



# EVOLVE

ELECTRIFYING TRANSPORTATION

## MEMBERSHIPS

Join the **Re**volution 2022





# EVOLVE HOUSTON

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## **EVOLVE HOUSTON IS UNIQUELY SITUATED AT THE HEART OF TRANSPORTATION ELECTRIFICATION WITHIN THE ENERGY CAPITAL.**

Evolve Houston is a public-private coalition that convenes public entities, industry, and community residents to accelerate EV adoption and deliver real benefits to society through the shared values of environment, economy, and equity.

Together with the leadership and collaboration of Evolve's member organizations, Evolve is working to improve air quality and reduce GHG emissions throughout the Greater Houston area.

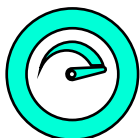
### **FOUNDING MEMBERS**



### **MANAGED BY**

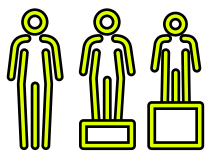


# EVOLVE



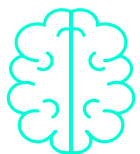
## COMMERCIALIZATION & INFRASTRUCTURE

Evolve supports organizations to electrify their fleets and collaborates with key stakeholders to implement regional EV charging infrastructure strategies to enable mass EV adoption.



## TRANSPORTATION EQUITY

Evolve is passionate towards uncovering all electrification opportunities including workforce development, inclusive mobility systems, and the empowerment of underserved communities.



## CONSUMER AWARENESS

Evolve educates, informs, and inspires Houstonians to go electric by distributing EV knowledge through digital channels, at EV ride & drive events, and through other educational campaigns.

## HOUSTON'S ELECTRIC VEHICLE REVOLUTION STARTS HERE.

Transportation is the second largest source of greenhouse gas (GHG) emissions in the Greater Houston area. Inspired by a deep commitment to the health and well-being of all residents, Evolve engaged powerful leaders to come together and champion bold action for the betterment of the regional air quality and reduction of GHG emissions. Evolve is empowered by its members to lead the transportation revolution and to successfully identify and act on the existing opportunities within the EV space. Through stakeholder connectivity and alignment, Evolve plays a role in designing and implementing projects to solidify the foundations of EV adoption in close collaboration with its members.



## AMERICA IS GOING ELECTRIC AND WE ARE ON THE ROAD TO ACHIEVE THE "50% BY 2030" EV ADOPTION GOAL.

Since its launch in November 2019, Evolve identified three impactful focus areas: Commercialization & Infrastructure, Transportation Equity, and Consumer Awareness. This has enabled Evolve and its members to address EV adoption holistically from a technical, educational, and equitable position. This approach invites all forms of collaboration and has led to the formation of impactful initiatives recognized on the national level. Evolve recognizes that this is the beginning of a long journey to electrification and is seeking more members to join them on this path to the future.

# **LET'S ACHIEVE ZERO EMISSIONS, Y'ALL.**

**By 2030, Evolve Houston targets  
regional EV sales to reach 50%  
share of annual new car sales.**

**EVOLVE**

# JOIN THE REVOLUTION.

**MEMBERSHIP  
& SPONSORSHIP**

EVOLVE



# MEMBERSHIPS & SPONSORSHIPS

To help organizations find their perfect role within the electric vehicle revolution, Evolve offers a number of membership and/or sponsorship options within the following categories:

## Evolve-Wide Memberships

Evolve-Wide Memberships offer organizations an opportunity to have a greater impact across all Evolve programmatic initiatives and have a holistic focus on increasing EV adoption.

## Program Memberships

Program Memberships allow organizations to apply resources and efforts towards a focused initiative that strengthens a fundamental area of EV adoption.

## Marketing Sponsorship

Marketing Sponsorship helps Evolve amplify their message, raise EV awareness, and educate consumers & organizations how to drive electric.



2022 Houston Auto Show



Shell Electric Ride & Drive

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## ■ CHOOSE YOUR PATH

CLICK ON A SECTION BELOW TO LEARN MORE

### EVOLVE-WIDE MEMBERSHIPS

1. Founding Member
2. Affiliate Member

### PROGRAM MEMBERSHIPS

1. Commercialization & Infrastructure
2. Transportation Equity
3. eDealer

### MARKETING SPONSORSHIP

1. Advocate Level
2. Promoter Level
3. Champion Level

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# EVOLVE-WIDE MEMBERSHIPS

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## FOUNDING MEMBER

Founding Members enter a 2-year commitment membership to help change the face of transportation in the Greater Houston area.

