



Policy Into Action

2023 ANNUAL REPORT



Electrification
Coalition



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Letter from Our Leadership

Dear Reader,

The past year saw historic growth in the U.S. electric vehicle (EV) market, significant opportunities to accelerate investments in electrification, challenges preventing the implementation of supportive policies, and growth for the Electrification Coalition (EC). While we have much to celebrate, an increasingly powerful and sophisticated opposition is making EVs a highly charged partisan topic, sowing public doubts and requiring more work to establish the broad benefits of electrification for our economic and national security.

In 2023, the U.S. saw many of the promises of the Inflation Reduction Act (IRA) and the Bipartisan Infrastructure Law (BIL) come to fruition. Tax credits and rebates, paired with market changes, brought the average transaction price for EVs down. Accordingly, Americans purchased more EVs than ever: 7.6% of all new passenger vehicles purchased in 2023 were EVs, up from 5.9% in 2022, amounting to more than one million additional EVs on American roads. While the headlines might suggest that EVs are failing in the market, we are still seeing incredible year-over-year market growth.

Companies and governments also took advantage of IRA and BIL incentives to transition their fleets and build charging infrastructure. Of the nearly 13,000 electric medium- and heavy-duty trucks used by American companies today, 80% were deployed in 2023. The EPA's Clean School Bus Program distributed 2,400 electric school buses to school districts, the number of on-road electric transit buses doubled, and the number of public charging ports increased by more than 26%. This incredible movement reflects \$318 billion in private investments, the proliferation of new EV policy, and hundreds of thousands of new American jobs.

The EC is driving the policies and actions that create an electric future. In 2023, the EC's programs team assisted over 125 partners with applications for federal funding totaling over \$217 million.

The campaigns team reached over one million people through ad campaigns and action alerts. The policy team worked with elected officials in the EC's priority states to advise on new EV policy, including in Michigan, Georgia, and North Carolina—all national leaders in EV and battery manufacturing.

Transportation electrification is a complex sector that includes not just light-duty vehicles but also charging infrastructure, freight, and now the EC is working to electrify ports.

The EC also partnered with our sister organization SAFE to co-host the inaugural [SAFE Summit](#) in 2023. This event created a space for industry representatives and thought leaders, including Senator Joe Manchin and the White House's John Podesta, to discuss the role of EVs in protecting national security, including the need for a robust, secure, and high-standard supply chain so the U.S. does not create new dependencies or exacerbate environmental harm.

In 2024, the EC is committed to defending the IRA and BIL against any threats, ensuring the successful implementation of this federal funding, expanding our state policy efforts, accelerating action through our implementation efforts, providing technical resources at scale, and working with SAFE to ensure a secure and high-standard supply chain.

EVs are not going anywhere. The rate of EV adoption continues to accelerate, and the EC is helping to lead the charge. We are excited to share more of the exciting work we did in 2023 to support our mission to end U.S. dependence on oil, protect public health, and support the U.S. economy and national security.

Robbie Diamond
Founder and CEO

Ben Prochazka
Executive Director



How We Advance Transportation Electrification

Transportation electrification is the best scalable alternative for reducing U.S. oil dependence. The EC is spearheading the transportation electrification transition, extending its reach beyond early adopters and driving economies of scale. Through collaboration with partners at the national, state, and local levels, we are actively implementing projects to put more EVs on the road while advocating for policies that expand access and accelerate adoption.

What we do:

Using the EC's unique national and economic security perspective, we accelerate EV adoption through:

Policy Advocacy



Technical Services



Corporate Engagement



Implementation Programs



Mission:

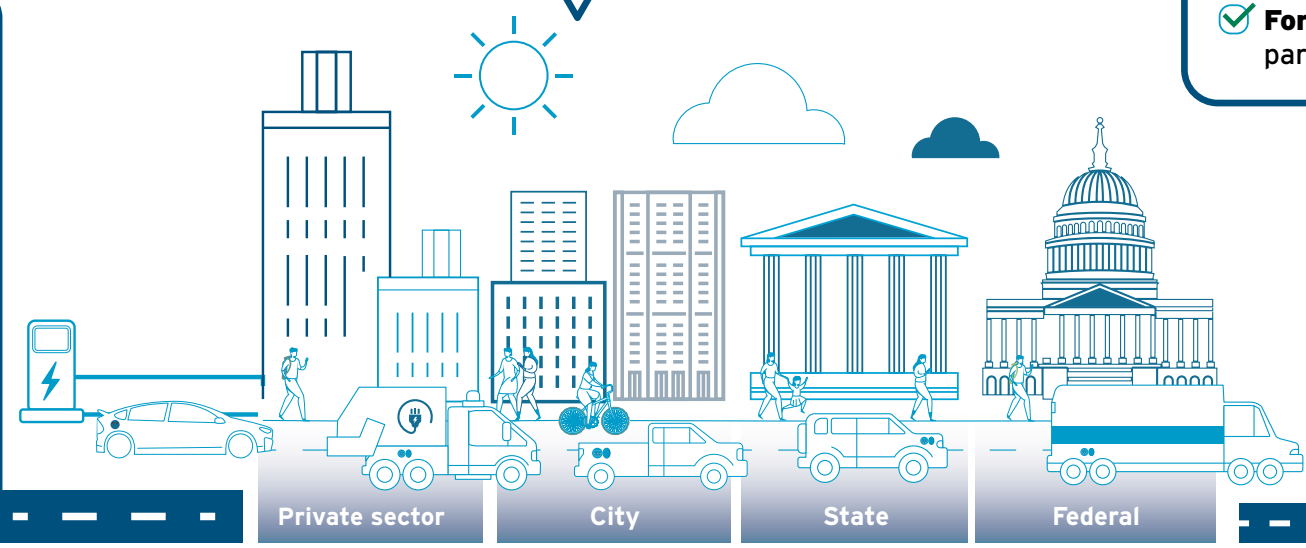
Electrify on-road vehicles to protect economic and national security, public health, and American jobs.

