

# Midwest on the Move: Legislative Strategies to Boost Electric Vehicle Adoption

July 21, 2024



Electrification  
Coalition

# About the Electrification Coalition

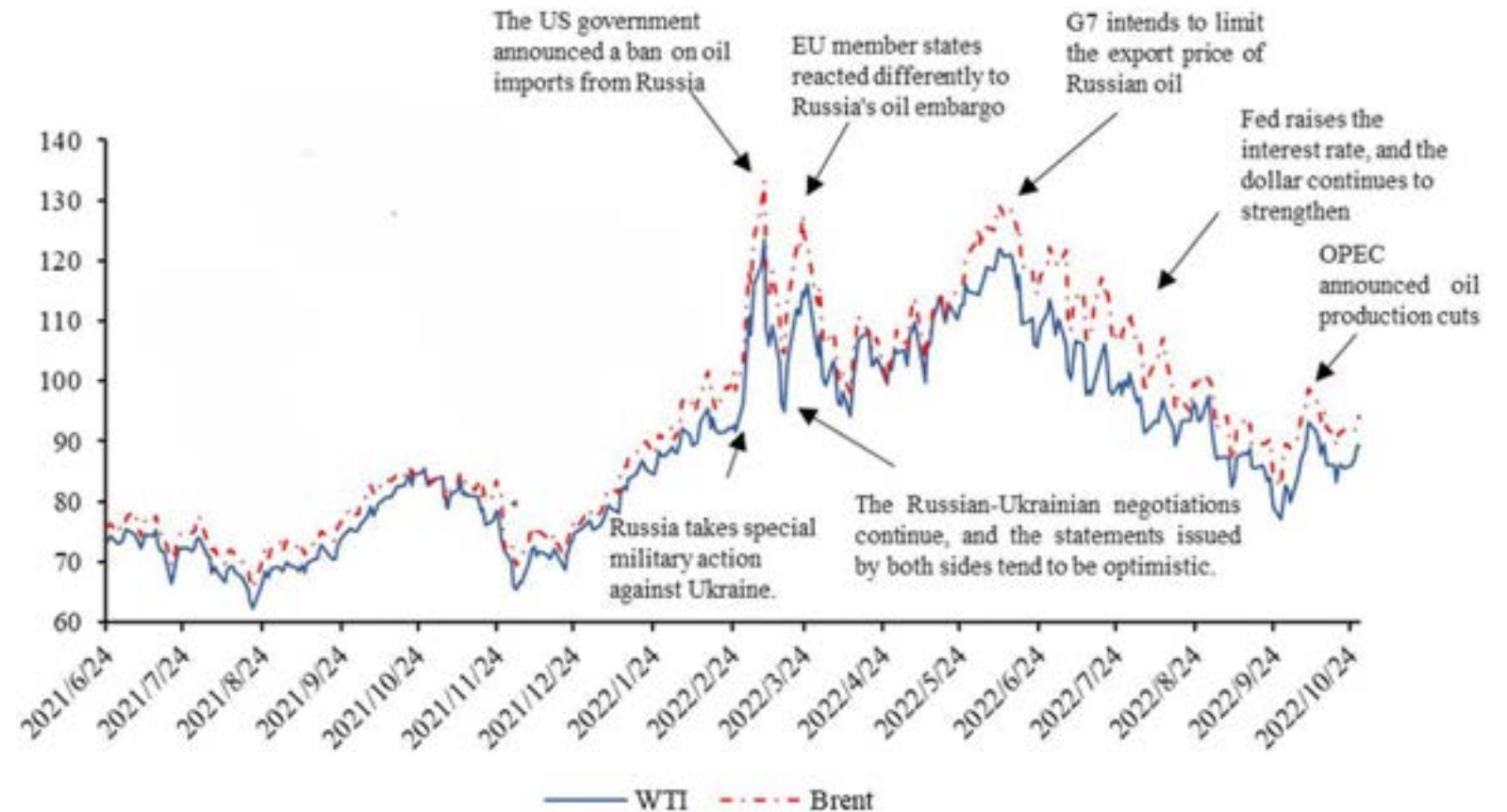
The **Electrification Coalition** is a nonpartisan, nonprofit organization that develops and implements a broad set of strategies to facilitate the widespread adoption of electric vehicles to overcome the economic, public health, and national security challenges that stem from America's dependence on oil.



