

AEG Chicago 22Q4 Stakeholder Challenge: Clean Transportation

December 8, 2022

Holland & Knight Offices - Chicago



Bronzeville
Community
Development
Partnership

Introduction

- ▶ In 2022 the EV Ecosystem had in place:
 - ▶ Policy/Legislation/Advocacy ✓
 - ▶ Education/Engagement ✓
 - ▶ Energy Use & Savings Calculators ✓
 - ▶ Incentives/Rebates/Rewards ✓
 - ▶ Marketing & Advertising ✓
- ▶ **BUT WE FORGOT to Align and CUE The OEM's**

General Problem or Objective

- ▶ *The Lack of OEM supported cross-sector team-building to capture these time sensitive, federal funded opportunities to scale EV ownership and EV charging infrastructure with EJ considerations in Chicagoland.*
- ▶ *IT WAS A BUST!*
- ▶ *The CARS WERE NOT AVAILABLE IN the Market*
- ▶ *EV ADOPTORS Could Not EVEN FIND USED VEHICLES*

Key Obstacle/Challenge to Overcome

- ▶ **Solve the Problem in the next 12 months:**

First focus? Who are the key stakeholders to engage?

Foster Communication and Collaboration with OEM's

Organization Role: What would we do Collectively

Comprehensive Timeline & Marketing Campaign that Aligns with OEM Supply-Chain

Key dates/funding opportunities:

- ▶ **Leverage Illinois NEVI 2023 Rollout**
- ▶ **IL Commerce Commission 2023 Plan**

What are the benefits / consequences

- ▶ The OEM's are already spending heavily and continuing to invest funds to "Prime the PUMP"
...and ensure Brand Building and secure Market Position
- ▶ We must all Pivot those resources and change the Mindset/Perspective
- ▶ *We can reach our Net Zero Zone goals if we work together and*

PLUG-IN

“
***Regarding Clean Transportation,
to achieve Chicago's Carbon &
Equity goals,***

”

a critical obstacle to collectively overcome in 12 months is _____.

**Ensure that the EV Ecosystem and OEM's
are all Ready for Chicago to Plug-In and
Purchase**