

# 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

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Dr. Shelley Francis, Co-Founder & Managing Partner, EVHybridNoire

# EVHYBRIDNOIRE

ELECTRIFYING, ENGAGING & EDUCATING DIVERSE COMMUNITIES THROUGH MOBILITY

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.

Electrifying, Educating & Engaging Diverse Communities Through E-Mobility



# 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**

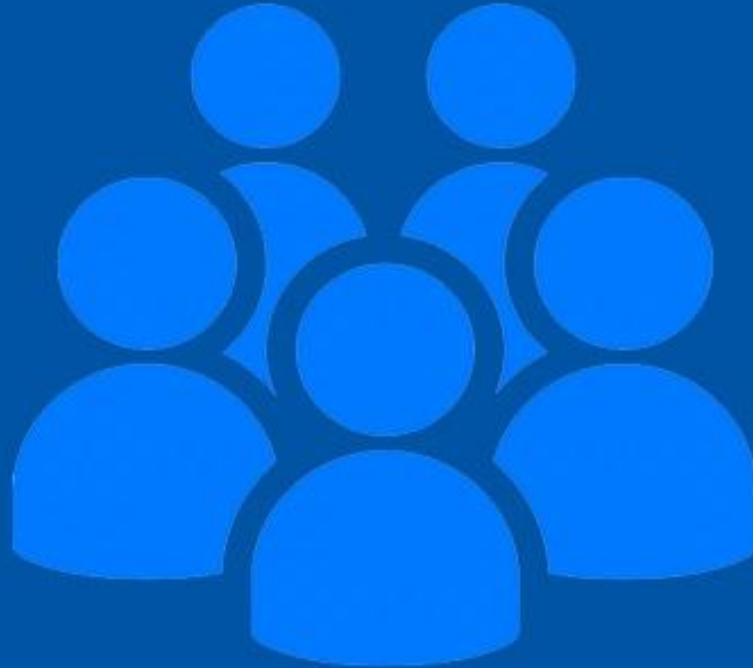
**Digital Video Campaign + Online Tools + White Papers**

# OUR TARGET AUDIENCES

Consumers Who  
Want To Learn About  
Electric Vehicles

Mobility Professionals  
EV Conversions  
Energy Equity Professionals  
Public Health Professionals

Current EV Drivers  
And Enthusiast



Diverse communities  
African American, Hispanic & Asian

Disadvantaged/  
Underserved communities

Women

Young professionals

Immigrant and Refugee  
Along with rural communities

Multi-unit Residents

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

SHARE COMMENTS 28

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



White drivers get better financing options than nonwhite ones, some consumer advocates allege.

Republicans want to roll back regulations on auto



RATE HIKE

## US government is going after car dealers for charging minorities more than whites

By Shelly Banjo • July 14, 2015



What you see might not be what you get.

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, 11:48 AM EST / Updated Jan. 12, 2018, 11:48 AM EST

By Marissa Armas

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).



(Getty/fotostorm)

## 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



EVHybridNoire + City of Atlanta  
EV Club of The South + The Ray present

# DRIVE THE FUTURE

A T L A N T A

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

**ATLANTIC  
STATION**  
Central Park  
Saturday Sep 15  
2pm - 6pm

PORSCHE + TESLA + NISSAN + BMW + HONDA And More...

## DRIVE THE FUTURE 2018 National Drive Electric Week Event





# “JUST LIKE ME” CAMPAIGN

## Changing The EV Narrative





# EVHYBRIDNOIRE

*We're Married!!*



FRI  
APR  
12

# DRIVE THE FUTURE

HISTORICALLY BLACK COLLEGES & UNIVERSITIES TOUR 2019

ELECTRIC + CONNECTED + AUTONOMOUS + SHARED VEHICLES

Spelman  
College

ATLANTA UNIVERSITY CENTER

SPELMAN ■ MOREHOUSE ■ CLARK ATLANTA  
MOREHOUSE SCHOOL OF MEDICINE

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





# EVHYBRIDNOIRE

## **Dr. Shelley Francis**

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Plug In, To Our Community

Electrifying, Engaging, & Educating Diverse Communities Through Mobility





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**Keith Dennis**, Senior Director of Strategic Initiatives,  
National Rural Electric Cooperative Association