Electrification  
Coalition

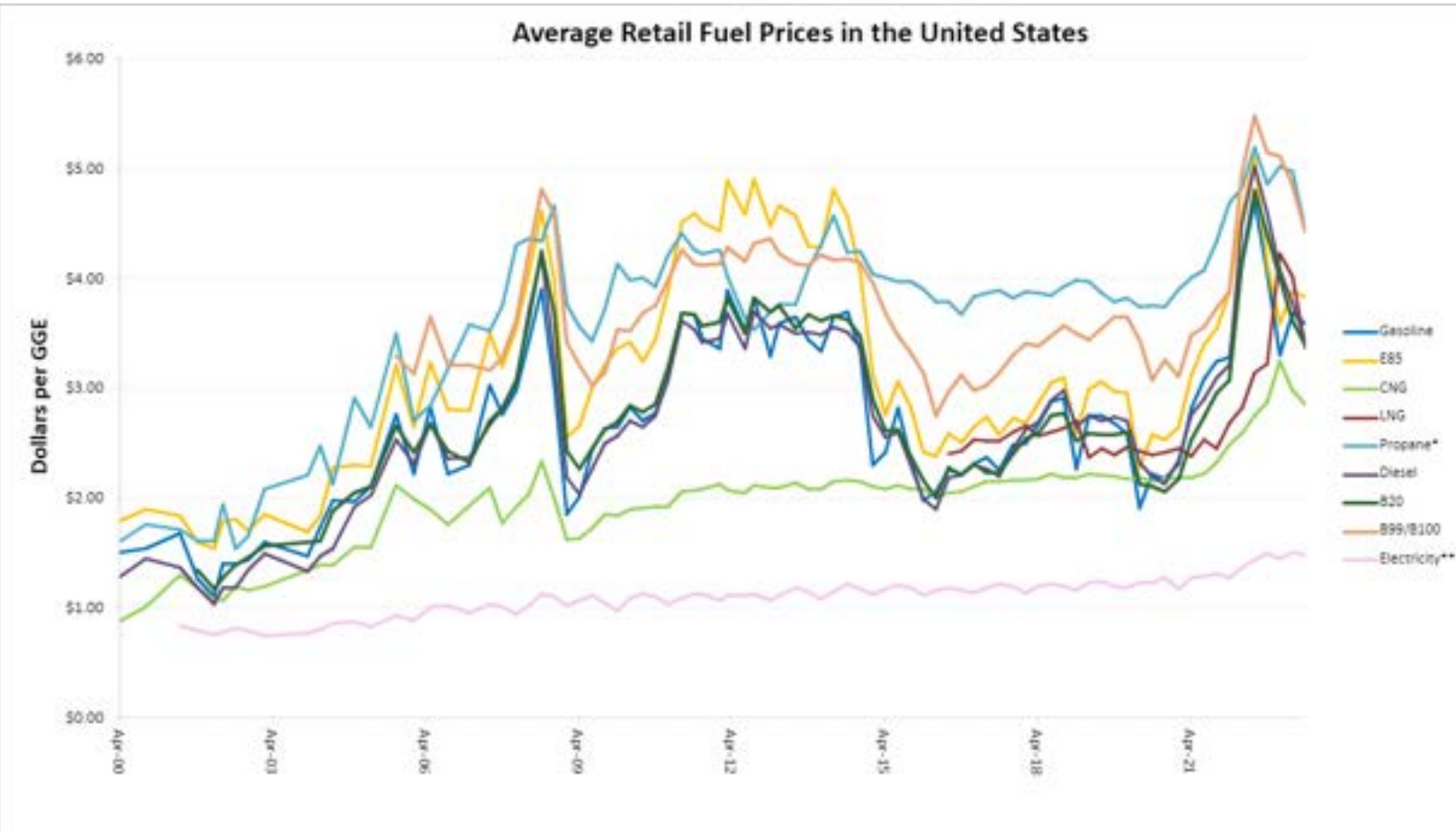
# National Security

## Prices of WTI and Brent Crude Oil, June 2021 to October 2022



Zhang, Q., Hu, Y., Jiao, J. *et al.* The impact of Russia–Ukraine war on crude oil prices: an EMC framework.