How we create impact:

- ✓ **Enable** policies and adoption commitments
- ✓ **Increase** access to funding
- ✓ **Develop** innovative, replicable programs
- ✓ **Expand** access to EVs and charging
- ✓ **Form** strong, trusted partnerships

How we do it:

Accelerate adoption and drive scale across all levels



High-Level Policy Impacts

Indiana
The EC engaged in bipartisan discussions with Indiana lawmakers, agencies, and the state energy office on the benefits of transportation electrification, the state's role in the transition, electrification in rural areas, and the benefits of private investment and manufacturing. In addition, the EC expanded connections with multiple organizations across the state's clean transportation advocacy network and provided input on the state's draft Carbon Reduction Program plan.

Michigan
The EC worked with the Whitmer administration and other allies to engage lawmakers in a bipartisan and bicameral effort to prioritize EV investments within the 2023 Michigan state budget. Our efforts resulted in funding to support the transition of state fleets to EVs, expanded charging networks, and critical minerals recycling for EV manufacturing supply chains. Additionally, we helped pass the Michigan **Clean School Bus program**, a nation-leading initiative which allocated \$125 million for school districts to modernize their bus fleets by transitioning to clean school buses, the vast majority of which are expected to be electric.

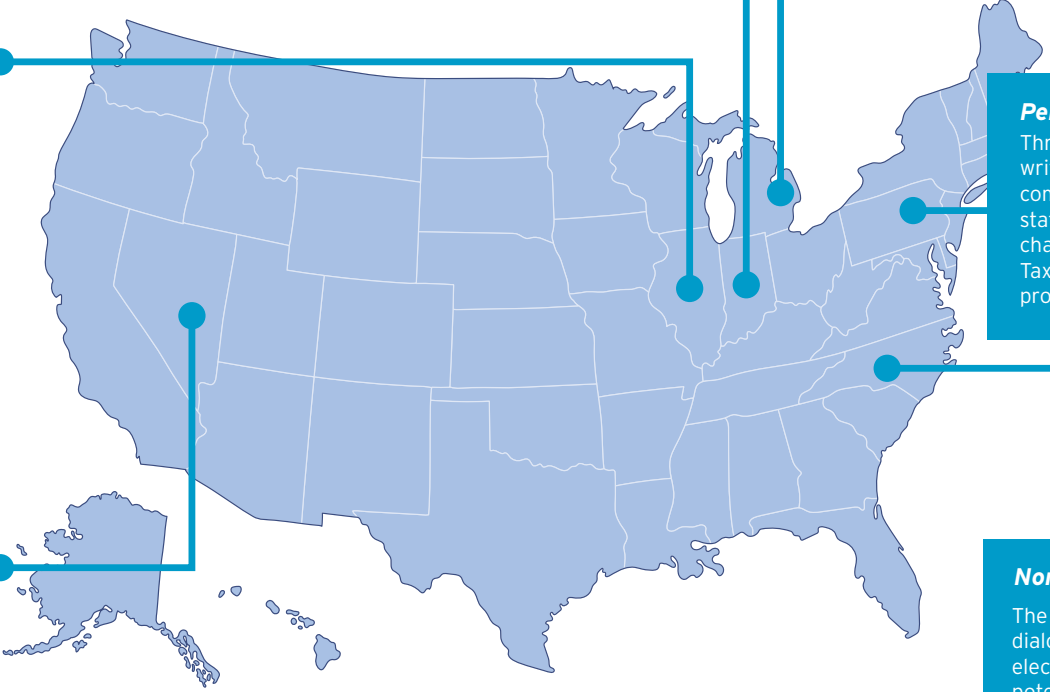
Illinois
The EC engaged the Illinois legislature, pushing for several priority EV bills, including the Advanced Clean Truck rule, a medium- and heavy-duty EV incentive program, Clean Transportation Standard, state fleet electrification requirements (passed in the fall veto session), and EV charging infrastructure requirements for new residential construction (passed in the spring session). The EC met with several legislators and worked with business advocates and other partners to draft a letter of support for the medium- and heavy-duty incentive.

Pennsylvania
Through bipartisan discussion with members, and in-person and written testimony in front of the House and Senate Transportation committees, the EC helped amend a proposed policy to reduce the state's EV fee from \$380/year to \$290/year and remove private charging from the state's existing excise tax, i.e. "Alternative Fuels Tax." We are continuing to work to promote further reduction of the proposed fee in 2024.

Nevada
The EC collaborated closely with the Nevada Department of Administration and Assemblyman Howard Watts on two bills: AB 262, mandating the use of a total cost of ownership tool for fleet procurement, and AB 184, establishing an incentive program for electric medium- and heavy-duty vehicles.

The EC coordinated a business-focused letter supporting these bills, which was submitted to both the legislature and the governor. Additionally, General Charles F. Wald, a member of the Energy Security Leadership Council, wrote a letter to Governor Joe Lombardo, emphasizing the national security significance of these bills.

