DRIVE Electric USA Program Success Stories from Priority Area 2:

Educate Consumers and Develop Local EV Chapters

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

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

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

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

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

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

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

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

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

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

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

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

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

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Electric Alabama EV Summit (<a href="#">website</a>)</td>
<td>September 21-22, 2022</td>
<td>Attendance at this 2-day Drive Electric Alabama event was very close to 500 people. The agenda included multiple educational panel discussions and presentations with networking opportunities for interested stakeholders to interact. The agenda also included a basic EV charging grant writing workshop conducted by the Alabama Clean Fuels Coalition.</td>
</tr>
<tr>
<td>Drive Electric Alabama – Birmingham Chapter – EV Showcase</td>
<td>March 19, 2022</td>
<td>This Drive Electric Alabama Event was held at The Worship Center Christian Church and was attended by approximately 300 members of the public with 29 EVs on display for 2.5 hours. This location is in a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Event Title</td>
<td>Date</td>
<td>Details</td>
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</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>North Alabama Drive Electric Alabama Earth Day EVent</td>
<td>April 23, 2022</td>
<td>The North Alabama Chapter of Drive Electric Alabama held an Earth Day event at Holtz Leather Company on Meridian Street in Huntsville. 26 EVs were showcased during the 3 hour event. Approximately 200 people from the public attended and learned more about EVs. This location is in a Justice40 DAC census tract.</td>
</tr>
<tr>
<td>Birmingham Area Drive Electric Alabama Earth Day EVent</td>
<td>May 14, 2022</td>
<td>The Birmingham Area Chapter of Drive Electric Alabama held an Earth Day EVent at the Market at Pepper Place. 21 EVs were showcased with an estimated 500 people in attendance.</td>
</tr>
<tr>
<td>River Region Drive Electric Alabama Earth Day EVent</td>
<td>August 12, 2022</td>
<td>The River Region Chapter of Drive Electric Alabama held an EV showcase event during the Central Alabama Electric Cooperative annual meeting in Verbena, AL. There were 3 EVs on display with approximately 750 individuals in attendance.</td>
</tr>
<tr>
<td>Bay Area Drive Electric Alabama EV Showcase</td>
<td>September 3, 2022</td>
<td>The Bay Area Chapter of Drive Electric Alabama held an EV Showcase at the Mobile Fairgrounds. Over 200 people were in attendance with 6 EVs on display.</td>
</tr>
<tr>
<td>Auburn-Opelika Chapter National Drive Electric Week EVent</td>
<td>September 19, 2022</td>
<td>The Auburn-Opelika DEA Chapter held an EV showcase event at the Auburn University Gogue Performing Arts Center. An estimated 105 individuals were in attendance to learn about the 16 EVs on display.</td>
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<tr>
<td>Chapter</td>
<td>Event Details</td>
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</tr>
<tr>
<td>North Alabama Chapter</td>
<td>The North Alabama DEA Chapter held an EV Showcase event at Stovehouse in Huntsville. An estimated 300 people were in attendance to learn about the 21 EVs showcased. This location is in a Justice40 DAC census tract.</td>
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<tr>
<td>National Drive Electric</td>
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<tr>
<td>Week EV Showcase</td>
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<tr>
<td>Birmingham Area Chapter</td>
<td>The Birmingham Area DEA Chapter held an EV Showcase event at The Market at Pepper Place. An estimated 500 people were in attendance to learn about the 19 EVs showcased. This location is in a Justice40 DAC census tract.</td>
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<tr>
<td>National Drive Electric</td>
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<tr>
<td>Week EV Showcase</td>
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<tr>
<td>Birmingham Area Chapter</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>
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<tr>
<td>Drive Electric Alabama</td>
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<tr>
<td>EVent at the Barber</td>
<td></td>
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<tr>
<td>Motor Sports Track</td>
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<tr>
<td>Bay Area Drive Electric</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>Alabama Chapter EV Show</td>
<td></td>
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<tr>
<td>Case</td>
<td></td>
<td></td>
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<tr>
<td>Wiregrass Region Drive</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>Electric Alabama Chapter</td>
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<tr>
<td>EV Showcase</td>
<td></td>
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<tr>
<td>River Region Drive</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>
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<tr>
<td>Electric Alabama Chapter</td>
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<tr>
<td>Earth Day Event</td>
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<tr>
<td>Birmingham Area Drive</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>
<td></td>
</tr>
<tr>
<td>Electric Alabama Chapter</td>
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<tr>
<td>Earth Day Event</td>
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<tr>
<td>Bay Area Drive Electric</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>
<td></td>
</tr>
<tr>
<td>Alabama Chapter Earth</td>
<td></td>
<td></td>
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<tr>
<td>Day Event</td>
<td></td>
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<tr>
<td>Auburn-Opelika DEA-NDEW</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>
<td></td>
</tr>
<tr>
<td>EVent</td>
<td></td>
<td></td>
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<tr>
<td>Bay Area DEA-NDEW EVent</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>
<td></td>
</tr>
<tr>
<td>Birmingham Area NDEW</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>
<td></td>
</tr>
<tr>
<td>Chapter EVent</td>
<td></td>
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</tr>
</tbody>
</table>

www.DRIVEElectricUSA.org - Replication Playbook
North Alabama Drive Electric Week Event.