# Beneficial Electrification for ALL Incomes

Keith Dennis  
Senior Director

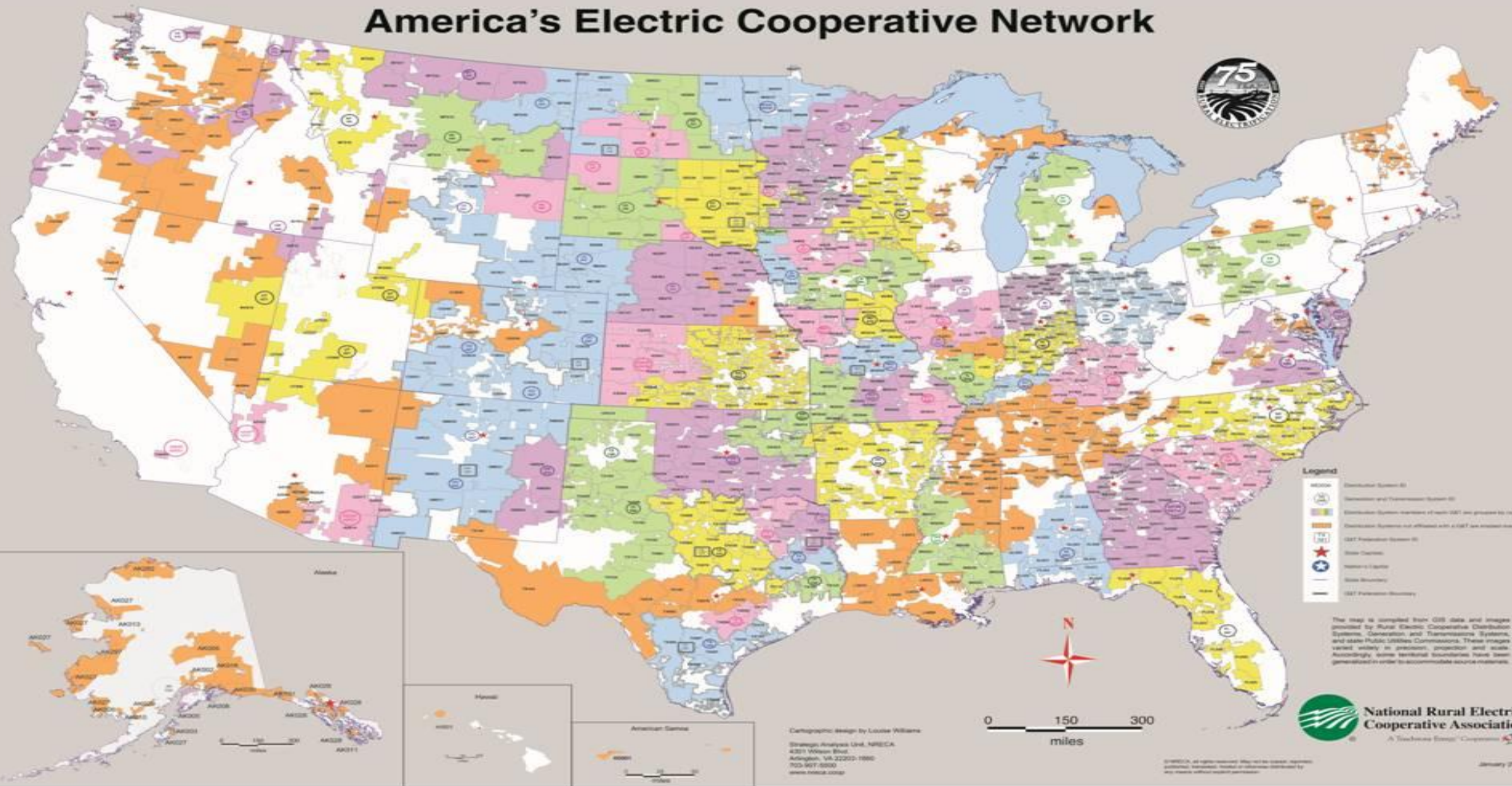
National Rural Electric Cooperatives Association (NRECA)



Keith Dennis  
March 2019



# America's Electric Cooperative Network



# 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.

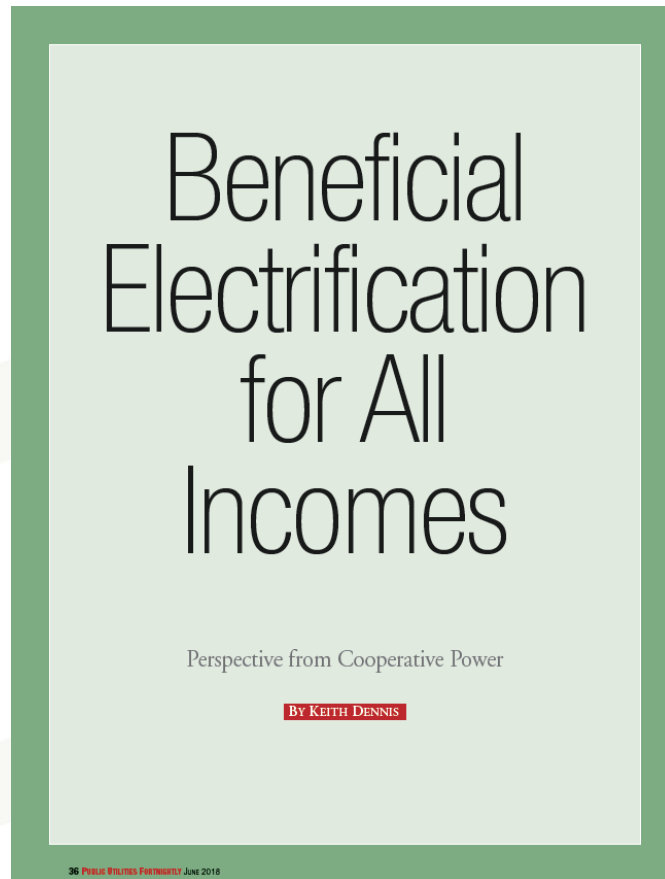




# Electrification for All Incomes

June 2018 Public Utility Fortnightly Article,

November 2018 EPRI Journal Article



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...

