



Indiana Volkswagen Environmental Mitigation Trust Fund Committee Meeting



Indiana State Library
History Reference Room 211
315 W. Ohio Street, Indianapolis, IN 46202

Tuesday, September 14, 2021
10:00 a.m.

Link to Event: <https://zoom.us/j/92345734081?pwd=CHkzSk91M3pHZHpNK2FDOXRmbU5YZz09>

- I. Welcome - Chair, Beverly Gard
- II. Call to Order - Chair, Beverly Gard
 - A. Overview of hybrid meeting format (IDEM Media Staff)
- III. Ongoing project Implementation
 - A. Status Report - IDEM
- IV. Statewide Electric Vehicle Education, Outreach, and Marketing (EOM)
 - A. Overview of Request for OEM Plan – IDEM
 - B. Summary of Proposal and Budget – IDEM
 - C. Award Recommendation – IDEM
 - D. Committee Discussion
 - E. Committee Action
- V. Round 3 Onroad-Nonroad Project Scoring and Selection
 - A. Overview of Project Scoring and Qualitative Considerations – IDEM
 - B. Award Recommendations – IDEM
 - C. Committee Discussion
 - D. Stakeholder Questions and Comments
 - E. Committee Action
- VI. 2021 In Perspective
 - A. Schedule of Milestones - IDEM
 - B. Preliminary Meeting Schedule - IDEM
- VII. Public comment – Open question and comment period for stakeholders
- VIII. Closing remarks – Chair, Beverly Gard
- IX. Adjournment



Indiana Volkswagen Environmental Mitigation Trust Program

Ongoing Project Updates, Statewide Education, Outreach and Marketing Recommendation, VW Onroad and Nonroad Round 3 Recommendations, and Program Next Steps

Sept. 14, 2021



Rounds 1 and 2 Onroad-Nonroad/DERA Option Projects Update

Rounds 1 and 2 Onroad and Nonroad/DERA Option Project Implementation

- 62 projects awarded
 - Six electric school bus projects: three complete and three on schedule
 - 23 nonelectric school bus projects: 17 complete and six on schedule (five diesel, 17 propane)
 - 16 nonroad equipment and vehicles: five complete and 11 on schedule (seven diesel, one CNG, seven electric, one diesel-hydraulic hybrid)
 - Five transit bus projects: one complete and four on schedule (two CNG, three electric)
 - CNG project is complete
 - Electric projects progressing, but delayed
 - Eight short haul/drayage projects: five complete and three on schedule (four diesel, three CNG, one electric)
 - Four refuse hauler projects: one complete, one terminated by Grantee and two on schedule (All CNG)
- Total vehicles funded: 331
- Total project costs: \$75,102,755
- Total Indiana VW award support: \$20,330,393



Indiana VW Mitigation Trust Program Biannual Report Highlights (As of June 30, 2021)



