DRIVE ELECTRIC USA

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

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DRIVE ELECTRIC USA

Accelerating the Adoption of Electric Vehicles

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

This material is based upon work supported by the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE) under the Vehicle Technologies Program Office, Award Number DE-EE0009228.
The DRIVE Electric USA project was devised and managed by two of the U.S. DOE's "Clean Cities and Communities" coalitions, the East Tennessee Clean Fuels Coalition and Clean Fuels Ohio.

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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.

THANK YOU participating state partnerships!

DRIVE ELECTRIC GEORGIA

DRIVE ELECTRIC LOUISIANA

DRIVE ELECTRIC COLORADO

DRIVE ELECTRIC PA

Drive Electric TENNESSEE

DRIVE ELECTRIC ALABAMA

DRIVE ELECTRIC FLORIDA

electrify KANSAS

electrify MISSOURI

DRIVE ELECTRIC VA

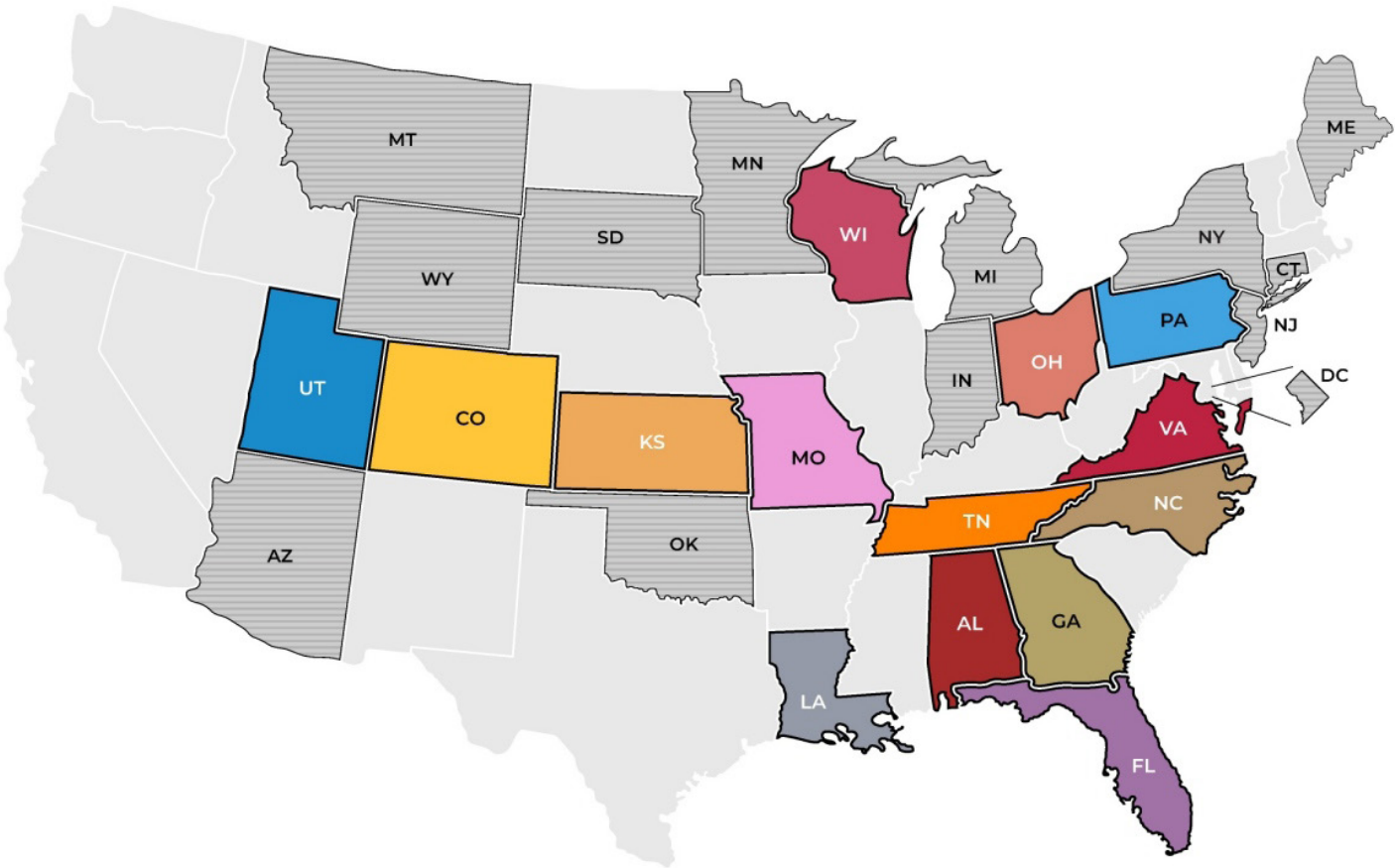
DRIVE Electric WISCONSIN

DRIVE ELECTRIC UTAH

Drive Electric Ohio

Plug-in nc

... and MORE TO COME in the DEUSA2 Project!



