

# U.S. EPA's State and Local Climate and Energy Webinar Series

## Campaigns Driving Electric Vehicle (EV) Awareness

June 9, 2021

2:00 PM Eastern

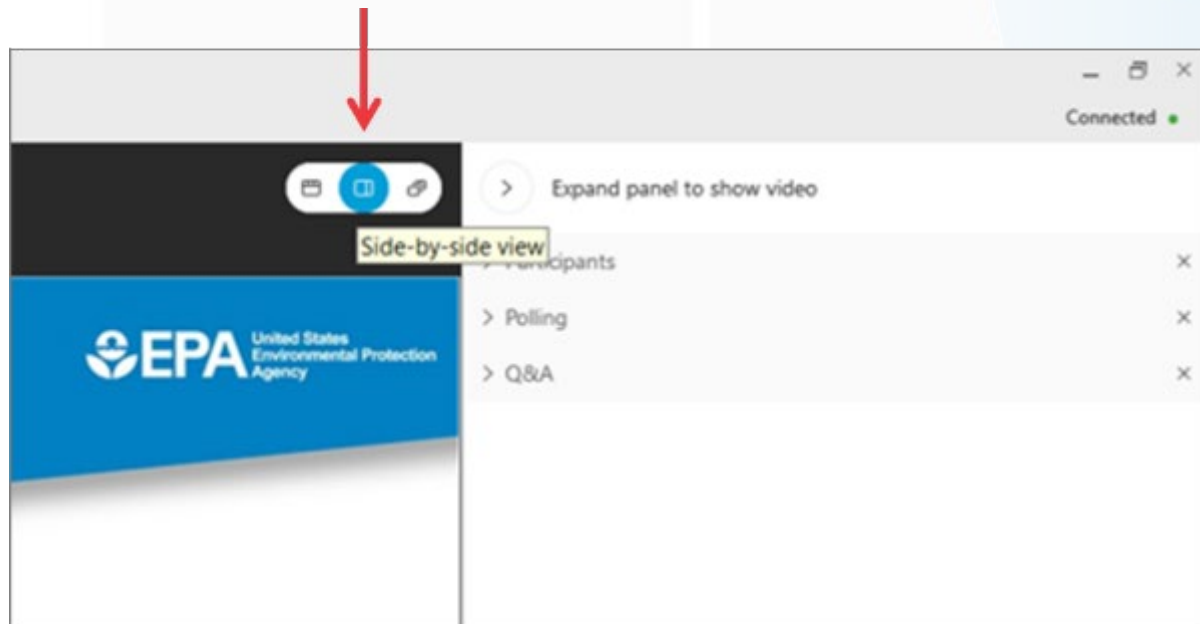
Three audio options:

1. Listen via computer
2. Use WebEx's "Call Me" feature
3. Dial 1-415-655-0002 or 1-855-797-9485

Event number: 161 928 3335



- There are several layout options
- We recommend the side-by-side view



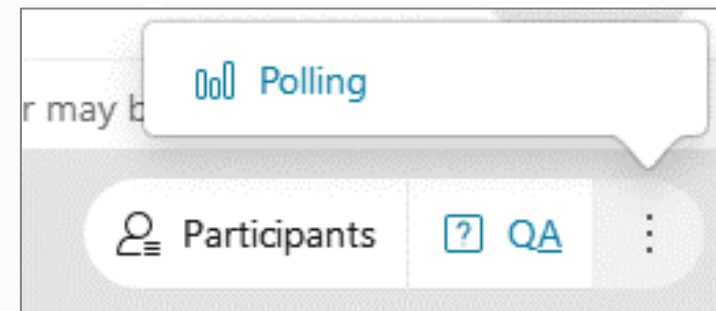
## We'll use three panels

- Participants, Polling, and Question & Answer (Q&A)
- Use the arrow to expand or collapse the panels



## Adding Panels

- If some panels don't appear, hover over the bottom of the screen and select the desired panels
- Select More Options (...) for additional panels
- Blue icons indicate active panels



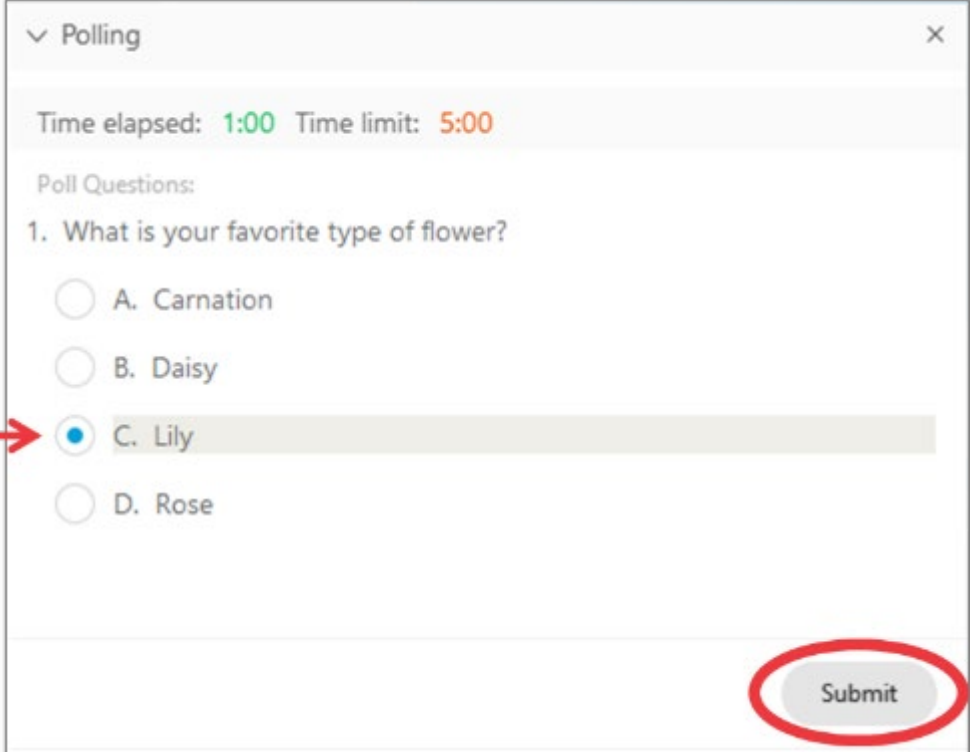
↑ Participants      ↑ Q&A      ↑ More Options  
Polling

## Polling

- We'll ask several poll questions during the webinar
- The polling panel will appear when we open the first poll
- Select your desired response and hit "Submit"

## Webinar Feedback

- A feedback form will pop-up when you exit today's webinar



▼ Polling ×

Time elapsed: 1:00 Time limit: 5:00

Poll Questions:

