

**Organization Name:** EVHybridNoire

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**Organization Mission:** EVHybridNoire (EVHN), an award winning 501c3 Nonprofit, is the nation's largest network of diverse electric vehicle (EV) drivers and enthusiasts and serves as the voice of this community. The work of EVHN's co-founders and its members centers around raising awareness about zero emissions vehicles (EVs) and their benefits particularly in diverse communities. EVHN advocates for wider/increased adoption of zero emission vehicles, EV friendly policies, expansion of charging infrastructure in diverse communities, affordable clean transportation, sharing their stories of diverse support for clean transportation, exposing diverse communities to STEM careers as well as outreach to educational institutions such as Historically Black Colleges & Universities (HBCUs) and Hispanic Serving Institutions (HSI) educational programs, and engages and exposes these demographics to the sustainable energy/emobility economy. Working at the center of transportation, equity, and environmental health, The EVHN Team has served as the leading force of expanding a wider audience in this conversation as well as having collected extensive data on the knowledge, attitudes, and beliefs of diverse EV drivers around affordable, clean and sustainable transportation platforms.

**Internship Semester:** Summer 2020

**Project Title #1:** Drive the Future – Sustainable Transportation Internship

**Keywords:** Communication, Marketing, Outreach and Engagement

**SLS Priority Issue Areas:** Climate Change, U.N. Sustainable Development Goals

**Project Background:** The intern can choose to work on two initiatives – our Just Like Me Campaign and/or our Education, Outreach, and Engagement strategy. The Just Like Me Campaign seeks to amplify diverse drivers, enthusiasts and advocates, showcasing a variety of real world EV drivers from our network sharing their experiences of what it's like to drive an EV via short video clips and testimonials. Frontline communities are disproportionately impacted by air pollution and other environmental justice issues due to residential proximity to heavy traffic and major transportation hubs. A recent UC Davis study found the average EV driver is a white male, age 40+ who makes \$100,000+. If individuals are not intentionally engaged in EV education campaigns and do not see people reflective of themselves in EVs, they may believe that they are for them. **EVHybridNoire exists to change that paradigm and create a new narrative.** This Project entails interviewing EVHybridNoire members and working with Organization Founders to produce a monthly Livestream show that highlights and captures individuals from our global membership and captures their stories + Images (photography) around why and how they transitioned to Clean Transportation. We will provide a number of different formats, questions for use and different storyboarding formats. For Education, Outreach, and Engagement, we are leading the execution and facilitation of a National Emobility / Transportation and Equity Conference in the Summer and Fall of 2020. In September, we also program the largest Electric Vehicle (EV) / Clean Transportation Event in the Southeast here in Atlanta / it is also the largest EV event outside of California. The intern would work with us on planning and executing the event - and could possibly travel to the west coast (Oregon) to participate on-site in one of the events....opportunity to support panel discussions / meeting facilitation, develop survey tools for data capture and data analysis. Student will be a co-author and work on White

Paper Documenting Best Practices in Emobility that organically result from these two National Conferences.

**Project Timeline:** The intern will support these initiatives as well as ongoing EVHybridNoire programming. We also think it's important to offer interns the opportunity to craft their own small project, based on their own interests that relate to our overall work.

**Desired skills and qualifications:** Strong research and analytical skills, Strong writing skills, Passion and interest in being a change agent in the environmental studies / advocacy sector

**Deliverables:** Produce White Paper describing best practices for engaging the LatinX Community or Young Professionals Millenials in the Zero Emissions / Clean Transportation economy. Produce bi-monthly newsletter, write short articles/blogs about Zero Emissions Transportation and Equity; Create a variety of Organizational One-Pagers and Infographics