



Electrification For All

Mark Faulkenberry, VP of Marketing &
Member Relations, Western Farmers
Electric Cooperative

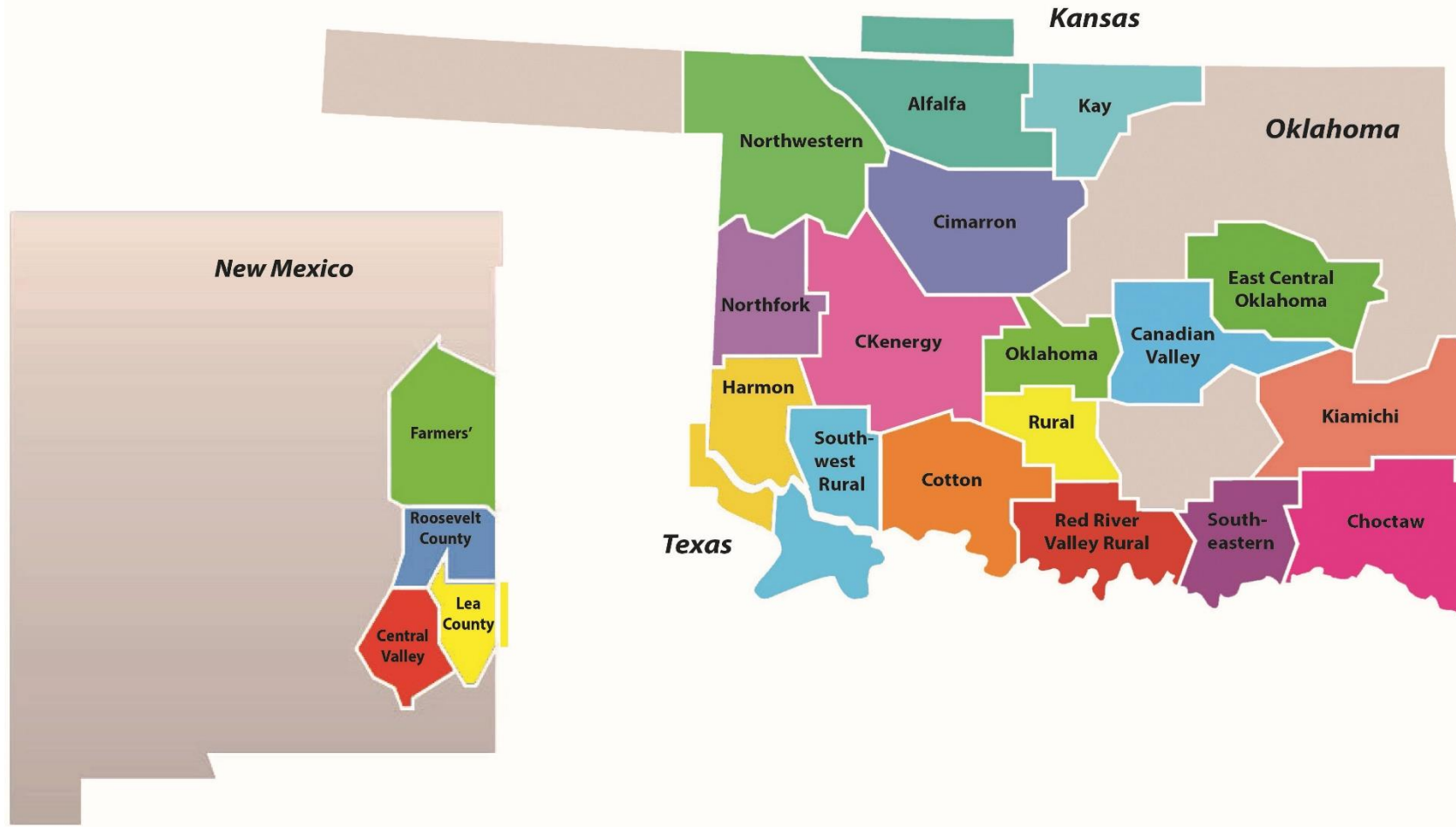
#WeTheStates

EV ... the Okie Way

National Governors Association
Kansas City, MO
April 29, 2019



Western Farmers Service Territory



WFEC Strategic Vision for EV's



Education & Marketing ... 2018 & Beyond

Educating Ourselves

- Why EV? Does it fit Rural Oklahoma
Everybody Wins
- Fleet Conversion
Can't sell what you don't live!
- EV Rates Workshops
Beauty & the Beast