1. What is your favorite type of flower?

A. Carnation

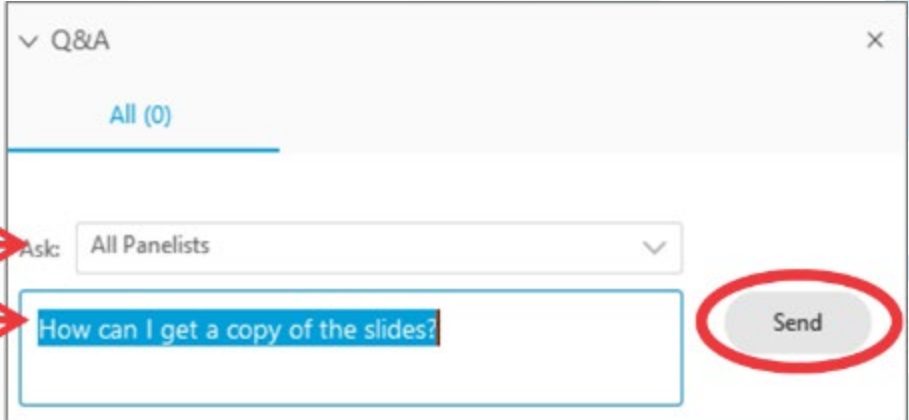
B. Daisy

C. Lily

D. Rose

- Participants are muted
- Questions will be moderated at the end
- To ask a question:

1. Select “All Panelists” from the drop-down menu
2. Enter your question in the Q&A box
3. Hit “Send”



The screenshot shows a Q&A interface with a title bar 'Q&A' and a close button 'x'. Below the title bar, it says 'All (0)'. There is a dropdown menu labeled 'Ask:' with 'All Panelists' selected. Below the dropdown is a text input field containing the question 'How can I get a copy of the slides?'. To the right of the input field is a 'Send' button, which is circled in red. Two red arrows point to the dropdown menu and the text input field.

- EPA will post responses on the Webinar Series page:  
[www.epa.gov/statelocalenergy/state-local-and-tribal-webinar-series](http://www.epa.gov/statelocalenergy/state-local-and-tribal-webinar-series)

- **Andrea Denny**, Office of Atmospheric Programs, U.S. Environmental Protection Agency (EPA)  
**Jessica Daniels**, Office of Transportation and Air Quality (OTAQ), EPA
- **Dory Larsen**, Southern Alliance for Clean Energy
- **Carla Walker** and **Jennifer Zavon**, City of Cincinnati, Ohio
- **Chris Castro**, City of Orlando, Florida
- Question and Answer Session

*The views expressed by speakers on this webinar are solely those of the participants and EPA does not endorse any products or commercial services mentioned in this webinar.*

**Andrea Denny**

Local Energy and Environment  
Program Lead

**Jessica Daniels**

Environmental Protection Specialist

U.S. Environmental Protection Agency



# U.S. EPA's State and Local Climate and Energy Program

- We offer free tools, data and technical expertise about energy strategies, including energy efficiency, renewable energy and other emerging technologies, to help state, local and tribal governments achieve their environmental, energy and economic objectives
- Access these resources at: [www.epa.gov/statelocalenergy](http://www.epa.gov/statelocalenergy)
- Electrification Webinar Series
  - ▶ Get notifications by subscribing to our newsletter:
    - [www.epa.gov/statelocalenergy/state-and-local-energy-newsletters](http://www.epa.gov/statelocalenergy/state-and-local-energy-newsletters)
  - ▶ Past Webinars:
    - [www.epa.gov/statelocalenergy/state-local-and-tribal-webinar-series](http://www.epa.gov/statelocalenergy/state-local-and-tribal-webinar-series)



# Upcoming Webinars

- June 17, 1 PM (ET) - Overview of EPA's Climate Change Indicators
- June 24, 2 PM (ET) - Climate and Heat: Trends, Health Impacts and Risk
- June 29, 1 PM (ET) - Estimating the Public Health Benefits of Clean Energy

**Register Today!**

[www.epa.gov/statelocalenergy/state-local-and-tribal-webinar-series](http://www.epa.gov/statelocalenergy/state-local-and-tribal-webinar-series)

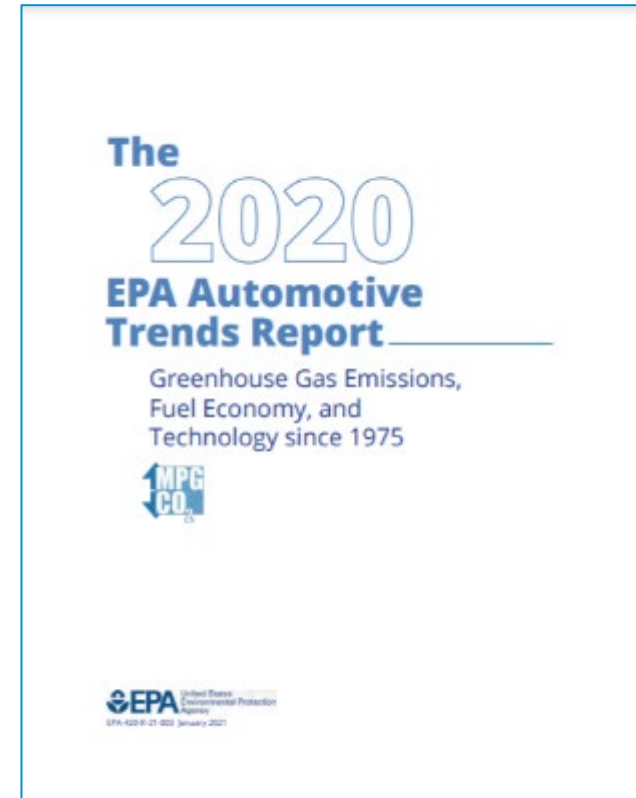
# U.S. EPA's State, Local, and Tribal Transportation Resources

- EPA's OTAQ protects human health and the environment by reducing air pollution and greenhouse gases from mobile sources and the fuels that power them, advancing clean fuels and technology, and encouraging business practices and travel choices that minimize emissions
  
- We help state, local, and tribal governments achieve their environmental and other objectives by providing expertise on:
  - ▶ State Implementation Plans
  - ▶ Transportation Conformity
  - ▶ Vehicle Emissions Inspection & Maintenance and state fuel programs
  - ▶ Travel Efficiency and Greenhouse Gas (GHG) Planning
  - ▶ MOtor Vehicle Emission Simulator (MOVES), Calculators, and Tools
  
- Access these resources at the State and Local Transportation Resources page: [www.epa.gov/state-and-local-transportation](http://www.epa.gov/state-and-local-transportation)

# OTAQ's Voluntary Programs and Initiatives

- EPA's OTAQ also has several voluntary programs and initiatives for state, local, and tribal governments as well as other stakeholders
- Clean Diesel Program – To reduce diesel emissions that impact public health
  - ▶ Includes grants and rebates under the Diesel Emissions Reduction Act (DERA)
  - ▶ [www.epa.gov/cleandiesel](http://www.epa.gov/cleandiesel)
- Ports Initiative – To improve environmental performance near ports
  - ▶ [www.epa.gov/ports-initiative](http://www.epa.gov/ports-initiative)
- SmartWay – To advance sustainable transportation supply chains
  - ▶ [www.epa.gov/smartway](http://www.epa.gov/smartway)

