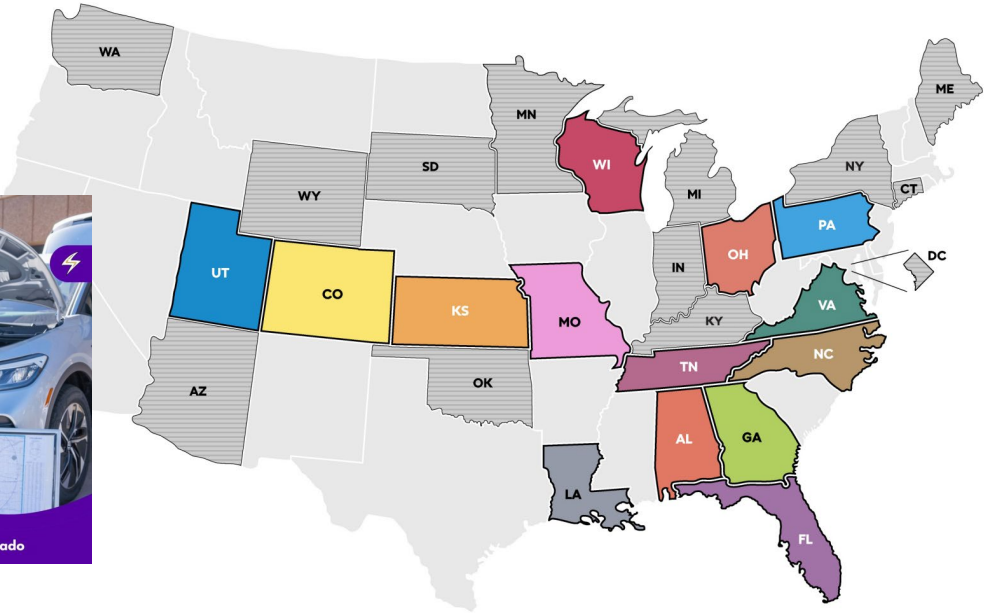


DRIVE (Developing Replicable, Innovative Variants for Engagement) for Electric Vehicles in the USA

“DRIVE Electric USA” - Y2



Project ID #ti131
June 14, 2023
Jonathan G. Overly
East Tennessee Clean Fuels Coalition (ETCF)



This presentation does not contain any proprietary, confidential, or otherwise restricted information.



Overview

Timeline

Start = October 1, 2020
End = December 31, 2023

69% of time passed thru end of Y2

Budget

	DOE	ETCF (Cost Share)
Project Total	= \$1,801,697	\$1,810,112
Budget Period 2	= \$575,969	\$683,256
Budget Period 3	= \$515,380	\$431,643

77% of subtasks complete for Y2

Key Barrier & Target

We asked the question, *"Can we get a collection of largely 'flyover states' to work together to build effective statewide Drive Electric programs to address the most significant EV market barriers in a coordinated way?"*

"Priority Areas" (PAs) of Work to Address Barriers in Y2

1. Build branded, statewide DE Program
2. Consumer Education & Chapter Development
3. Utility & Regulator Engagement
4. EV Charging Infrastructure and Planning
5. Educate State and Local Government Officials
6. Dealer Engagement
7. Fleet Engagement and EV Adoption



Partners – Clean Cities Coalitions

1. AL = Alabama Clean Fuels Coalition
2. CO = Drive Clean Colorado
3. FL = Central Florida Clean Cities (*Florida Solar Energy Center*)
4. GA = Clean Cities-Georgia
5. KS = Kansas City Regional Clean Cities
6. LA = Louisiana Clean Fuels
7. MO = St. Louis Clean Cities & KCRCC
8. NC = Triangle Clean Cities, Centralina Clean Fuels & Land-of-Sky Clean Vehicles
9. OH = **Clean Fuels Ohio (CFO)** <<< **Project Supersub**
10. PA = Eastern PA Alliance for Clean Transportation & Pittsburgh Region Clean Cities
11. TN = **East TN Clean Fuels Coalition** <<< **Project Lead**
12. UT = Utah Clean Cities
13. VA = Virginia Clean Cities
14. WI = Wisconsin Clean Cities