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.

Table of Contents

Purpose & Contents of this Replication Playbook 2

Project Background 2

Priority Area 1: Build Statewide Branded EV Programs 4

Tasks & Subtasks 4

Individual State Stories from PA1 Included in this Playbook 5

Priority Area 2: Consumer Education 9

Tasks & Subtasks 9

Individual State Stories from PA2 Included in this Playbook 10

Priority Area 3: Utility and Regulator Engagement 14

Tasks & Subtasks 14

Individual State Stories from PA3 Included in this Playbook 15

Priority Area 4: EV Infrastructure Planning 19

Tasks & Subtasks 19

Individual State Stories from PA4 Included in this Playbook 20

Priority Area 5: Education of State and Local Government Officials 24

Tasks & Subtasks 24

Individual State Stories from PA5 Included in this Playbook 25

Priority Area 6: Dealership Engagement 29

Tasks and Subtasks 29

Individual State Stories from PA6 Included in this Playbook 30

Priority Area 7: Fleet Engagement and EV Adoption 34

Tasks and Subtasks 34

Individual State Stories from PA7 Included in this Playbook 35

Priority Area 8: Project Finalization 39

Tasks and Subtasks 39

DEUSA2: The First Use of the Replication Playbook 41

DEUSA2: Priority Areas and Justice40 Metrics 42

DEUSA2: Subtasks by Priority Area 44

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

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

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

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

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

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

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

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

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

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 multi-faceted 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 tailors 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

Task	Description	Quantitative Goals
1.5-A	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.	N/A
1.5-B	Tailor general policy engagement best practice framework to create state-specific EV and EVSE best practices education materials for government officials.	N/A
2.5-A	Hold at least two convenings with state officials and document engagements.	N/A
2.5-B	Hold convenings with local government officials in at least five communities and document engagements.	N/A
2.5-C	Complete a written report on overall policymaker activities and outcomes for the year.	N/A
3.5-A	Hold convenings with local government officials in at least three communities and document engagements.	N/A

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

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

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 dealerships 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

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

Individual State Stories from PA7 Included in this Playbook

Drive Electric Florida

JEA's 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

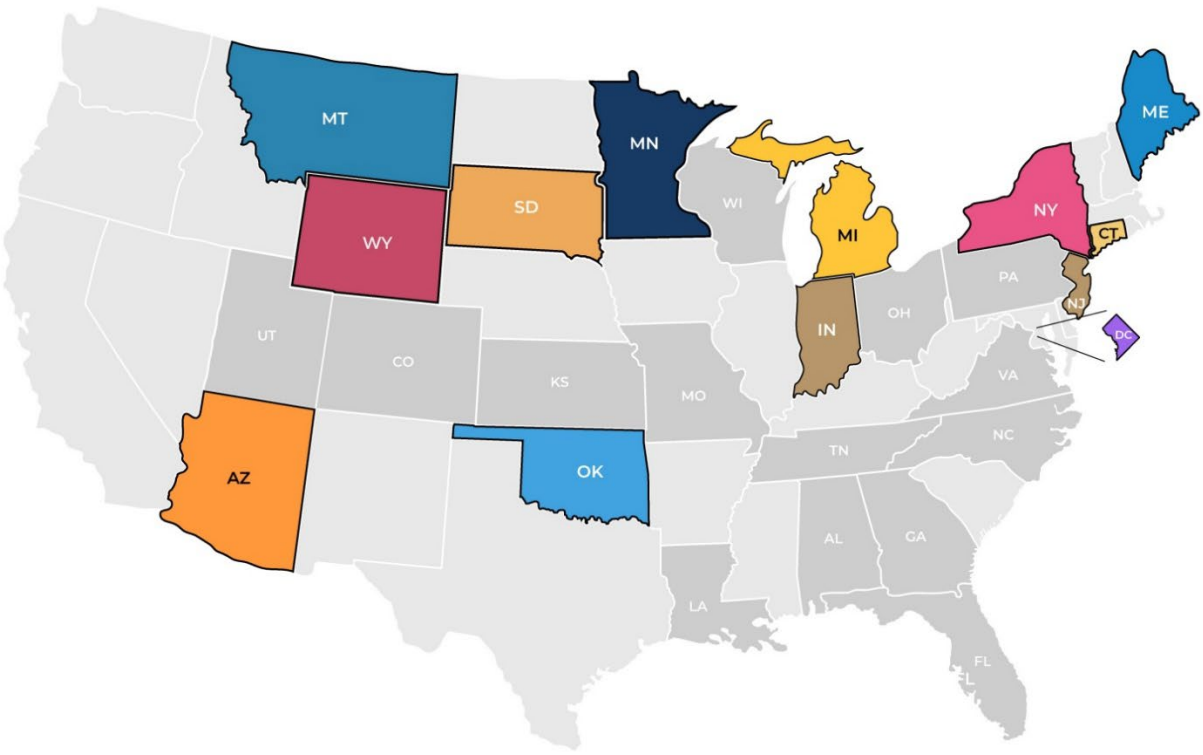
Each success story is tailored to emphasize the strategies, partnerships, and outcomes that characterized that part of that state team's work and achievements. By including these narratives in the Replication Playbook, the initiative ensures that the lessons learned and successes achieved can guide and 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.