- EPA Automotive Trends Report
  - ▶ Public information about new light-duty vehicle greenhouse gas emissions, fuel economy data, technology data, and auto manufacturers' performance in meeting the agency's GHG emissions standards
  - ▶ [www.epa.gov/automotive-trends](http://www.epa.gov/automotive-trends)
- EPA Green Vehicle Guide
  - ▶ Learn more about emerging options in transportation like zero emission vehicles (ZEVs), shared mobility, and self-driving cars
  - ▶ [www.epa.gov/greenvehicles](http://www.epa.gov/greenvehicles)



# Contact Information

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Sign Up for Our Newsletter | [www.epa.gov/statelocalenergy/state-and-local-energy-newsletters](http://www.epa.gov/statelocalenergy/state-and-local-energy-newsletters)

Join Our LinkedIn Group | [www.linkedin.com/groups/12129811/](http://www.linkedin.com/groups/12129811/)

# Driving Electric Vehicle Adoption: Resources and Rides

Dory Larsen

Southern Alliance for Clean Energy





Driving Electric Vehicle Adoption:  
Resources and Rides for States  
and Local Governments

# WHO WE ARE: Southern Alliance for Clean Energy





# Electrify The South Policy Toolkit for Local Governments



**ELECTRIFY THE SOUTH**  
A PROGRAM OF THE AUDUBON ALLIANCE FOR CLEAN ENERGY

Home Resources Blog Newsletter Testimonials

## Policy Toolkit

FOR LOCAL GOVERNMENTS TO ACCELERATE ELECTRIC VEHICLE ADOPTION

Electric vehicles save money by reducing operating costs, while improving public health, and addressing climate change by drastically reducing emissions. Today, there are light, medium and heavy duty electric vehicle (EV) options for fleets and consumers.

The Electrify the South Toolkit curates best-practice local government EV policies from around the country with links to real-world examples. The Toolkit provides a catalog of cost-effective, sustainable, and equitable policy options for public officials to choose from to support climate and transportation electrification action plans. *The Toolkit is a living document that is updated biannually to keep pace with the rapidly expanding EV market.*

CONTACT US

[www.electrifythesouth.org/toolkit](http://www.electrifythesouth.org/toolkit)

# States

## Clear Communication

Create an EV Plan:

- [Tennessee](#)
- [North Carolina](#)
- [Florida](#)

[Vehicle registration data](#)

[EVSE Equipment Standards](#)

[Permitting Guidebook](#)  
[EVSE](#)

## Education

EV consumer education

Fleet education including charging education

[Dealership and service-oriented education](#)

Workforce development

## Outreach

EV Ride & Drive Promotion

# Local Governments: Community Education and Informational Materials

## Anatomy of an Amazing EV Website

[What the local government is doing to promote EVs](#)

[Education](#)

[Links to trusted partners](#)

[Links to Federal/State rebates for EVs and Charging Stations](#)

[Information for developers](#)

### Drive Electric Chicago

Welcome to the City of Chicago's one stop shop for information on plug-in electric vehicles!

#### What are plug-in electric vehicles?

Plug-in electric vehicles (PEVs) are motor vehicles that are powered either entirely or partially by rechargeable batteries. These batteries are recharged when connected to the electric grid, meaning you can charge your car from the comfort of your own home! Depending on the charging station, a full charge can take anywhere from 18 hours to only 30 minutes. When fully charged, a PEV is more than capable of making the average Chicagoan's 22 mile daily commute.

#### How to install EV charging stations at home

For single family homes installations under 400 amper, a licensed electrician can file for the permit online through the Department of Buildings Easy Permit Process and get approved in just one day.

Installations at multi-unit dwellings may have additional considerations. For multi-unit building owners, managers, or tenants, the City has developed an easy-to-understand guide.



Click on the image to download

The City also has 2 page quick reference guides specifically for building managers and residents. Click the links below:

1. [Your property \(building manager\)](#)
2. [Your apartment or condo \(tenant\)](#)

#### How to prepare for charging electric (medium- and heavy-duty) vehicles



Supporting Information Facts

Programs & Initiatives

Environment and Sustainability

Additional Information



Follow SustainChicago on Twitter

I Want To

Apply For +

Check Status Of +

Find / Get +

# Driving on Sunshine

Find a local EV Club  
partner

Non-profit partner



# Anatomy of an Amazing Ride and Drive or Presentation

## Local Governments: Outreach Events



How “normal it is

[Instant torque](#)

Smooth performance

Superior technology (show all the features)

Superior efficiency of an EV ([over 100 miles per gallon of gasoline-equivalent \(MGPe\)](#) vs [25 miles per gallon \(MPG\)](#))

[Lower cost to fuel](#)

Low to no maintenance

[Total cost to own \(often lower\)](#)

[Range](#) (median 2020 = 259)

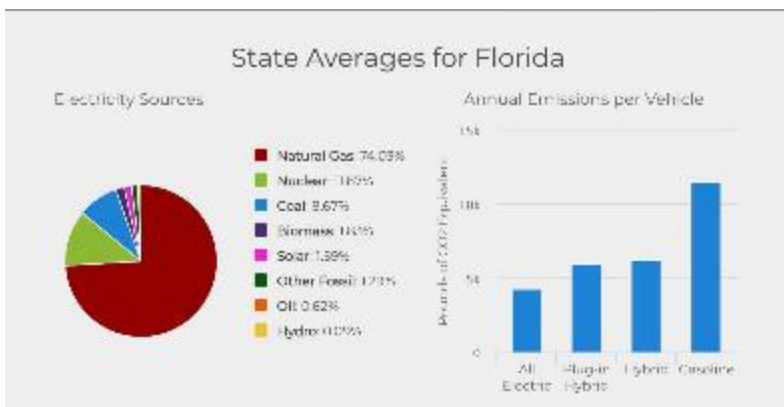
[Manufacturer’s suggested retail price \(MSRP\) range](#)

Buying a used EV

# Anatomy of an Amazing Ride and Drive or Presentation

## Local Governments: Outreach Events

Emissions reduction benefits/Zero tailpipe emissions

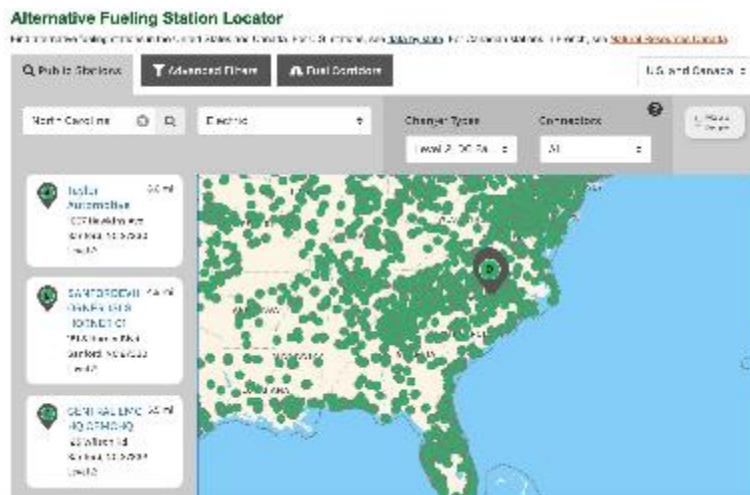


1. [Greenhouse gas emissions](#) reduction benefits (climate, environment)
2. [Criteria pollutant emissions](#) reduction benefits (public health, environment)