Significant Year 2 Foci

1. Complete Y2 subtasks/deliverables, and get caught up on any remaining Y1 deliverables
2. Work on future funding, efforts to turn project into program
3. Continue building relationships in each state's DE program

Project Objectives, Y2 – Seven Priority Areas of Work

PA 1: Build a Statewide, Branded EV Program

A. Perform outreach & marketing of initiative and document 200 SM engagements & 40,000 media impressions

PA 2: Consumer Education & Chapter Development

- A. Directly engage 400 consumers
- B. Host one feedback convening
- C. **Develop 2 local education chapters**

PA 3: Utility & Regulator Engagement

- A. **Host 2 convenings**
- B. Create Best Practices materials to use utility and regulator officials

PA 4: EV Infrastructure Planning

- A. Conduct statewide analysis and plan
- B. Conduct 2 community EVSE analyses



PA 5: State & Local Government Official Education

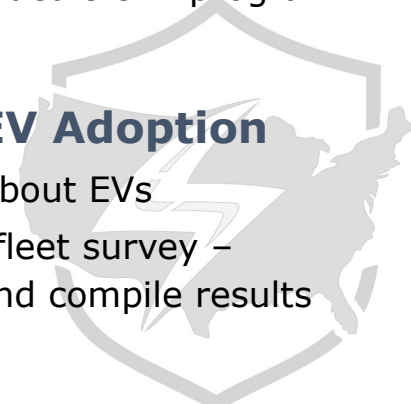
- A. Hold 2 convenings w/state officials
- B. Hold convenings with government officials in 5 communities

PA 6: Dealer Engagement

- A. **Develop preferred EV dealer websites**
- B. Conduct outreach and enroll at least 2 auto dealers in program

PA 7: Fleets & EV Adoption

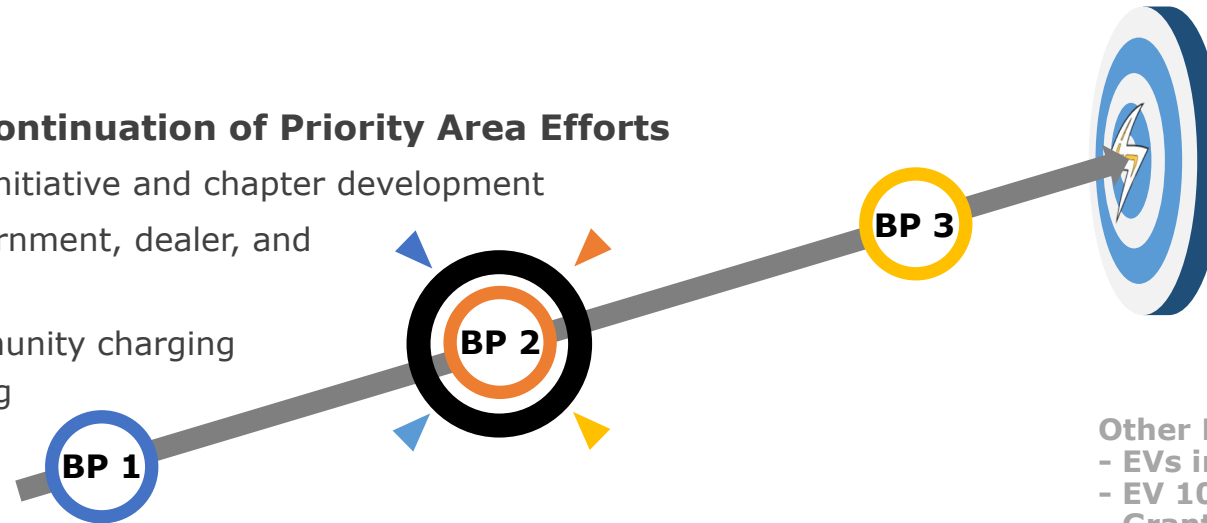
- A. Engage 4 fleets about EVs
- B. Create and send fleet survey – solicit outreach and compile results



