



H.G. Chissell
Founder & CEO

#ElectrifyZerega Community Action Challenge Kick-Off

May 2nd @ 11:30am – 4:30pm EST
Castle Hill YMCA | Bronx, NY

Host:  **YMCA OF GREATER NEW YORK**
CASTLE HILL



Matt Berlin
Chief Executive Officer



Sue McSherry
Director, Alternative Fuel Programs



Kenneth Jack
Founder & CEO



Zach Miller
Director of Metro Region Operations



#ElectrifyZerega



Vitalizing Industrial Business Zone Communities with Fleet Electrification

Mission:
Truck electrification in Industrial Business Zones for clean air and clean jobs, starting with Zerega Avenue in the Bronx.



#ElectrifyZerega Task Force



AGENDA



11:30am - 12:30pm: Networking Lunch

12:30pm - 1:00pm: Welcome & Opening Remarks

1:00pm - 1:30pm: Task Force Overview

1:30pm - 2:30pm: Community Discussion: Zerega Ave
IBZ Fleet Electrification Challenges

2:30pm - 3:30pm: Community Action Challenge

3:30pm - 4:00pm: Present 60 Day Sprint & Smart Goals

4:00pm - 4:30pm: Conclusion & Next Steps



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WELCOME



H.G. CHISSELL
Founder/CEO
Advanced Energy Group

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Your Partner in the Clean Energy Economy

Northeast Clean Transportation Summit

November 16th @ 8:30am – 5:00pm
Dock 72, Brooklyn Navy Yard



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WELCOME



**YMCA OF
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A promotional graphic for an event. It features a background of a city street map with a large orange circle. Overlaid on the circle is a white box containing the text "Join at slido.com #ElectrifyZerega". To the right of the circle is a large black and white QR code.



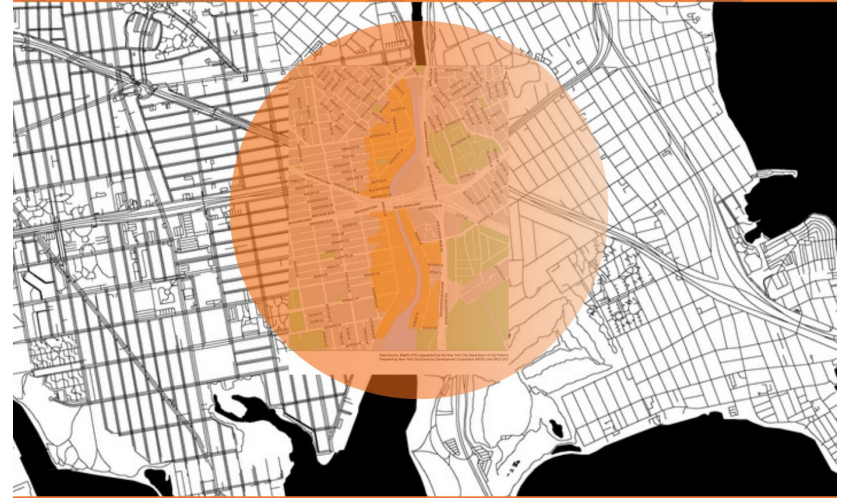
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TASK FORCE OVERVIEW



KEN JACK
Founder & CEO
KenetIQ



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23Q4 #ELECTRIFYZEREGA TASK FORCE SUMMARY



OBSTACLE

SOLUTION

PROGRESS



**Northeast Clean Transportation Summit
Citywide Electrification Speaker Challenge**
November 16th @ Dock 72, Brooklyn Navy Yard



**Northeast Clean Transportation Summit
Citywide Electrification Speaker Challenge**
November 16th @ Dock 72, Brooklyn Navy Yard



DERIVED 12-MONTH CRITICAL OBSTACLE

12-MONTH & 90-DAY GOAL

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Creative policy and unique solutions for fleet charging and truck parking in dense industrial business zones, with focus on Zerega Avenue.

12-Month:
Submit proposal/road map for optimization of fleet charging and truck parking in industrial business zones, starting with Zerega Avenue, inclusive of long-term agreements, integrated value proposition modeling and stakeholder support.

