms of offering interactive tools and consultation on behalf of JEA.

**JECA Clean Energy Goals for 2030**

- Reach 35% clean energy
- Retire less efficient generation
- Reduce CO2 emissions by 80% from 2005 levels
- Lead the way by serving all JEA facilities with 100% clean energy
- Offset electrification demand with energy efficiency programs

**Outputs & Outcomes:** JEA introduced the first EV into its fleet in 2013. In the subsequent decade, the utility has built its fleet to include light, medium, and heavy-duty EVs and equipment. That first Nissan Leaf has now been joined by 12 Chevy Bolts (three more are coming this year), 5-10 F150 Lightning pickup trucks on order, 40 hybrid bucket trucks with batteries that run the ancillary equipment while on-site, as well as electric cable pullers and small backhoes. This is an example of actions intended to achieve JEA’s clean energy goals for the year 2030. These goals will result in an 80 percent reduction in JEA’s overall carbon emissions since 2005.

**Best Practices & Lessons Learned:** JEA has worked with its commercial and industrial customers for many years to support their fleet electrification efforts. As an active stakeholder and member of the North Florida Clean Fuels Coalition and Drive Electric Florida, JEA has hosted workshops, webinars, and vehicle demonstrations to answer the commonly asked questions about EVs and infrastructure. However, from JEA’s perspective, vehicle electrification exceeds the choice of EVs and charging stations. The impact of an influx of EVs on the grid is a paramount consideration in utility infrastructure planning. JEA expects the number of battery-only EVs to increase by almost 500 percent by the end of this decade. In order to meet the additional demand while achieving its clean energy goals, JEA has to understand where and how electricity will be used in its service territory. Engaging with fleets proactively is one way to do this.
Benefits to Customers and JEA

- Position JEA as the trusted energy advisor for fleet electrification
- Provide a viable solution for all C&I customers regardless of fleet size
- The program must be cost-effective
- Gain visibility into the pace of fleet electrification in JEA’s territory
- Future proofing – drive smart technologies during customer adoption to enable future JEA benefits
- Ensure JEA business units are integral to the program
- Encourage customer adoption of vehicle electrification by removing barriers, streamlining utility interactions, and providing resources
- Engage customers during planning to manage expectations
- Incorporate Social Equity components to the maximum extent possible

“The fleet electrification program incorporating the total cost of ownership calculator is the best practice we recommend and is the result of years of learning how to support our customers’ interests in electric vehicles,” according to Dave McKee, JEA Electrification Program Manager. “So is guaranteeing that the right partners are involved in the initiative to assure its success.”

Acknowledgments: Many thanks to Dave McKee of JEA for sharing this story and his service to the North Florida Clean Fuels Coalition and Drive Electric Florida.
**Priority Area #7** – Fleet Engagement and EV Adoption

**When** – At the 2022 and 2023 North Carolina Sustainable Fleets Conference and Expo and in Charlotte on October 19, 2023

**Where** – North Carolina – (statewide)

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**Fleet Engagement and Electric Vehicle Adoption in North Carolina**

**Major Partners:** Advanced Energy, Land of Sky Clean Vehicles Coalition, Centralina Clean Fuels Coalition, Triangle Clean Cities, North Carolina Clean Technology Center, City of Charlotte

**Purpose:** To provide education and outreach opportunities for fleets across North Carolina to increase EV adoption rates

**Narrative:**

The three Clean Cities Coalitions in North Carolina have been engaging with fleet in their region for decades on a variety of alternative fuels and technologies. Through the Drive USA project, the coalitions were able to expand that reach to a more statewide effort through a partnership with the North Carolina Clean Technology Center to provide EV specific outreach at both the 2022 and 2023 Sustainable Fleets Conference and Expo. In addition to this effort, Centralina Clean Fuels Coalition was also able to partner with the City of Charlotte in October 2022 to provide local government staff in the greater Charlotte region the opportunity to learn more about EVs and the infrastructure as well as drive a variety of light- and medium-duty EVs on a closed test track.
In August of 2022 and 2023, Advanced Energy, Land of Sky Clean Vehicles Coalition, Centralina Clean Fuels Coalition, and Triangle Clean Cities tabled at the Sustainable Fleets Conference and Expo, which is organized by the NC Clean Technology Center annually. Staff were able to meet with fleet staff from across the state and discuss their EV needs and how best we might be able to assist them when transitioning their current fleet vehicles to electric.