Approach

Budget Period 2: Continuation of Priority Area Efforts

- ✓ Continue statewide initiative and chapter development
- ✓ Conduct utility, government, dealer, and fleet engagements
- ✓ Begin gap and community charging analysis and planning



14 Diverse States Helping One Another

- ✓ We hold monthly Zooms to ensure everyone understands current work needs, templates that have been created, and share experiences
- ✓ Ability to share outreach and implementation ideas or documents
- ✓ Everyone can see everyone else's documents (serves as 'reference library')

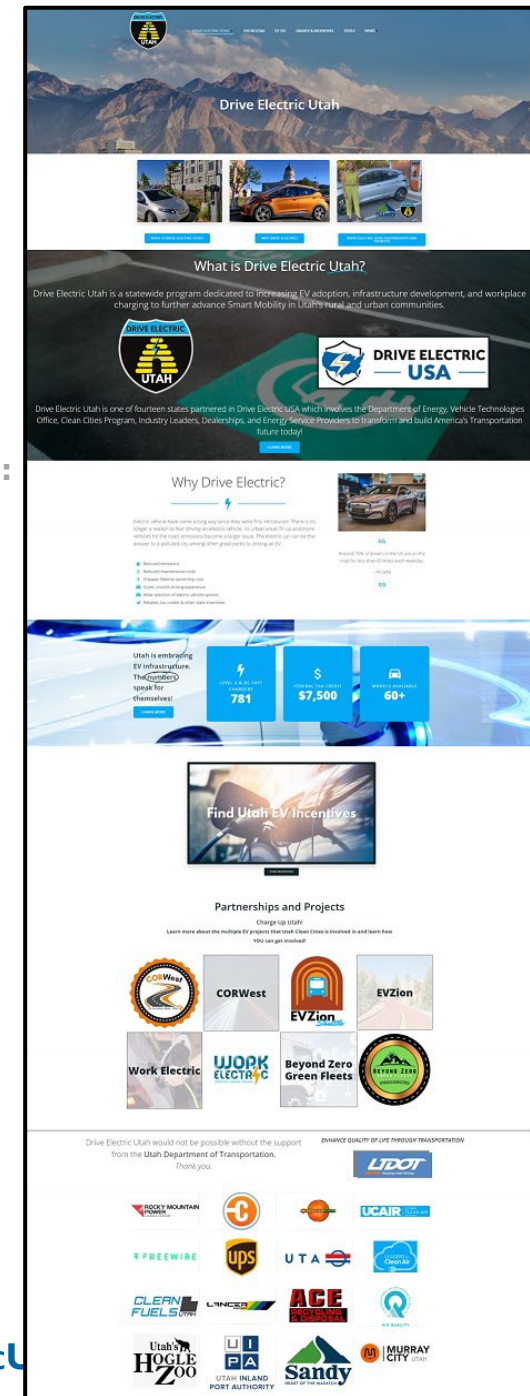
Driving the Need for Comprehensive Web Information

- ✓ Let the leaders share how their website education and outreach materials show how partners within the state are working together
- ✓ Clearly show initiative elements and partners so that those who know nothing about the initiative can learn what is going on in their state

In this for the Long Haul – Turn Project into a PROGRAM

- ✓ Part of our plan is for this effort to exist beyond end of Budget Period 3; we are *seeking funding to continue this work!*
- ✓ Developing multiple expansion plans to include more states

Drive Electric Utah example



Accomplishments & Progress – DE Chapter Development

LEGEND

(multiple colors used to delineate adjoining, similar chapters)

- = Created chapters
- = Strengthened chapters
- = Emerging chapters
- = Gathering information

Chapter Development Work = Coalition Building

Takes time / must find right volunteer leaders

- ✓ **Creating Chapters** – *Building new chapter from scratch*
- ✓ **Strengthening Chapters** – There are many ways in which current chapters can fall into stagnation or disband. Multiple partner states already had numerous chapters in various states that not fully functional, so their more effective strategy was to provide aid where needed to help revive those chapters back into regular action.
- ✓ **Emerging Chapters** – New chapters that state initiatives are in the beginning phase of kicking off.

