**U.S. Department of Energy (DOE)  
Clean Energy to Communities (C2C) Program**

Summary of Technical Assistance (TA) Support

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| Icon  Description automatically generatedBuildings |
| Icon  Description automatically generatedClean Power |
| Climate Mitigation and Resilience |
| Cross-Sectoral Justice |
| A picture containing text, clipart  Description automatically generatedJobs and Economic Development |
| Icon  Description automatically generatedMobility |

**Charlottesville, Virginia (Generation180)**

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From June to October 2023, the National Renewable Energy Laboratory (NREL) and Pacific Northwest National Laboratory (PNNL) provided technical assistance to Generation180, a non-profit working to change the narrative around clean energy, based in Charlottesville, Virginia. Generation180 sought modeling and analysis support to assess whether the presence of electric vehicles (EV) in select Designated Market Areas (DMAs) creates additional EV growth in those neighborhoods. NREL and PNNL analyzed EV data provided by Generation180 to identify potential trends related to seeding or the crowd effect when it comes to EV adoption.

 Impact

Provided technical expertise that will inform Generation180’s consumer education efforts.

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**Background**

Ann Arbor is a city of approximately 122,000 people located in southeast Michigan. The city and its residents are leaders in sustainability and climate action. Their A2ZERO Climate Action Plan outlines their just transition pathway to community-wide carbon neutrality by 2030. With equity as a focus, they are implementing strategies to improve home energy efficiency (EE) and electrify appliances. Toward this, the city wants to explore community geothermal heating and cooling to serve a variety of building types including rental and affordable housing. The city has applied to DOE’s Geothermal Heating and Cooling Design and Deployment program and garnered the support of City Council to pursue these projects, but they need to understand the concept’s feasibility in order to make a “go, no-go” decision.

Generation180’s Electrify Your Ride program works to help educate consumers in the United States with a goal to accelerate the transition to electrification and increase the number of EVs on the road. Current EV owners/ambassadors are one of the greatest sources of inspiration for those considering transitioning to electric vehicles. Generation180 works with EV Owners and Ambassadors across the United States with data across eight DMAs and three benchmark cities by ZIP code.

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Description automatically generated with low confidence Expert Match Team

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Description automatically generated Community Team

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For more information, visit:  
**energy.gov/eere/clean-energy-communities-program**

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