In October of 2022, the CCFC partnered with the City of Charlotte to host an EV ride and drive event for local government staff at the City’s Vehicle Operations Center. A wide range of EVs were available for driving, including: Ford F-150 Lightning, Tesla Model Y, Ford Mustang Mach-e, Hyundai IONIQ and Chevy Bolt. Participants saw first-hand the many ways which EVs can be used in a local government fleet, including a presentation from the Town of Marshville Police Department on its Tesla police car. In total, over 100 people attended the event.

**Outcomes:**

- 2022 and 2023 North Carolina Sustainable Fleets Conference: The opportunity allowed staff to not only reach more staff but have one-on-one conversations with communities that do not currently have access to the Clean Cities network.
- City of Charlotte/Centralina Clean Fuels Coalition Ride and Drive: Through interacting directly with EVs and peer local governments, participants were able to learn about the benefits and capabilities of EVs and how they might acquire them for their own fleets.
**Best Practices:**

- Leverage relationships with stakeholder any time you can – they want their products seen and tested especially when you can bring multiple optional buyer to the table
- Build in networking time for all events

**Lessons Learned:**

- Events at the regional and state scale take more time to pull together than one might anticipate the first time around – build buffers to meet timelines
- Regular meeting with all organizations involved with any event
Drive Electric Ohio Supports EV Fleet Deployment

**Major Partners:** PITT OHIO; City of Columbus, OH; Others

**Purpose:** DEO has worked with multiple fleet operators throughout Ohio to conduct fleet analysis, educate on EV options for fleet requirements, and help with transition to segments of their fleets to EV.

**Narrative:** Drive Electric Ohio’s (DEO) top priority is to support the deployment of electric vehicles and the reduction of vehicle emissions throughout the state of Ohio. In pursuit of this goal, DEO has engaged with all different kinds of stakeholders including public and private fleet operators to identify places where EVs could replace other vehicles and help take their first steps along a path to vehicle electrification. These connections primarily happened through conversation or workshops, especially aided by Ohio’s regional planning organizations.

PITT Ohio, a family owned business headquartered in Pittsburgh, PA, operating throughout PA and Ohio, is one example of the interest and direction of fleet electrification. Building on a long internal policy of sustainability, PITT Ohio has worked with Drive Electric Ohio to begin transitioning their fleet to electric vehicles. After Clean Fuels Ohio and Drive Electric Ohio were able to help them access resources to offset some of the associated costs for chargers, PITT Ohio now has two VNR Electric MD Box Trucks, a couple of Ford E-Transits, and are currently in the process of receiving Freightliner eM2 Box Trucks. These medium- and heavy-duty electric trucks are primarily used for local delivery.

Another example of successful EV deployment in Ohio is the City of Columbus’s work towards more sustainable alternative fuels. The City of Columbus first began their efforts towards electrification by reaching out to Clean Fuels Ohio and Drive Electric Ohio with an interest in having a fleet electrification analysis done on their existing fleet. That analysis helped the City of Columbus identify the first 100 vehicles that were the best candidates to be converted to EVs or PHEVs. After that first fleet analysis and the reception of their first EVs and PHEVs, CFO then did a second fleet electrification analysis for the city and determined they could convert about 40% of their current fleet. Following this identification of best
candidates, the City of Columbus Climate Action Plan was released and identified a goal of converting 100% of their light-duty vehicles to electric vehicles (EVs) by 2030.

The majority of the City of Columbus’s new vehicles include Nissan Leafs, Ford E-Transits, Chevy Bolts, Toyota Prius Primes, Ford Fusion Energis, and Kia Niros. To meet their Smart City obligation, they now have a total of 201 vehicles consisting of both EVs and plug-in hybrid electric vehicles (PHEVs). These EVs and PHEVs are spread out all through Columbus across numerous departments and are used for different department needs.

**Outputs & Outcomes:**

The outputs of our work on facilitating EV deployment in fleets has been expanded working relationships with fleet operators throughout Ohio. We have hosted a number of workshops on federal funding availability, technical conversations about fleet conversation and infrastructure planning, and sharing news on the availability of new EVs on the market and possible usage.

The outcomes of this work has been additional EVs on Ohio roads, and greater EV and PHEV inclusion in fleet future planning.