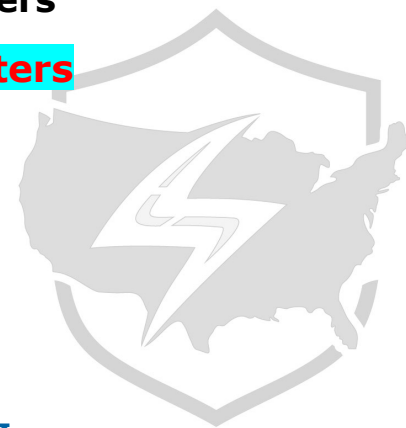
Project Goal = 26 chapters

Expected endgame = 35 chapters

(This excludes Emerging chapters and includes estimates for those states not shown [dark gray] at left. We are gathering very specific details on state initiative chapter work right now.)

Any proposed future work is subject to change based on funding levels.

www.DriveElectricUSA.org



Accomplishments & Progress – Utilities Engaged in Y2



Pennsylvania = Held two Zoom meetings in February and March 2022. 34 and 40 attendees, respectively, specifically between DEPA and PA Electric Service Providers.

- ✓ ad representation from all the major electric service providers in Pennsylvania. Participants shared what programs (if any) their utility was currently operating or planning.
- ✓ Participants actively participated and shared their comments to the topics as we went through the agenda.
- ✓ Big part of the discussion was spent talking about what each service provider had arranged with the PUC. Some utilities had PUC approval up to a certain dollar amount for them to fund EVSE installations up to the EVSE ("make ready"), while others were looking to help supplement total installation costs.

Utah = Drive Electric Utah helped plan the *Mountain West Clean Energy Procurement Summit* and met with the region's leading energy buyers — IOUs and municipal utilities, co-ops — on their needs, preferences, and their initiatives. Tammie Bostick also moderated a panel during the conference titled "Decarbonizing the Region" and discussion points included a) how much impact do you expect the IRA to have here, and b) in what ways does the regional grid need support to accommodate the (coming) load growth.

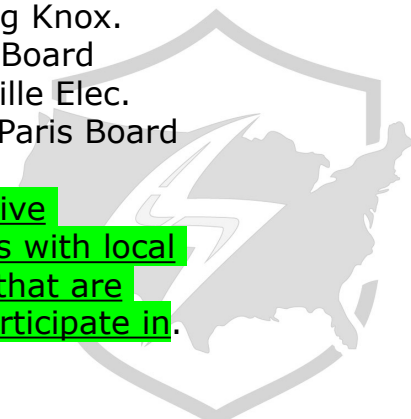


Missouri = Met with Ameren representatives Ken Kresyman, Mark Banks, and Pat Justis on April 25, 2022. We discussed working together on a few events related to consumer education, and encouraging our focus include disadvantaged community citizens. We partnered on Earth Day 2022 and our next joint event will be held during EV week at Tower Grove Park in conjunction with Drive Electric and Missouri Clean Cities.

Kansas = We are in consistent contact with Evergy throughout the year. We have worked with them on several projects throughout 2022, most notably a speaking engagement for school districts in the state of Kansas as well as the Kansas City Autoshow, which was September 8th-11th. We have also been in contact with Board of Public Utilities of Wyandotte County on several occasions throughout the year. Furthermore, we had our first meeting with the Kansas regulator on September 19th.

Tennessee = DET holds eight Zoom meetings in 2022 with a wide variety of TN Local Power Co.s (LPCs) including Knox. Utilities Board, Nashville Elec. Service, Elec. Power Board (Chattanooga), Memphis Light Gas Water, McMinnville Elec. Service, Middle TN Electric, Holston Electric Coop., Paris Board of Public Utilities, and more.

Conversations span a wide gamut from their incentive programs (current and coming), their collaborations with local DET chapters on events, and the multiple projects that are going on in the state that their employees could participate in.



