DRIVE Electric USA Program Success Stories from Priority Area 1:

Building Statewide, Branded, Inclusive "Drive Electric" Programs

Five stories included (in order):
1. Drive Electric Alabama – “Developing Drive Electric Alabama”
3. Drive Electric Georgia – “The Drive Electric Georgia Statewide Initiative”
4. Drive Electric Louisiana – “Developing a Statewide Branded EV Initiative in Oil & Gas Country”
Developing Drive Electric Alabama

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

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

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

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

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

“As automakers make significant investments in electric vehicles, we know more and more motorists will consider purchasing one,” Ivey told attendees. “In addition, automobile manufacturing is one of Alabama’s key industries, and we want to make sure that this economic engine remains vibrant for Alabama’s workers.”
ALABAMA EV ADVISORY GROUP: An Alabama EV Advisory Group was established to help guide statewide efforts related to EVs. The individuals invited to participate represented groups including consumers, electric utilities, charging infrastructure experts, state agencies, automobile dealers and manufacturers, petroleum and convenience marketers, economic development professionals, public relations experts, and university departments. The EV Advisory Group has expanded on multiple occasions and played a very constant role in helping guide the state’s administration of state, federal, and VW settlement funds for charging infrastructure projects, to recommend state funding to promote EV consumer education and awareness, and to recommend priority areas for future activity. The EV Advisory Group has established four working subcommittees including a Utility Subcommittee, an Equity Considerations Subcommittee, a Labor and Workforce Considerations Subcommittee, and a Public Engagement and Collaborative Funding Opportunities Subcommittee.

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

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

![Logo Images]

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

![Logo Images]

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

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

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

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

**Best Practices & Lessons Learned:**

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

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

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

d) Chapter development work is not easy – it is community building. Private citizens who step into chapter leadership roles can easily feel overworked and underpaid. Their passion may get them to the table initially, but an organized effort will keep them there for longer to help organize events. Take every opportunity to thank and reward exemplary chapter leaders so they know their efforts are appreciated.
Developing the Drive Electric Colorado Initiative

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

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

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

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

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

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

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

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

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

**Best Practices & Lessons Learned:**

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

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

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

D) Develop a strong website & digital presence

Drive Electric Colorado Volunteer EV Coach Program
Drive Electric Colorado website

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

When - March 2021 through January 2023
Where - Georgia statewide

**Drive Electric Georgia Statewide Initiative**

**Major Partners:** Southface Institute

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

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

- Why Drive Electric
- Electric Vehicle 101
- Charging
- EV Clubs
- Dealerships
- List of Tools and Resources
As part of a Tri-State Public Education Partnership funded by Electrify America, with Alabama Clean Fuels and East Tennessee Clean Fuels, the initiative was catapulted across Georgia’s digital media, television, and radio. This allowed the Drive Electric Georgia initiative to grow significantly in a short period. Two different campaigns were run: the first for three months and the second for six months, both on digital ads on youtube, television ads, and radio ads. Details can be seen below in the outputs and outcomes. In addition, we hosted several webinars that provided information on EV mythbusting, how to drive long-distances, and the current EVs on the market.

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

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

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

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

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

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

Developing a statewide branded EV initiative in Oil and Gas Country

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

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

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

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

Developing Branded Events
LCF wanted to make our booth or table at events eye-catching and noticeable. To do this, we developed banners and tablecloths that clearly display Drive Electric Louisiana’s logo and take up a lot of space. We have three sets of banners, table cloths, and a tent. These are held by our chapter’s or by LCF staff. Another added benefit of these branded items is that they look great and readable in photos, allowing pictures by community members to be easier to use or find.
DELA T-shirt design - Spotted “in the wild” on a Southwest flight to New Orleans

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

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

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

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

Educational Campaigns
Our education and outreach consisted of a three-pronged approach:
1. STEM Events at area schools
2. EV Showcases and Ride & Drive events
3. Social Media

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

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

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

Outputs:

Social Media Stats

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

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

Facebook

The Drive Electric Louisiana Facebook page was designed to engage local EV owners or prospective owners and served as a platform for our coalition to share informative posts about EV developments, events, and relevant news articles that shared updates about EV infrastructure or policy among other topics. This account attracted 560 followers and 522 likes, 60% of which were men and a vast majority from urban areas of Louisiana including Baton Rouge and New Orleans. Our team published 444 Facebook engaging posts over the project period.
The Drive Electric Louisiana Instagram account provided much the same type of content as the facebook page, with a stronger focus on myth busting, EV facts, and community events. This meant we shared information about our work on both stories and posts. Our Instagram obtained 446 followers, 71% of which are men and come from a large variety of places not only in Louisiana but across the country. Our team published 133 posts and 91 stories since the account was activated.

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

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

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

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

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

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

In conclusion, all of these efforts combined, and despite a total lack of state incentives and record low inventory numbers of EVs at dealerships (due to supply chain issues initiated by the pandemic), have resulted in a 147% growth in EV registrations (as of Q3 2023) in Louisiana since the DE USA project began in 2021.
Best Practices & Lessons Learned:
We learned early on that many brand identifying items end up in a landfill, particularly swag. LCF and DE USA’s missions are very focused on environmental benefits, so we worked hard to brainstorm ideas that would entice the community to approach us while also not giving away items that would be seen as junk or useless. Through discussions we landed on recyclable air fresheners. The team wanted to ensure that it was relevant to cars as that is the industry we are working in, and held a use that everyone could relate to. So far, these are our most successful swag items.

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

When - 2020-Present
Where - Tennessee, statewide

Developing Drive Electric TN

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

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

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

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

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

<table>
<thead>
<tr>
<th>Infrastructure</th>
<th>= TVA, Sierra Club</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>= ETCF, TDEC</td>
</tr>
<tr>
<td>Policies &amp; Programs</td>
<td>= Nashville Metro Government, TDEC</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

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

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