The lifetime emissions of [EVs are less than 50% traditional car, even when emissions from manufacturing are considered.](#)

# Anatomy of an Amazing Ride and Drive or Presentation

## Local Governments: Outreach Events



## How to Charge Demonstrations

Level 1 Charging

Level 2 Charging (show locations-[Plugshare](#),  
Alternative Fuels Data Center ([AFDC](#)) [website](#))

Charging at a supercharger/EA site

How to install a 240 line for a home charger

Powering with renewables

# Contact

Dory Larsen

Southern Alliance for Clean Energy

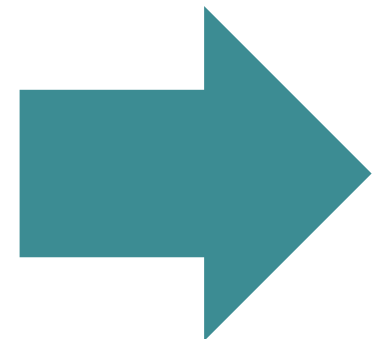
[dory@cleanenergy.org](mailto:dory@cleanenergy.org)



# What best describes your organization's experience with EV campaigns?

- We have an EV campaign
- We are launching an EV campaign
- We are considering an EV campaign in the future
- We are not considering an EV campaign
- We do not have an EV program
- Other (enter in Q&A box)

**Poll 1**



# Revving up EV Awareness in Cincinnati

Carla Walker  
Jennifer Zavon  
City of Cincinnati



# REVVING UP EV AWARENESS IN CINCINNATI

U.S. EPA Webinar Series: Campaigns Driving EV Awareness  
Carla Walker and Jennifer Zavon



# EV Awareness Journey



2008

First municipal EV parking permit in U.S.



2018

Established new climate change goals

100% EV fleet by 2035

American Cities Climate Challenge

2018

Focus on buildings and transportation



2019

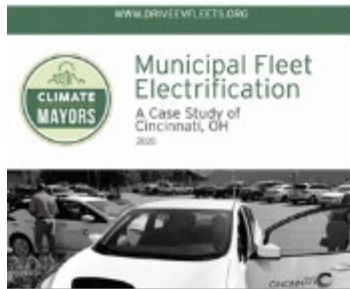
Educate 10K citizens

1,000 EV permits

162 charging stations



# Challenges



## Budget

- staffing
- volunteer nurturing
- events & marketing

## Public perception

- cost
- model variety
- misinformation



# Campaign Elements



Ubiquitous in community

- large scale, iconic events
- Small scale neighborhood events

Partnerships and collaborations

- dealerships
- business community

ALWAYS include City-owned EVs

City Staff training

EV resources on city website

# Campaign Timeline



Late Summer/Fall 2019

- tested campaign

December 2019 - March 2020

- secure 2020 event schedule
- April 2020 **was** target launch



COVID-19 contingency plan

- ambassadors
- newsletter
- virtual events
- build out website as hub



# EV Ambassadors

3 classes

33 ambassadors

47 missions

31,200+

interactions



## EV CINC NOW SEEKING EV AMBASSADORS

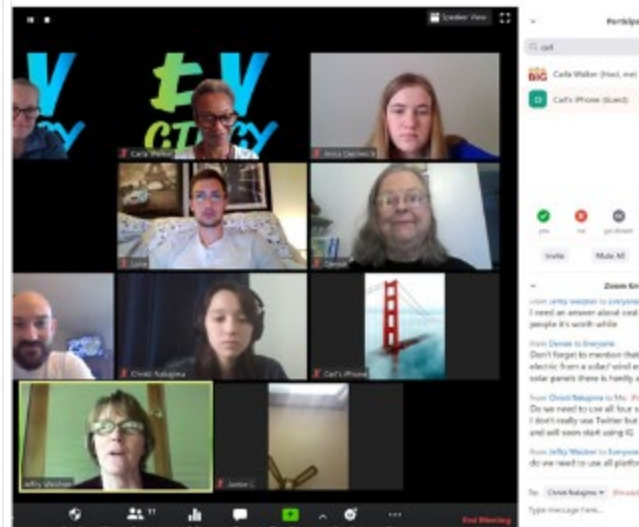
Do you like electric vehicles? EV Ambassador volunteers will educate attendees at community events on the benefits of electric vehicles and the goals of EV Cincy, reaching 10,000 residents by the end of 2020. Increased adoption of electric vehicles has a major impact in reducing local air pollution, improving public health, and slowing climate change.

**RESPONSIBILITIES**

- Help set-up and take-down event booth, lay out educational materials, prepare registration tools, hang displays, etc.
- Engage with people and encourage them to take a ride or drive; give a concise "elevator pitch" about electric vehicles and EV Cincy (training to be provided).
- Register people for EV test rides and/or drives; ensure all participants complete pre-survey and sign liability waivers.
- Post-ride, ensure participants complete post-ride survey.
- Answer attendee questions about electric vehicles (training to be provided).

**QUALIFICATIONS**

- Interest in environmental sustainability and/or transportation topics.



## BENEFITS OF ELECTRIC VEHICLES

SAVE MONEY

FUN TO DRIVE

REDUCE EMISSIONS

CONVENIENCE

ENERGY SECURITY

## EVs + SOLAR

### HAND IN HAND

In a study by the SmartGrid Consumer Collaborative, roughly half of consumers who had EV or solar technology had both [1].

### WHY PAIR EVs WITH SOLAR?

By driving electric, you can save about 50% in fuel costs [2]. Most EV charging is done at home—so if you charge your EV with excess energy from solar panels on your rooftop, you can cut your costs by significantly more.

### EV BATTERIES + SOLAR

Energy produced by solar panels must be used immediately without a form of energy storage present. EV batteries have the potential to serve as energy storage for solar arrays, with continued developments in vehicle-to-grid technology and plug-in hybrid...





# The Pulse

10 newsletters

features on EV leaders

highlight E-mobility

latest EV news

EV events

880+ subscribers

(events + EV permit holders)

### Current

A column by EV Cincy Ambassador Denise Mustain

Learn all about the Taycan (including the Turkish meaning behind the car's name) from Denise's visit to Porsche of the Village. Plus, bonus info about solar powered EVs!

Click [HERE](#) to read more.





### E-VROOM ZOOM FAQ

E-Vroom Zooms – an EV Cincy chat that engages Cincinnatians in conversations about EV benefits and the EV activities happening in and around Cincinnati.

#### What is EV Cincy?

EV Cincy is an initiative designed to help build awareness and educate the public about the benefits of electric vehicles and the EV activities happening in and around Cincinnati.