North Carolina
The EC focused on garnering new lawmaker support and fostering dialogue around the economic benefits of transportation electrification in North Carolina. This effort aimed to mitigate potential increases in EV fees, support the Advanced Clean Truck rulemaking, and ensure successful implementation of federal funding.



The First Annual SAFE Summit

The inaugural SAFE Summit, jointly organized by SAFE and the Electrification Coalition, united participants across various sectors of transportation electrification, spanning from minerals to markets. Across two days, we engaged with numerous influential leaders in businesses, government, and non-profit organizations, all contributing to the ongoing global energy and transportation transformation.

Speakers included public and private sector leaders, including top executives from companies involved in critical mineral sourcing and processing, battery manufacturing, vehicle assembly and sales, and charging infrastructure—all pivotal in expediting the progress of transportation electrification.

 More than
 **600 attendees**

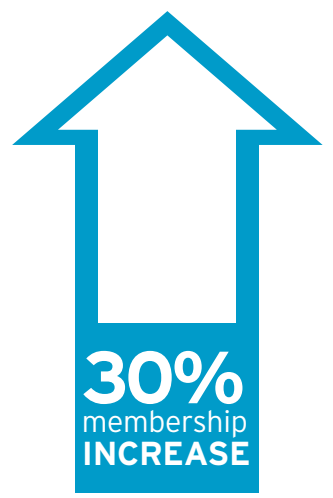
Remarks from dozens of leaders, including
White House Senior Advisor John Podesta and
U.S. Senator Joe Manchin



Uniting the EV Industry to Drive Electrification

The EC Business Council (ECBC) is a strategic group of businesses across the EV value chain that work closely with the EC to advance federal, state, and local policy objectives. ECBC members also contribute to the EC's myriad of projects and implementation efforts such as our educational webinar series, roundtable discussions, and more.

The 2023 Electrification Coalition Business Council



“The United States’ transition to an electrified transportation future isn’t a question of if - it’s when. ECBC creates a strategic alliance that can supercharge support for the policies and actions needed to accelerate transportation electrification at a mass scale. ”

Ben Prochazka, executive director, Electrification Coalition



Highland Electric Fleets’ Josh Williams (center) at the Wisconsin State EV Policy Bootcamp



ECBC partners Advocate for Electrification

ECBC Partners joined the EC all over the United States throughout 2023 at events, including bootcamps, webinars, rural roundtables, and the SAFE Summit. By coordinating knowledge sharing between the public and private sectors, the ECBC is helping to accelerate transportation electrification.

Left: ECBC partners gathered in Washington, DC, for a series of meetings, including a roundtable discussion with the Joint Office of Energy and Transportation focused on electric vehicle supply equipment (EVSE) business and operating models.

How We Advance EV Policy

The EC utilizes a diverse range of tactics in our policy and campaign efforts. We directly engage with policymakers to promote EV-friendly policies, rallying support from industry and a broad community of stakeholders to advance electrification initiatives. These policies encompass incentives for vehicles and charging, robust vehicle standards at state and federal levels, efficient implementation of federal programs, and the widespread development of affordable EV charging infrastructure.



Federal



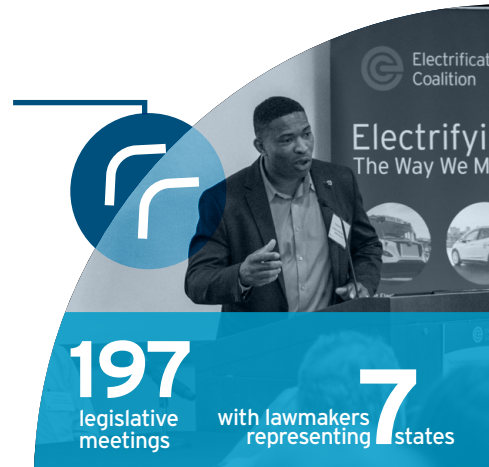
State



Local

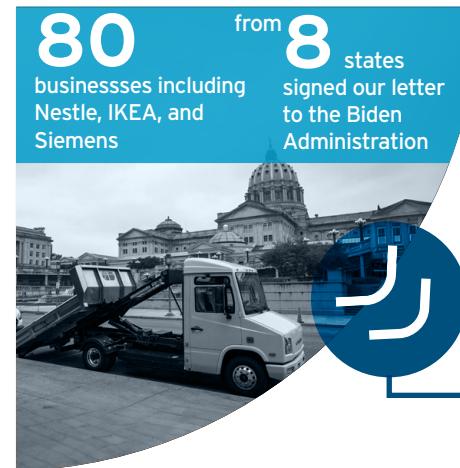
Shape Policy & Educate Lawmakers

- Host policy bootcamps and events
- Develop model legislation
- Defend against punitive EV policy
- Engage in legislative hearings through testimony and public comment
- Develop policy platforms and tools



Inform the EV Conversation

- Develop nonpartisan messaging
- Engage active media educational presence
- Organize public support
- Host educational events



Develop Partnerships and Build Power

- Generate innovative partnerships
- Engage diverse allies
- Lead and support state-level policy coalitions
- Develop community partnerships

Coordinate Businesses to Advance Policy

- Amplify business voices in support of electrification
- Coordinate joint comments on key policies
- Engage business support on state and federal lobby days

Advancing Policy for Medium- and Heavy-Duty (MHD) Electrification

Heavy-duty vehicles represent just 5% of all on-road vehicles but produce more than 20% of the transportation sector’s oil consumption and health-threatening emissions, especially in our nation’s most underrepresented communities. The EC strongly advocated for the strongest possible emissions standards for heavy-duty vehicles through letters signed by more than [75 mayors and 80 businesses](#), as well as a targeted digital [ad campaign](#) that reached more than one million impressions and nearly [300,000 video views](#).