90-Day:
Convene a stakeholder roundtable in/near Zerega Avenue to align on obstacles, opportunities and possible pathways to an industrial business zone (IBZ) benefit agreement for fleet electrification.



Sara Boukdad



Zach Miller



Brian Ross



**H.G.
Chissell**
Founder
& CEO



**Matt
Berlin**
Chief Executive
Officer



**Sue
McSherry**
Director, Alternative
Fuel Programs

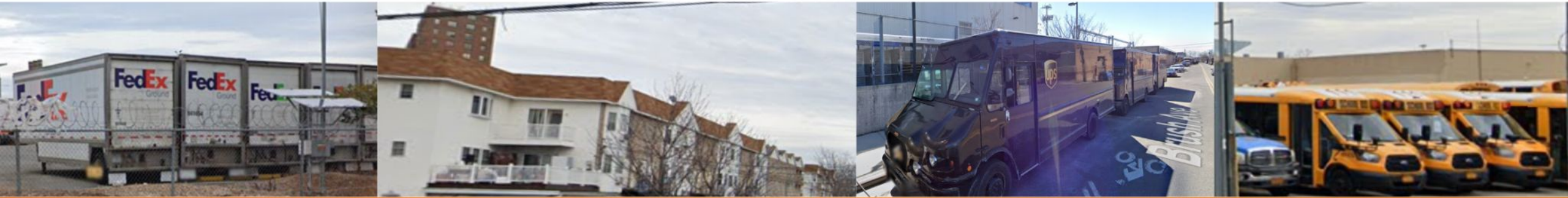


**Kenneth
Jack**
Founder
& CEO



**Zach
Miller**
Director of Metro
Region Operations





#ElectrifyZerega Task Force

KEY OUTCOMES

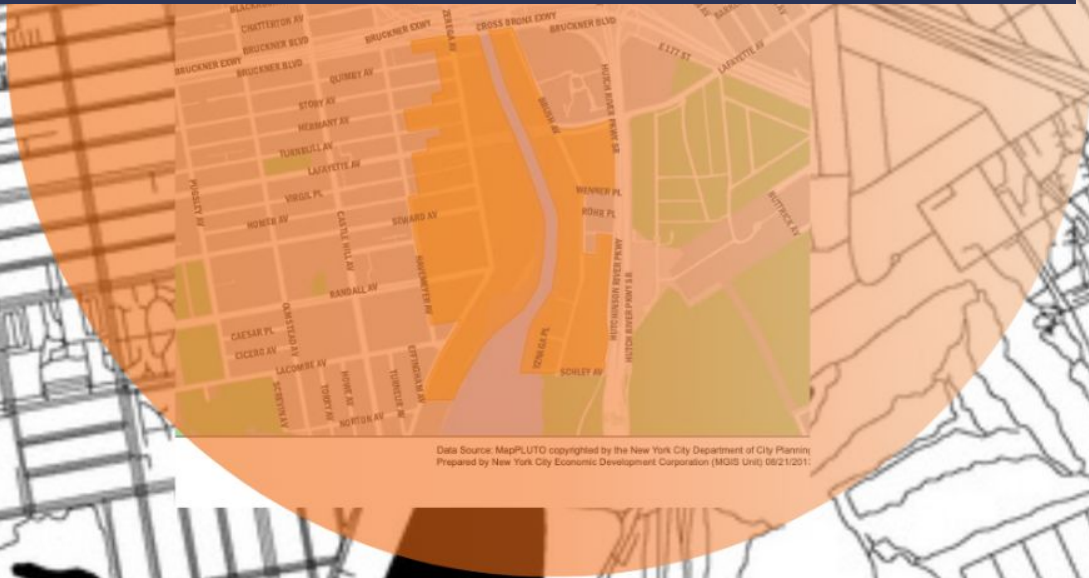
1. **Electrified-IBZ (E-IBZ) Community Benefits Agreement Roadmap - Workforce Development**
2. **2 - 3 joint comment fillings to the New York Department of Public Service Proceeding on Motion of the Commission to Address Barriers to Medium- and Heavy-Duty Electric Vehicle Charging Infrastructure - Siting & Planning**
3. **A Geographic Information System (GIS) based (E-IBZ) public storymap - Siting & Planning**
4. **A set of publicly accessible, multimedia educational resources - Education Replicability / Workforce Development**
5. **Draft E-IBZ Community Benefits Agreement for at least one specific site along Zerega Avenue that demonstrates a minimum 40% benefit to the Castle Hill community surrounding the Zerega Avenue IBZ - Education Replicability/ Workforce Development**

