Electrification For All

Mark Faulkenberry, VP of Marketing & Member Relations, Western Farmers Electric Cooperative
EV … the Okie Way

National Governors Association
Kansas City, MO
April 29, 2019
Western Farmers Service Territory
WFEC Strategic Vision for EV’s

- Education and Marketing
- Coordinated Market Development Efforts with OK EV Coalition
- Dealer Development
- Infrastructure Development

Western Farmers Electric Cooperative
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
- 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!*
Results … still in progress but the network to be commercially available by end of 2019!
Dealer Development … Q4 2019 & Beyond
Questions
John Howat, Senior Energy Analyst, National Consumer Law Center

#WeTheStates
Transportation Electrification for All:

Some Equity Principles
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

Source: US Energy Information Administration, 2015 Residential Energy Consumption Survey Microdata
Frequency of Reducing or Forgoing Basic Necessities Due to Home Energy Bill by Race- Midwest Census Region

Source: US Energy Information Administration, 2015 Residential Energy Consumption Survey Microdata
People in Households Without a Vehicle, 2016

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 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

Mobility Professionals
EV Conversions
Energy Equity Professionals
Public Health Professionals

Diverse communities
African American, Hispanic & Asian

Disadvantaged/
Underserved communities

Women

Young professionals

Immigrant and Refugee
Along with rural communities

Multi-unit Residents

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

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.

New report finds that auto dealerships discriminate against people of color
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).

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
EVHYBRIDNOIRE

We’re Married!!
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