

January 13, 2017

Re: Partnership on Zero Emission Infrastructure Deployment and Awareness

Dear Electrify America:

The Metropolitan Washington Council of Governments (COG) would like to offer its partnership and support to Electrify America and Volkswagen in our shared vision to establish a world class electric vehicle (EV) infrastructure network and increase awareness of electric mobility.

COG is the regional planning organization for metropolitan Washington, one of many regional commissions across the country. COG has more than 50 years of experience bringing together leaders and experts to tackle the region's major challenges. Our long-standing, vast network of partnerships has helped the region develop solutions for air quality, transportation, infrastructure, energy, and much more. COG has a proven history of staff expertise, project management, and contracting and procurement capacity to provide direct services across all areas of government and commerce.

Our proposed approach would more than double the number of EV charging stations in metropolitan Washington over the next two years, with the long-term goal of having 300 stations per one million people. Through initial outreach, we have identified over 1,500 potential EV charger locations, with the ability to install 500 Level II and 150 DC Fast Charge stations within 6 months to one year. Our education campaign messaging would achieve 200 million consumer impressions annually across the Baltimore-Washington region. We have a network of more than 100 partners that would like to work with us to achieve these results (attached).

Thank you for the opportunity to submit a proposal. If you have any questions or would like to discuss our proposal, please contact Steve Walz, COG Environmental Programs Director, at 202-962-3205 or swalz@mwkog.org. We strongly encourage Electrify America and Volkswagen to consider our offer of partnership and look forward to working with you towards a zero emission future.

Sincerely,



Chuck Bean
Executive Director

Attached: Partners for a Zero Emission Future

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PARTNERS FOR A ZERO EMISSION FUTURE

Core Team

Metropolitan Washington Council of Governments
Northern Virginia Regional Commission
Greater Washington Regional Clean Cities Coalition
Commonwealth of Virginia, represented by Virginia Clean Cities
Maryland Clean Energy Center
District of Columbia Government, represented by District Department of Transportation
Mid-Atlantic Purchasing Team
Clean Air Partners

Technical Support (Core Team plus the following)

Washington Metropolitan Area Transit Authority
State of Maryland, represented by the Electric Vehicle Infrastructure Council
Dominion Virginia Power
Pepco
National Association of Regional Councils
U.S. General Services Administration

Infrastructure Deployment Partners (*indicates organization is also an Education and Outreach Partner)

PUBLIC AGENCIES

Arlington County, Virginia
Calvert County, Maryland
Charles County, Maryland
City of Alexandria, Virginia *
City of Annapolis, Maryland
City of Bowie, Maryland *
City of Cambridge, Maryland
City of College Park, Maryland
City of Fairfax, Virginia *
City of Falls Church, Virginia *
City of Frederick, Maryland
City of Gaithersburg, Maryland
City of Greenbelt, Maryland
City of Havre de Grace, Maryland
City of Manassas, Virginia Utilities
City of Mount Rainier, Maryland *
City of Rockville, Maryland *
City of Salisbury, Maryland
City of Takoma Park, Maryland
DC Water, Washington D.C. *
District of Columbia Metropolitan Police Department, Washington D.C.
Dorchester County, Maryland

Fairfax County Government, Fairfax, Virginia
Frederick County, Maryland
Howard County, Maryland
Maryland-National Capital Park and Planning Commission, Montgomery Parks
Montgomery County, Maryland *
Pocomoke City, Maryland
Prince George's County, Maryland *
Prince William County, Virginia *
Queen Anne's County, Maryland
Town of Betterton, Maryland
Town of Berwyn Heights, Maryland
Town of Bladensburg, Maryland
Town of Brentwood, Maryland
Town of Colmar Manor, Maryland
Town of Denton, Maryland
Town of Elkton, Maryland *
Town of Edmonston, Maryland *
Town of Hillsboro, Virginia *
Town of Indian Head, Maryland
Town of Leesburg, Virginia
Town of Betterton, Maryland
Town of Middletown, Maryland
Town of New Market, Maryland
Town of North Beach, Maryland *
Town of Purcellville, Virginia
Town of Riverdale Park, Maryland *
Town of Thurmont, Maryland
Town of Vienna, Virginia
Town of Williamsport, Maryland *

