



# DRIVE ELECTRIC — USA —

Memorandum of Understanding (MOU):  
New States/Coalitions Seeking to Affiliate

June 24, 2024

The [DRIVE Electric USA](#) (DEUSA) Program exists to create interrelated, comprehensive, statewide, inclusive transportation electrification (TE) initiatives. The work is now in twenty-six states and the District of Columbia, with the East Tennessee Clean Fuels Coalition serving as the Program leader. The Program is now encouraging other state initiatives to become affiliates!

This MOU spells out expectations for new state initiatives and partnerships. It also defines the benefits of joining the DEUSA Program.

**Expectations for Joining/Affiliating with DEUSA:**

- No financial support is available for new affiliates, but we are searching for future funding opportunities.
- State TE initiative must be statewide.
- State TE efforts can be existing or new and must visibly affiliate with the DEUSA brand.
- DEUSA must have a designated point of contact for your initiative.
- The state-level TE initiative should include *or plan over time to include* efforts across all seven Priority Areas that collectively characterize the DEUSA model.
  1. Building statewide, branded EV programs
  2. Directly educating consumers through a) Ride & Drives and social networks, and b) creating/strengthening grassroots chapters
  3. Engaging utilities and regulators
  4. Helping communities develop infrastructure plans
  5. Involving state & local government officials in program development
  6. Developing dealer partnerships and connecting dealers to local EV chapters
  7. Working with fleets to accelerate EV adoption

**Benefits for Joining/Affiliating with DEUSA:**

- Listed as a partner in DEUSA (website, presentations, etc.) - Positive association with a strong and growing national brand that will help drive awareness of your state’s and/or partnership’s efforts
- Access to resources (e.g., guidance documents, models, lessons learned) to help guide your work across the Priority Areas
- Opportunities to dialogue regularly with colleagues in other states on work in all Priority Areas
- As approved, posting of your efforts across the DEUSA social media channels (LinkedIn, Twitter/X, Instagram)
- Option to be included in future funding opportunities

**Signatory:**

*Please let us know who the main Point of Contact will be, if different from Signatory, when providing the completed MOU.*

Affiliating Initiative: \_\_\_\_\_

Name/Title: \_\_\_\_\_ Signature: \_\_\_\_\_

Lead: \_\_\_\_\_ Date Signed: \_\_\_\_\_