DRIVE Electric USA Program Success Stories from **Priority Area 5:**

**Educate State & Local Government Officials**

Seven stories included (in order):

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

**When** – 2023

**Where** – Central Florida (Orlando area)

---

**East Central Florida Regional Resilience Collaborative**

**EV Readiness Program**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

EV Basics Training for Newly Elected Officials

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Legislative Email Campaign**

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

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

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

**Date:** April 4, 2022

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

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

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

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

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

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

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

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

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

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

**Outputs & Outcomes:**

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

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

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

**Best Practices & Lessons Learned:**

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

*DRIVE Electric USA - Replication Playbook*
Rouge. We wanted to reduce as many barriers as possible for these companies to join us at our event so we did not increase the costs.

- Combined event with a press conference with Secretary of the DOTD and the Governor
  - Vendors were filmed to be on the news and heavily photographed at the event with officials and even the state governor. This made the vendors happy to have so much positive publicity.
  - All vendors were also pleased to have access to many elected officials.
- Specifically identified vendors and guests who were likely to conduct business and benefit from the event.
  - Only invited members of the public who were potential customers or worked with fleet management.

- Ride and Drive: scheduled appointments using Signup Genius.
  - As officials are often exceptionally busy, we found it helped both sides of our Ride and Drive event to have them identify time slots they would be with our team driving EVs. This made it much easier to organize volunteers and vehicles while also ensuring there was no wait time or lines for the elected officials.
  - A private ride and drive also ensured that policy and decision makers could ask simple questions in private without media presence involved.

- Advertising these events to the correct people instrumental in ensuring we had the desired turn out, below are examples of flyers sent out:
Educating Government Officials

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

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

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

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

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

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

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

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

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

**When:** June 6, 2022 - on-going  
**Where:** Harrisburg, PA

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

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

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

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

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

**Best Practices & Lessons Learned:**

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

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

c) Work closely with state agencies that provide funding for alternative fuel and infrastructure projects

Help them with educational and outreach workshops, it might get you additional leads for new stakeholders.
The photos below show various facets of press events, presentations and workshops done with our Drive Electric Pennsylvania Coalition including Agency Program Announcements, Local politicians and workshops done with local and state government agencies.
Priority Area #5 - Educate Government Officials

When - Continuous
Where - Utah, statewide

Fostering Policy Engagement for Sustainable Transportation

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

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

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

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

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

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

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

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

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

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

Best Practices:
- Collaboration with academic institutions
- Strategic funding advocacy
- Effective stakeholder engagement
- Evidence-based recommendations for policy change
Priority Area #5 – Education of state and local government officials

When – Project Period
Where - State of Wisconsin

Charging Ahead: Educating Wisconsin State and Local Officials

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

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

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

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

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

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

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

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

**Best Practices & Lessons Learned:**

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