#### What are E-Vroom Zooms?

E-Vroom Zooms are online video conference chats about electric vehicles and the EV work being done in Cincinnati. While they may include a powerpoint presentation, they are not to be confused with a webinar where the speaker has limited interaction with the audience. The purpose of E-Vroom Zooms is to spark conversation to educate as our calls will be more aligned with a video conference format where interaction is encouraged. (It is not presenter-centric, but rather group-centric, and everyone can see everyone (video will be encouraged)).

#### Why is EV Cincy doing these calls?

EV Cincy began in the Summer of 2019 with informational booths and ride-and-drive experiences at a number of Cincinnati events. In response to the COVID-19 pandemic, EV Cincy is reimaging how we connect with the public and has created these calls and an opportunity to continue providing educational content about EVs in a safe, healthy, informative and fun way.

#### Who are we trying to reach?

Our intended audience is the general public in Cincinnati. It is the same audience we would have looked forward to connecting with at the various events that take place in and around Cincinnati. However, as we will need to reach out to a broad group of invitations, we will be leveraging the support of our volunteer EV Cincy Ambassador team to push event registration information on their social media networks.

#### What is the format?

Each Zoom chat will be hosted and moderated by a staff person from the Office of Environment & Sustainability and feature at least one person from the EV industry. After opening the chat, the moderator will introduce the guest to offer a brief presentation (PowerPoint is optional) about their work or the specific topic. The moderator will then open up the conversation for Q&A. The moderator will have a few questions on hand to help move the Q&A along and will engage audience members in the discussion to insure interaction and conversation.

How does one use the E-Vroom Zooms?

# E-VROOM ZOOMS

**OHIO TRANSPORTATION: CLEANER, SAFER, SMARTER**  
JANUARY 21, 2020 | 12:00 - 1:00 PM EST

**SPEAKERS**

**LUKE STEDKE**  
MANAGING DIRECTOR OF COMMUNICATIONS AND POLICY, DRIVE OHIO

**KATIE ZEHNDER**  
PROGRAM MANAGER, HNTB OHIO

RSVP at [bit.ly/EVroomJan](http://bit.ly/EVroomJan)  
for more information, contact [Jenifer.Lewis@cocincinnati-oh.gov](mailto:Jenifer.Lewis@cocincinnati-oh.gov).

# EVroom Zooms

13 events

60 minutes each

interactive

local/national speakers

avg audience size -

30

# E-VROOM ZOOMS

## WOMEN & EVs

MARCH 25, 2021 | 1:00 - 2:00 PM EST

**SPEAKERS**

**JENNY SOUTHARD**  
SALES MANAGER, LEBANON FORD

**DESS REIGH**  
SALES ZONE MANAGER, FORD

RSVP at [bit.ly/EVroomMarch](http://bit.ly/EVroomMarch)  
for more information, contact [Jenifer.Lewis@cocincinnati-oh.gov](mailto:Jenifer.Lewis@cocincinnati-oh.gov).

## EVCINCYWEEK2020

Join the City of Cincinnati Office of Environment and Sustainability for a week-long celebration of EVs!

<b>MONDAY, SEPT 28</b> 12-1 PM ET <b>ELECTRIFYING COMPANIES &amp; COMMUNITY ASSETS</b> RSVP: <a href="http://bit.ly/ElectrifyWorksites">http://bit.ly/ElectrifyWorksites</a>	<b>TUESDAY, SEPT. 29</b> 2-3 PM ET <b>EV CHARGING RENAISSANCE IN CINCINNATI</b> RSVP: <a href="http://bit.ly/EVroomSept">http://bit.ly/EVroomSept</a>
<b>WEDNESDAY, SEP. 30</b> 1-2 PM ET <b>CINCINNATI'S E-BIKE REVOLUTION</b> RSVP: <a href="http://bit.ly/EVCincyandEBikes">http://bit.ly/EVCincyandEBikes</a>	<b>THURSDAY, OCT. 1</b> 2-3 PM ET <b>LEADING ON MUNICIPAL FLEET ELECTRIFICATION</b> RSVP: <a href="http://bit.ly/FleetElectrification">http://bit.ly/FleetElectrification</a>

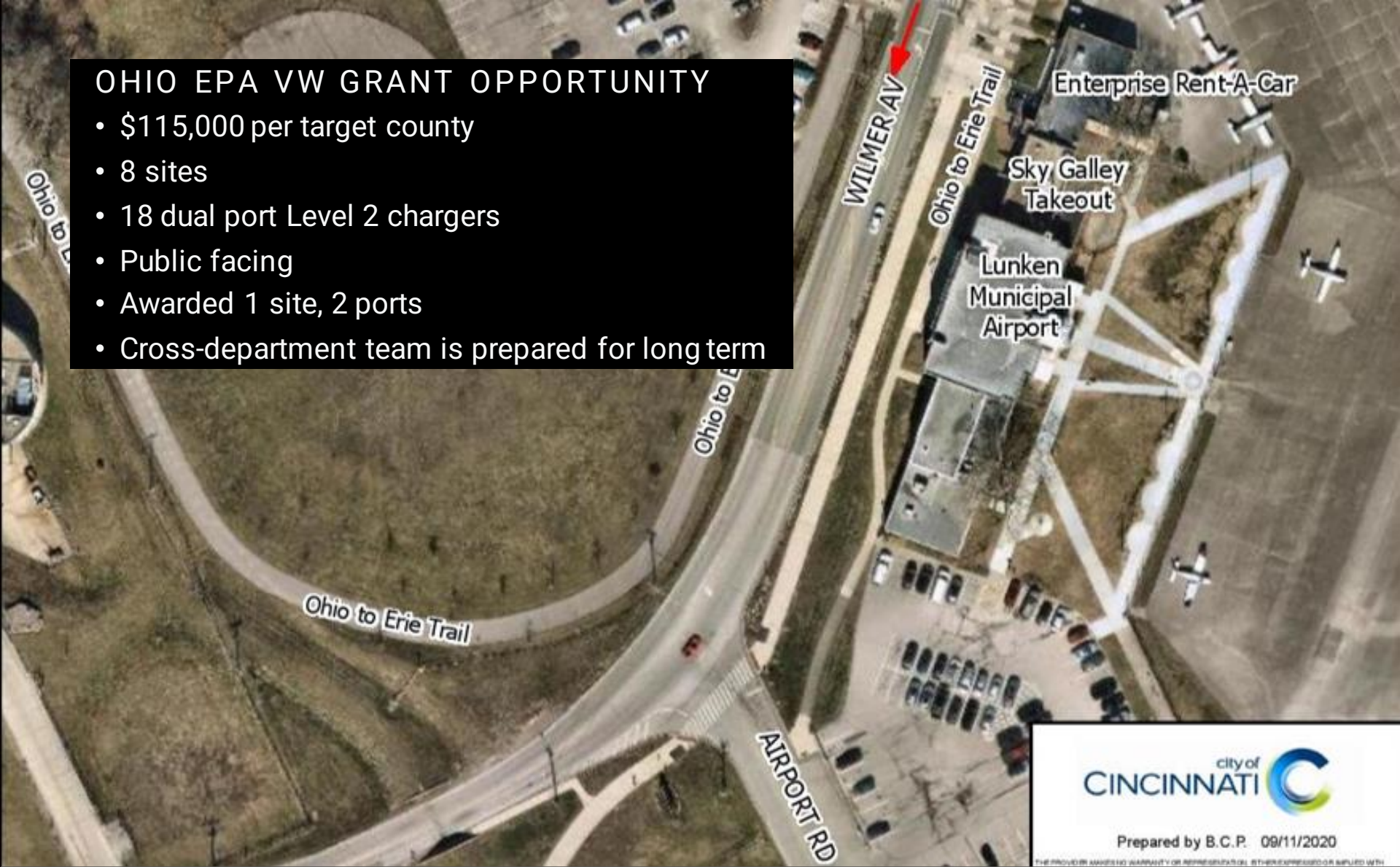
FRIDAY, OCT. 2 -- Special in-person event in Findlay Market, 10-10:45 AM