EDUCATIONAL INSTITUTIONS

American University, Washington, D.C. *
George Mason University, Fairfax, Virginia *
Georgetown University, Washington, D.C.
George Washington University, Washington, D.C.
Howard University, Washington, D.C.
Montgomery College, Rockville, Maryland
Montgomery County Public Schools, Rockville, Maryland
Mundo Verde Bilingual Public Charter School, Washington, D.C.
Northern Virginia Community College, Fairfax, Virginia
University of Maryland, Baltimore County *
University of Maryland, College Park, Maryland
University of Maryland, Environmental Finance Center, College Park, Maryland *

HEALTH CARE INDUSTRY

Emergent BioSolutions, Gaithersburg, Maryland *
INOVA Health System, Falls Church, Virginia *
MedImmune, Gaithersburg, Maryland

MedStar Washington Hospital Center, Washington, D.C.

NON-PROFIT ORGANIZATIONS

Alice Ferguson Foundation, Accokeek, Maryland *

Columbia Association, Columbia, Maryland *

Community Power Network, Washington, D.C. *

Congregation of Beth El of Montgomery County, Bethesda, Maryland

Glenstone Foundation, Potomac, Maryland

Marylanders for Energy Democracy and Affordability, Takoma Park, Maryland

Maryland Municipal League, Annapolis, Maryland

PRIVATE ORGANIZATIONS

Adams Morgan Partnership Business Improvement District (BID), Washington, D.C.

All Eco Design Center, Silver Spring, Maryland

Amicus Green Building Center, Kensington, Maryland

Anacostia Business Improvement District, Washington, D.C. *

Apartment and Office Building Association, Washington, D.C.

Borger Management, Inc, Washington, D.C. *

Boston Properties, Washington, D.C. *

Braddock Commercial Real Estate Services, Alexandria, Virginia

Brandywine Realty Trust, Herndon, Virginia

Brewer's Arcade, Mount Rainer, Maryland

Capital Sustainability, Inc., Washington, D.C. *

CLOUDVAWV, Ashburn, Virginia

Garrett County Chamber of Commerce, McHenry, Maryland

GOEFER, Frederick, Maryland *

Jefferson Apartment Group, McLean, Virginia

LaSalle Investment Management, Baltimore, Maryland

Mom's Organic Market, Rockville, Maryland

Montgomery County Revenue Authority, Rockville, Maryland

Port Towns Shopping Center, Colmar Manor, Maryland

Ruben Companies, Washington, D.C.

Savast Green | Energy, Aberdeen, Maryland *

Scott Management, Inc., Alexandria, Virginia

Southern Management Corporation, Vienna, Virginia

The Lenkin Company Management, Inc., Bethesda, Maryland

The Tower Companies, Rockville, Maryland

Union Station Redevelopment Corp, Washington, D.C.

WPC Management, Bethesda, Maryland

Additional Education and Outreach Partners

American Council for an Energy Efficient Economy (ACEEE), Washington D.C.

Community Power Network, Washington D.C.

Downtown DC BID, Washington, DC

Ensign Consulting, Chevy Chase, Maryland

Mom's Organic Market, Rockville, Maryland

Poolesville Green, Poolesville, Maryland

Takoma Overlook Homeowners Association, Takoma Park, Maryland

APPROACH AND TASKS

The COG Team (“COG”) proposes a partnership approach to work closely with VW/Electrify America as part of a final approved infrastructure plan. We understand there may be multiple ways for such a partnership to advance electric mobility under the program. Below are proposed approaches and tasks that will help enable successful implementation of a zero emission infrastructure deployment program and awareness campaign in metropolitan Washington.

A. Infrastructure Deployment Program

COG is the metropolitan Washington hub where more than a thousand officials and experts come to COG every month to make connections, share information, and develop solutions to the region’s major challenges. Our vast network of cross-sector partners has been working together toward a clean energy future since the gas crisis of the 1970s. One of the region’s pioneers, George Nichols, launched COG’s Alternative Fuels Partnership in the 1990s, which then set the stage for the region’s early leadership in electric vehicle deployment efforts. Through the EV readiness planning, COG knows the priority targets for EV infrastructure deployment.

Metropolitan Washington is ready for large scale deployment of EV infrastructure and COG has the connections and experience to facilitate it. Through existing partner networks, COG distributed an infrastructure needs survey of public and private property owners. Within three weeks, COG received a tremendous response of more than 100 partners ready to work with us and VW/Electrify America on infrastructure deployment.

