

WHO WE ARE



EMPIRE CLEAN CITIES

- We are a New York-based 501(c)(3) not-for-profit environmental organization which serves New York City and the Lower Hudson Valley
- Our mission is to **ensure clean air for future generations** by providing citizens and stakeholders with reliable information about alternative fuels and advanced vehicle technologies
- Mission Electric is our **EV campaign and online resource hub**, relaunched in 2020

CLEAN CITIES COALITIONS

- The Clean Cities Coalition Network is made up of **75 coalitions** across the country
- Coalitions are dedicated to **reducing emissions and cutting petroleum consumption in the transportation sector**, using hyper-local knowledge to provide technical assistance and support policy
- The Clean Cities network has helped to **deploy over 2.5 million alternative fuel vehicles and over 100,000 alternative fuel stations** in its 30 year history
- Empire Clean Cities is one of six **coalitions in NYS**, alongside Buffalo, Rochester, Central NY, the Capital District, and Long Island





OUR GOAL

- The transportation sector is the leading source of greenhouse gas emissions in New York State and one of the largest sources across the country
- ECC's mission of ensuring clean air for future generations means that we take a multifaceted and agnostic approach to decarbonizing on-road transportation—supporting alternative fuel deployments including **biofuels, hydrogen, electric, and micromobility**
- Transitioning to zero or near-zero emission vehicles will **help to drastically improve air quality**, especially in areas of New York where a history of environmentally unjust policy has led to increased instances of respiratory health issues due to proximity to fossil fuel-powered transportation infrastructure

Key challenges to adoption of MDHD vehicles include:

- High upfront costs of vehicles
 - Despite state and federal programs to defray the higher cost of entry to EVs, cost remains a barrier for many fleets—especially smaller ones
- Availability of vehicles for all use-cases (e.g. refrigerated vehicles)
 - Specialized fleets do not have plentiful options to carry out the specialized use cases required of them
- Performance misconceptions
 - Many fleet operators have little or no experience with EVs and have misconceived notions about their feasibility in replacing diesel power
- Trainings needed for in-house maintenance
 - Fleet maintenance staff that have typically serviced diesel powertrains can't easily transition to servicing electric powertrains

KEY OBSTACLES & CHALLENGES



WHY DOES IT MATTER?



- High upfront costs of vehicles
 - Smaller, less capitalized fleets risk falling behind in the electrification transition—even if they wish to be early adopters of EVs for their fleets
- Availability of vehicles for all use-cases (e.g. refrigerated vehicles)
 - Without specialized MDHD EVs becoming available, fleets that fill those roles may fall behind their peers that are able to electrify earlier
- Performance misconceptions
 - Without breaking down the misconceptions of MDHD EVs, fleet managers may become even more unwilling to abandon diesel—even as policy mandates in states like New York and California require them to
- Trainings needed for in-house maintenance
 - OEM technicians become the *de facto* maintainers of EVs going forward—increasing complexity and potential downtime for fleets who may have long waits for simple fixes

Regarding fleet electrification, **critical obstacles to collectively overcome** in 12 months include:

- Fostering the development of an MDHD EV workforce,
- lowering upfront costs to purchasing EVs, and
- breaking down misconceptions about the performance of MDHD EVs.

How can we accomplish these goals?

THANK YOU!