**DRIVE ELECTRIC
— USA —**

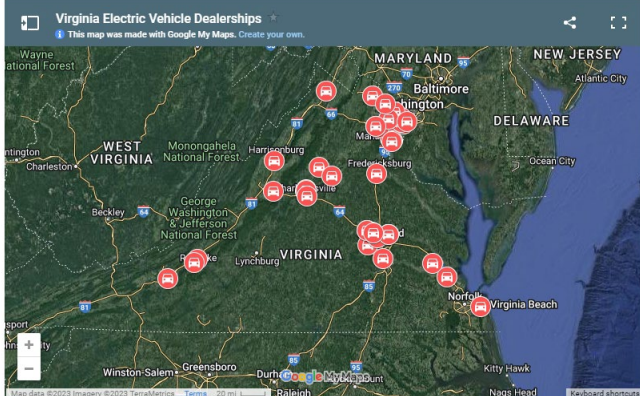
www.DriveElectricUSA.org

Accomplishments & Progress – “Preferred” EV Dealership Maps

VIRGINIA

Virginia EV Dealerships

All dealerships listed are selling Hybrid-Electric and or All-Electric vehicles! If you know of a dealership that isn't listed and is in the EV game, email info@vacleancities.org.



This map was made with Google My Maps. Create your own.

GEORGIA

From Shopping to Sold: 5 Steps to Find the Perfect Electric Vehicle for You

Georgia dealerships are charging ahead with electric choices for buyers. If you're feeling out of your depth in buying...

[Find Out More](#)

Driving Electric is the Future

Georgia in Charge is Here to Help Every Step of the Way

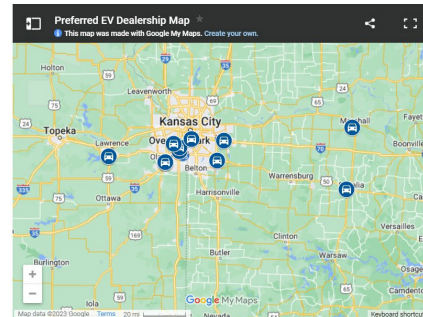
Georgia in Charge is a network of local auto dealers who are well-versed in electric vehicles (EVs). Wherever you are in Georgia, our dealers are ready to

KANSAS

Map of Preferred Dealerships in Kansas and Missouri

Preferred EV Dealership Map

This map was made with Google My Maps. Create your own.



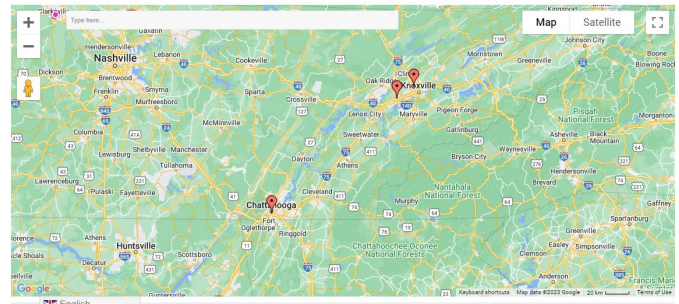
EV Buyers FAQ

How can I purchase a vehicle in Missouri?

TENNESSEE

Drive Electric Tennessee

FIND AN EV DEALER NEAR YOU

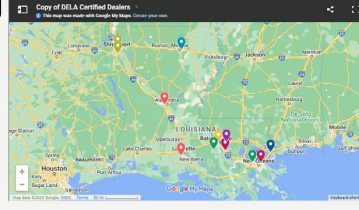


LOUISIANA

Drive Electric Louisiana

Find a Certified EV Dealer in Louisiana

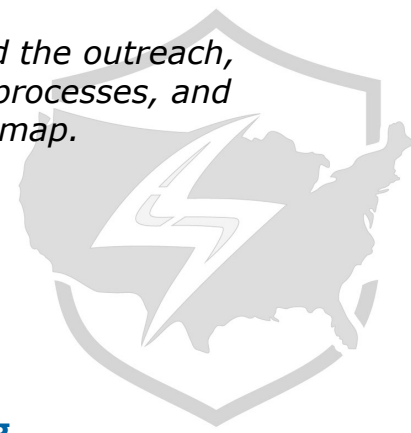
Dealer Directory	
North Louisiana	+
Central Louisiana	+
Southeast Louisiana	+



Copy of DEA Certified Dealers

This map was made with Google My Maps. Create your own.