For details, visit <http://bit.ly/EVCincyWeek2020>



## OHIO EPA VW GRANT OPPORTUNITY

- \$115,000 per target county
- 8 sites
- 18 dual port Level 2 chargers
- Public facing
- Awarded 1 site, 2 ports
- Cross-department team is prepared for long term



city of  
**CINCINNATI** 

Prepared by B.C.P. 09/11/2020

# Future of EV Cincy

American Cities  
Climate Challenge



June 30 End Date  
EV Cincy Support Ends

Joint Agreement  
Manage Events  
Drive Electric Ohio  
Regional Approach



## Jennifer Zavon

Sustainability Fellow / Public Ally

[Jennifer.Zavon@cincinnati-oh.gov](mailto:Jennifer.Zavon@cincinnati-oh.gov)

## Carla Walker

Climate Advisor

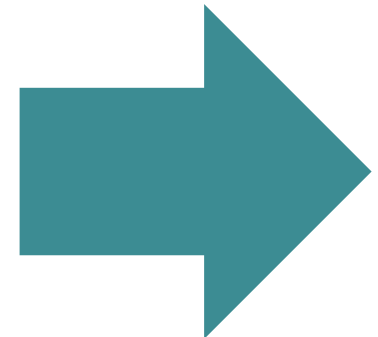
[Carla.Walker@cincinnati-oh.gov](mailto:Carla.Walker@cincinnati-oh.gov)



# What are the largest barriers for your organization to increase EV awareness?

- Staff availability or capacity
- No incentive or rebate programs to promote
- Public misperceptions of electric vehicles
- Constituent language, resource or cultural barriers
- Other (enter in Q&A box)

**Poll 2**




# Orlando's Pathways to an Electrified Future

Chris Castro  
City of Orlando



# **Green Works Orlando: Climate Solutions from the Most Visited City in America!**

An aerial photograph of Orlando, Florida, showing a dense urban skyline with various skyscrapers and modern buildings. In the foreground, a large body of water (Lake Eola) is visible, with a prominent rainbow-colored dome structure on a small island. The sky is blue with scattered white clouds.

**Chris Castro, LEED GA, CPB  
Director, Office of Sustainability &  
Resilience  
Future-Ready co-chair  
City of Orlando**



# Green Works Orlando

## Office of Sustainability & Resilience

- Award-winning sustainability program called “**Green Works Orlando**” launched by Mayor Buddy Dyer in 2007
- Develops internal and citywide policies + programs to:
  - Protect natural resources and the environment (air, water, land)
  - Improve public health and social equity
  - Create green economic dev. and green jobs opportunities
  - Decrease air pollution and carbon emissions
  - Enhance city resilience and adapt to climate change impacts
  - Reduce operational expenses and enhance efficiency
  - Educate the residents and businesses on sustainability
- Focuses on 7 key areas:
  - Clean Energy
  - Green Buildings
  - Local Food Systems
  - Zero Waste
  - Livability
  - Clean Water
  - **Electric & Alternative Transportation**

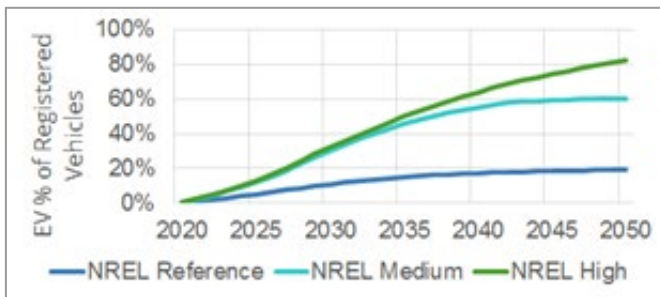




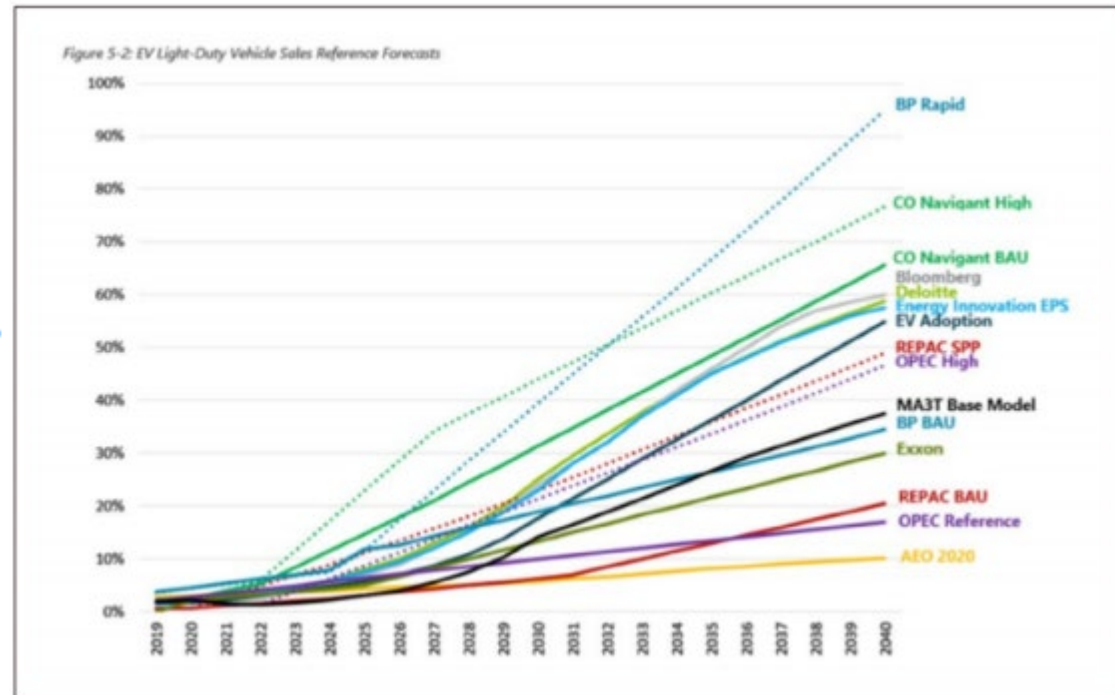
# Transportation

# Trajectory for electric vehicle (EV) adoption and charging demand...

- By 2025, EV adoption is projected to more than double in the Orlando metro area.
- By 2030, EV adoption is projected to reach 10-30% of registered vehicles, and by 2050, nearly 70%.