# Example: Piedmont EV Consumer-Cost Savings

Super Off Peak Rate: 2.79 cents (10PM – 5AM)

On-Peak Rate: 26 – 34 cents

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

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

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

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

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



Ford Focus gas vs. electric

Think:

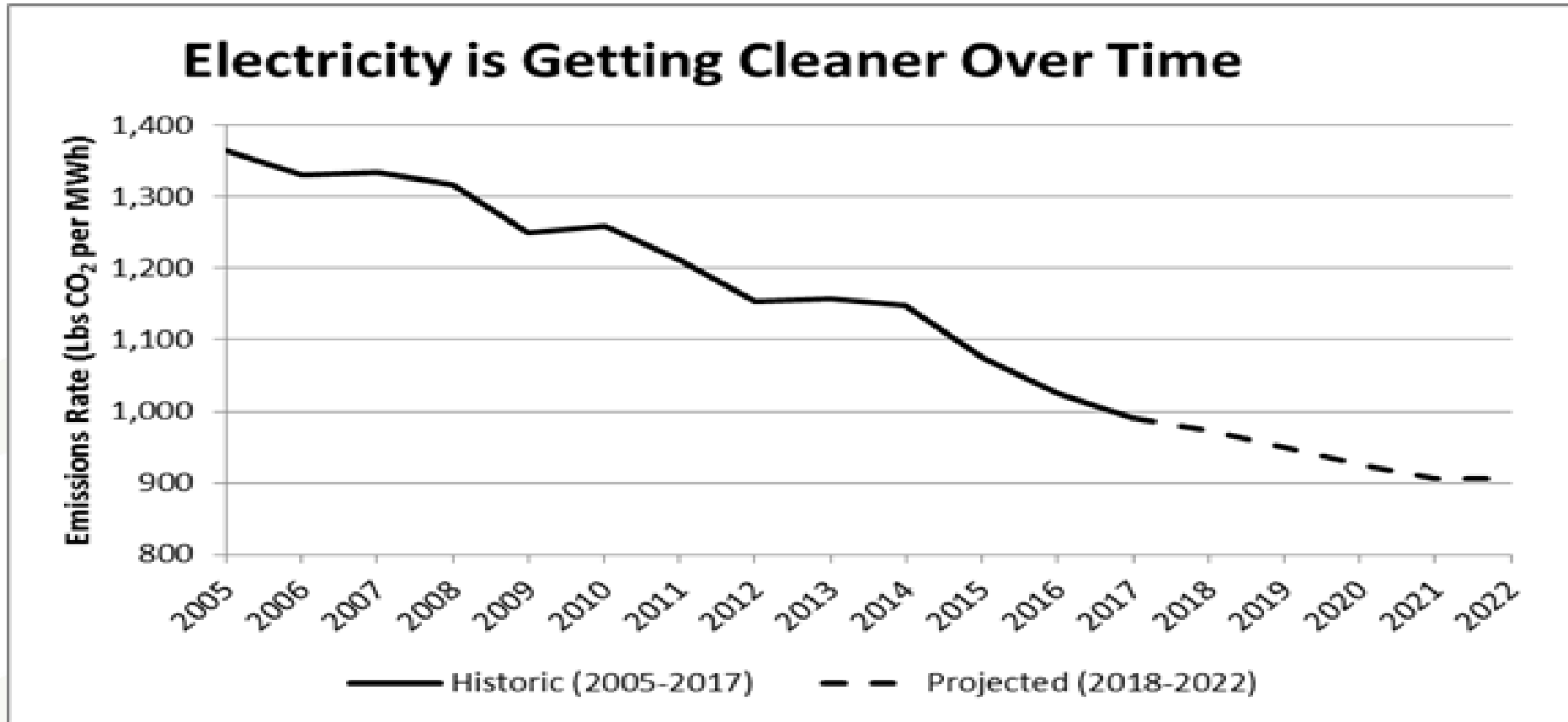
- Forecasted up front cost parity
- Used Car Market
- Financing
- Lower maintenance costs







# Opportunity for “BE” to Improve “Emissions Efficiency”



By virtue of being plugged into the grid, the environmental performance of electric devices improves over time.

# Beneficial Electrification Opportunity / Takeaways



- 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.



# Further Contact Information

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Board Member  
Beneficial Electrification League



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Commission Public Staff