Constituent Support



 **1 million**
views

for our ad campaign promoting strong emissions standards for heavy-duty vehicles.

Educational Events



The EC hosted a [webinar with EPA representatives](#) to discuss best practices when applying for the 2023 round of Clean School Bus Program grant funding.

These events provided critical points of contact for stakeholders and community members.

Bootcamp Events



The EC organized MHD EV policy bootcamps in Illinois, Michigan, and Pennsylvania. At these events, EC staff, attendees, and elected officials—including Illinois Gov. JB Pritzker—discussed the need for a strong federal rule and strategized how to best energize and move the needle on MHD policy.

State Success Story

EC Organizing Leads to \$125 Million in Funding for Electric School Buses



Michigan

The EC and World Resources Institute hosted a Michigan Electric School Bus Roundtable featuring remarks from Governor Gretchen Whitmer and U.S. Representative Debbie Dingell. **This event, along with action alerts using the governor’s remarks and meetings with lawmakers, became critical advocacy points for the Michigan state budget to include \$125 million in funding for electric school buses.**

[Watch the webinar here.](#)

EC Freight Program Manager Will Marshall and Freight Electrification Associate Alma Mecker-Pacheco checking out the Lion Electric Lion6 at the 2023 ACT Expo ride and drive event in Anaheim, CA.



Advocating for Stronger Emissions Standards for Heavy-Duty Vehicles



EC Executive Director Ben Prochazka with U.S. Environmental Protection Agency Administrator Michael Regan at the announcement of the proposed vehicle emission standards in April.

Shaping Policy & Educating Lawmakers

The EC provides unparalleled support and best-practice EV policy recommendations to states through governors' offices, state agencies, state legislators, and regulators to advance transportation electrification. Our unique nonpartisan voice helps to influence and inform policymakers, resulting in executive orders, new laws, and leadership opportunities in these states that will significantly grow EV adoption.



“ Today, I attended the **White House Heavy-Duty Vehicle Electrification Roundtable**, an impressive meeting with fleets and charging infrastructure providers. There are challenges in the immediate term in transitioning our diesel-powered freight lines to a clean, oil-free future, **but corporate leaders are leaning in to overcome barriers**. The White House has provided much-needed leadership through the Bipartisan Infrastructure Law and Inflation Reduction Act, and **the EPA's proposed heavy-duty emissions rule will provide critical market and regulatory certainty as we create the fleets of the future and end our dependence on oil for transportation.**”

Ben Prochazka, executive director, Electrification Coalition, following attendance at the White House Heavy-Duty Vehicle Electrification Roundtable.

Thought Leadership *On Effective Policy*

In-Person and Written Testimony to Advance Pro-EV Policy

The EC team held **bipartisan discussions with members of the House and Senate Transportation committees in nine states** to revitalize the conversation around transportation electrification planning policies and support the launch of the Advanced Clean Trucks campaign.

Defend Against Punitive EV Policy

The EC organized **529 letters** which were sent to **state representatives through action alert campaigns**



AchiEVe Toolkit Version 5 Released

Now in its fifth year, the **AchiEVe toolkit** was updated to provide a roadmap and viable policy options for city, county, tribal, and state governments. This toolkit is a collaborative effort between the EC, FORTH, Plug In America, and the Sierra Club. The strategies included will **maximize opportunities, expand charging infrastructure, and promote the electrification of our cars, buses, and trucks.**

Policy Platforms *and Tools*

EV Funding Finder Tool

The EC continued to develop and refine the EV Funding Finder, a tool that helps a variety of entities find federal funding opportunities and technical assistance to support EV and charging initiatives.

The EC showcased the tool at a variety of events across the country.

[EV Funding Finder](#)

Charging and Fueling Infrastructure (CFI) Grant Program Tools and Resources

The federal government's CFI Grant Program is focused on deploying EV charging on publicly accessible corridors and public roadways, increasing accessibility to EV charging across urban and rural areas alike. The EC has released a **[tools and resources hub](#)** to support navigation of grant options for potential applicants.

[CFI Tools & Resources Hub](#)

Developing Partnerships & Building Power

Engage & Rally *Non-Traditional Allies*

Veterans for EVs



A platform for **veterans to voice the national and energy security benefits** of transportation electrification.

[Veterans for EVs webinar series](#)

Energy Security Leadership Council



SAFE and the EC's Energy Security Leadership Council consists of **business and military leaders** who are committed to **strengthening national security through ending our dependence on oil.**

Lead and Support *Policy Coalitions*



Pennsylvania

Advanced Clean Trucks Campaign and Business Outreach Subgroup

The EC is a key member of the Pennsylvania Advanced Clean Trucks Campaign and a cornerstone of the business outreach subgroup, signing multiple corporate partners on to a letter of support sent to Governor Josh Shapiro urging his administration to adopt the Advanced Clean Trucks Rule.



Nevada

Battery Coalition

Campaigns Organizer Max Turner worked with the Nevada Battery Coalition to pen an op-ed on lithium sourcing in Nevada for the [Reno Gazette Journal](#).