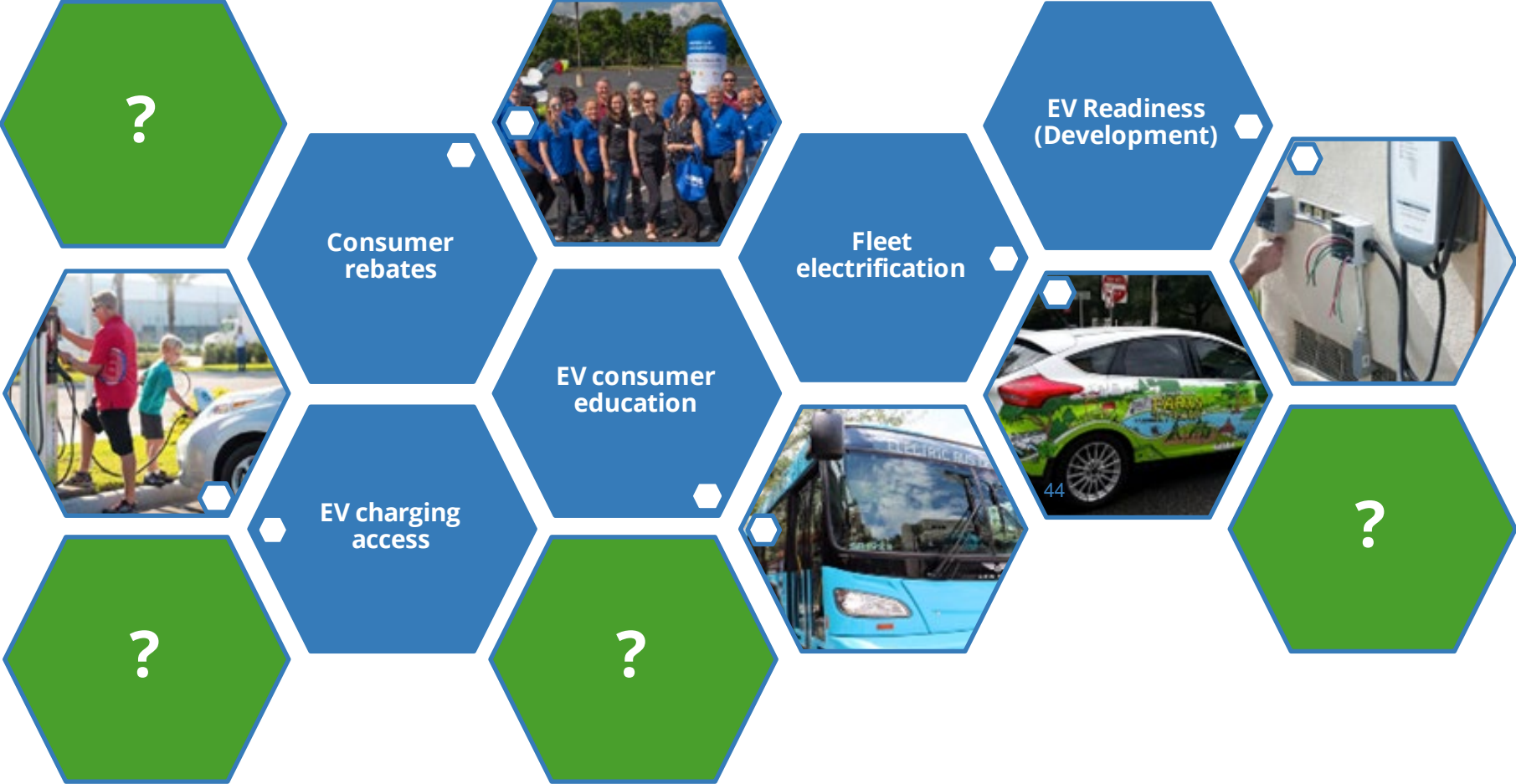


Source: National Renewable Energy Lab



Source: Florida Department of Agriculture and Consumer Services

# We are creating an e-mobility ecosystem and preparing for a rapid and massive transformation ahead



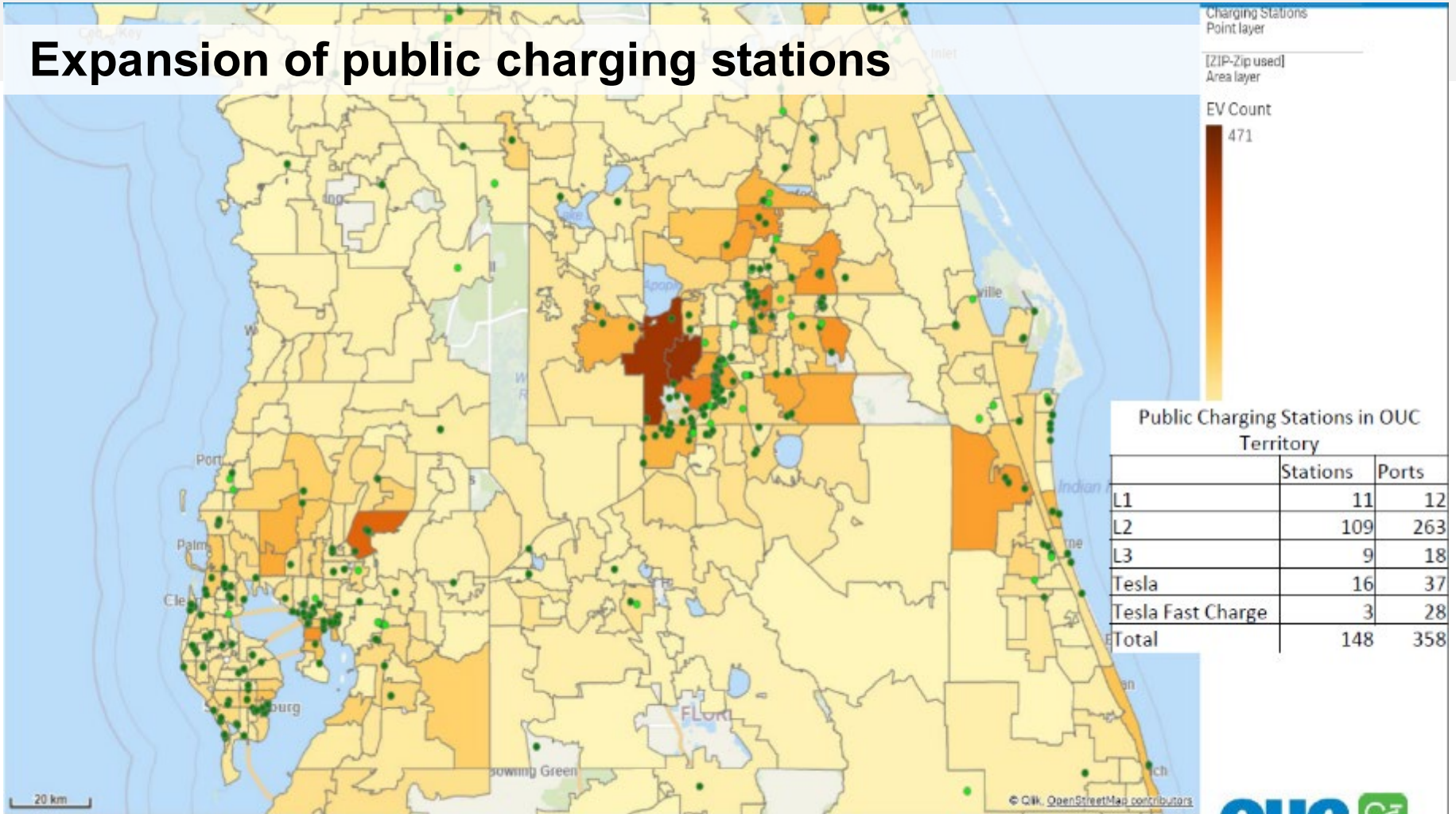


# Municipal EV Fleet - ~3,000 vehicles

- **Goal:** 100% Electric and Alt. Fuel for all City Fleet by 2030
- **200+ EV & Hybrids in City Fleet**
  - Chevy Bolts EV's for City Hall motor pool
  - Nissan Leafs
  - EV Motorcycles for Orlando Police Department
  - Solar golf cart pilots
- Submitted letter of intent for 100 F-150 EV Trucks
- **EV Purchasing Collaborative with Climate Mayors**



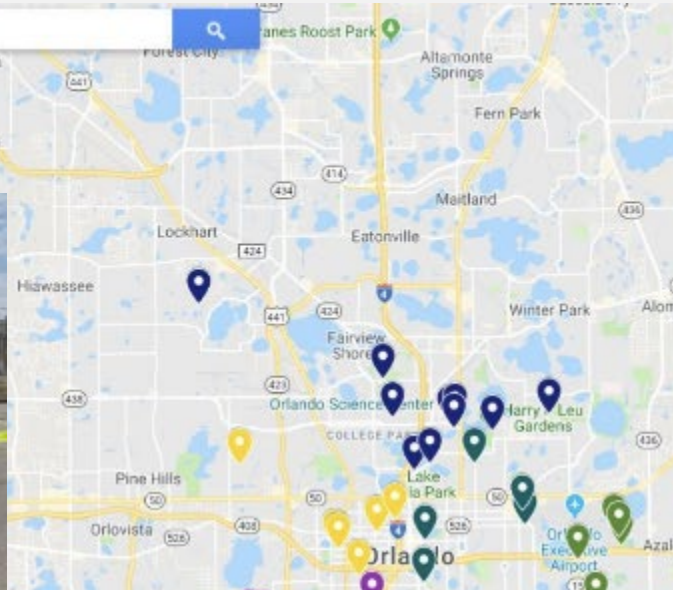
# Expansion of public charging stations



\* Currently showing a limited data set.

# Starting April 2021, the City of Orlando and OUC will be enabling 100+ new Level 2 EV charging stations throughout City parks, Rec centers, parking garages, and more.

EV Charging Locations - City-Wid...  
A map of the recommended locations to implement public facing EV chargers  
94 views  
All changes saved in Drive



Base map



# EV Recharge Hubs





# Ride & Drive events

**Launch:** Quarterly

**Purpose:**

- Encourage residents and businesses to test ride various EV models
- Provide opportunity for test-rides without the pressure of buying or leasing a vehicle
- Q&A with EV experts
- Compare various EV models
- \$50 VISA gift card for test driving an EV



# EV Video Series



<http://ouc.com/EV>



# Electrified Dealership Program


✓ Wins

**Launch:** November 2020

## **Progress:**

- 5 dealerships participating with a goal of 15 participating in 2021
- Diversity in branding. Nissan, Jaguar, Volvo, Audi confirmed
- 10+ of 30 sales reps trained
- Chevrolet (3), Ford and Mini all introduced to the program

**Next steps:** Continue to build dealership pipeline. Continue to train more salespeople.



## OUC ELECTRIFIED DEALER PROGRAM

Orlando Utilities Commission (OUC - The Reliable One) has introduced a new Electrified Dealer Program designed to enhance the electric vehicle (EV) purchasing experience and help increase and encourage EV purchasing/leasing in Central Florida. Through this program, local dealers can take advantage of financial incentives for each eligible electric vehicle sold or leased along with specialized EV training and educational materials.