**Best Practices & Lessons Learned:**

- Prepare standardized materials with clear explanations for incentive programs. Financing is a vital component of fleet planning and every bit of clarity you’re able to offer is a significant benefit for potential fleet partners.
- Combine fleet analysis, project planning, and concept development into the same process. If you are working with a partner and there’s a segment of the fleet they have an interest in electrifying but not the capacity to, there may be grant opportunities down the line that could fit. There are also decisions they can be making now to support future EV and PHEV deployment, like making facilities charger ready or building relationships with potential vendors.
- Many communities and companies have created sustainability plans or set emissions targets already. If they have, you can prepare your conversation around the idea that you’re able to offer them the tools to pursue goals they’ve already set for themselves.
Priority Area #7 – Facilitate EV Deployment in Fleets

When On-going

Where -Throughout Pennsylvania

Drive Electric Pennsylvania Helps Fleets Procure EV’s

Major Partners: Delaware County, City of Pittsburgh, University of Pennsylvania

Purpose: DEPA has worked with multiple fleets across The Commonwealth to help with their transition to electric vehicles. DEPA provides the pathways and fleet analysis to help educate fleets to the advantages of EV’s

Narrative: The primary goal of the Drive Electric Pennsylvania Coalition is to help fleets from every area of business including municipal, private, public, utility, and higher education to begin the conversion to using electricity as a fueling source for their fleet of vehicles. Since the inception of this project and prior to beginning this project, our coalition has been working with fleets to attain this objective. Our workshops provide fleets with the necessary information to make informed decisions about the conversion to electricity. Collectively both Clean Cities Coalitions in Pennsylvania have helped over 30 fleets begin their foray into electric vehicles, from Class 1 to Class 8 and are working with fleets of various sizes and duty-cycles to find the proper electric vehicle for the job.

Early success has been achieved and on-going with many of our partners. The City of Pittsburgh began piloting the use of EV’s in 2018. Since that time the city now has over 80 EV’s in service and continues to purchase additional EV’s every year.

In 2019 we helped the County of Delaware begin the transition to EV’s within their fleet. Working with both County executives and the fleet manager for “DELCO“ we provided the necessary support from site assessments to fleet utilization assessments. We also were an integral part of getting them some funding to help kick-start their EV program. Currently they have over 75 EV’s and 30 EVSE’s within their fleet and we are working toward 100 percent electrification of their 300 vehicles.

In 2020 from direct outreach of the Driving PA Forward program, we assisted the University of Pennsylvania with their conversion of the student transportation system, having over 45 vans shuttles and transit buses, we worked on helping them get their first 6 Electric transit vans. We are continually working to help convert the others in their own fleet. This partnership has opened other doors into EVSE charging on campus and helping us connect with other higher education learning schools throughout the Delaware Valley Region.

Outputs & Outcomes: The outputs to help us achieve our goals were to have direct contact and working relationships with the fleets themselves. Hosting workshops on the various types of EV’s available has assisted our work with these fleets. Notifying the fleets of funding streams to help offset initial investment is critical to begin conversion.
The Outcomes of this project were to have the fleets begin and continue to convert their vehicles to electric. These fleets always help with demonstrations and site visits or showcasing their vehicles for ride and drives, or any events hosted by EP-ACT, PRCC and DEPA.

**Best Practices & Lessons Learned:**

a) Reach out to the correct people in the business or organization, sometimes the fleet managers need to be directed towards EV’s in their fleets.

b) Utilize successful implementation project to your advantage. Have fleets present and showcase their success in EV’s. This can help other similar business types or institutions make the decision to try and convert some of their fleet of vehicles.

c) Working at the county level will offer additional opportunities to meet potential fleets that can convert to EV’s, especially municipalities.
Priority Area #7 - Facilitate EV Deployment in Fleets
When - 2021-present
Where - Utah, statewide

Beyond Zero Green Fleets

Major Partners: DOE VTO Clean Cities Program, AFDC, Utah fleet stakeholders including municipal & county governments, school districts, transit, and private commercial fleets.