Working Groups

1. **Siting & Planning**
2. **Education Replicability**
3. **Workforce Development**



Community Discussion: Zerega Ave IBZ Fleet Electrification Challenges



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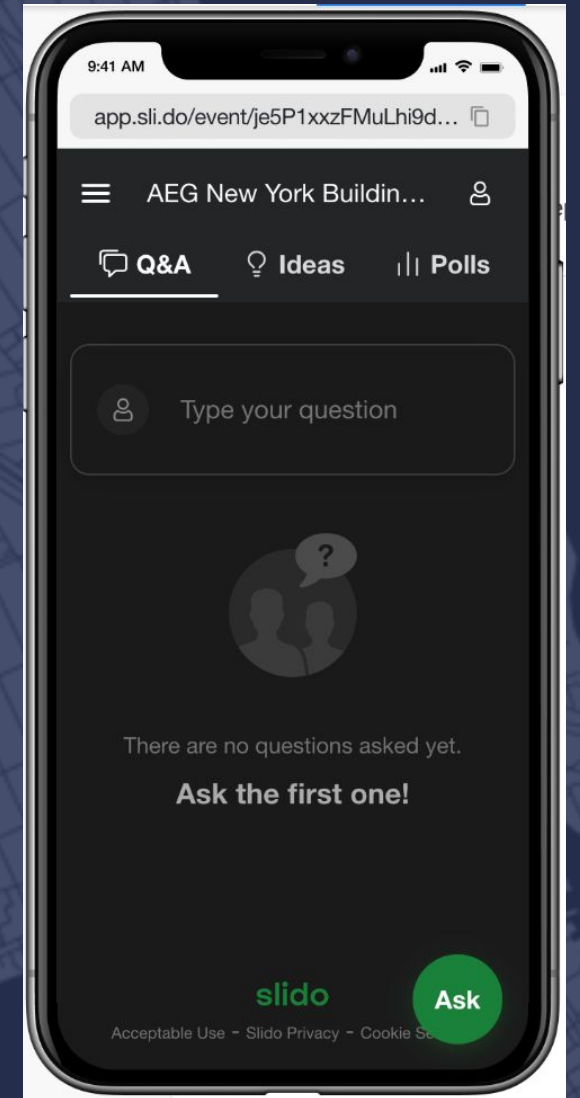
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COMMUNITY ACTION CHALLENGE INSTRUCTIONS

Propose 60-day sprint with 1 SMART-Goal.

SMART - Specific, Measurable, Achievable, Relevant, and Time-bound

1. Enter your proposal as a “Question” in Slido.com #ElectrifyZerega
2. Select a spokesperson who will present your proposal to the room
3. Example: 60 Day Sprint: Stage a Heat Pump Deployment Festival
SG: Send out 1,000 invitations by July 2nd.
4. Input your Table #