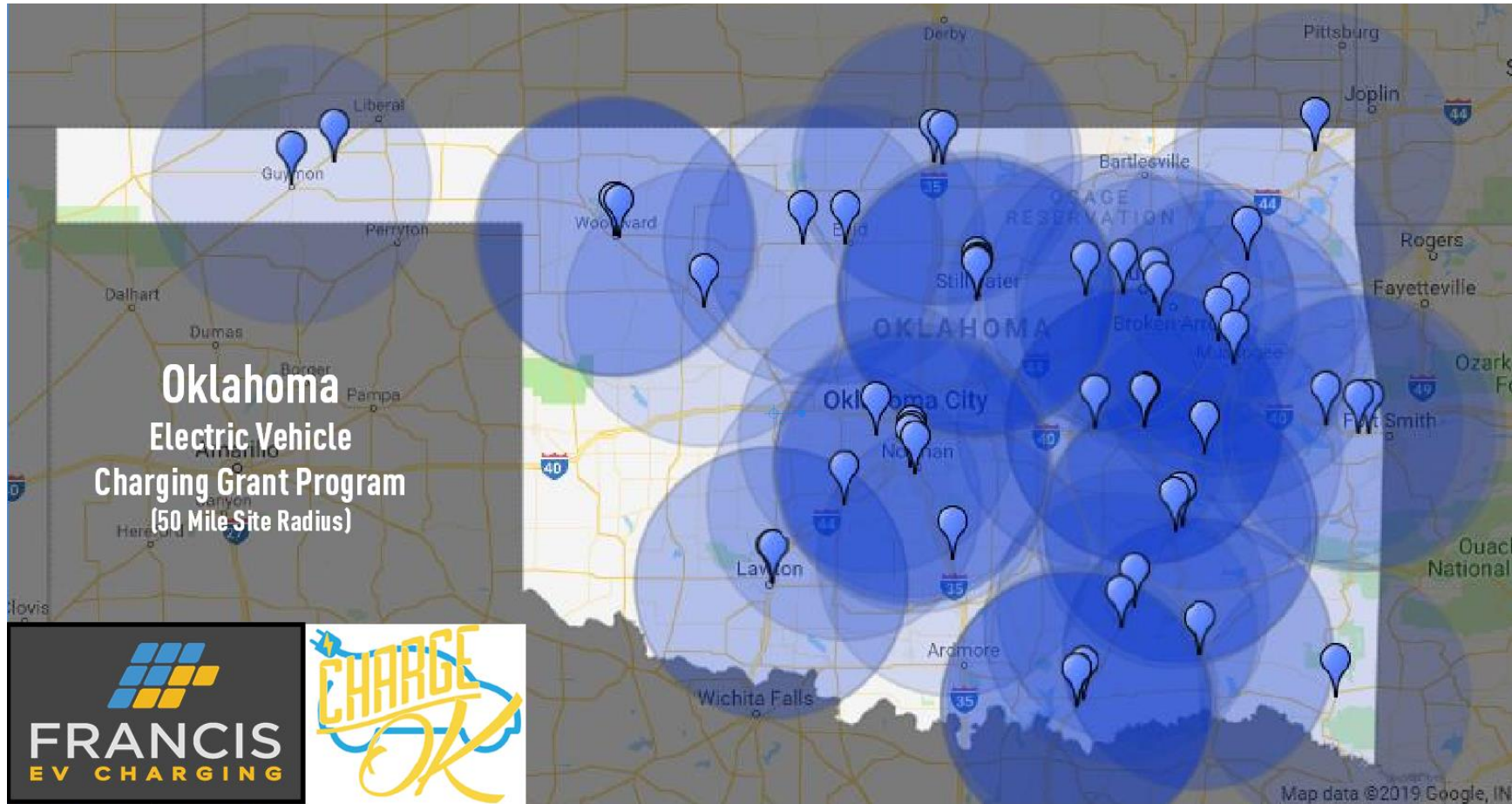
Educating our Consumers

- OK EV Coalition
ChooseEV
- Quarterly Messaging
- EV Ride & Drive Events
- EV Rates & Rebates
- “Plug in to Win” Campaign
*EV might be right for everybody ...
But it might be right for you!*

