



UPDATE ON DRIVE ELECTRIC TENNESSEE

SEPTEMBER 17, 2018

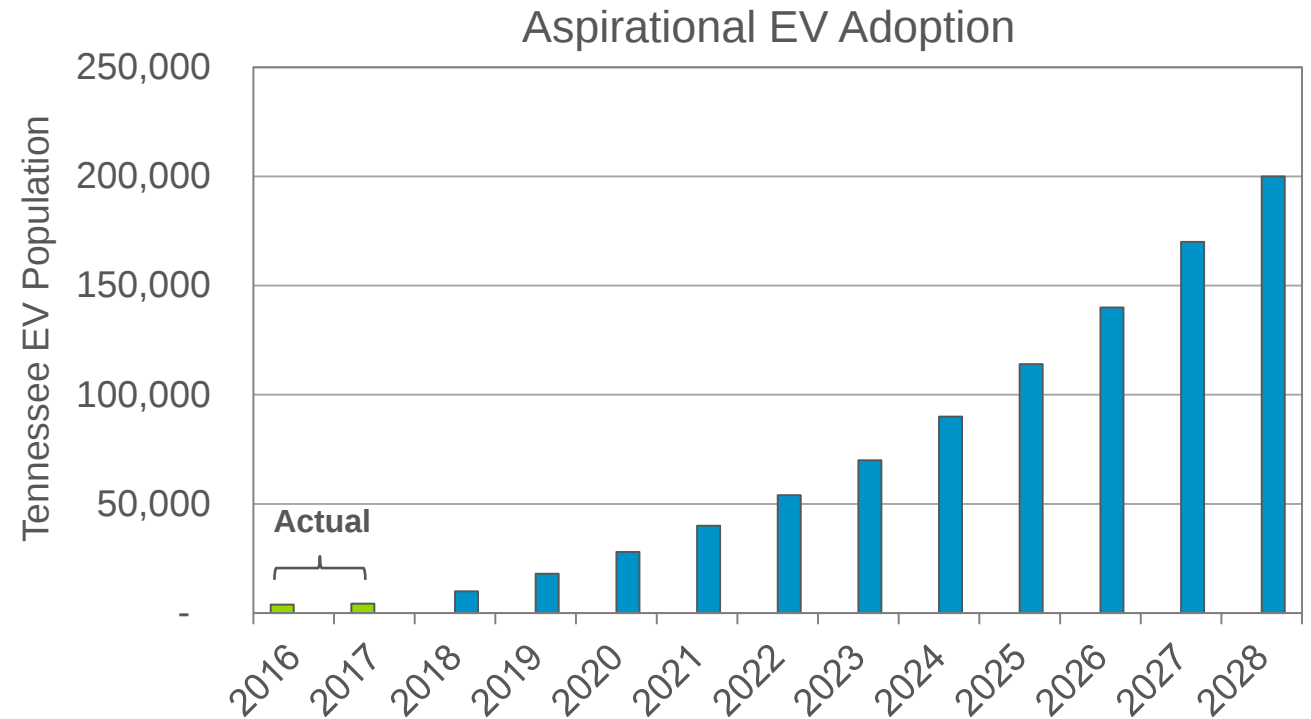
Drive Electric
 **TENNESSEE**

SHARED VISION & MISSION

Drive Electric TENNESSEE

Vision: Driving the Tennessee Valley to become an electric transportation leader in the Southeast.

Mission: Collaboratively pursue initiatives that will significantly increase electric vehicle (EV) adoption from ~5,000 EVs today to ~200,000 EVs in 2028 (8x the baseline), guided by shared principles that benefit all residents of the Tennessee Valley.



CORE TEAM & ADVISORS

The following Core Team and Advisor organizations attended workshops and developed & reviewed key deliverables over the past several months.



PHASED APPROACH

We completed Phase 1 of the Tennessee EV Consortium with the shared vision to be presented today. Next, Phase 2 will develop the roadmap for stakeholder-led projects.

Phase 1 – Shared Vision Creation

- Develop a shared perspective on the current “state-of-the-state” of the EV market in TN
- Perform market research and analyze opportunities to spur EV adoption
- Agree on stakeholders’ aspirations & roles in promoting future EV adoption across TN
- Develop the Consortium’s Shared Vision for EVs



February 2018

June 2018

Phase 2 – Roadmap Development

- Share the vision with the extended stakeholder team to solicit feedback
- With input from extended stakeholders, develop a draft roadmap including key actions from stakeholders
- Review roadmap with extended stakeholder team
- Finalize roadmap & mobilize for launch



July 2018

November 2018

OPPORTUNITY AREAS AND GOALS

Opportunity Areas are major category of potential market gaps, and are aligned with **Goals**.

Driving EV Availability, Offerings & Innovation

Make EVs viable, accessible, comparable, and compelling alternatives to ICE vehicles in the vast majority (80%+) of vehicle purchase decisions

Driving Innovative & Supportive Policies

Create consistent, innovative, and supportive policies across Tennessee at the state, county, city, and utility levels, inclusive of incentives, rates, planning standards, and other policies and programs

Driving Awareness

Increase awareness and first-hand experience with the benefits of owning an EV such that 80% of vehicle owners are interested in purchasing an EV in the next 5 years

Driving Charging Infrastructure Availability

Enable 80%+ of Tennessee residents to be able to own and charge an EV throughout their daily lives (home, work, and public charging)

DRIVE ELECTRIC TENNESSEE STAKEHOLDER FORUM ON SEPT. 13

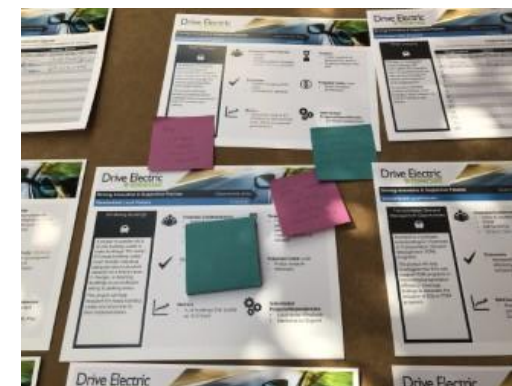
*Over 50
attendees from
25 organizations
...*



*... spent most
of a day working
together ...*



*... to develop a
roadmap to
drive PEV
adoption ...*



*... while gaining
firsthand PEV
experience.*