Purpose: To support Utah fleets in implementing successful EV transitions and celebrate their successes

Narrative:
The Utah Clean Cities (UCC) Beyond Zero Green Fleets (BZGF) Program was established in 2020 to provide key stakeholders, public and private fleets, leading utilities, and school districts with the resources and encouragement needed to convert to zero-emission vehicle technologies, including electrification. By adopting alternative fuels and advanced vehicle technologies, partner fleets support reducing emissions and improving air quality in Utah, as well as bettering the health and wellness of communities. By focusing on heavy and medium-duty fleets (large trucks, transit buses, refuse haulers, shuttle buses, delivery trucks, school buses, and other large vehicles), BZGF supports the businesses, governments, municipalities, and private industries that can leverage the most substantial impacts by adopting alternative fuels and technologies. In the past 3 years, UCC has seen a significant uptick in EV adoption among Beyond Zero Green Fleets members, in line with substantial investments being made by the Federal government in support of electrified transportation, as promoted by UCC’s Drive Electric Utah initiative.

Beyond Zero Green Fleets is a part of Utah Clean Cities’ overarching stakeholder engagement with complimentary fleet consulting and collaboration opportunities for Green Fleet members participating at a Gold Membership level ($1,000/year) or above. In exchange for this commitment, members gain access to resources and support from Utah Clean Cities, including but not limited to:

- Coordination with public and private businesses and organizations to develop a supportive network of alternative fuels expertise.
- Support with establishing objectives to develop emission reduction goals.
- Connection to consulting opportunities for purchasing or modification of green fleet vehicles
- Access to a database of up-to-date resources including cost and benefit analysis tools, fuel calculators, relevant news and information, and fleet management support.
- Access to training seminars, workshops, outreach and education events, and campaigns.
- Access to meetings & data gathering efforts to support tracking and reporting emissions data.
• Up-to-date information on local, state, and federal incentives, legislation and regulation, electrification technologies, and infrastructure improvements.

• Recognition through UCC media branding and annual Green Fleet awards.

• Annual fleet case study and fleet impact analysis

Beyond Zero Green Fleets Awards

The annual Green Fleets Awards event is a vital component of the program and highlights the DOE VTO annual report metrics for use by fleet stakeholders, innovation with industry and academic research and deployment, and clean air advocacy. This program structure takes advantage of UCC’s “Advanced Vehicle and Fuels Awareness Month” campaign to bring statewide visibility and recognition to the efforts and accomplishments that BZGF members have made towards the adoption of electric fleets, infrastructure, and greenhouse gas reductions with zero emission electrification of fleets and workplace charging.
Outputs & Outcomes:
Just a few of UCC’s notable Beyond Zero Green Fleets with successful electric deployments in since 2020 include:

1. **Salt Lake City School District**: Deployment of eight electric school buses and installation of a solar charging canopy four Level-2 16.8 kW EV charging stations and two Level-3 100 kW EV charging stations, capable of charging a full-size bus within 2.5 hours. The school district realized an estimated reduction of 571 gallons of diesel consumption and 3.6 tons of GHG emissions from the buses alone in 2022. Read the full story.

2. **ACE Recycling**: Deployment of Utah State’s first Class 8 electric refuse hauler, which realized an estimated reduction of 3,679 gallons of gasoline-equivalent consumption and a decrease of 43.4 tons of greenhouse gas emissions in 2022 alone. Read ACE’s full success story.

3. **Salt Lake City Municipal Government**: As of 2022, the City’s fleet includes 61 electric vehicles which realized an estimated annual reduction of 8,812 gallons of gasoline and 499.7 tons of GHG emissions. Read the full story.

4. **Salt Lake County Environmental Health Department**: Deployment of ten all-electric Chevy Bolts eight Level II chargers and two rapid DC chargers available for both public and county fleet use. The health department fleet saw an annual reduction of 2,398 gallons of gasoline and 19.3 tons of CO2 emissions from the eight vehicles. Read the full story.

Best Practices and Lessons Learned: Nurturing Fleets for Success
In the ever-evolving landscape of sustainability and electrification, DEUT aims to guide partners in fostering green fleets with a personal touch. Here are some essential practices for success.
1. **Be Present:** To build strong relationships, program success requires that coalitions must engage early and often with fleet managers and decision-makers. Attend their meetings and invest your time and attention. Our commitment reflects our expectation to earn yours. Remember, trust is the bedrock of our partnership.

2. **Celebrate Accomplishments:** Acknowledgment goes a long way in sustaining motivation and progress. At UCC, we’ve established the annual Beyond Zero Green Fleet Awards to honor and appreciate the tireless efforts fleets put forth in their electrification journey. Recognizing achievements not only boosts morale but also sets a benchmark for excellence.