Table of Tasks and Subtasks

Task	Description	Quantitative Goals
3.8-A	Review your state's website with project leadership to make any final project-based enhancements or changes.	N/A
3.8-B	Hold all partnerships' discussion on DEUSA Success Stories via a webinar -- each state has a person from their state present their one story.	N/A
3.8-C	Produce Your State's SUCCESS STORY #1 for Replication Playbook.	N/A
3.8-D	Produce Your State's SUCCESS STORY #2 for Replication Playbook.	N/A
3.8-E	Produce Your State's SUCCESS STORY #3 for Replication Playbook.	N/A

DEUSA2: The First Use of the Replication Playbook

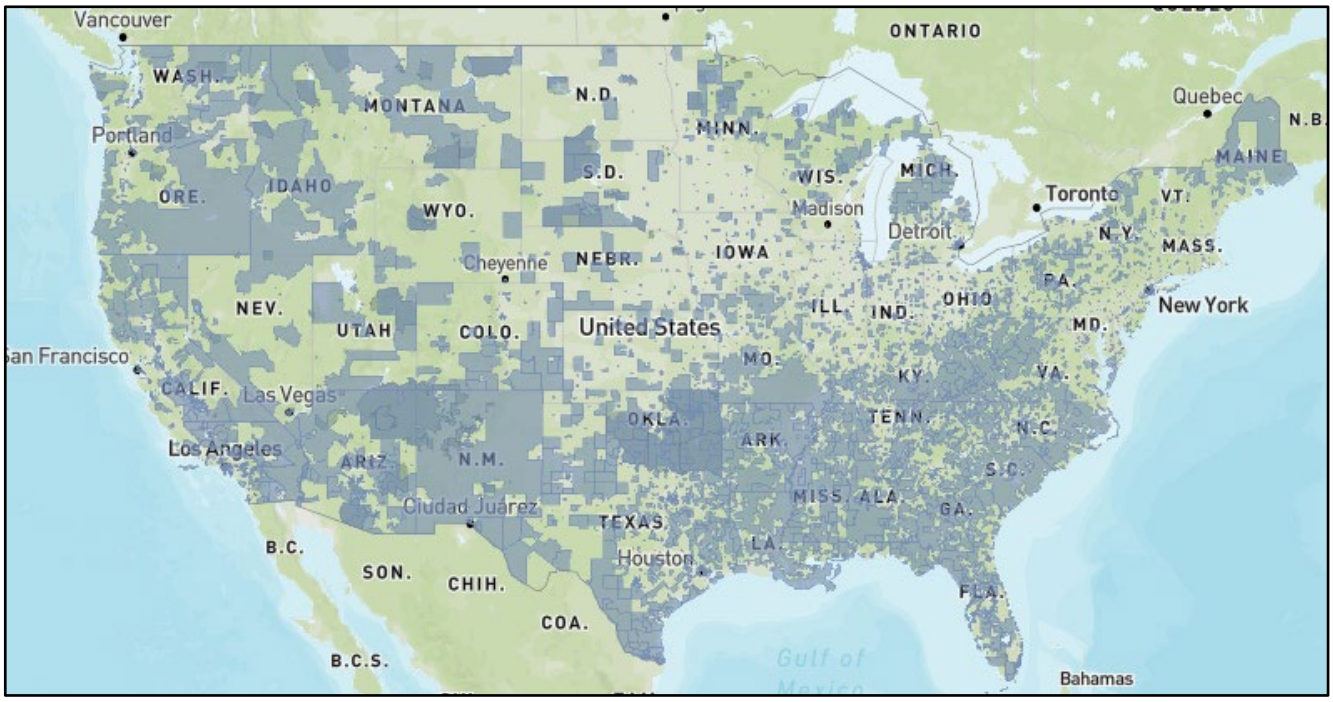


The first place where lessons learned from the DEUSA1 project was applied is in the "DRIVE Electric USA 2" (DEUSA2) project, which is an expansion of the first DOE-funded project from 2020 that will is adding another 12 states and Washington DC (hereafter referenced as "13 states") to the process of 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