COG’s EV infrastructure partners represent local, state, and federal agencies; educational institutions, the health care industry, non-profit organizations, private organizations, and additional partnering entities that support them such as the Apartment and Office Building Association, business improvement districts, and green business programs. Most of them own multiple properties across their community or across the region, each of the with the ability to deploy dozens of chargers at multi-family properties, employment centers, campuses, etc.

Through this initial outreach, COG has identified more than 1,500 potential EV charger locations, with the ability to install 500 Level II and 150 DCFC stations within 6 months to one year. The region currently has total of 390 EV charging stations, 60 of which are DCFC. The COG Team will continue to recruit site hosts for EV charging stations for VW. With VW/Electrify America financial support, COG’s infrastructure deployment program would more than double the number of EV charging stations in the region. This work will support the long-term goal for the region is to achieve deployment of 300 stations per one million people.

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Below are strategies for how this infrastructure deployment program would be implemented.

TASK 1. REGIONAL COORDINATION AND PLANNING

COG will work with members and stakeholders to increase awareness of the opportunity to deploy zero emission vehicle infrastructure in the region. COG will alert members and stakeholders to

funding or site host opportunities, and educate members on the process used to pursue actual participation in the program.

COG will help coordinate planning and infrastructure deployment within the region, and with neighboring regions. Planning will be led by COG and NVRC with the support of area member local governments in collaboration with state and local departments of transportation, energy, air, and public works. COG will also convene an expert advisory group, including utility partners, to assist COG and its members to address technical and policy issues to identify and implement ways to remove barriers to success and improve the outcomes of the program.

TASK 2. FACILITATE SITE HOST AGREEMENTS

COG has developed a pipeline of potential electric vehicle charging infrastructure projects. COG will continue to develop and maintain, and utilize a partner list and project pipeline involving both public and private entities to identify a set of projects for implementation. COG will work with VW/Electrify America to develop and implement the necessary site hosting agreements to facilitate installation projects. Some of the issues that will need to be addressed include terms of agreements related to site assessments, utility upgrades, non-disclosure agreements (NDAs), permitting, site access, term, indemnification, operation and maintenance, pricing and payments, etc. Model agreements will be developed and shared.

TASK 3. SUPPORT PROJECT IMPLEMENTATION

COG will handle coordination and logistics on behalf of VW/Electrify America. COG will establish a team of project managers that can handle project implementation, as directed. COG will develop and provide model contracting documents that could be used to facilitate site hosting or direct procurement. COG will enter agreements with site hosts to work with them to carry out installations. COG will also handle contracting and procurement, as well as project oversight and coordination. Under this approach, State, local, and federal government agencies and authorities, as well as entities in the private sector, would be eligible for infrastructure project funding. COG will also assist with monitoring and verification and project payments. If necessary, COG can solicit and contract with VW/Electrify America approved third parties to assist with successful program implementation. Electrify America's branding can be used in all program documents.

COG could also manage a Request for Project Proposals (RFP) and Technical Selection Committee process to support vendor selections and implement installation projects. COG can issue purchase orders and provide management oversight to execute projects. VW/Electrify America would be able to participate in the Technical Selection Committee.

COG will also use its bulk purchasing program through the Mid-Atlantic Purchasing Team (MAPT) and the U.S. Department of Energy (U.S. DOE) funded Fleets for the Future program to facilitate aggregation of procurement to achieve more competitive pricing. COG can also use its "Rider Clause" to enable other government entities to ride or bridge existing contracts to facilitate and streamline future projects.

COG's membership includes the local governments who would be responsible for permitting the EVSE sites. COG will work with our members to facilitate the permitting process.

The participating CCCs will be available to support all aspects of infrastructure project implementation.

B. Awareness Campaign

The EV lifestyle campaign will use the power of celebrity endorsements from influencers such as Julia Louis-Dreyfus (grew up in Maryland, drives an EV), Leonardo DiCaprio (or another widely recognized eco-conscious celebrity), Adrian Grenier, or a local, sports, digital, radio, or television personality in the Baltimore-Washington region to connect with the public about their experiences and personal reasons for purchasing an EV and what they enjoy about their EV lifestyle.

Residents would learn-from and become inspired-by a trusted and familiar voice about the day-to-day life and benefits of driving an EV. The voice will add flavor, underscore the new norm, and bring light to how easy it can be for a driver to make the switch from to an EV. The public will learn it is simple to use and offers even more benefits than what they're used to. It will surprise them - while normalizing EVs at the same time. For a fun local spin, the campaign could include endorsement from the Washington Nationals' and Baltimore Orioles' ownership and/or baseball players - these rivals can create a light-hearted rival-themed discussion about the benefits of driving EVs.