3. **Dedicated Staff:** Transitioning to green fleets isn’t a simple task. It involves intricate technical and operational challenges. Providing the expertise of an industry technical expert solely devoted to supporting Green Fleets ensures that every hurdle becomes an opportunity for growth.
Driving Fleet EV Conversations and Adoption in Wisconsin


Purpose: Drive Electric Wisconsin (DEWI) has engaged fleets statewide as part of the DRIVE Electric USA (DEUSA) project and its Priority Area #7 fleet engagement work to provide education on available vehicle options, infrastructure, and funding opportunities, as well as connected fleets to resources. DEWI also highlights fleet operators as they actively deploy vehicles and shares their success stories and best practices across the initiative’s communication channels.

Narrative: Over the course of the DEUSA project, DEWI engaged many fleets, and below are some of our success stories from the project. Dairyland Power Cooperative is an upper Midwest generation and transmission cooperative based in La Crosse, WI that serves 700,000 people across 44,500 square miles and four states. Their fleet includes 2011 and 2014 Ford C-Max PHEVs, a 2014 Chevrolet Volt, a 2021 Nissan Leaf, and a 2022 Ford e-Transit Cargo Van. Dairyland encourages active public engagement and sponsors and attends community Ride & Drive events.

Masters Gallery Foods is a family-owned company founded in 1974 and provides a full line of cheese and cheese-related products to grocery chains, wholesalers, restaurants, and distributors. In 2022 they acquired the first electric class 8 truck in Wisconsin, an Orange EV Terminal Truck. Masters also has a Green Team and works on a wide variety of sustainability initiatives (see their website).

NWTC is a two-year public college based in Green Bay. In 2020, the school chartered the Environmental Climate Stewardship Committee, and have made tremendous progress in adopting electric vehicle charging infrastructure. They have a Ford F-150 Lightning for campus security use. The truck is saving the college hundreds of dollars compared to the vehicle that the truck replaced.

Shea Electric has a Ford Lightning and two EV chargers located at the business. They are actively working with municipalities to expand EVSE infrastructure. Shea has also hosted educational events about EV and EVSE in the past.
Faith Technologies is an electrical planning, engineering, design, and installation firm based out of Menasha, WI. They initially deployed ten F-150 Lightning trucks, two E-Transit vans, and one Mustang Mach E in their fleet, and have more recently placed an order for ten additional EVs!

The Somerset Police Department, located in the far northwestern part of the state, has deployed a Tesla Model Y EV, and has calculated that they will save over $80,000 in savings during a 10-year operational period versus the Ford Explorer Hybrids that the Tesla replaced. This vehicle is shared among officers so that all officers have an opportunity to experience.
## Outputs & Outcomes

### Outputs:

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| Dairyland Power Cooperative   | - In 2020, Dairyland formed [Charge EV, LLC](https://www.driveelectricusa.org/charge-ev-llc), a national EV charging network powered by numerous electric cooperatives.  
- Member coops combined have 30 EVs (with more on order). |
| Masters Gallery Foods         | - In 2022, acquired [Orange EV Terminal Truck](https://www.driveelectricusa.org/orange-ev-terminal-truck) (the first class 8 truck in WI).  
- Reducing CO2 emissions by over 750 tons over the life of the vehicle. |
| Northeast Wisconsin Technical College (NWTC) | - Grew charging infrastructure from 1 to over 12 level 2 charging connectors on campus.  
- Acquired Ford F-150 Lightning for campus security use.  
- The new truck saves $700/month over the previous GMC Canyon |

### Outcomes:

Of the main outcomes is the reduction in criteria pollutant emissions from switching from internal combustion engines to EVs, which is improving local air quality, making it healthier for workers, customers, students, and visitors to these entities and businesses. The greenhouse gas reductions are another big outcome that is helping drive down those transportation-based emissions. Another outcome is exposing the public to EVs which increases knowledge of EVs and may spark interest in learning more about them and acquiring them to further push EV adoption in their communities.
Best Practices & Lessons Learned:

a. People are excited to learn about EVs and experience how they operate; the first people to enjoy the new experience are the company drivers themselves!

b. Operators were pleased with the reduced noise, vibration, and emissions.

c. Fleet analysis is critical in identifying the best applications and deployment locations ensuring early use success.

d. The economics of long-term fuel and maintenance savings are critical to convincing new adopters.

e. Sustainability initiatives are a key driver in fleets taking initial effort to consider EVs.