



Updated January 2021

## The Electric Vehicle Purchase Challenge

Companies, higher education institutions, and now state agencies with fleet vehicles are eligible to participate in MassEVolves, a statewide initiative aimed at recognizing leaders in the transition to clean transportation in the Commonwealth. MassEVolves, in partnership with Massachusetts Leading by Example (LBE), invites participants to join in a new program opportunity: the Electric Vehicle Purchase Challenge ("The Challenge"). This annual, voluntary challenge initiative spotlights new electric vehicle (EV) purchases for fleets made by participating entities. The Challenge offers a unique opportunity to add additional EVs to the roads of Massachusetts.

### MassEVolves Benefits

#### 1. Annual Recognition

Attend an annual ceremony and be recognized by leading state representatives for your efforts to further the adoption of EVs.

#### 2. Peer Learning

Share ideas and experiences with other program participants and industry experts.

#### 3. Information Resources

Access resources and other EV related educational opportunities available to program participants.

### The Challenge

The Challenge recognizes MassEVolves participants who have or will be purchasing electric fleet vehicles between 2018 and the end of calendar year 2021.

Recognition Tiers	Challenge Prerequisite: Enrollment in MassEVolves
Level 1	Purchase 1 EV*
Level 2	Purchase 2 EVs
Level 3	Purchase 3+ EVs

\*EVs include Battery Electric Vehicles and Hydrogen Fuel Cells.  
(2 Plug-in Hybrid Electric Vehicles are equivalent to 1 EV)

## Why EVs Make Sense in Fleets

**\$1.39**

According to the Union of Concerned Scientists, refueling your EV in Boston is equivalent to paying \$1.39 per gallon of gas.

**\$1,202**

Once in a community, each EV in Massachusetts generates over \$1,200 of local economic development benefits annually.

**3 X**

EVs are about three times more efficient than internal combustion vehicles.

**50%**

*Consumer Reports* has found that EV maintenance costs are 50% lower than gas powered vehicles.

## Getting Started

**Any eligible organization or agency that wishes to participate in the Challenge can:**

1. Submit a *MassEVolves* participation [pledge](#).
2. Participate with *MassEVolves* and LBE staff, as applicable, in technical support activities related to implementing the pledge.
3. Submit data on the number and types of EVs acquired between January 1, 2018 and the end of calendar year 2021.

**Note:** The challenge is not an incentive program, but provides recognition, networking, and learning opportunities.

"The people and organizations we honor at *MassEVolves* are on the leading edge of a transformation that will improve transportation in Massachusetts and around the world."

*Kathleen Theoharides,  
Secretary Massachusetts Energy and  
Environmental Affairs*

"The *MassEVolves* website has been a useful tool when initiating conversations with fleet management teams globally about fleet electrification."

*Christopher Famolare,  
EMD MilliporeSigma*

"We are super excited to be a part of working with *MassEVolves* and with the Recharge America program in helping to support EVs here on our own campus."

*Jamie Jacquart,  
UMass Dartmouth*

# Who We Are

## MassEVolves

A partnership between the national non-profit Recharge America and the Massachusetts Executive Offices of Energy and Environmental Affairs (EEA), MassEVolves supports and publicly recognizes organizations that take specific steps to encourage greater electric vehicle adoption, consistent with statewide clean air goals. Participating entities pledge to take action on programs that include installing EV charging stations at the workplace, expanding the use of EVs in their fleet and on their campus, and other opportunities.

## Leading By Example

Part of the Massachusetts Department of Energy Resources (DOER), LBE works collaboratively with state agencies and public colleges and universities to advance clean energy and sustainable practices that reduce the environmental impact of state government operations and help meet Massachusetts clean energy targets. By demonstrating leadership within state government, LBE strives to empower residents and businesses to take action to collectively address the energy and environmental challenges facing the Commonwealth.

## For More Information or to Get Involved, Contact:



Kirk Brown, Recharge America  
kirkbrown@recharge-america.org  
Leynah McGarghan, Recharge America  
lmcgarghan@recharge-america.org



Eric Friedman, DOER Leading By Example  
eric.friedman@mass.gov  
Catie Snyder, DOER Leading By Example  
catie.snyder@mass.gov

