Electrification for All

- Moderator:
  - **Chris Ayers**, Executive Director, North Carolina Utilities Commission Public Staff

- Speakers:
  - **Dr. Shelley Francis**, Co-Founder & Managing Partner, EVHybridNoire
  - **Brian No**, Head of Public Policy, Spin
  - **Keith Dennis**, Senior Director of Strategic Initiatives, National Rural Electric Cooperative Association
Electrification for All

Dr. Shelley Francis, Co-Founder & Managing Partner, EVHybridNoire
EVHybridNoire is the first, national multi-cultural organization focused on E-Mobility, transportation and environmental equity, providing access for all to next generation vehicles (electric vehicles), expanding charging infrastructure, education, public policy advocacy as well as providing resources and access to underserved and diverse communities around affordable clean and sustainable energy vehicles and platforms.

We collaborate with utility companies, non-profits, government agencies, public health groups, regional & national organizations as well as manufacturers to expand market share, execute EV focus groups of multi-cultural audiences, and engage diverse students exposing them to emerging careers in an alternative fuel/electric vehicle economy. We offer opportunities for driving Electric/Hybrid/Autonomous vehicles as well as highlighting the financial & public health benefits of driving next-generation zero emission vehicles.
EVHYBRIDNOIRE AREAS OF FOCUS

The Voice of National Community of Diverse EV Drivers
Electric + Hybrid + Autonomous Vehicle Reviews
Provide EV Communities with Resources & Access
Electric + Hybrid + Autonomous Vehicle Education
Advocacy for EV + Hybrid + Autonomous Vehicle Policies
Advocacy for Energy Equity in Public Charging Infrastructure
Focus Groups + Data Collection
Ride & Drives of Next Generation Vehicles
Event Programming to Increase EV Exposure & Adoption To Diverse Communities

Upcoming Initiatives
Digital Video Campaign + Online Tools + White Papers
OUR TARGET AUDIENCES

Consumers Who
Want To Learn About
Electric Vehicles

Diverse communities
African American, Hispanic & Asian

Disadvantaged/
Underserved communities

Women

Young professionals

Immigrant and Refugee
Along with rural communities

Multi-unit Residents

Mobility Professionals
EV Conversions
Energy Equity Professionals
Public Health Professionals

Current EV Drivers
And Enthusiast

From Across The Country, At Every Education and Socio-Economic Level
WHY IS EQUITY IN MOBILITY IMPORTANT?

Senate vote on auto loans may pave the way for more discrimination
By Maria LaMagna
Published: Apr 18, 2018 2:17 p.m ET

Getting rid of CFPB guidance could hurt certain groups of car buyers, advocates say

RATE HIKE
US government is going after car dealers for charging minorities more than whites
By Shelly Banjo • July 14, 2015

Black, Hispanic, and Asian car buyers have been getting a raw deal, according to the US

New report finds that auto dealerships discriminate against people of color
Jan. 12, 2018, 11:46 AM EST / Updated Jan. 12, 2018, 11:46 AM EST
By Marissa Arras

A new report found that car dealerships for some of the biggest car brands in the United States racially discriminate against people of color when it comes to car sales and financing, according to the National Fair Housing Alliance (NFHA).

Racism in America: It's so pervasive that white people pay less for car insurance
Black people pay more than white people for car insurance, even when the risk is lower
DRIVE THE FUTURE 2018
National Drive Electric Week Event

Next Generation Transportation
Technology Event

Next Generation Tech Cars
Autonomous Vehicles
Free EV Ride & Drives
EV Owners & Their Cars
EV Interactive Displays
Electric Motorcycles/Buses
Zero Emission Health Benefits

PORSCHE + TESLA + NISSAN + BMW + HONDA And More...
“JUST LIKE ME” CAMPAIGN
Changing The EV Narrative
In Recognition of Earth Day, EVHybridNoire launches, “Drive the Future – HBCU Tour 2019”

- **First** event of its kind in the country targeting these Prestigious Institutions
- **Audience**: Morehouse School of Medicine, Clark Atlanta University, Spelman College and Morehouse College students, faculty, staff, and surrounding community members
- **Potential reach**: 13,000+
- **Purpose**: to engage, educate, and provide opportunities to “Touch, Feel, Drive” EVs
  - Learn about EVs / dispel myths about EVs
  - Ride and Drives with Auto Brands
  - Learn about financial benefits/public health impacts / employment opportunities in renewable energy
  - EV Display by Diverse EV owners / Alumni / Engagement with these owners
Electrifying, Engaging, & Educating Diverse Communities Through Mobility
Electrification for All

Brian No, Head of Public Policy
Spin
Keith Dennis, Senior Director of Strategic Initiatives, National Rural Electric Cooperative Association

Electrification for All
Introduction: What is “Beneficial Electrification?”

The Beneficial Electrification League asserts that BE includes:

The application of electricity to end-uses that would otherwise consume fossil fuels (e.g., fuel oil, diesel, natural gas, propane, gasoline) where doing so satisfies at least one of following conditions, without adversely affecting the others:

• save consumers money over time;
• benefit the environment and reduce greenhouse gas emissions;
• improve product quality or consumer quality of life; or
• foster a more robust and resilient grid.
Electrification for All Incomes

There are new opportunities emerging to save money by using electricity at the right time.

Imagine if your gas station charged you fraction of the price if you filled up at off peak times – and now imagine if the gas station was at your house...
Super Off Peak Rate: 2.79 cents (10PM – 5AM)

On-Peak Rate: 26 – 34 cents

**Electric Car:** Annual car charging costs as low as $129 for consumers or as high as ~$1,200 for 3,500 miles

**Gas Car:** Annual gas consumption for regular gasoline car $1,154

Rates that allow co-ops to recover costs and achieve desired night load

Co-op has a new consumer load, consumer has ability to manage costs

Co-op has no new load, consumer has no control over gas cost

Ford Focus gas vs. electric

Think:
- Forecasted up front cost parity
- Used Car Market
- Financing
- Lower maintenance costs
By virtue of being plugged into the grid, the environmental performance of electric devices improves over time.

Opportunity for “BE” to Improve “Emissions Efficiency”
Many stakeholders believe that Beneficial Electrification (BE) is key to meeting US and global GHG reduction goals – and it’s compatible with a **pro-growth strategy**!

- Emissions of generation are declining
- Efficiency of devices is increasing
- More flexible loads are desirable

BE may lead to scenarios where more electricity is used, but fewer overall GHG emissions are produced.

An opportunity for electric utilities and environmental groups to identify solutions that work well for the consumer, local communities and the environment.
Welcome the “Beneficial Electrification League”!

- A new non-profit dedicated to promoting the benefits of beneficial electrification

- [www.beneficialelectrification.com](http://www.beneficialelectrification.com)

- Supporters include: Natural Resources Defense Council (NRDC), National Rural Cooperative Association (NRECA), Environment and Energy Institute (EESI), WECC, Great River Energy, Oglethorpe Power, Jackson EMC, and more.
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Board Member
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