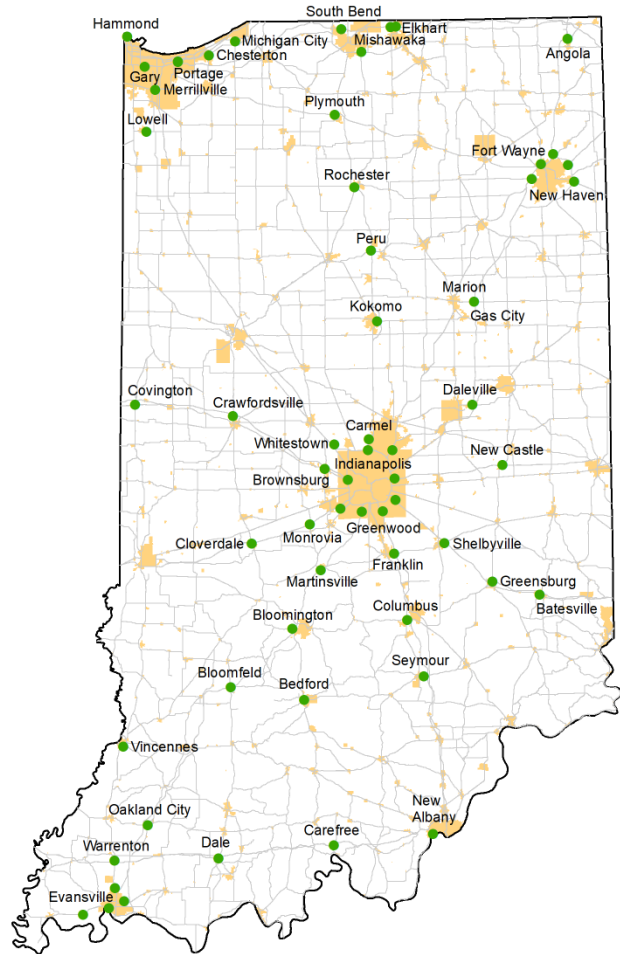
Current Financial Snapshot of Indiana VW Mitigation Trust Fund

Project Categories	Obligated to Category from Indiana BMP	VW Mitigation Funds	Matching Funds	Total Project Costs	VW Percentage of Total Project Cost	VW Percentage Remaining
Onroad Equipment and Vehicles (EMA 1, 2, 6)	\$21,320,000.00	\$6,064,874.82	\$12,958,659.78	\$19,023,534.60	31.88%	71.55%
Nonroad Equipment and Vehicles (EMA 3, 4, 5, 7, 8)	\$8,200,000.00	\$326,551.00	\$1,898,493.00	\$2,225,044.00	14.68%	96.02%
DERA Option (EMA 10)	\$4,100,000.00	\$219,241.90	\$536,276.71	\$755,518.61	29.02%	94.65%
EV Infrastructure (EMA 9)	\$6,150,000.00	-	-	-		100.00%
Program Administration	\$1,165,880.59	-	-	-		100.00%
Totals	\$40,935,880.59	\$6,610,667.72	\$15,393,429.49	\$22,004,097.21	30.04%	83.85%

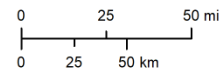


Statewide Education, Outreach, and Marketing Plan Review; Highlights; Recommendation

Proposed Indiana DC Fast Charging Locations by the Indiana Utility Group (IUG) (May 2021)



- Electric Vehicle Charging Locations
- Highways
- City/Town



Notes: This map is intended to serve as an aid in graphic representation only. This information is not warranted for accuracy or other purposes.
 Mapped By: C. Mitchell, Office of Air Quality Date: 05/26/2021 Map Projection: UTM Zone 16 N Map Datum: NAD83

Education, Outreach, and Marketing Plan Review

May 14, 2021 VW Committee Meeting

- IDEM recommended a partial award for the portion of an electric recharging infrastructure proposal that entailed a statewide Education, Outreach, and Marketing (EOM) campaign
- The VW Committee supported the concept, but directed IDEM to request proposals exclusively for an EOM plan to allow for open competition

June 16 through July 16, 2021

- IDEM posted formal EOM request to VW Portal
- During the application period, IDEM received several calls and emails from potential applicants
- Most potential applicants' inquiries were related to whether IDEM was open to a submittal for only one component of the overall program (generally marketing) as they didn't have strength in the other two components
- IDEM received only one application for the statewide EOM plan from South Shore Clean Cities (SSCC)

July 19 through July 29, 2021

- IDEM solicited clarification and refinement of project scope and budget from SSCC