- Embed your organization within Evolve's leadership groups and working groups across all Evolve programs (C&I, Equity, Marketing, Policy, Research & Grants);
- Form new working groups focused on advancing your priorities in alignment with Evolve's mission;
- Receive primary acknowledgement at public events with logo placement and company asset(s) on display;
- Be the first to access EV data resources, market reports, and to the Evolve stakeholder network;
- Promote your activities related to transportation electrification on the Evolve Houston website and Evolve publications;
- Participate and be recognized in marketing campaigns, press releases and event programs as a leader advancing EV adoption.

**\$300,000/ANNUALLY**

## AFFILIATE MEMBER

For nonprofit, public, and start-up organizations interested in keeping up with and participating in Evolve activities, we offer a free Affiliate membership. Join our network of stakeholders and become part of the Houston EV revolution.

- Be listed as an Affiliate Member on the Evolve Houston website and Evolve publications;
- Participate in Evolve Houston thought leadership activities; this includes webinars, articles, and reports.

**FREE**

**EVOLVE**

# PROGRAM MEMBERSHIPS

Evolve connects the three pillars to electrification by activating three impactful programs: Commercialization & Infrastructure, Transportation Equity, and Consumer Awareness. Join us in one program or all by selecting a membership level from each program to drive change and help solve Houston's transportation and air quality challenges.

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## ACHIEVEMENTS

The C&I Program assisted public and private fleets, totaling 15,000 fleet vehicles, to determine their electrification strategy. As a result, Evolve identified \$28MM in lifetime savings and an annual reduction of over 17,000 metric tons of CO<sub>2</sub>. The C&I program plans to continue working with stakeholders such as the Port of Houston to unlock their electrification potential and TxDOT to ensure the reliable, affordable, and equitable distribution of EV charging throughout Houston.

## COMMERCIALIZATION & INFRASTRUCTURE

C&I focuses on preparing the Houston region for mass EV adoption by supporting fleet electrification and collaborating with key stakeholders to implement the Regional Infrastructure Strategy for Electrification (RISE Houston) to increase charging accessibility.

Evolve works with its members to identify infrastructure expansion projects and funding opportunities, while prioritizing grid resilience.

By connecting the City, utilities and energy providers, and EVSE brokers to property owners and major fleet operators, Evolve is successfully mapping the charging demand, leading discussions to influence EVSE deployment, and supporting transportation electrification across the region.

Become a Gold, Platinum, or Lithium member to join the conversation and influence the EVSE deployment in the Greater Houston area.

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## RISE HOUSTON MEMBERSHIP LEVELS

### GOLD

- Stay plugged in by receiving a biweekly summary of the latest EVSE news, EVH initiatives, and networking opportunities.
- Join other leaders and be listed as a Gold RISE Member on the Evolve Houston website.

\$5,000

### PLATINUM

- Inclusive of Gold RISE Membership Level, and:
- Participate in publishing industry leading reports and articles in collaboration with Evolve and other members.
- Secondary acknowledgement in RISE campaigns & reports.
- Join other leaders and be listed as a Platinum RISE Sponsor on the Evolve Houston website.

\$15,000

### LITHIUM

- Inclusive of Platinum RISE Membership Level, and:
- Lead in publishing industry-leading reports and articles in collaboration with Evolve and other members.
- Primary acknowledgement in RISE campaigns & reports.
- Join other leaders and be listed as a Lithium Sponsor on the Evolve Houston website.