PRESENT 60-DAY SPRINT & SMART GOALS



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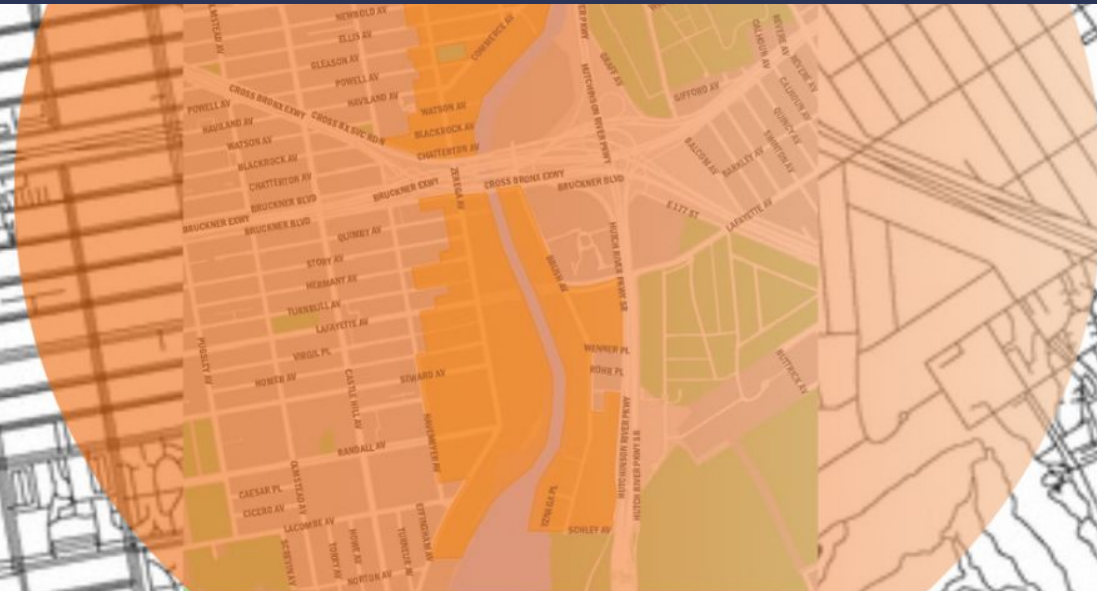


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CONCLUSION & NEXT STEPS



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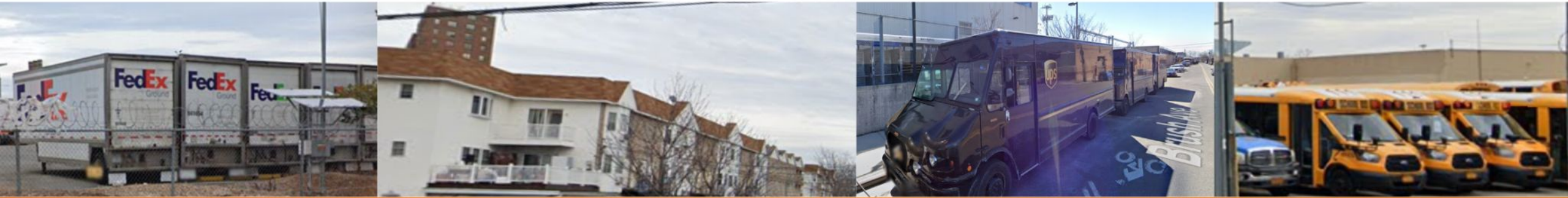


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UPCOMING EVENTS + AEG INFO

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ADVANCED ENERGY GROUP Sponsor: **EPR2** Host: **WSP**
EVs2Scale2030 Fleet Roundtable
May 8th @ 12:00pm – 5:00pm
WSP USA, PENN1 | New York, NY

 Britta Gross Director of Transportation	 H.G. Chissell Founder & CEO	 Adam Raphael Head of Power & Energy Solutions – Amazon Last Mile	 Alison Kling Section Manager E-Mobility Services & Tools	 Philip Jonat Vice President Energy Northeast
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EPR2 **ADVANCED ENERGY GROUP** **amazon** **conEdison** **WSP**

 Matthew Kavanagh Chief Operating Officer	 Jeff Wilke Director Go-to-Market Strategy	 Kenneth Jack Founder & CEO	 Matthew Cloud Director, Power & Utility Market Engagement
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ASSOCIATES ENERGY SOLUTIONS **nationalgrid** **KENETIQ** **Enterprise Mobility™**

ADVANCED ENERGY GROUP **AEG BOSTON**

MD/HD Fleet Roundtable: Brockton EV Fleet Electrification Forecasting & Decarb
May 30th @ 10am – 12:30pm
Brockton, MA

 Alistair Pim Vice President Innovation and Partnerships	 Colette Lamontagne Director, Clean Energy Development	 Kevin Weeks Executive Director	 Gideon Katsh Principal Analyst Clean Energy Development
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Testimonials