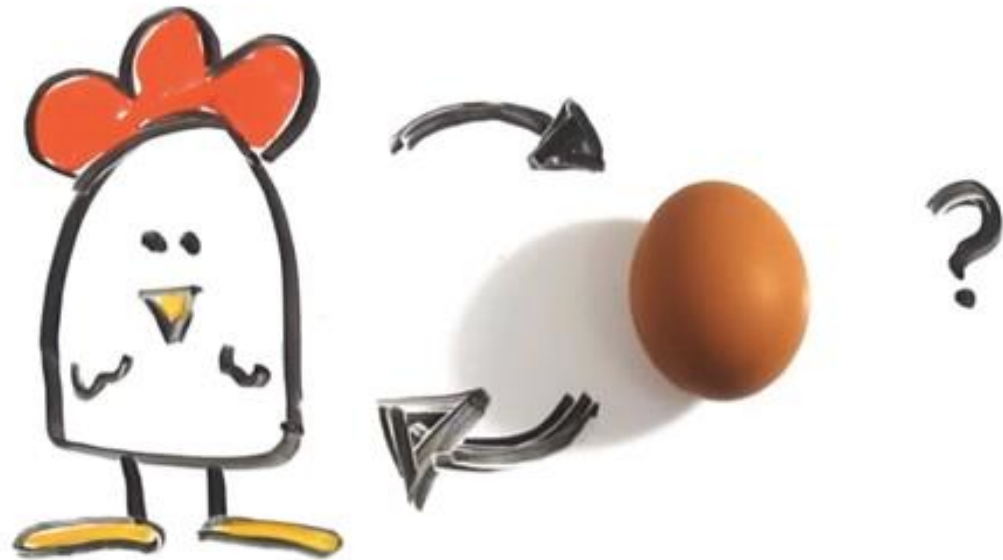
Vision for Infrastructure Development



Results ... still in progress but the network to be commercially available by end of 2019!



Dealer Development ... Q4 2019 & Beyond



Questions





Electrification For All

John Howat, Senior Energy Analyst,
National Consumer Law Center

#WeTheStates

Transportation Electrification for All:

