



THE INDIANA VOLKSWAGEN ENVIRONMENTAL MITIGATION TRUST PROGRAM REQUESTS:

A COMPREHENSIVE PLAN FOR STATEWIDE LIGHT-DUTY ELECTRIC VEHICLE EDUCATION, OUTREACH, AND MARKETING

Deadline for Plan Submittals:
July 16, 2021, 5:00pm

Submissions

Plans responsive to this request should be sent to:

Mr. Shawn Seals
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Program Questions

Questions specific to this request or program can be addressed by:

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A COMPREHENSIVE PLAN FOR STATEWIDE ELECTRIC VEHICLE EDUCATION, OUTREACH, AND MARKETING

Statement of Purpose

The State of Indiana, through the Indiana Department of Environmental Management (IDEM), is requesting formal and detailed plans for statewide light-duty electric vehicle (EV) education, outreach, and marketing as further detailed in this document.

Experience based on completed implementation of EV-related projects, a demonstration that previous marketing has reached targeted consumers, the ability to directly engage state and federal agencies and professionals, along with proven expertise in the EV arena are required.

Background

On May 20, 2021, the Indiana Volkswagen Environmental Mitigation Trust Fund Committee selected the Indiana Utility Group (IUG), comprised of eight (8) Indiana utilities, to implement the statewide direct-current fast charging (DC Fast) program. In addition to that approval of the DC Fast program recommendation, the concept of a formal education, outreach, and marketing (EOM) Program to coordinate with the IUG on a successful rollout and sustainable system for light-duty EVs was discussed. The desire to have a formal EOM Program was unanimously supported by the committee.

Goals and Objectives

Indiana's primary goal through the EOM Program is provide educational opportunities to key stakeholders, outreach to interested parties, and marketing of resources across Indiana. The EOM Program will be focused on providing necessary support to Indiana light-duty EV owners (potential or current), Level 2 and DC Fast charging station owners and operators, EV manufacturers, and electric utility providers. The specific goals and objectives of the education, outreach, and marketing components, along with the expectations of the respondent's plan, are detailed below.

Education

Indiana recognizes that the overall knowledge and understanding of EVs and EV infrastructure in Indiana is necessary to create and sustain electric vehicle ownership and charging networks. Indiana intends to provide a better understanding of the benefits and challenges (real and perceived) of owning, operating, and maintaining an EV. After the full implementation of Indiana's Statewide Electric Vehicle Charging Network Program, the state will have over 250 Level 2 and about 85 DC Fast charging station locations. Deploying EV charging stations is an ever-changing process and understanding the best business practices related to site locations, charging technology, and future-proofing (to name a few) will be key to the success of Indiana's network.

Please provide a specific plan, along with a detailed budget, on how you would address the following education-related needs:

EV Owners or Potential Buyers

- EV choices from major manufacturers.
- Real-world costs of EV ownership compared to internal combustion engine alternatives, including maintenance costs.
- “Range anxiety.”
- Develop and make available a “How to” to EV owners related to the charging process as well as equipment including types of chargers (L1, L2, DC Fast), types of connectors, etc.
- Real and perceived challenges of EV ownership.
- Based on your experience in the field, what other key educational needs for EV owners and potential buyers might exist?
- What tools and direct resources would you use to address these topics?

EV Charging Station Deployment

- Making sure that a station location (i.e. address) and charging equipment site (i.e. location on the lot) is best suited for success.
- Deciding on the best possible charging technology for each location.
- How to deal with any zoning or potential American's with Disabilities Act challenges.
- Key considerations for future-proofing station locations in preparation for future, faster charging capable EVs.
- Based on your experience in the field, what other educational needs might there be for those deploying EV charging stations across Indiana?
- What tools and direct resources would you use to address these topics?

Outreach

In addition to current and potential buyers of EVs, there is also a significant segment of the population that doesn't know about the potential benefits of EV ownership. Through a focused outreach program to Indiana organizations and individuals, Indiana hopes to increase the interest and support for EVs and Indiana's EV infrastructure. Outreach to Indiana site hosts and utilities on current business practices will make sure that Indiana's charging station network stays as up-to-date and sustainable as possible.