Other states have preferred/certified/featured dealerships listed on their website but are still working on building their map. They have completed the outreach, discussions, vetting processes, and listings, just not the map.



Collaboration & Coordination Among Team

- ✓ **Held two "Virtual Retreats" in 2022** – Held in February and March, they allowed each state to discuss how they were attacking all their subtasks and pose questions of other states if needed.
- ✓ **Monthly Zoom meetings** – 12 meetings held during Y2 to let leadership provide instructional advice on completing some Y2 deliverables and answering questions. Direct assistance available from ETCF or CFO if requested.
- ✓ **Posting Success Stories across All States** – Using the DEUSA's four social media accounts, we posted our first set of "Success Stories" – one from each state to Facebook, LinkedIn, Twitter, and Instagram
- ✓ **Developed DEUSA Steering Committee in 2022** – Began with reps from four diverse states; now adding external partners (EVNoire just joined!). Action items: trademark program logo and wordmark (underway); develop new funding pathways for all states (have applied to 2 sources). Adding unfunded states to Program in focus now.



Social Media Posts



RETREAT #2 in March 2022

DELA Working Groups / Committees

Infrastructure Planning

1. Jeff Cantin, Solar Alternatives
2. David Gow, Chargepoint
3. Dave Asseim, Freewire
4. Sooraz Patro, CRPC (representing MPOs - Louisiana Planning Council)
5. Scott Barrios, Entergy
6. Joy Johnson, DOTD
7. Marin Stephens, RPC
8. Jeff Thigpen, SWERCO
9. Hugo Capdeville, CLECO

State Policy (State incentives, Climate Task Force support, Elected official education & Legislative Education Month Planning team)

1. Carlos McCloud, FHWA
2. Vivian Johnson, LDQ
3. Terry Chambers, ULL
4. Shawn Redding, LCF
5. Eric Kalivoda, DOTD

Dealer Engagement and Outreach

1. Will Green, LADA
2. Tyler Lane, Gerry Lane Chevrolet
3. Adam Webb, Entergy eTech
4. Shawn Redding, LCF
5. CLECO – TBD

Fleet Adoption

1. Jeff Thigpen
2. Kevin Reed
3. Richard Landry
4. Dave Schaller

Monthly Advisory Board Meetings, 4th Friday at 8:30AM

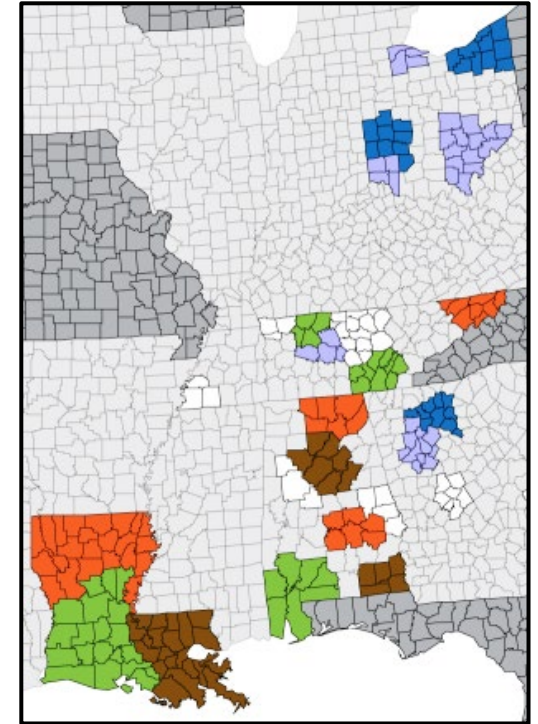
- New – Policy Committee Meeting, 3rd Friday at 10AM
- Monthly Chapter Leadership Meetings, 2nd Monday at 4PM

March 25, 2022

Contribution to Energy Equity & Environmental Justice

This project started in 2020 before energy and environmental justice (EEJ) concerns and foci were being included in new DOE proposals and received projects. However, this project included the idea that all citizens in each state need to have the chance to participate in transportation electrification learning, EVSE planning, grant applications, partnerships development, and EV adoption.