They will learn how easy it is to locate a charging station, be surprised by how much battery life remains post-commute, see how simple it is to charge-at-home, and find out the cost-savings to use an EV. The celebrity endorsement would build the intrigue of this lifestyle from a trusted perspective, a voice that consumers are much more likely to listen to than a simple-company-branded advertisement.

The EV Lifestyle campaign will expand the EV market from early adopters to a wider population by representing the vehicles as a top choice for commuters and an ideal option for either a first or second vehicle. This can be done by engaging potential customers where they live, work, and play - and during educable moments that inspire action. The recommended engagement approach will use a paid multi-media campaign through testimonial-driven public relations, high profile and easy-to-access events throughout the region, and targeted, inspiring social media content. The EV lifestyle campaign will feature Electrify America branding.

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American consumers now expect their purchases - or, what they choose not to buy - to reflect their way of life. The EV lifestyle campaign will guide them from the first thought, through the purchase cycle, and to the celebration of adoption. Peer-to-peer/friend-to-friend endorsements provide another level of trust for potential customers.

The metropolitan Baltimore-Washington region is eager and poised to make the EV choice. Range anxiety is no longer a problem for the city-cool commuters since there is a charging station waiting for them at their place of work, play, and home.

The messages shared through the campaign will be heard not only by potential EV buyers, but also by key influencers and policymakers. This is particularly true in Washington D.C. This important group will see and hear how their neighbors are benefitting from the EV Lifestyle campaign. Through direct exposure to the campaign, these decision-makers will be incentivized to support policies to bring the same benefits to other parts of the country.

The demographics of the region are changing, as more than one third of the population is now 18-34 years old. This growing population group and the 35-54 age group have changed how they consume media and research products. The EV campaign will reach them where they spend their media time, speak to them in an engaging, meaningful, non-advertising tone that intrigues them into the idea of owning an EV and communicates to them the benefits that come with owning one. The voice of a local personality or well-loved public figure who details their day-to-day experiences will break down the barriers to consider, test drive, and purchase an EV.

Below are strategies for how this campaign would be implemented.

TASK 1. SECURE SPOKESPEOPLE

Clean Air Partners will research, interview, and secure spokespeople for the Baltimore and Washington D.C. markets. This will include creating a list of endorsers, including national celebrities, local personalities, and Nationals/Orioles players as well as interviews to secure celebrity spokespeople.

TASK 2. VIDEO ENDORESEMENT

Clean Air Partners will begin dialogue around improved charging station infrastructure and the benefits of driving EVs by creating a fun and engaging video endorsement from the selected celebrity. The video will address common barriers and use humor and an authentic voice and tone.

Clean Air Partners will conduct public relations outreach using the video and key campaign messaging to local broadcast, print media, and influencers. Clean Air Partners' will leverage its 20-year history as the go-to resource for air quality news and established relationships with all major media outlets. A series of regional events with media, including ride-and-drives in cooperation with Clean Cities, will be coordinated to build buzz and offer an experiential opportunity for potential consumers across the region. The COG Team will post links to published stories on social media to expand reach of the coverage.

TASK 3. SOCIAL MEDIA CAMPAIGN

Clean Air Partners will reinforce video messaging and content by engaging specific audiences through a geo-targeted paid social media campaign. Social media will be used as a medium to actively engage with the public and respond directly to questions.

Clean Air Partners will use Facebook Audience Insights to break down target markets into specific sub-segments by region, interests, and demographics. Clean Air Partners will host a "Twitter Chat" with the endorser, a Clean Air Partners expert, and an EV expert to directly respond to the public's inquiries. Paid Facebook advertisements will run featuring 10 second clips of the celebrity video endorsement to reinforce messaging from the video shared with broadcast and print media.

TASK 4. OUTREACH AND EDUCATION PARTNER ENGAGEMENT

The COG Team will share the campaign messaging with our education and outreach partner network as well as policymakers who are engaged with technology development, environmental issues, and are proven advocates of EVs. The COG Team will pitch "inside the beltway" publications read by policymakers and Hill staffers. If possible, a meeting will be set up with the celebrity endorser and a select policymaker for an interview to include within the campaign video. The COG Team will leverage this network to increase consumer impressions and engagement.