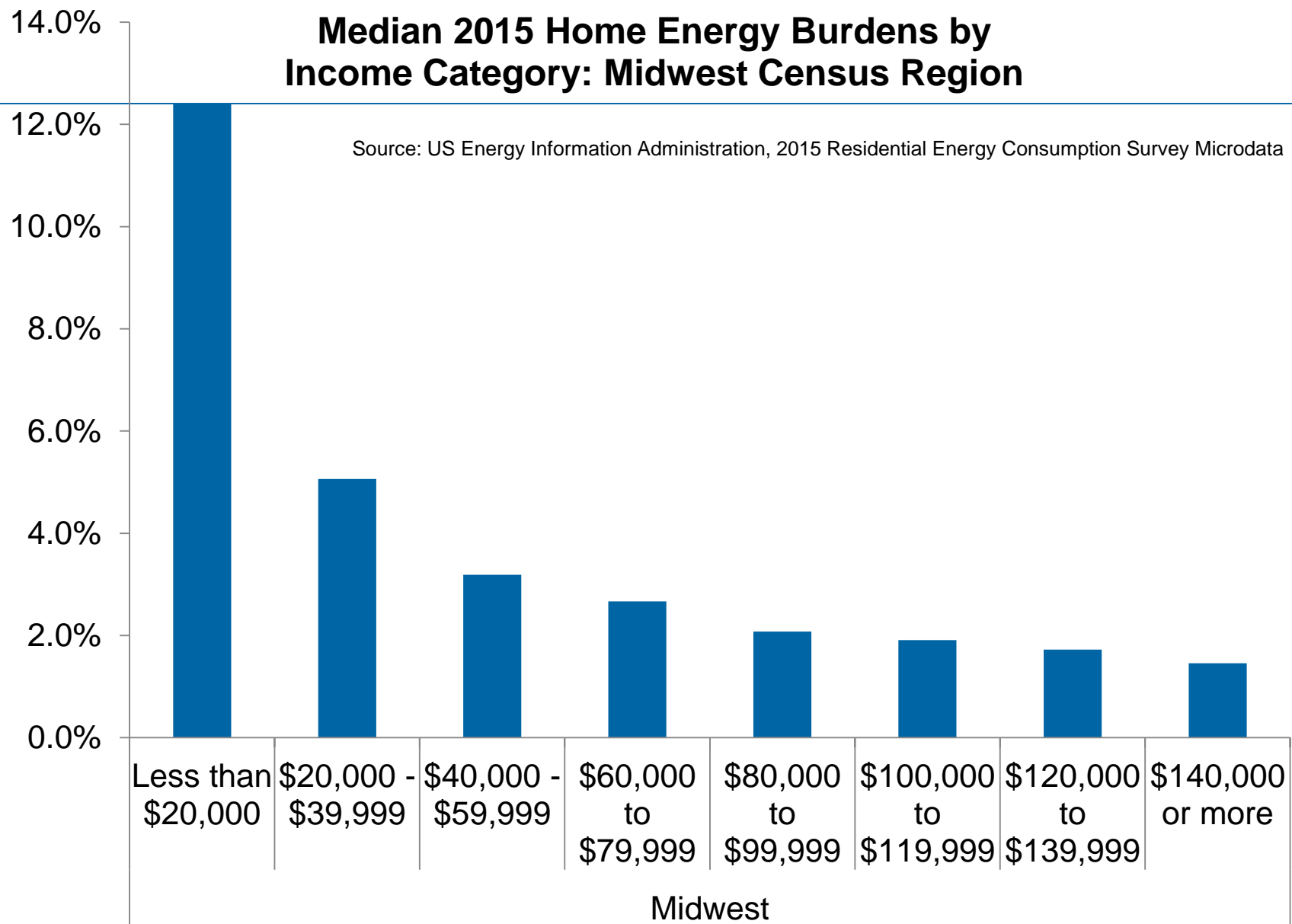
Some Equity Principles

NCLC[®]
NATIONAL
CONSUMER
LAW
CENTER[®]

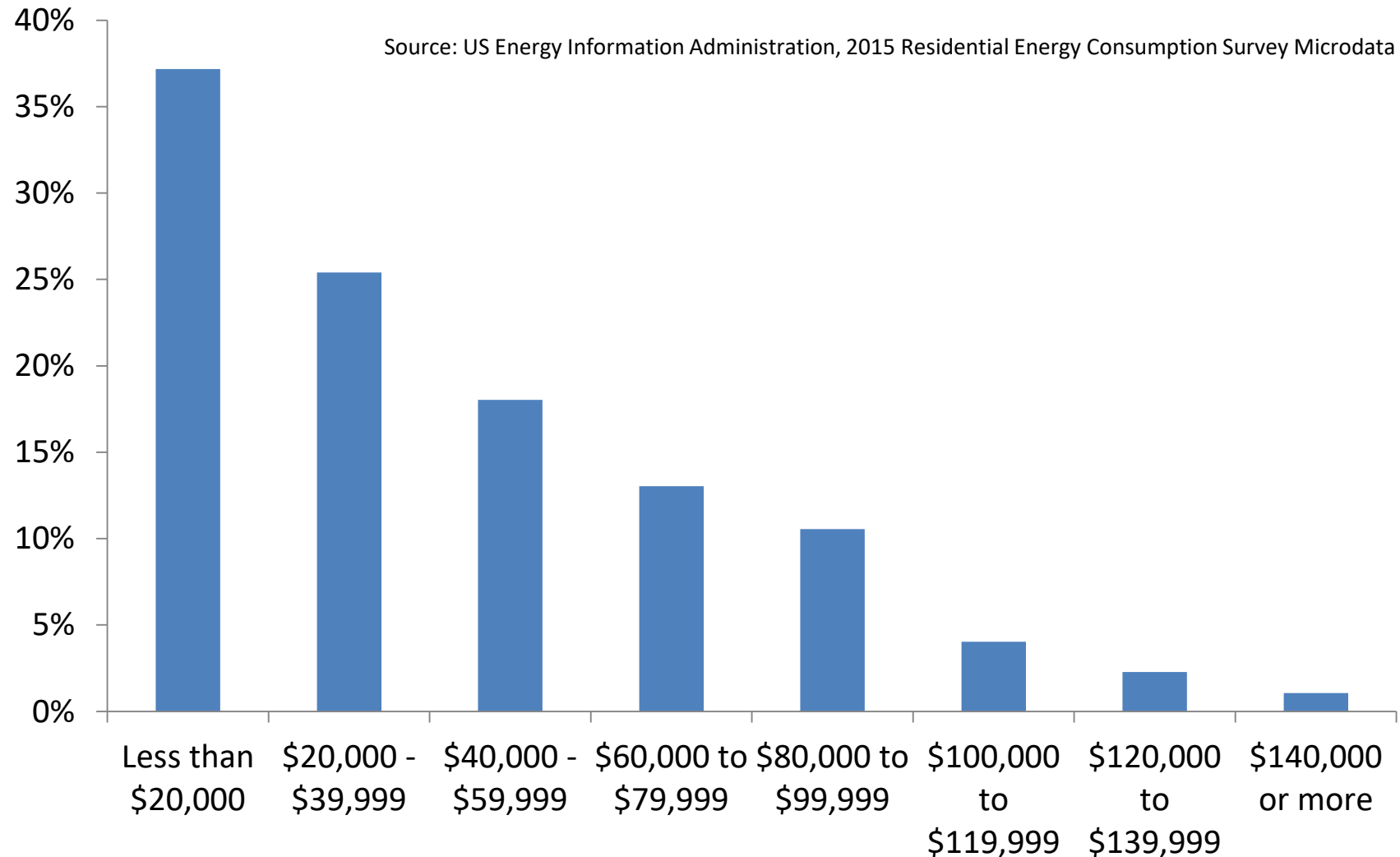
John Howat – National Consumer Law Center
National Governors Association
April 2019