<b>BENEFITS</b>	<b>REQUIREMENTS</b>
<ul style="list-style-type: none"><li>• Direct-to-dealer sales incentives</li><li>• Recognition on OUC's website</li><li>• Promotional media kit</li><li>• Lead generation from OUC Ride and Drive programming</li><li>• Marketing collateral for on-site use</li><li>• EV sales training to staff</li><li>• Co-marketing opportunities</li></ul>	<ol style="list-style-type: none"><li>1. EV/PHEVs and ICE in inventory on lot</li><li>2. Actively sell and advertise EV/PHEVs</li><li>3. Share monthly EV/PHEV sales data with OUC</li><li>4. Two sales staff members must train with OUC twice a year</li><li>5. Functioning EV charging station on site at the dealership and available to customers</li><li>6. Participate with OUC in cross-promotion marketing</li></ol>

# Lymmo Electric Bus Expansion

- **Goal:** 100% of Lymmo BRT powered by zero-emission EV by 2025
- Added 8 new EV buses in 2020; 6 more in 2021
- 100% Grapefruit, Lime, and partial Orange lines



# **Green Works Orlando: Climate Solutions from the Most Visited City in America!**

**Chris Castro, LEED GA, CPB  
Director, Office of Sustainability &  
Resilience  
Future-Ready co-chair  
City of Orlando**

# Question and Answer Session

## Upcoming Webinars

June 17, 1 PM (ET) - Overview of EPA's Climate Change Indicators

June 24, 2 PM (ET) - Climate and Heat: Trends, Health Impacts and Risk

June 29, 1 PM (ET) - Estimating the Public Health Benefits of Clean Energy

**Register Today!**

[www.epa.gov/statelocalenergy/state-local-and-tribal-webinar-series](http://www.epa.gov/statelocalenergy/state-local-and-tribal-webinar-series)

# Connect with the State and Local Climate and Energy Program

## U.S. Environmental Protection Agency

Andrea Denny

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## Guest Speakers

### Southern Alliance for Clean Energy

Dory Larsen

[dory@cleanenergy.org](mailto:dory@cleanenergy.org)

### City of Cincinnati, OH

Carla Walker and Jennifer Zavon

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