Leveraging Voluntary Recognition to Achieve Clean Air Goals in Massachusetts
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
- CHARGING OPTIONS
- AVAILABILITY
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](http://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
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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)
**Engagement**

- 50+ site hosts and participation from 16+ partners (including sustainable communities like Newton) over the course of the 5 year program

**Mobilization**

- 300,000+ overall program exposures
- Average of over 80% first time ZEV drivers

**Awareness**

- Event participation from more than 35 dealers with 30 OEM makes/models
- 95% satisfaction rate from participating dealers
- FCEVs available

**Vehicle Availability**

- Charging and sustainability options on display at over 50% of events

**Charging Options**

- Average 90%+ improved perception of ZEVs after events
- Utility participation provides link to emerging programs
Testimonials

“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
MassEVolves

FEEDBACK?
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.

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