Enthusiastic consumers drove EVs for the first time at the EC's two EV education days at the Florida capitol, where we showcased a display of light-, medium-, and heavy-duty EVs.

State Success Story



Ohio

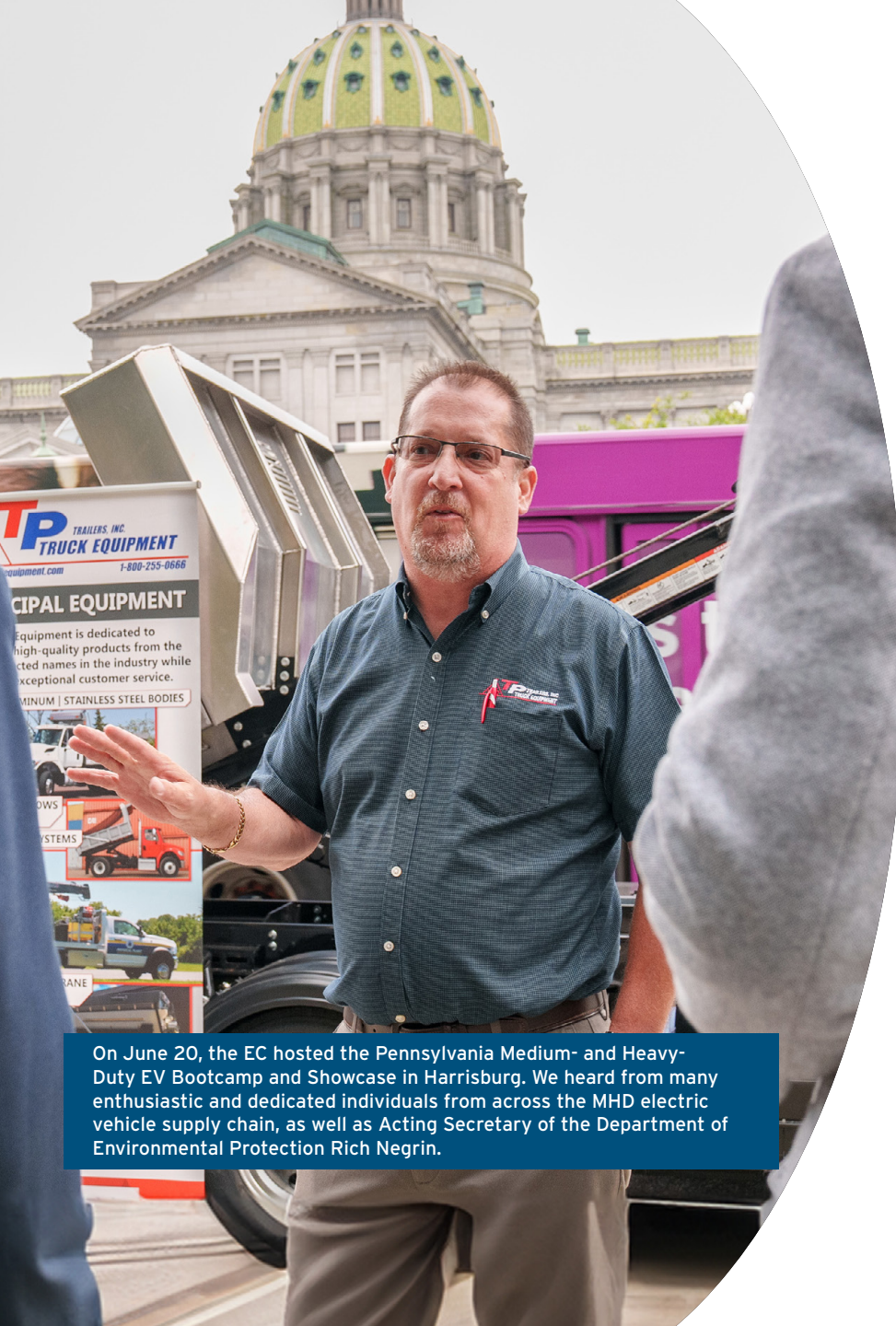
First NEVI-Funded Charging Station

The first NEVI-funded EV charging station opened in Ohio in 2023. The EC has worked extensively in the state through programs like Smart Columbus and the Ohio EV Workforce Sector Partnership Steering Committee.

Left, Matt Stephens-Rich, director of technical services, gathers with EC partners at the launch of the nation's first NEVI-funded EV charging station in Ohio.



Coordinating Businesses To Advance Policy



On June 20, the EC hosted the Pennsylvania Medium- and Heavy-Duty EV Bootcamp and Showcase in Harrisburg. We heard from many enthusiastic and dedicated individuals from across the MHD electric vehicle supply chain, as well as Acting Secretary of the Department of Environmental Protection Rich Negrin.

Industry Knowledge

100+ speakers at EC events,

including General Motors, Volvo, utility providers, and many other well-known businesses, non-profit organizations, and government officials.



Michigan



Wisconsin



Florida



Georgia



Pennsylvania



Illinois

Amplify Business Voices

As the EPA considered emission standards for medium- and heavy-duty vehicles, the EC's campaigns team demonstrated broad support from businesses. We submitted a [letter to the Biden administration](#) signed by 83 businesses across eight states, including ABB, IKEA, Lion Electric, Nestlé, and Siemens, supporting the strongest possible standard. The rule was [finalized in March 2024](#).