Median 2015 Home Energy Burdens by Income Category: Midwest Census Region

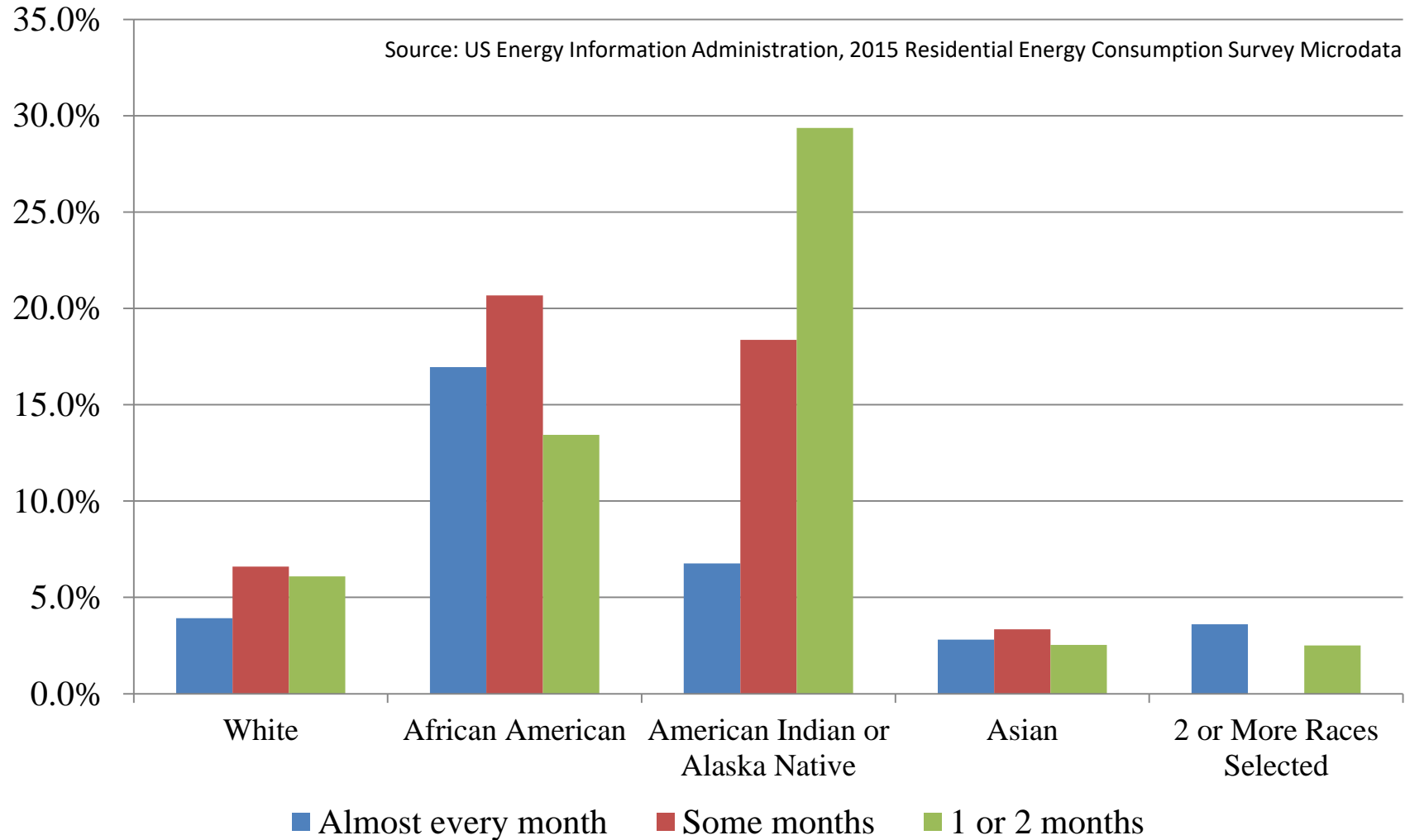
Source: US Energy Information Administration, 2015 Residential Energy Consumption Survey Microdata



