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New Video Explores the Future of Transportation Electrification

New video highlights key actions to accelerate the transition to electric vehicles

Concord, MA (September 20, 2017): As government and business leaders assemble for Climate Week NYC, M.J. Bradley & Associates (MJB&A) is pleased to announce the launch of a new video, produced in collaboration with the Natural Resources Defense Council (NRDC) and Ceres. NRDC is one of the nation’s leading environmental organizations, and Ceres is a nonprofit organization that works with investors and companies to address the world’s biggest sustainability challenges.

The video features experts from around the country on the potential for electric vehicles (EVs) to deliver cheaper and cleaner transportation solutions, the challenges and opportunities associated with accelerating transportation electrification in the United States, and the roles of electric utilities.

In particular, several of the experts interviewed emphasized the need to expand consumer education efforts to increase awareness and understanding of the technology—e.g., with ride-and-drive events and electric utility engagement. Another major theme of the interviews was the need for public charging infrastructure and utility system planning. The availability of charging infrastructure will support the awareness and consideration of purchasing EVs and it will also alleviate so-called range anxiety. Utility system planning is critical to manage the integration of this new load as cost effectively as possible as EV adoption accelerates. Electric utilities and partner companies can play a major role in facilitating these efforts.

“Switching to electric vehicles results in lower operating costs for consumers, reduced greenhouse gas emissions, and lower costs for utility customers,” said Michael J. Bradley, President of MJB&A. “Policymakers should engage with electric utility companies to encourage proposals to accelerate the transition to electric vehicles.”

As the leading source of carbon dioxide emissions in the United States the transportation sector is on the verge of fundamental change. Electric vehicles, paired with a low carbon electric grid, offers a pathway to dramatically reduce greenhouse gas emissions in the U.S. And by expanding our use of the electric grid, you can reduce electricity rates for all electric customers. Industry analysts see a tipping point in the electric vehicle market as automaker-after-automaker announces plans to expand or enter the electric vehicle market (see attachment). Battery prices continue to fall and Bloomberg New Energy Finance is now projecting that electric vehicles will make up the majority of new car sales worldwide by 2040.

In a separate study on behalf of NRDC, MJB&A evaluated the costs and benefits of increased penetration of electric vehicles in seven states: Colorado, Connecticut, Maryland, Massachusetts, Michigan, New York, and Pennsylvania. MJB&A also issued a report on the status of the electric vehicle market, market barriers, and the potential roles of electric utilities in transportation electrification programs. And in a forthcoming report on behalf of Ceres, MJB&A is evaluating the total need for public and private electric vehicle charging infrastructure to accommodate electric vehicles in the twelve largest utility service territories in the states of California, Georgia, Maryland, Massachusetts, New York, Ohio, and Pennsylvania.

The video and reports are available at <http://www.mjbradley.com/ev-market>.

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About M.J. Bradley & Associates

M.J. Bradley & Associates LLC (MJB&A), founded in 1994, is a strategic consulting firm focused on energy and environmental issues. The firm includes a multi-disciplinary team of experts with backgrounds in economics, law, engineering, and policy. The company works with private companies, public agencies, and non-profit organizations to understand and evaluate environmental regulations and policy, facilitate multi-stakeholder initiatives, shape business strategies, and deploy clean energy technologies. Information on our recent and ongoing EV research is available [here](#).