\$25,000

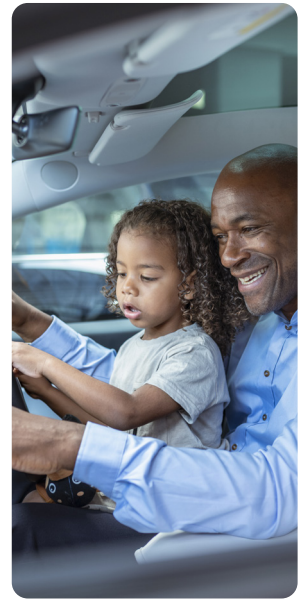




2022 Houston Auto Show

## TRANSPORTATION EQUITY

Evolve believes that electric mobility offers a novel opportunity to disrupt patterns of climate injustices. In Houston, transportation accounts for 67% of ozone-causing NOx emissions, 23% of VOC emissions in the region, and 48% of total GHG emissions. Neighborhoods most impacted are disproportionately low-income and under-resourced with predominantly BIPOC residents. The U.S. Department of Transportation reports that 38% of Harris County is recognized as both Transportation Disadvantaged Communities and Areas of Persistent Poverty. Electric mobility has the power to catalyze a new era of clean transportation, which prioritizes historically undeserved communities and drives investments to materially resolve critical mobility needs. To increase mobility and access to eMobility within underserved Houston regions, Evolve is connecting communities to major organizations to drive meaningful investments through the eMobility Microgrant Initiative. Your organization can make a difference and help fight climate injustice by becoming a Corporate Catalyst of the Microgrant Initiative.



## CORPORATE CATALYST MEMBERSHIP LEVELS

### GOLD

- Learn & witness the impact your organization creates within Houston communities through a quarterly impact report.
- Recommend and/or participate in (a) Volunteering positions (b) Research related to transportation equity in Houston (c) Industry event and speaking opportunities
- Tertiary acknowledgement on related campaigns, reports, and events.
- Join other members on the Evolve Houston website as a Gold Corporate Catalyst Member.

**\$50,000**

### PLATINUM

- Inclusive of Gold Corporate Catalyst Membership Level, and:
- Join the Catalyst Working Group to implement award guidelines initiative strategy, recommend grant awards, and support communications between communities and organizations.
- Secondary acknowledgement on related campaigns, reports, and events.
- Join other members on the Evolve Houston website as a Platinum Corporate Catalyst Member.

**\$100,000**

### LITHIUM

- Inclusive of Platinum Corporate Catalyst Membership Level, and:
- Join the Steering Committee to guide initiative strategy, determine award guidelines, and lead communications between communities and organizations.
- Create and/or lead in (a) Volunteering positions (b) Research related to transportation equity in Houston (c) Industry event and speaking opportunities.
- Primary acknowledgement on related campaigns, reports, and events.
- Join other members on the Evolve Houston website as a Lithium Corporate Catalyst Member.

**\$250,000**



## eDEALER MEMBERS

Evolve Houston aims to develop a top-tier EV sales environment at local automotive dealerships to increase EV sales and improve customer education. Houston EV demand is continuously increasing; between 2020 to 2021, total EV sales increased by 138%, while overall new vehicles sales increased by 2.6%. Automotive brands are responding with over 30 new EV models entering the US market in the next 2 years. With change coming quickly, Evolve is ready to equip local automotive dealerships with the resources and channels to successfully connect with aspiring EV owners.

Evolve is seeking action-oriented dealerships to join the eDealer network as a member, to invest in the future and guide curious consumers through the EV buying process. The eDealer network is committed to advancing change and emerging as a leader within the EV segment.

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### **eDEALER** MEMBERSHIP DETAILS

**\$5,000/DEALERSHIP ANNUALLY**

#### **SALES TRAINING**

The Evolve Houston eTraining Program was designed by Buzz Smith, also known as the "EV-angelist". Before retiring in 2019, Buzz was the #1 EV salesperson in Texas for 6 consecutive years with 35% of his vehicle sales accounted by plug-in electric vehicles.

- Learn from an experienced EV sales professional familiar with the Texan market
- Train up to 10 staff members to become EV experts
- Equip your sales team with tools & templates to streamline EV sales
- Train your trainers to keep up with the natural rate of employee turnover

#### **eLEADS**

Evolve collects EV leads during in-person events, through online promotions, and member relationships to distribute to the eDealer network.

Work hand-in-hand with Evolve to track eLeads to increase EV conversion rates.

- Receive up to 350 eLeads per year
- Gain support from the Evolve team to close leads

#### **PROMOTION**

Evolve enhances visibility of the eDealer network within consumer and commercial audiences. Electric ride & drive events, fleet electrification pilots, and the Houston Auto Show are three examples of the significant exposure eDealers receive within the Houston market.