North Carolina

83 businesses

spoke out to the White House for strong heavy-duty emissions standards

Corporate Voices Agree:

URGE THE WHITE HOUSE TO ACT NOW

We Need the EPA's Heavy-Duty Emissions Rule

PAID FOR BY ELECTRIFICATION COALITION FOUNDATION

President Biden: **ACT NOW**

Informing the EV Conversation

Develop *Non-Partisan Messaging*

// EVs provide an enormous opportunity to **realign global economic and military relationships** for generations. Major manufacturing investments are already underway, with federal policies such as the CHIPS Act supporting **private-sector decision-making** that could lead to more battery plant announcements for Illinois and other Midwest states, **bringing jobs and opportunities** to communities left behind by previous tech booms. //

General Duncan J. McNabb, USAF is the former commander of the U.S. Transportation Command. In May, the EC worked with Gen. McNabb, a member of the Energy Security Leadership Council, to pen an op-ed on Illinois' opportunity to lead in the transportation electrification revolution.



Build Public Awareness to Advance Policy

Utilize Communications to Drive Public Awareness of EV Policies



Gov. JB Pritzker of Illinois delivers remarks on EV innovation at EC's bootcamp event

Opinion articles in **6 states** reaching a total of **710,000** readers

Rural Roundtables Inform EV Conversation in the Southeast

The EC hosted a **robust regional rural roundtable series** in the Southeast that included events in North Carolina, Florida, and Georgia, which **convened policymakers, rural community leaders, industry players, and advocates.**



At the EC's Medium- and Heavy-Duty Bootcamp in Chicago, Illinois, Jose Acosta with Little Village Environmental Justice Organization (LVEJO) highlighted the disproportionate public health impact diesel trucks have on Chicago's disadvantaged communities.

Advancing Infrastructure for Electrification

Access to EV charging is critical to advancing electric transportation. The Bipartisan Infrastructure Law and Inflation Reduction Act are providing historic opportunities for states, cities, and the private sector to expand access to charging. We have engaged with dozens of partners to raise awareness and provide critical guidance. With more federal funding for EV-related projects available now than ever, the EC has served as a valued resource for applicants to put those dollars to work. **In 2023, we supported applications totaling more than \$230 million in requested funding.**



Three EC team members show off new charging infrastructure at an EV ride and drive event in Orlando, Florida.

Support Federal Infrastructure Investment

We make it easy for eligible entities to navigate the federal funding process through webinars, one-on-one meetings, online resources, Q&As, and direct assistance with grant writing and reviewing.



125+ partners

supported in developing competitive federal infrastructure funding applications



\$68 million

in federal funding awarded to cities and partners who submitted applications with the EC's technical assistance

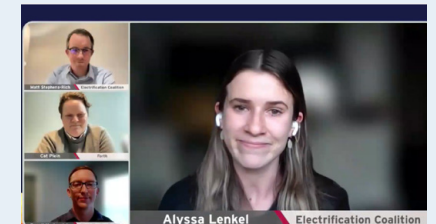
Educate Cities and Partners to Advance EV Infrastructure

The EC drove thought leadership on the next steps for overcoming barriers to electrification partnering directly with stakeholders on numerous implementation efforts. Highlights included leading two bootcamps for the Local Infrastructure Hub, the launch of a Charging and Fueling Infrastructure (CFI) Information Hub for grant applicants, and dozens of webinars reaching thousands of attendees.



3,503 attendees

from cities and other stakeholder groups viewed EC webinars, gaining valuable training



Alyssa Lenkel, EV infrastructure associate, speaks on one of the EC's infrastructure webinars.

Electrifying Cities and Fleets



1 million
fleet vehicles assessed
for electrification

The EC's [Dashboard for Rapid Vehicle Electrification \(DRVE\) Tool](#) provides unique, turnkey analysis for light-, medium-, and heavy-duty fleet electrification. This total cost of ownership tool analyzes and assesses the best fit for EV deployment within minutes, much faster than traditional fleet analysis work. In 2023, the EC began development of a 2.0 version of the tool, including an improved user experience and more vehicles.



4,000+
EVs in city fleets after
five years of helping
cities & fleets

Since 2018, the EC and Climate Mayors have managed the EV Purchasing Collaborative, an aggregated procurement platform for city and county governments, transit agencies, and more. Collectively, participants have committed to purchasing over 4,000 EVs.

DriveEVFleets.org



200+ fleets
supported in the planning
for and deployment of
EVs and charging through
collective programming

We hosted valuable workshops and bootcamps, engaged directly with fleet partners, and created resources to advance fleet electrification.



Local Partnerships to Drive Adoption

The EC also focused on developing and delivering new, local partnerships to drive and exemplify local deployment, as we did through the Breaking Barriers Collaborative and Power a Clean Future Ohio programs. **By providing scalable technical services, the EC continues to lead at federal, regional, and local levels.**

Partners and community members test drove EVs at the EC's EV Day event at the Georgia State Capitol.

Electrifying Freight

With the Electric Freight Consortium (EFC)

The EFC is a forum for collaboration between the EC and private-sector partners that facilitates peer-to-peer collaboration on strategies and actions that will accelerate freight electrification at scale. The EFC serves as an exclusive space for partners while leveraging the EC's direct experience in policy action and real-world EV deployment.



How the EFC Drives Freight Electrification



“At Volvo Group, we say ‘partnership is the new leadership.’ That is what makes initiatives like the Electric Freight Consortium so important to introducing heavy-duty zero-emission vehicles into the marketplace.”