# The Case for Electrification

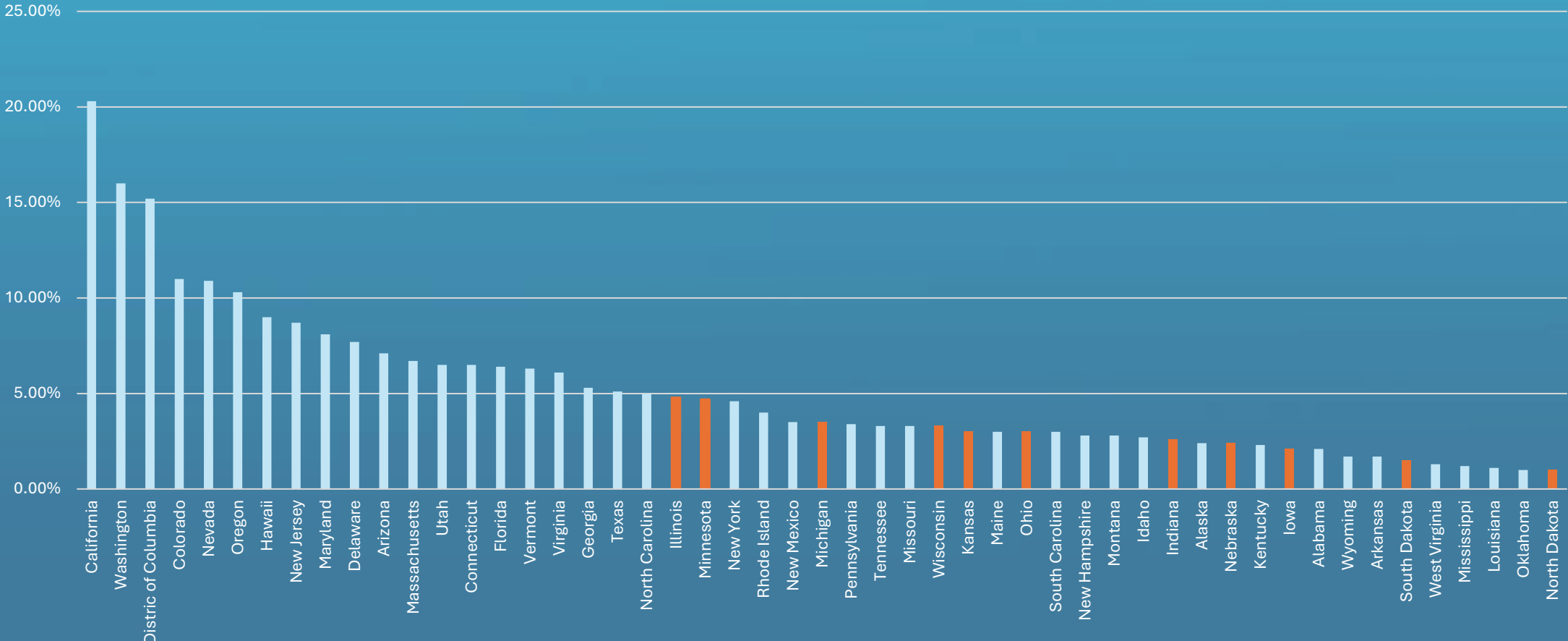


Electricity is 100% domestically produced, and rates have stayed **low and consistent**, insulating consumers and fleets from oil price volatility.

Electric mobility is one of the best scalable alternatives for reducing U.S. oil dependence, and EVs are the only vehicles that will get **cleaner over time**.