- Stand out as the automotive sponsor at public and private Evolve events
- Build strong affiliations with a roster of industry leaders within the EV space

# MARKETING SPONSORSHIP

Evolve is building an educated and inspired customer base that helps automakers, electric utilities, charging infrastructure firms, and other organizations to improve Houston's air quality and boost the regional economy. For the last three Houston Auto Shows, an event with an annual average attendance of 100k people, Evolve hosted an EV showroom in close collaboration with the Houston Automotive Dealers Association (HADA); with each passing year, the Auto Show increases its focus on eMobility, placing Evolve at the forefront. Thus far in 2022, Evolve unveiled their new logo, introduced an Electric Ride & Drive Playbook, designed an eDealer training program, and led multiple digital awareness campaigns. Evolve continues to broaden its reach and amplify its members' and own message on transportation electrification.



## 2022 OUTLOOK

EV ROADMAP 2.0

RELAUNCH EVENT

&

WEBSITE LAUNCH

1,000 ELECTRIC TEST DRIVES

3K SUBSCRIBERS

eBUS ROADMAP

## MARKETING SPONSORSHIP LEVELS

### ADVOCATE

- Quaternary acknowledgement or asset inclusion in marketing campaigns, press releases and event programs; recognition by event speakers, press availabilities; social media.
- Quaternary acknowledgement at public events with logo placement and company asset (e.g., electric car, charging station, company product or non-advertising materials) on display.
- Stay updated on Evolve initiatives, industry news and networking opportunities for
- Listed as an Advocate Sponsor on the [www.evolvehouston.org](http://www.evolvehouston.org) website.

**\$5,000**

### PROMOTER

- Listed as a Promoter Sponsor on the [www.evolvehouston.org](http://www.evolvehouston.org) website.
- Tertiary acknowledgement or asset inclusion in marketing campaigns, press releases and event programs; recognition by event speakers, press availabilities; social media.
- Tertiary acknowledgement at public events with logo placement and company asset (e.g., electric car, charging station, company product or non-advertising materials) on display.
- Receive communications on Evolve initiatives, industry news and networking opportunities.

**\$15,000**

### CHAMPION

- Listed as a Champion Sponsor on the [www.evolvehouston.org](http://www.evolvehouston.org) website.
- Secondary acknowledgement or asset inclusion in marketing campaigns, press releases and event programs; recognition by event speakers, press availabilities; social media.
- Secondary acknowledgement at public events with logo placement and company asset (e.g., electric car, charging station, company product or non-advertising materials) on display.
- Receive communications on Evolve initiatives, industry news and networking opportunities.

**\$25,000**



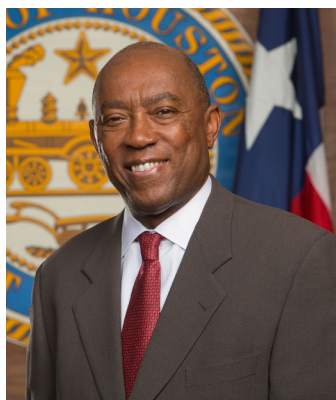
# MEET THE **EVOLVE** TEAM.

**LEADERSHIP  
& STAFF**

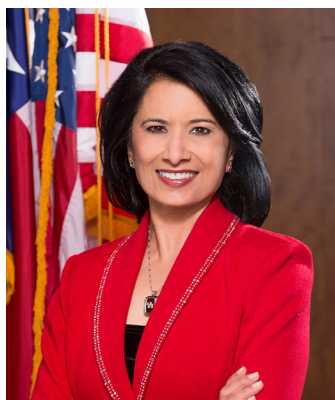
EVOLVE

# LEADERSHIP TEAM

Representing our Founding members, the Evolve Houston Leadership team is brought together by an unwavering commitment to a cleaner, more sustainable and resilient Houston.



**SYLVESTER TURNER**  
Mayor,  
City Of Houston



**DR. RENU KHATOR**  
President,  
University of Houston



**GREGG KNIGHT**  
EVP,  
Customer Transformation  
& Business Services,  
CenterPoint Energy



**MAURICIO GUTIERREZ**  
CEO,  
NRG energy



**GRETCHEN WATKINS**  
President,  
Shell

# BOARD MEMBERS

With passion and enthusiasm, the Evolve Houston Board steers the organization towards an electric future and oversees the organization's programmatic initiatives.



