

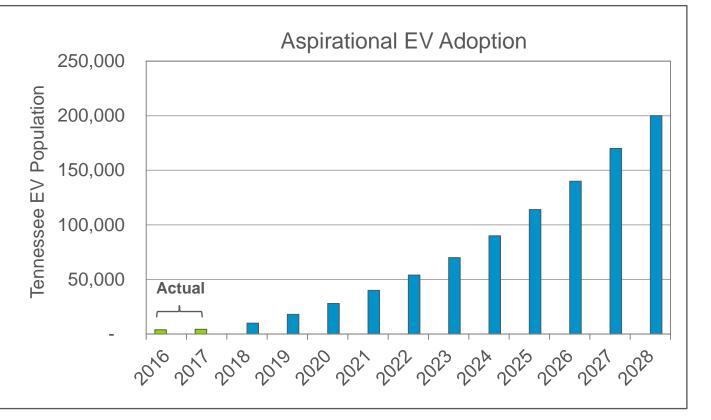


## SHARED VISION & MISSION

# 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-ofthe-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

#### 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



February 2018 June 2018



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



**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)



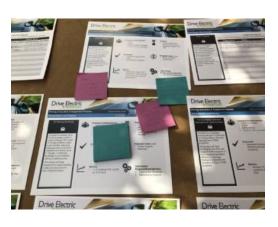
# DRIVE ELECTRIC TENNESSEE STAKEHOLDER FORUM ON SEPT. 13

Over 50 attendees from 25 organizations





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





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





. . . while gaining firsthand PEV experience.