# Where are we now?

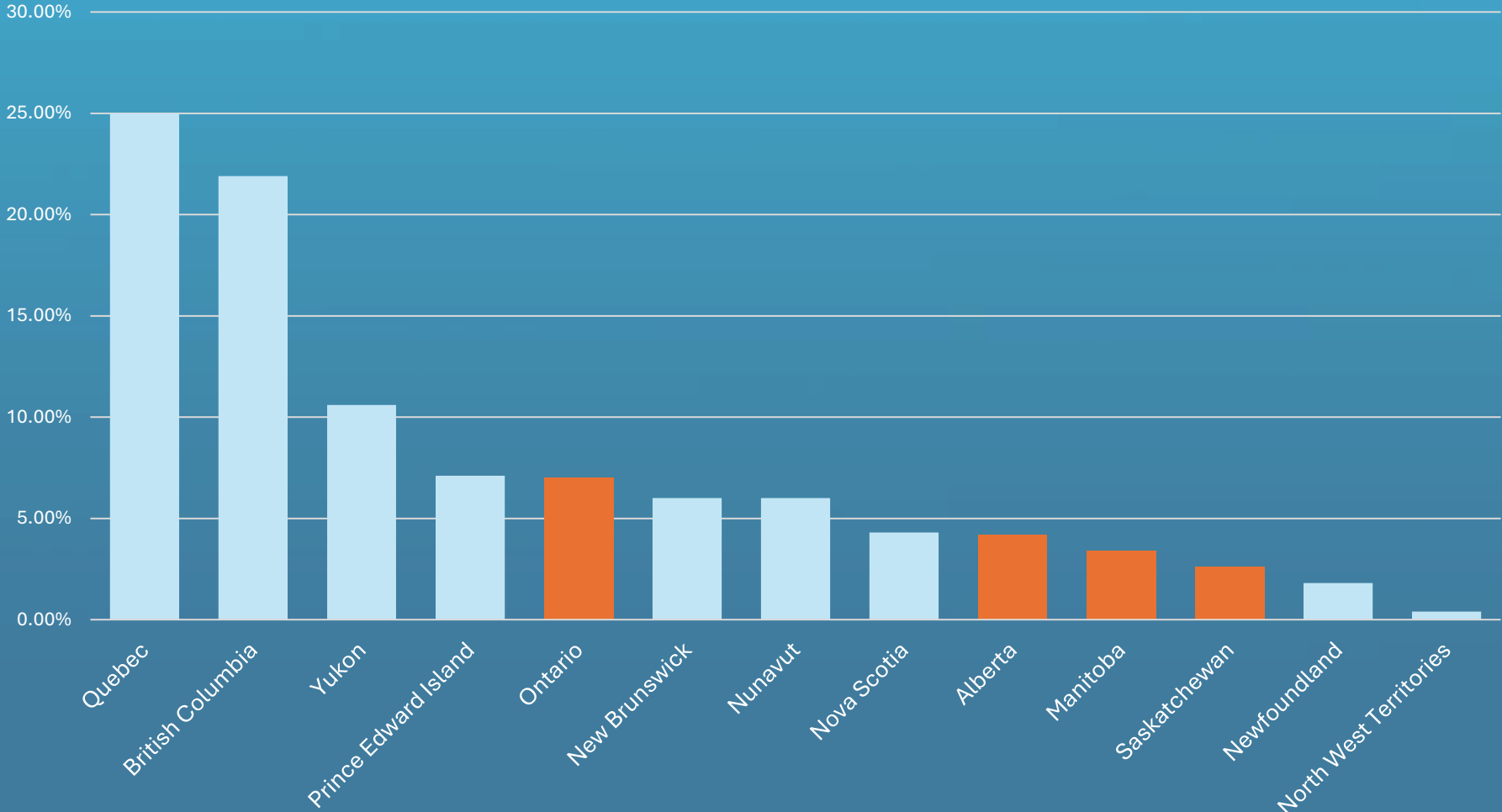
## EV Adoption Rate by State, Q2 2024



Source: Atlas Public Policy, July 2024

# Where are we now?

## EV Market Share Q1 of 2024



Source: S&P Global Mobility, Q1 2024

# Policies Drive Market Growth: National Electric Vehicle Infrastructure Plan (NEVI)



\$5 billion (USD) over five years to create a highway fast-charging network

Source: Annual Report Plan Year 2022-2023, Joint Office of Energy and Transportation