- ✓ **Rural Outreach** – Due to the nature of the need for each state to create an *inclusive, statewide partnership*, rural communities are the most obvious inclusion in each project state that has likely been most *excluded to this point*. (City dwellers can attend an urban Ride & Drive and be fairly close; rural area citizens away might be 1-3 hours away from a Ride & Drive location.)
- ✓ **Chapter Development** – Almost all states are taking a chapter development approach that *includes not just urban areas and their bedroom counties but all of the counties in a region of the state*. States now need to ensure they consider how to invite underserved community members and be as inclusive as possible in activities that take place in chapters, including working to showcase lower-cost EVs in their events.
- ✓ **Limited-income, BIPOC, LGBTQIA+ Inclusion** – While these types of EEJ were not singled out for foci in the project, all of the coalitions are ramping up efforts to ensure our *entire operations* are more inclusive to all community members in our states, including our efforts in this project. *Finding such group liaisons and getting them included in email systems, chapter dev. work, fleet/infrastructure/government discussions, etc. are one of the key paths we've taken to be more inclusive.*



Examples of proactivity in Louisiana, Alabama, Tennessee and Ohio where chapters encompass ALL the nearby counties.

Long-term planning includes ensuring that Ride & Drives and similar events take place in nearby rural areas!



Summary & Grand Finale

- 1. **We accelerated into Y2.** All states have begun (or are continuing their) expansion work in their states to more fully develop and evolve their statewide, branded partnerships.
- 2. **Significant work done in each state to help their DOT with NEVI planning.** Additionally, local/regional EVSE planning took place in over 30 communities during Y2.
- 3. **We vastly exceeded our Per State Direct & Social Media (SM) Engagement Numbers**

	Goal	Realized
a) Direct engagements	400	2,223
b) SM impressions	40,000	1,912,609 (26,776,521 total)
c) SM engagements	200	4,624

>>> We are the "Boots on the Ground" in local communities.

- 1. **Expansion efforts are well underway.** Seeking additional funding, new partnerships; developing leadership team and longer-term strategies for continuation.
- 2. **Total of 140 fleet engagement and EV adoption stories will be created in Y3.**



Public Education in 2022



Community EVSE Planning in 2022

The "**Replication Playbook**" will be the major output from the project and will contain roughly six Success Stories of local engagement for each Priority Area from the project.

>> (3 stories from each state) x (14 states) = 42 Success Stories
Across 7 Priority Areas = **6 Success Stories around each PA** (our major EV adoption barrier types)

In addition to PDF Playbook, we plan to create ArcGIS "Story Map" that will reside on website to make it as easy as possible for anyone to access and read these stories.



Technical Backup Slides



Approach – Milestones

All milestones are "Technical" except for those in darker gray at bottom of BPs 1 and 2 that are "Go/No Go".

BUDGET PERIOD 1 (Oct. '20 – Dec. '21)	BUDGET PERIOD 2 (Jan. '22 – Dec. '22)	BUDGET PERIOD 3 (Jan. '23 – Dec. '23)
Subrecipients coalition contracts executed ✓	State gap analysis and plans for EV charging finished ✓	1,000 citizens per state educated
Training Manual for local chapters finished ✓	Regional EV charging plan per state completed ✓	100,000 media impressions & 500 direct engagements/state
Framework for EV gap analysis & plans completed ✓	Local & State policy plans completed ✓	State-based EV fleet fact sheets completed
Community EV charging template finished ✓	Web-based platform for EV dealers up and running ✓ <i>Some coalitions still completing maps</i>	Replication Playbook completed
Replication Framework completed Go/No Go	Secure preferred EV dealers Go/No Go	