**ELIZABETH BROCK**

Board Chair  
Vice President,  
Energy Solutions &  
Business Services,  
CenterPoint Energy



**CHRIS ANGELIDES**

Board Vice Chair  
Head Of Energy  
Transition,  
Shell



**CATHERINE PELLEGRIN**

Treasurer-Secretary  
Manager Economic  
Development & eMobility  
CenterPoint Energy



**LYNDA CLEMMONS**

Vice President,  
Sustainable Solutions,  
NRG Energy



**TINA PAEZ**

Director Of Administration &  
Regulatory Affairs,  
City Of Houston



**DR. RAMANAN  
KRISHNAMOORTI**

Chief Energy Officer,  
University Of Houston



# EVOLVE STAFF



**KATHERYN ABOU-CHAKRA**  
Interim Executive Director

As the Interim Executive Director of Evolve Houston, Kate ensures that the mission is fulfilled through programs, strategic planning and community outreach. Kate leads the Evolve team and directly works with professional, civic, and private organizations to successfully launch and operate multiple initiatives across Commercialization & Infrastructure, Equity, and Consumer Awareness. Katheryn is a graduate from the Automotive Business School of Canada. She also holds an MBA from the University of Calgary, specializing in Global Energy Management and Sustainable Development. Kate currently sits on the Keep Houston Beautiful Board.



**RYAN MARTIN**  
Managing Partner

As Managing Partner, Ryan supports program strategy, partnership development, and fundraising, while leading governance, legal, and management activities to further advance EV adoption within the Greater Houston area. Ryan is a graduate of Harvard Law School, Louisiana State University Honors College and the Beijing Language and Culture University. Ryan is a member of the Board of Directors for Houston First Corporation. Ryan is also Vice Chairman of Legacy Community Health the largest federally qualified health center in the state of Texas, and a Board Member of Houston Botanic Garden.



**HARRY TENENBAUM**  
Director of Commercialization & Infrastructure

As the Director of Commercialization and Infrastructure, Harry enables vehicle electrification for individual and fleet consumers and leads the development and growth of the underlying EV infrastructure. Harry coordinates the investigation, development, and growth of the region's underlying electric generation, infrastructure, and distribution strategy. Harry brings experience from KPMG where he assessed how organizations implement and control specific technologies. Harry is a graduate of the University of Alabama where he majored in Management Information Systems and is a member of Young Professionals in Transportation.



**LAUREN GORE**  
Director of Equity

As the Director of Equity for Evolve Houston, Lauren ensures that the strategic, operational, and tactical goals and achievements of Evolve Houston considers and incorporates the principles of equity for the benefit of communities in the Houston region. Lauren served in the United States Army as an Airborne Ranger-qualified Infantry Officer with a combat deployment to Iraq in support of Operation Iraqi Freedom, where he was awarded a Bronze Star. Lauren is a graduate of the United States Military Academy at West Point. He also holds a J.D. degree from Harvard Law School.



**LISA KEAY SMITH**  
**Director of Operations**

As the Director of Operations at Evolve Houston, Lisa oversees all systems and processes of daily activities. Lisa supports budget management, board communications, and initiative management across all Evolve programs. Lisa brings experience from Morgan Stanley as an operations manager, where her main focus was risk mitigation, process improvement and quality control. Lisa obtained her bachelor's degree in business finance from Brigham Young University and is currently pursuing a master's degree in sustainability from Harvard University.



**GRACE MILLSAP**  
**Program Manager**

As a Program Manager at Evolve Houston, Grace develops and manages projects and initiatives for marketing and equity programs. Grace focuses on event coordination, initiative research & development, and community engagement. Grace is a graduate of Louisiana State University E.J. Ourso College of Business, where she studied marketing and mass communication. She currently sits on the Houston BARC Foundation Board.



**MARTA ORTIZ**  
**Onsite Events Manager**

As an Onsite Events Manager at Evolve Houston, Marta specializes in activating Evolve in-person events and engagements across the Houston region. Marta manages Evolve brand ambassadors and the implementation of events, like Electric Ride & Drives, focused on providing educational and memorable experiences. Marta brings over seven years of experience in event and field team management.

# **JOIN THE REVOLUTION.**

**Katheryn Abou-Chakra**  
**Interim Executive Director**  
**832-474-7939**  
**[katheryn.abou-chakra@evolvehouston.org](mailto:katheryn.abou-chakra@evolvehouston.org)**

**EVOLVE**