# Policies Drive Market Growth: Zero Emission Vehicle Infrastructure Plan (ZEVIP)



Legend: need level for  
DC fast charging



\$680 million (CAD) through 2027 to expand charging and alternative refueling infrastructure across Canada

Source: NRCan EC Charging Planning Map



# Policies Drive Market Growth

- States and provinces with higher adoption don't get there by accident—they have policies that support and incentivize growth
- Examples:
  - Utility rebate programs to offset cost of home charging
  - New and used vehicle purchase tax credits
  - Municipal fleet incentives
  - EV-ready building codes

# Policies Drive Market Growth- Binational EV Corridor

- First US-Canada EV Corridor signed in May 2023.
- From Kalamazoo, MI to Quebec City, QB (nearly 900 miles)
- Corridor passes through Michigan (Detroit), Ontario (Windsor, Toronto), and Quebec (Montreal, Quebec City).
- 215 stations along Canadian highways – 61 between Detroit/Toronto, 154 between Toronto/Quebec City.



Image: Canadian Minister of Transport Omar Alhabra, Michigan Governor Gretchen Whitmer, Bill Baisden, and U.S. Transportation Secretary Pete Buttigieg (U.S. DOT)

# Major Policy Trends

Policy Subject	Number of State with Policies	
	Number	Percent
Charging service provider regulations	44	88%
Electric utility charging and vehicle incentives	44	88%
Charging Incentives	33	66%
Direct sales provisions	32	64%
EV annual fees	32	64%
Vehicle purchase incentives	26	52%
Zero-emission vehicle (ZEV) program	26	52%
EV-ready building codes and parking requirements	13	26%
Public EV fleet targets	13	26%
Low-carbon/Clean fuel standard	3	6%
Road usage fee	3	6%

An aerial, high-angle view of a busy city street at night, filled with cars and a large truck. The scene is overlaid with a semi-transparent blue filter. The text "EVs are good for everyone: not just drivers" is centered in white, bold font.

**EVs are good for everyone:  
not just drivers**

# Co-Benefits of EVs

## Lower Utility Rates For All

- Higher utilization of generation facilities in off-peak hours where there is excess capacity leads to higher revenues for the utility and overall **lower rates** for all customers.
- Managed charging programs like time of use rates can **lower costs** and make the cost savings for EVs even stronger.

## Lower Total Cost Of Ownership For Public Fleets

- Given that fuel and maintenance **costs are so low** for EVs, public fleets for local or state governments can **save significant taxpayer dollars**
- They can then **allocate those savings** to other programs or add to reserve funds

# Co-Benefits of EVs

## Vehicle to Grid Capability and Disaster Resiliency

- EVs, especially electric school buses, can be utilized in emergency situations and extreme weather events and **power homes, appliances, and buildings**
- After disaster flooding in Kentucky last year, two Ford F-150 Lightning trucks were **deployed to provide emergency services** and provide power to medical equipment

## Jobs and Workforce Development

- The US and Canada are experiencing **huge job growth** across the EV supply chain, from mining to parts manufacturing to vehicle maintenance,
- **25,000-100,000 new jobs** in Canada by 2040 (FOCAL)
- More than **160,000 new jobs** in the U.S. by 2032 (ICCT)

# Manufacturing Benefits of EVs

- Foreign Entity of Concern and Build American, Buy American provisions to prioritize North American economic development
  - This will ensure **price/supply chain stability** across geopolitical conflicts
- Much of the minerals and battery supply chain is centered in China, so the US and Canada have **heavily subsidized onshoring** and **friend-shoring** these resources

# Manufacturing Benefits of EVs

## Notable EV Manufacturing Investments in Midwestern North America







EVs are now a question of *when* and  
*how quickly*, not *if*



# Distribution is Key

- Rural drivers drive **20% more** and spend **18% more** on transportation than their urban counterparts
- The market will not distribute evenly on its own, so **policy is needed** to make sure rural and low-income drivers can reap the cost benefits
- The more you drive an EV, **the higher your ROI**



Thank you!

**Matt Stephens-Rich**  
Director of Technical Services  
[mstephensrich@electrificationcoalition.org](mailto:mstephensrich@electrificationcoalition.org)