

Drive Clean Louisville Green Fleet Challenge

Drive Clean Louisville Team
July 22, 2020



Drive Clean Louisville



- Cross-functional team planning for and exploring opportunities related to electric vehicles and clean fuel transportation in Louisville Metro
- Team focuses on:
 - Grant funding, policy development, strategies to increase cleaner alternatives to traditional fossil

Team Members



OFFICE OF
**ADVANCED PLANNING
AND SUSTAINABILITY**

A Division of Develop Louisville



Partnerships



Goals

- Align with the Mayor's initiatives to:
 - Reduce GHG emissions by 80%
 - Combat the Climate Emergency
 - Create a more sustainable Louisville (Strategic Plan, Goal #20)
- Expand Louisville's EV charging station network
- Provide alternative fuel options to Louisville residents and tourists
- Increase the public's perception of EVs
- Reduce ozone precursor emissions mobile sources (*e.g.* cars, trucks)





Highlights

- Healthy House Level II Charger (2017)
- Electric Vehicle Survey (2018)
- Electrify America Proposal (2018)
- DOE Advanced Vehicle Technologies Research Funding Grant Application (2019)
- Promoted LG&E EV rebate program (2019)
- Drive Electric Week (2018 & 2019) – APCD *Leading the Charge* Sponsor

Louisville Metro Government Fleet

- Total vehicles in LMG Fleet = approximately 2,500
- Current “green” vehicles in LMG fleet:
 - 2 CNG garbage trucks
 - **1 BEV (Battery Electric Vehicle)**
 - **2 PHEV (Plug-in Hybrid Electric Vehicle)**
 - 40 Hybrid Vehicles
 - 15 Propane Zero Turn Mowers



Green Fleet Challenge

- A program seeking to...
 - Help Louisville businesses/organizations address air pollution resulting from transportation
 - Increase the use of battery electric vehicle (BEV) and/or plug-in hybrid electric vehicle (PHEV) in fleets
 - Acknowledge businesses through a recognition program
 - Help Louisville businesses and organizations achieve the city's GHG reduction and sustainability goals



Green Fleet Challenge

- How will it work?
 - Businesses/organizations challenged to “green” their fleet; purchase more efficient vehicles that pollute less (*e.g.* BEVs and/or PHEVs)
 - Businesses/organizations asked to match the number (or ratio for small fleets) of “green” vehicles in Metro Fleet
 - Participate in outreach/engagement activities promoting the use of cleaner fuel technologies
 - Provide information about overall vision to invest in advanced vehicle technologies



Green Fleet Challenge

- Participating businesses and organizations will...
 - Receive recognition in Metro news outlets, the Drive Clean Louisville website and through other social media outlets
 - Gain access to materials showcasing participation (*e.g.*, stickers/magnets to place on fleet vehicles, print materials to share with the public)
 - Recognition at other local events
 - Ex: Participation in the Challenge Kickoff press conference, Drive Clean Louisville Week, Sustainability Summit, Earth Day, etc.



Green Fleet Challenge

- Timeline
 - **July 2020** – Mail invitations to local businesses and organizations; host Green Fleet Challenge webinar with invited businesses and organizations.
 - **August 2020** – Official launch!
 - **September 2020** – Participate in Drive Electric Week activities; continue to promote the Green Fleet Challenge through LMG channels, the DCL website and other outlets.



Questions?

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