Dawn Fenton, vice president, government relations & public affairs, Volvo Group North America



Electrifying Houston's Port

The EC acts as a technical advisor for Port Houston, offering direct support in assessing opportunities for electrifying their equipment and drayage trucks. This support includes conducting online and in-person staff briefings and providing strategic advice on funding opportunities. In our continued collaboration with Port Houston, we created a customized total cost of ownership (TCO) tool to assess the financial viability of electrifying the port's yard tractors.

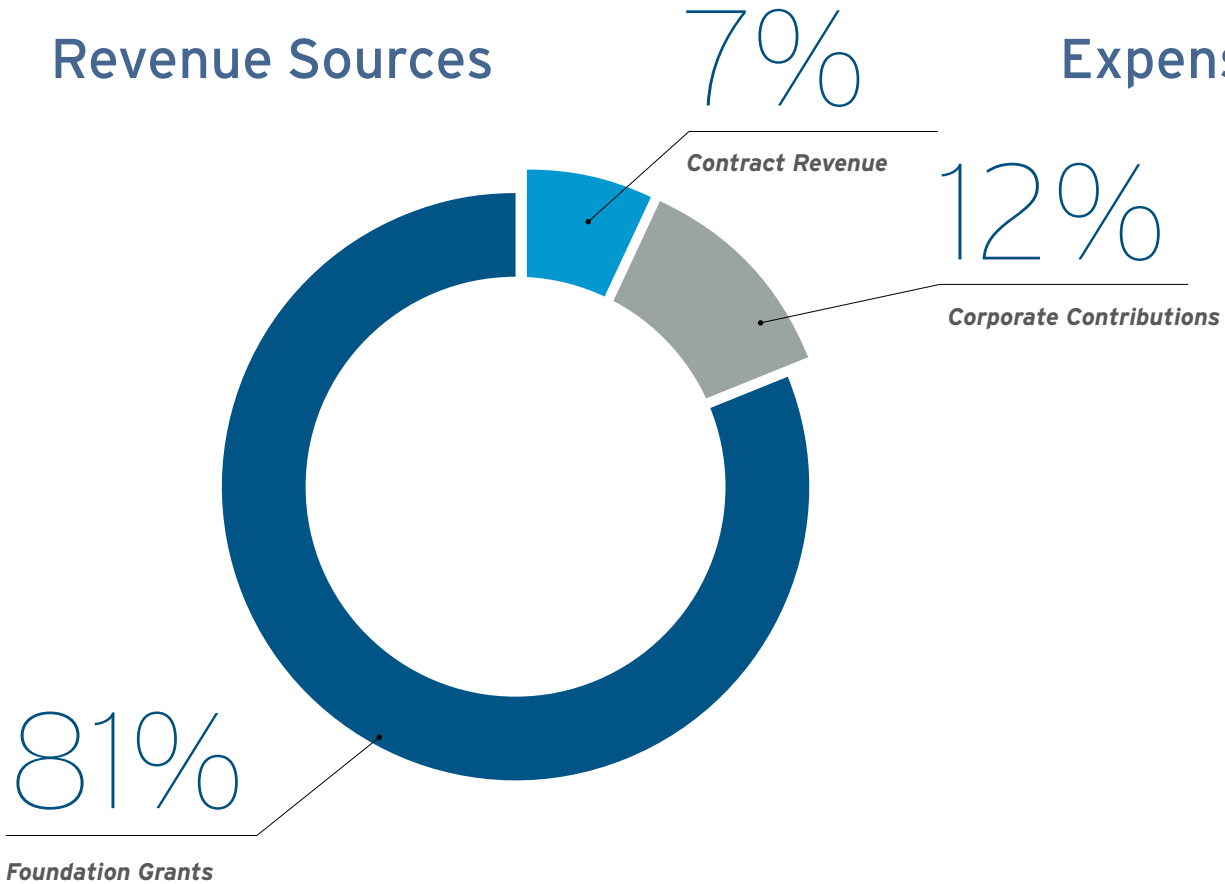


2023

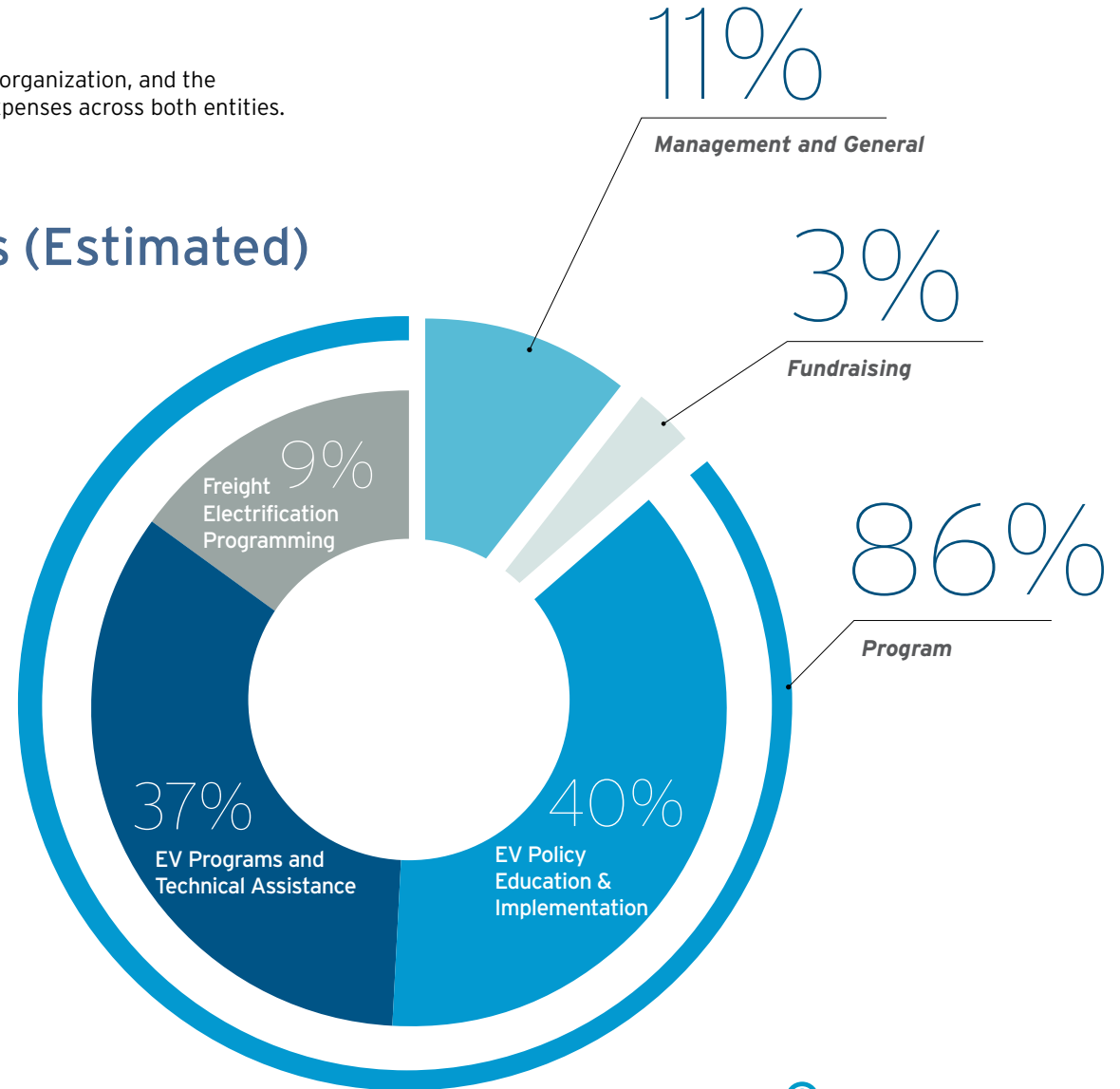
Financial Summary