Education, Outreach, and Marketing Plan

Program Scope Highlights

General Tasks

- Establish an electric vehicle (EV) workgroup
- Identify and invite key members of EV-community (i.e., EV owners, EV hardware vendors, EV manufacturers, EV charging providers, etc.) to become members of EV workgroup
- EV workgroup collaborates to develop statewide campaign that meets the missions and goals of the statewide EOM program to include, but not be limited to:
 - Educational opportunities to key stakeholders
 - Better understanding of benefits and challenges (real and perceived) of owning, operating, and maintaining EVs and EV infrastructure
 - Outreach to interested parties
 - Increase the interest and support of EVs and Indiana's EV infrastructure
 - Connect with Indiana site hosts and utilities on current business practices to stay sustainable
 - Marketing of resources across Indiana
 - Realize increased sales of EVs statewide
 - High utilization of existing and future EV infrastructure now and into the future

Education, Outreach, and Marketing Plan Component Highlights

Education-related

- Develop best practices guidance for EV infrastructure site hosts and Indiana utilities
- Conduct educational seminars and/or workshops for legislators on EVs and EV infrastructure
- Develop framework for state and local EV infrastructure policy development best practices
- Create and present EV and EV infrastructure materials to auto dealer sales staff across Indiana to increase the knowledge and interest in marketing EVs at the dealership level
- Seek out and partner with other local, state, and national EV awareness campaigns
- Provide non-biased educational resources in support of the work of the 21st Century Energy Policy Development Task Force

Education, Outreach, and Marketing Plan Component Highlights

Outreach-related

- Develop a statewide framework for EV infrastructure gap analysis and begin planning for future charging station installations
- Conduct “roadshows” across Indiana to bring EVs to ride and drive experiences for Indiana residents and elected officials
- Work directly with IDEM and IUG on public outreach events to increase interest in EVs and education on EV charging protocols
- Develop an Indiana Auto Dealer Action Plan to encourage greater sales of EVs
- Connect interested fleets with peer fleets, EV vendors, and funding opportunities

Education, Outreach, and Marketing Plan Component Highlights

Marketing-related

- Create a statewide brand and begin developing brand identity
- Website design, hosting, and maintenance
- Plan and execute media strategy for radio, TV, digital, and other campaigns
- Develop and implement effective social media campaign
- Develop and roll out testimonial video campaigns using Indiana EV and EV infrastructure owners
- Work with local, state, and federal agencies to develop consistent signage to increase utilization of EV infrastructure

Education, Outreach, and Marketing Plan Component Highlights

Beyond EOM-related

- In partnership with IDEM, research and apply for additional funding opportunities from federal programs to increase the scope of Indiana's statewide charging network
- Conduct follow-up surveys on education, outreach, and marketing campaigns to determine engagement success and modify where needed for improvement
- Track EOM program's impact on campaign missions and goals and modify to maximize effectiveness
- Program will be designed to be replicable across Indiana communities

IDEM Education, Outreach, and Marketing Plan Recommendation

Recommendation

- Award South Shore Clean Cities the statewide Education, Outreach, and Marketing Program to work cooperatively with IDEM and the IUG to improve Indiana's Statewide EV Charging Network Program
 - 5-Year budget of the program not to exceed \$800,000 (using IDEM's ~\$1.2 million in administrative costs allocated in the approved BMP)
 - Funding agreement will include scope of work as summarized, identification of eligible expenses, and require advanced approval prior to incurring any marketing expenses



VW Committee Discussion and Action on Education, Outreach and Marketing Recommendation



Round 3

Onroad and Nonroad Applications

General Award Considerations

- 31 high-quality comprehensive applications received
- Overall, IDEM received eligible applications totaling \$23.4 million for the \$12 million allocated to Round 3
- All vehicle-use type funding requests exceeded Round 3 allocation
- Numerous first-time applicants to the program
- Focused on finding a justifiable way to fund as many projects as possible
- Options presented in the following slides are not meant to imply other options do not exist