Please provide a detailed plan, along with a detailed budget, on how you would address the following key areas of targeted outreach to gain stakeholder and partnership interests:

- Connecting with local environmental and community groups on Indiana's EV charging network program.
- Encouraging municipalities to consider the merits of EVs in their fleets along with EV infrastructure in their communities.

- Working with Indiana utilities on successful implementation and fair pricing of EV charging stations.
- Locating ideal charging location site hosts and encouraging additional infrastructure deployment in key areas.
- Engaging with legislators and regulators to increase understanding of the value of EV infrastructure across Indiana.
- Based on your experience in the field, what other key partners beyond those listed above would be beneficial and how might you engage them?
- What tools and direct resources would you use to address these topics?

Marketing

With the increasing number of Level 2 and DC Fast charging stations across Indiana, marketing of those locations and advocacy for increasing the number of EVs is critical. Indiana hopes to see increased EV sales across Indiana and understands that a specific, focused, and proven marketing plan is necessary to accomplish this goal. This marketing plan is expected to promote both the existing and newly deployed Level 2 and DC Fast EV charging station locations. With the focused marketing of EVs along with Indiana's EV infrastructure, the sustainability of Indiana's EV programs is greatly enhanced.

Please provide a detailed plan, along with a detailed budget, on how you would market the following items to key stakeholders to increase Indiana's fleet size of EVs along with the utilization rate of the current and future EV charging stations:

- How would you increase visibility and interest on EVs to potential EV buyers?
- How might you connect with Indiana EV dealerships and partner with them on best marketing practices to increase their sales of EVs?
- How would you make current EV owners more aware of the current and future EV charging station infrastructure across Indiana?
- Knowing that multi-unit dwellings have additional logistical challenges to availability, how would you increase the availability or addition of charging stations at these types of dwellings?
- How would you partner with Indiana utility providers that have a vested interest in the success of EVs and the statewide EV charging network to create greater visibility of the charging network as well as potential incentives that exist in the state?
- Based on your experience in the field, what other key partners beyond those listed above would be beneficial and how might you engage them?
- What tools and direct resources would you use to address these topics?

Proven Experience and Demonstration of Completed Projects

Since EV ownership is not yet established, but is increasing across Indiana, having a recognized 'track record' in the field is crucial to statewide success. As such, Indiana is requiring a demonstration of expertise based on program implementation along with

examples of successfully completed project deployments where these programs and projects were administered or managed directly by the applicant.

Please provide specific examples of proven leadership and direct engagement in EV-related programs and projects such as:

- At least three recent formal EOM Programs you have administered, with detailed information including:
 - Which would you say were most successful and why?
 - Who was the target audience and how did you reach them?
 - What technical details were included in the program?
 - How do you measure success in a program such as this?
- At least three currently ongoing or completed light-duty EV-related projects you have successfully managed and deployed, with detailed information to include:
 - Your specific role in the implementation of the project.
 - Project specifics to include partners, technology deployed, actual versus proposed timelines (with explanations where milestones weren't met), and the total budget for the project.
 - Current operating status and measurement of success for project.
 - Lessons learned from the deployment of this project.
- Beyond the EOM Programs and successful projects detailed above, provide any additional example programs or projects, letters of support, state and federal affiliations, references, or other items that might further substantiate your successful track record and expertise in the EV field.

Plan Submission Requirements

Indiana will only accept electronic EOM Program plan submissions. Narratives and any supporting materials must be submitted in a single PDF document format to SSeals@idem.IN.gov. EOM Program plan submissions are due by email before **July 16, 2021, 5:00pm**.

Submission narratives should include:

- A detailed and specific narrative for how exactly your organization would accomplish the specific tasks detailed in the sections above.
- A clear schedule of milestones that can be used as a guide in implementing the overall Education, Outreach, and Marketing program.
- A detailed budget for each of the specific tasks detailed in the sections above along with an overall program budget total.