Subtask	Subtask Description	Subtask Details
Year 1		
1.1-A	***Create a statewide, written DRIVE Electric Initiative plan for your statewide initiative*** (template provided).	***Recommendations:*** - Identify EC members (hold meetings as needed); put on your website - Create working groups (hold meetings as needed); put on your website - One option is to use the project PAs as the sections for your plan
1.1-B	***Create a branded web platform for the statewide DRIVE ELECTRIC initiative***. ***AND Document at least 100 social media engagements and 20,000 media impressions generated by the initiative.***	***Recommendations:*** - Create a statewide accepted name & logo/brand identity - 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) - Create one or more SM channels under that brand; make them visible on the website
1.1-C	***Host at least one stakeholder planning or feedback convening.***	***Recommendations:*** - In-person or webinar/virtual OK - could be focused on EC, WGs/committees, etc.
Year 2		
2.1-A	***Develop a plan for funding, financial continuation, and sustainability.*** Utilizing the NEW DEUSA2 TEMPLATE provided, create a report of the plan.	***Specifics***: - Prime must approve the plan - Plan should include industry, philanthropic, and possibly government support
2.1-B	***Perform outreach and marketing of statewide DRIVE ELECTRIC initiative AND Document at least 200 social media engagements and 40,000 media impressions***	***Recommendations:*** - Track social media engagements monthly for easier reporting; ETCF/DET has an example system
Year 3		
3.1-A	***Perform outreach and marketing of statewide DRIVE ELECTRIC initiative AND Document at least 200 social media engagements and 40,000 media impressions***	***Recommendations:*** - Track social media engagements monthly for easier reporting

Priority Area 2: Educate Consumers & Develop Local Chapters

Subtask	Subtask Description	Subtask Details
	Year 1	
1.2-A	Read/review and then *use the created Chapter Development Guide to* ***train Coalition/initiative staff on developing local chapters.***	***Specifics****:* *The guide* should be in the DEUSA2 drive under the "templates and guides" section!
1.2-B	***Identify the geographic areas covered and create at least two (2) consumer grassroots DRIVE ELECTRIC initiative chapters*** in your state.	***Specifics:*** - Need to consider/determine how/where you will show chapters on your website (use a county map of your state) - 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.
1.2-C	***Identify chapter co-chairs AND hold an initial meeting(s) of local chapters.*** Help leaders set up organizational plans and determine how meetings/events will be conducted. - *Recruit chapter leaders & EV owners into the chapter* - Document mtg agendas, attendees, notes, and chapter outreach - List chapter leaders/co-chairs on website	***Recommendations:*** - Make plans for R&D events, social media engagement, local official education, EVSE site host outreach, and other activities. - Describe methods/pathways/tools you used to bring in recruits - Get good photos from outreach events for use
1.2-D	***Plan, organize, and hold R&D DIRECTLY educating at least 200 consumers*** for Year 1—document volunteer & vehicle participation. Include outreach activities in low-moderate income rural and urban communities. - Promote events through SM - Leverage other subtask work into chapter activities (e.g., bring utilities, state officials, dealerships to/into events)	***Specifics:*** - 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) - Document event promotion; list likes, shares, retweets, etc. in the report
1.2-E	***Complete a written report*** (template provided) on the year's overall chapter activities and outcomes.	***Specifics:*** It doesn't need to be long, but it should be detailed and include info from 1.2-B/C (and people reached ["outcomes"] from D)
	Year 2	
2.2-A	***Host EV Consumer outreach and education activities. AND Document direct engagements with at least 400 consumers.***	***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
2.2-B	***Host at least one stakeholder feedback convening*** (i.e., webinar, virtual event, working groups, committees, etc.)	***Recommendations***: - Take minutes from the convening, recording attendees/organizations, topics discussed, and subsequent actions

2.2-C	***Complete grassroots chapter reports for Year 2.*** This should be a summary of all your chapter's work.	***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.
Year 3		
3.2-A	***Host EV Consumer outreach and education activities***. ***AND*** ***Document direct engagements with at least 400 consumers.***	***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

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

Subtask	Subtask Description	Subtask Details
Year 1		
Year 2		
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
Year 3		
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

Subtask	Subtask Description	Subtask Details
Year 1		
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

Subtask	Subtask Description	Subtask Details
	Year 1	
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

3.6-B	***Involve preferred dealers in R&D events organized by local chapters; document connections in a summary report.***	***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

Subtask	Subtask Description	Subtask Details
Year 1		
1.7-A	***Develop a list of at least 50 target fleets in your state.***	***Recommendation:*** - Including fleets you already know or are having conversations with is fine.
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

Subtask	Subtask Description	Subtask Details
	Year 3	
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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