Electric School Bus Award Recommendations

Electric School Bus Funding Available = \$850,000

Electric School Bus Only Projects = \$3,394,837

Applicant	Project County	Project Fuel Type	Number of Vehicles Requested	Number of Vehicles Recommended	VW Request	Recommended Award	Total Evaluation Scores
South Bend Comm Schools	St. Joseph	Electric	1	1	\$ 314,004	\$ 314,004	78
Munster Schools	Lake	Electric	2	1	\$ 670,833	\$ 335,417	76
Hamilton Southeastern Schools	Hamilton	Electric	2	1	\$ 653,859	\$ 326,930	74
Monroe County Schools	Monroe	Electric	5	0	\$ 1,552,713		56
Rensselaer Central Schools	Jasper	Electric	1	1	\$ 203,428	\$ 203,428	49
				4	\$ 3,394,837	\$ 1,179,778	

- Applicants highlighted in green are new to the program
- Vehicles count highlighted in blue are partial awards
- Projects highlighted in yellow are recommended for award



Nonelectric School Bus Award Recommendations

Non-electric School Bus Funding Available = \$1,990,000

Non-electric School Bus Only Projects = \$3,695,753

Applicant	Project County	Project Fuel Type	Number of Vehicles Requested	Number of Vehicles Recommended	VW Request	Recommended Award	Total Evaluation Scores
Wayne Township Schools	Marion	Propane	26	7	\$ 832,021	\$ 224,006	78
Lawrence Township Schools	Marion	Propane	12	7	\$ 380,519	\$ 221,969	72
Warren Township Schools	Marion	Propane	10	7	\$ 288,190	\$ 201,733	69
Hammond, City Schools	Lake	Propane	12	7	\$ 394,884	\$ 230,349	68
Greater Clark Schools	Clark	Propane	8	7	\$ 227,198	\$ 198,798	67
Lake Central Schools	Lake	Propane	10	7	\$ 308,213	\$ 215,749	65
Michigan City Schools	Laporte	Propane	8	7	\$ 240,938	\$ 210,820	65
Greenfield - Central Schools	Hancock	Propane	2	2	\$ 57,634	\$ 57,634	60
New Albany - Floyd Schools	Floyd	Propane	5	5	\$ 168,476	\$ 168,476	58
Zionsville Schools	Boone	Propane	13	7	\$ 362,882	\$ 195,398	56
Wa-Nee Schools	Elkhart	Propane	4	4	\$ 122,291	\$ 122,291	55
Avon Schools	Hendricks	Propane	10	7	\$ 312,508	\$ 218,755	52

74	\$ 3,695,753	\$ 2,265,978
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- Applicants highlighted in green are new to the program
- Vehicles count highlighted in blue are partial awards
- Projects highlighted in yellow are recommended for award



Onroad Vehicles Award Recommendations

Onroad Total Funding Available = \$4,260,000

Onroad - Transit Bus Only Project Applications = \$4,553,790

Applicant	Project County	Project Fuel Type	Number of Vehicles Requested	Number of Vehicles Recommended	VW Request	Recommended Award	Total Evaluation Scores
South Bend Transpo	St. Joseph	CNG	12	6	\$ 1,274,203	\$ 637,102	81
Indianapolis Airport Authority	Marion	Electric	3	1	\$ 1,999,811	\$ 666,604	68
IU Campus Bloomington	Monroe	Electric	2		\$ 1,279,776		42
				7	\$ 4,553,790	\$ 1,303,705	

Short Haul/Drayage Only Projects = \$507,724

Applicant	Project County	Project Fuel Type	Number of Vehicles Requested	Number of Vehicles Recommended	VW Request	Recommended Award	Total Evaluation Scores
Bulkmatic	Lake	Electric	1	1	\$ 311,666	\$ 311,666	66
Fort Wayne, City of	Allen	Electric	1	1	\$ 196,058	\$ 196,058	45
				2	\$ 507,724	\$ 507,724	



Onroad Vehicles Award Recommendations (cont.)