The Electrification Coalition is comprised of two entities: the Electrification Coalition Foundation, a 501(c)(3) nonprofit organization, and the Electrification Coalition Alliance, a 501(c)(4) nonprofit organization. The following is an overview of our revenue and expenses across both entities.

Revenue Sources

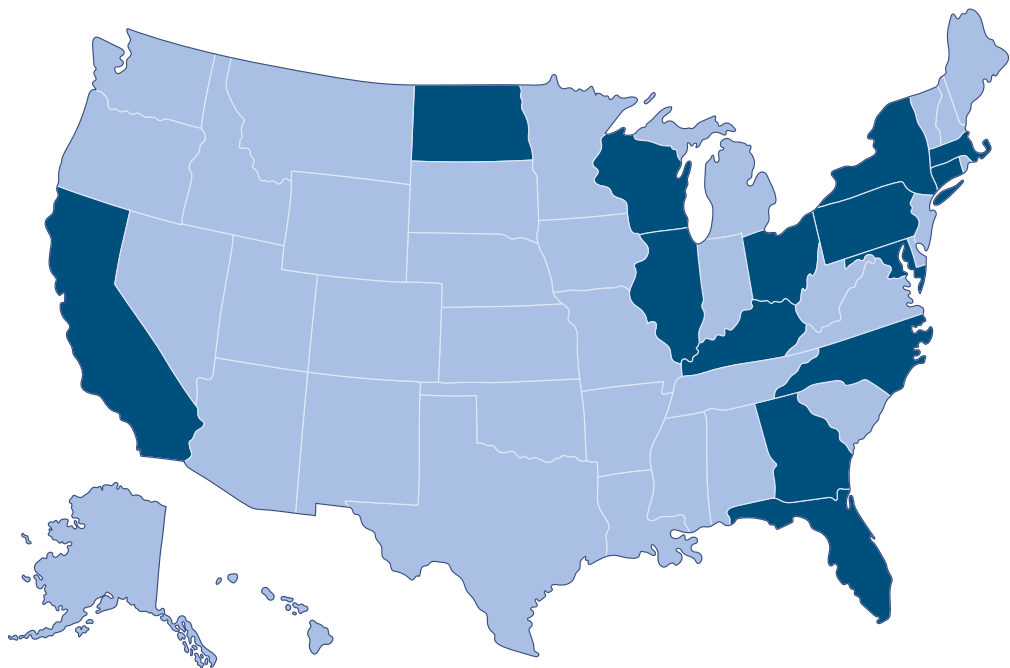


Expenses (Estimated)



Electrification Coalition

Organizational Overview



30
total employees



Fully remote
team across
17 states





The Electrification Coalition is a nonpartisan, nonprofit organization that advances policies and actions to facilitate widespread deployment and adoption of electric vehicles to overcome the economic, public health, and national security challenges that stem from America's dependence on oil. For more information, visit [electrificationcoalition.org](https://www.electrificationcoalition.org) or email us at info@electrificationcoalition.org