Forgo Necessities at Least Once in 2015 to Pay Utility Bill: Midwest Census Region



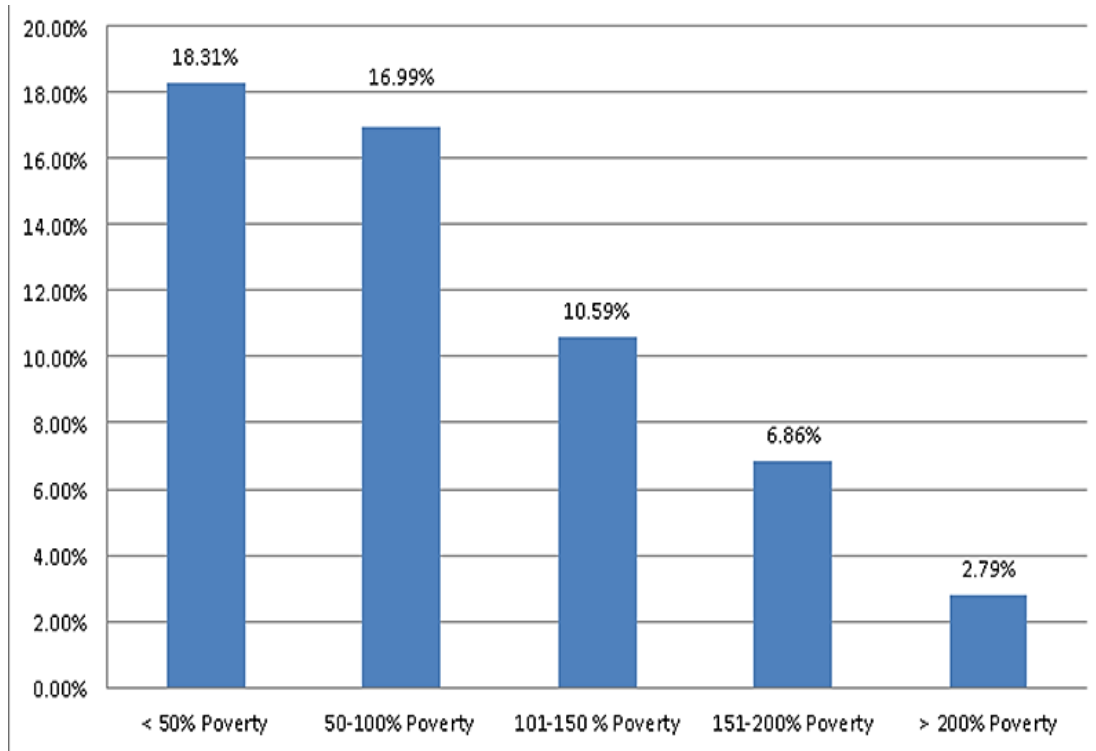
Frequency of Reducing or Forgoing Basic Necessities Due to Home Energy Bill by Race- Midwest Census Region



People in Households Without a Vehicle, 2016

Source: Steven Ruggles, Katie Genadek, Ronald Goeken, Josiah Grover, and Matthew Sobek. Integrated Public Use Microdata Series: Version 7.0 [dataset]. Minneapolis, MN: University of Minnesota, 2017.

<https://doi.org/10.18128/D010.V7.0>



NCLC transportation electrification principles

▶ Advance solutions that will --

1. Increase transportation access and security for economically disadvantaged consumers
2. Equitably allocate costs and benefits for economically disadvantaged consumers
3. Reduce air pollution to achieve public health benefits
4. Reduce carbon/GHG emissions



Electrification For All

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

#WeTheStates

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

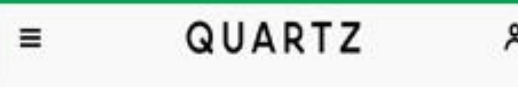
SHARE COMMENTS 28

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





[Drive The Future Series](#)

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



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Mobility | Equity | Electrification | Diversity

Electrifying, Engaging, & Educating Diverse Communities Through Mobility