Onroad Total Funding Available = \$4,260,000

Refuse Hauler Only Projects = \$2,536,570

Applicant	Project County	Project Fuel Type	Number of Vehicles Requested	Number of Vehicles Recommended	VW Request	Recommended Award	Total Evaluation Scores
Portage, City of	Porter	CNG	7	7	\$ 549,689	\$ 549,689	81
Hobart, City of	Lake	CNG	6	6	\$ 360,884	\$ 360,884	78
Homewood Disposal	Lake	CNG	5	5	\$ 600,375	\$ 600,375	72
Lafayette, City of	Tippecanoe	Electric	2	2	\$ 1,025,622	\$ 1,025,622	39
				20	\$ 2,536,570	\$ 2,536,570	

- Applicants highlighted in green are new to the program
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- Projects highlighted in yellow are recommended for award



Nonroad Vehicles Award Recommendations

Nonroad Funding Available =
2,730,000
Nonroad Only Projects =
\$8,703,388

Applicant	Project County	Project Fuel Type	Number of Vehicles Requested	Number of Vehicles Recommended	VW Request	Recommended Award	Total Evaluation Scores
Kindra Lake Towing	Lake/Porter	Diesel	1	1	\$ 435,020	\$ 435,020	69
Lazer Spot	Hendricks/Madison/Lake	Electric	7	4	\$ 1,544,288	\$ 882,450	63
Scrap Metal	Porter	Electric	5	2	\$ 2,000,000	\$ 1,375,851	63
Mulzer	Warrick/Vandeburgh/Harrison/Crawford	Diesel	2	2	\$ 372,080	\$ 372,080	55
Nucor Steel	Montgomery	Diesel	4	1	\$ 4,352,000	\$ 1,088,000	43
				9	\$ 8,268,368	\$ 3,718,381	

- Applicants highlighted in green are new to the program
- Vehicles count highlighted in blue are partial awards
- Projects highlighted in yellow are recommended for award



Round 3 Post-Award Financials

Vehicle Group	Set-aside or Allotment	Recommended Award Amount	Balance from Discretionary	Remaining after Recommendations
Class 4-8 Onroad	\$4,260,000	\$4,347,999	\$(87,999)	\$0
Nonelectric School Buses	\$1,990,000	\$2,265,978	\$(275,978)	\$0
Electric School Buses	\$850,000	\$1,179,778	\$(329,778)	\$0
Nonroad Equipment	\$2,730,000	\$4,153,401	\$(1,423,401)	\$0
Round 3 Discretionary Allocation	\$2,170,000			\$52,843
All Project Types Total	\$12,000,000			
				Rolling to targeted Round 4: \$52,843



VW Committee Discussion and Action on Round 3 Onroad and Nonroad Recommendations



2021 and 2022 in Perspective

2021 and 2022 Schedule of Milestones

Milestone	Estimated Completion	Volkswagen Committee Involvement
Round 3 Onroad and Nonroad awards announced	September 2021	Review and/or Approve
Statewide EV Education, Outreach, and Marketing recommendation	September 2021	Review and/or Approve
Round 3 DERA Option RFP posted (60 days)	September 2021	NA
Round 3 DERA Option RFP deadline	November 2021	NA
Round 3 DERA Option awards announced	January 2022	Review and/or Approve
Targeted Round 4 RFP for remaining VW funds recommendation	August 2022	Review and/or Approve



2021 and 2022 Preliminary Meeting Schedule

Milestone	Estimated Completion	Volkswagen Committee Involvement
Round 3 Onroad and Nonroad awards announced	September 2021	Review and/or Approve
Statewide EV Education, Outreach, and Marketing recommendation	September 2021	Review and/or Approve
Round 3 DERA Option awards announced	January 2022	Review and/or Approve
Targeted Round 4 RFP for remaining VW funds recommendation	August 2022	Review and/or Approve



Opportunity for VW Committee to Seek Input or Public Comments from Attendees



For More Information

Indiana Volkswagen Mitigation Trust Program website:

www.idem.IN.gov/vwtrust

For program assistance:

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