Sept. 30, 2023

The North Alabama DEA Chapter held a NDEW Event at the Mid City District in Huntsville with an estimated 200 people attending. 23 EVs were showcased by their owners.

Outputs and Outcomes:

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

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

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>2021 (End Nov &amp; Dec Only)</th>
<th>2022</th>
<th>2023</th>
<th>TOTAL</th>
</tr>
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<tbody>
<tr>
<td>FACEBOOK</td>
<td>Drive Electric Alabama</td>
<td>Page Views (Impressions)</td>
<td>19.0</td>
<td>3,496.0</td>
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<td></td>
<td>Post Reach</td>
<td>14.0</td>
<td>908,846.0</td>
<td>671,067.0</td>
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<td>Post Engagement</td>
<td>4.0</td>
<td>1,369.0</td>
<td>1,279.0</td>
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<tr>
<td>TWITTER</td>
<td>Drive Electric Alabama</td>
<td>Impressions</td>
<td>641.0</td>
<td>27,100.0</td>
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<td></td>
<td>Profile Visits</td>
<td>16.0</td>
<td>10,182.0</td>
<td>1,739.0</td>
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<td></td>
<td>Mentions</td>
<td>1.0</td>
<td>247.0</td>
<td>86.0</td>
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<td></td>
<td>Engagement</td>
<td>89.0</td>
<td>1,435.0</td>
<td>380.0</td>
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<tr>
<td>INSTAGRAM</td>
<td>Drive Electric Alabama</td>
<td>Accounts Reached (Impressions)</td>
<td>111.0</td>
<td>85,482.0</td>
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<tr>
<td></td>
<td>Interactions</td>
<td>33.0</td>
<td>1,372.0</td>
<td>913.0</td>
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<tr>
<td>YOUTUBE</td>
<td>Drive Electric Alabama</td>
<td>Views</td>
<td>111,080.0</td>
<td>2,272,498.0</td>
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<tr>
<td></td>
<td>Watch Time (hours)</td>
<td>464.8</td>
<td>14,139.4</td>
<td>7,762.9</td>
</tr>
</tbody>
</table>
Electrify Kansas Success Story – Consumer Education

Major Partners: Evergy, Olathe Ford, Tesla, MAEAA

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

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

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

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

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

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

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

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

**Best Practices and Lessons Learned:** Rolling out the event through both MEC’s and Evergy’s network proved to be wildly successful, by reaching out to an audience we knew were interested in EVs or at least sustainability, we put together a successful Ride and Drive that let over 400 people experience EVs and their benefits. Sending out time slots ahead of the event was also beneficial for organizational purposes. It allowed for a smooth event, all attendees knew when their time slot was and this allowed for onsite employees to have a more efficient check-in process.

Olathe Ford and Evergy showing off their F-150 Lightnings
Tesla showing off their Model X at the R&D event
Igniting Electric Enthusiasm at GroveFest

Major Partners: Electrify Missouri and Ameren.

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

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

Outputs & Outcomes:

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

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

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

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

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

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

**Narrative:**

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

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

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

Outcomes:

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

Chapters:

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

Member Counties:
Best Practices:

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

Lessons Learned:

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

When – 2021-Present
Where - Tennessee, statewide

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

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

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

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

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

Key goals for developing new chapters are included below.

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

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

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

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

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

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

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

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

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

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

Chapters under development:

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

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

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

From the 2023 Drive Electric Nashville DEED event.

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

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

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

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

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

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

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

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

Event metrics:

- Number of attendees directly reached during the event: 549
- Number of PEVs onsite: 137
- Number of drives or rides provided: 311
Priority Area #2 - DRIVE Electric Virginia Clubs

*When* - 2020 to present

*Where* - Virginia, statewide

# Developing DRIVE Electric Virginia Clubs

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

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

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

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

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

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

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

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

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

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

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

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

c) We scheduled a series of meetings with all the EV clubs throughout the year to keep in regular contact with them and to plan for major events, such as Earth Day and NDEW.