

Leveraging
Voluntary
Recognition to
Achieve Clean Air
Goals in
Massachusetts

Mass*EVolves*



Three Barriers to ZEV Adoption

Awareness

- Consumers are unfamiliar with ZEV choices and charging

Vehicle Availability

- ZEVs can be hard to find and experience

Charging Options

- Consumers unsure if charging can meet their driving needs

MassEVolves: Another Tool to Foster ZEV Market Growth



AWARENESS



VEHICLE
AVAILABILITY



CHARGING OPTIONS

Who Participates?



Companies



Post-Secondary
Education



Must be Willing to
Make a ZEV
Commitment, Share
Progress, Help Others

MassEVolves:
How Does It
Work?



Pledge to Participate



Create ZEV Action Team



Submit ZEV Action Plan



Report on Progress

Areas of Commitment

Electric Vehicle Charging

Employee and Community
Promotion

Fleets

Supply Chain

Other Commitments?

Program Elements – MassEVolves.org

www.MassEVolves.org for
Program/Participation
Information

Program Implementation
Activities by Program
Participants

Moderated Participant-
only Collaboration and
Technical Support

Reports on Progress
(Individual
Participants/MassEVolves
Program)

Model Implementation
Activities / Class Case
Studies

Annual Recognition Event

Participant Benefits



State Recognition
– Pledge &
Progress Report



Technical
Assistance
Collaboration



Mass Drive Clean
Participation



Annual
Recognition Event

MassEVolves

Participants

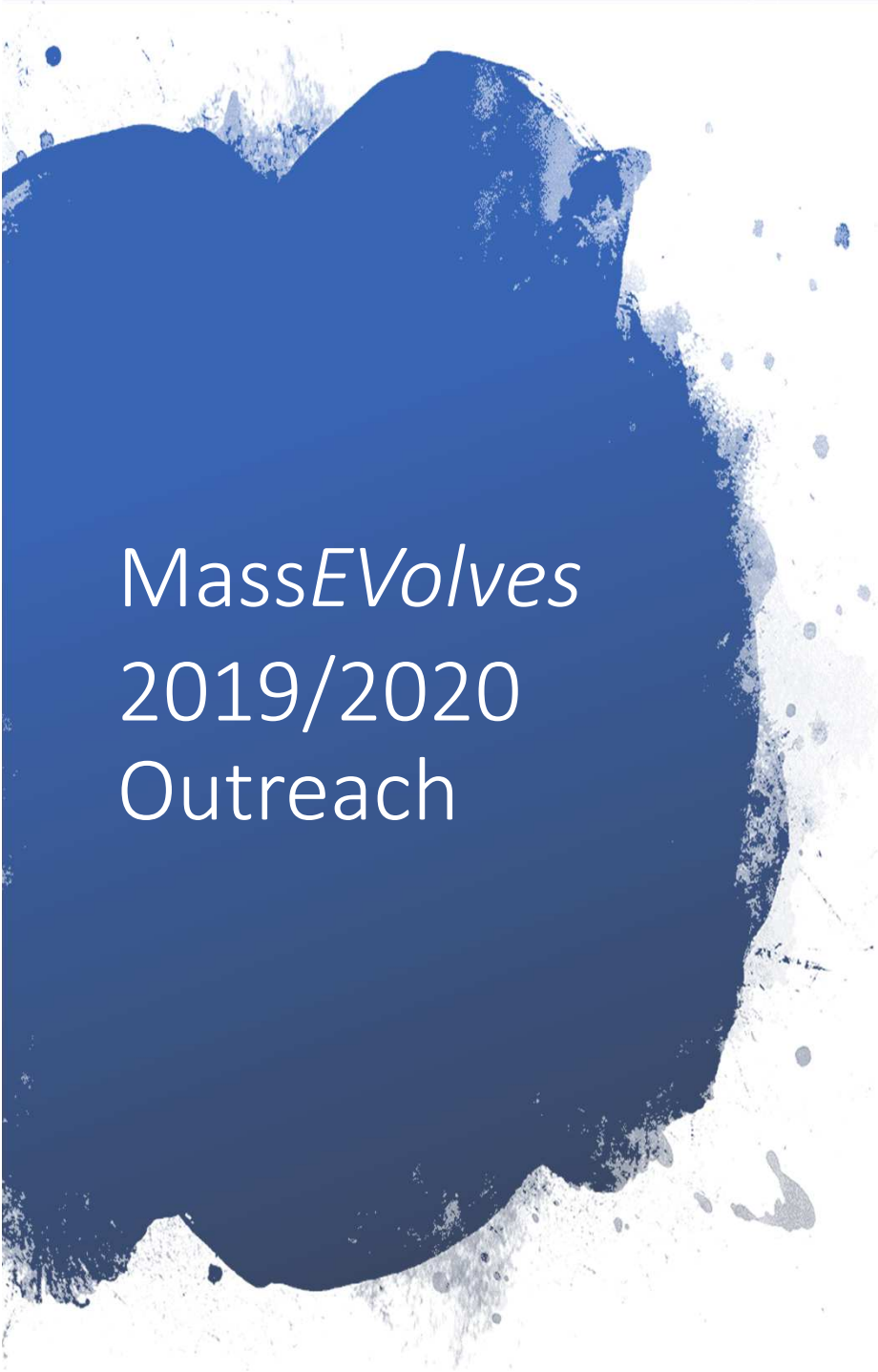




Program
Goals

Bridge Individual
Organization ZEV
Actions to Statewide
Clean Air Goals

Foster Participation
from Hundreds of
Entities Statewide



Mass*EVolves*
2019/2020
Outreach

- TDM Associations
- Industry Trade Groups
- Leadership Companies
- Leading Educational Institutions
- Community Groups (e.g., Chambers, Sustainability Contacts, etc.)
- State Agency Contacts
- Meetings/Webinars
- Others? (Discussion Section Later)

MassEVolves

Mass Drive Clean
Statewide ZEV Test
Drive Engagement



Engagement



Mobilization

AWARENESS



- 50+ site hosts and participation from 16+ partners (including sustainable communities like Newton) over the course of the 5 year program
- 300,000+ overall program exposures
- Average of over 80% first time ZEV drivers

VEHICLE AVAILABILITY



- Event participation from more than 35 dealers with 30 OEM makes/models
- 95% satisfaction rate from participating dealers
- FCEVs available
- Over 10% conversion rate to sale/lease persistently over 3 years of data

CHARGING OPTIONS



- Charging and sustainability options on display at over 50% of events
- Average 90%+ improved perception of ZEVs after events
- Utility participation provides link to emerging programs

Testimonials



ON THE ROAD
TO CLEAN AIR

“We have attempted to have an event like this before, but it was never this successful. The number of vendors they brought to the event was impressive. They are very well coordinated.” - AstraZeneca | Host

“My dealership has increased its sales month after month after beginning to participate in these events. They are knowledgeable about my products and state and federal incentives and make an easy transition for the customer to come test drive.” - Quirk Chevrolet | Dealership

“The REACH team was a joy to work with. They were extremely helpful and they maintained their positive energy throughout the entire event; from delivering the test drive automobiles from surrounding dealerships, to setting up the displays, to entertaining questions, to cleaning up. Couldn't have asked for a better crew!” - Schneider Electric | Host

Mass*EV*olves

FEEDBACK?



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Recharge America mobilizes support for EV adoption at the community and state level to help keep energy dollars local, boost local economies, capture the benefits of clean transportation for local communities, and build a fresh narrative about American renewal rooted in positive community values.

