



EVOLVE

MEMBERSHIPS & SPONSORSHIP

Join EVOLVE in 2025



**BASED IN THE ENERGY CAPITAL OF THE WORLD,
AT THE HEART OF TRANSPORTATION ELECTRIFICATION**

Evolve Houston is a 501(c)(3) nonprofit organization uniquely positioned at the intersection of industry, government, and community. As a **neutral convener** and trusted voice within the electric vehicle (EV) ecosystem, our mission is to catalyze the transition to electric transportation through a **data-driven, action-oriented, and community-anchored approach**.

Transportation is the second largest source of greenhouse gas (GHG) emissions in the region and represents significant economic opportunity for Texans. Inspired by a deep commitment to the health and well-being of all residents, Evolve brings together powerful leaders to champion bold action.

Evolve Houston's goal is to lead the region in achieving 50% of new vehicles sold to be electric vehicles by 2030.

2025 FOUNDING MEMBERS



INVITATION FROM THE PRESIDENT

Dear Prospective Members,

On behalf of Evolve Houston, I am pleased to invite you to join our distinguished network of Members committed to shaping the future of transportation in the *Energy Capital of the World*.

As a Member, you will gain access to a dynamic platform that fosters collaboration between leading public and private sector stakeholders. You will benefit from elevated brand visibility, data-driven market leadership, and strategic influence through public-private partnerships. Your sponsorship positions your organization as a champion of sustainability and innovation while providing unparalleled opportunities to engage with the community.

Your investment powers a cleaner, more equitable, and more connected future, one led by clean transportation and measurable community impact.

We look forward to welcoming you to our growing coalition of changemakers

Warm Regards,

Casey Brown
President and Executive Director
Evolve Houston

ABOUT EVOLVE HOUSTON

AWARENESS

Evolve Houston isn't just raising awareness of EVs; we're shaping an ecosystem, closing information gaps, and turning awareness into action. Awareness is about introducing concepts, shifting perceptions, and building interest in EVs.

EDUCATION

Evolve Houston is equipping people with the knowledge, skills, and tools to make decisions and take action, versus just informing them. We think of awareness as *what* and education as *how*.

RESEARCH

Evolve Houston is convening exclusive, committee-based public-private research sprints to conduct focused, actionable research that informs EV adoption, policy, and infrastructure in the Greater Houston region.



BECOME A MEMBER OF EVOLVE HOUSTON TODAY

Evolve maintains three core pillars that drive programs: Awareness, Education, and Research. These fundamental pillars enable the organization and its members to address EV adoption holistically. The results have led to the formation of impactful initiatives recognized on the national level, as well as EV growth within the region.

Join Evolve today as a member to be a part of these exciting opportunities, align with other members, and get access to the right people in the EV Ecosystem, driving trends in the Greater Houston region and beyond.

HOUSTON'S GO-TO PARTNER FOR ALL THINGS EV

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JOIN THE CHARGE TODAY WITH EVOLVE.

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MEMBER & SPONSOR BENEFITS



Evolve Houston serves as a bridge, fostering partnerships across public and private sectors, allowing members to actively address localized and systemic challenges to EV adoption en-route to creating a shared vision for a sustainable and resilient future of transportation in the Greater Houston region. Evolve Houston provides a dynamic platform for collaboration, knowledge-sharing and strategic partnerships, empowering Members to stay at the forefront of emerging EV topics and trends in the region.

Realized Public-Private Collaboration:

Address localized and systemic challenges with the right people to pave the way for accelerated EV adoption

Brand Visibility:

Prominent placement in events, reports, & media

Strategic Influence:

Shape the EV adoption agenda and gain competitive insights

Market Leadership:

Access to cutting-edge solutions and data to stay ahead of competitors

WAYS TO GET INVOLVED

Membership Levels

Evolve offers distinct tiers for Corporate Members.

CORE

ELECTRON

Sponsorship Opportunities

Packages for specific events, programs, or initiatives

OR

Support research, surveying, and educational or experiential events designed to fit your specific needs

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SPONSOR TESTIMONIALS

“We need a collaborative approach on the EV charging infrastructure needed to accelerate adoption and support communities. We need community partners who can reach the most vulnerable populations and help them participate in and benefit from the transition to a more sustainable economy. Evolve Houston’s Equity Program is designed to invest in historically underserved neighborhoods within the Greater Houston area by awarding microgrants to grassroots eMobility projects that address community mobility needs. And we are thrilled to be an early funder of this work, which centers and empowers local communities.”

- Jessica James, GM (2022)

“Evolve Houston is the best example of a public-private organization that Shell has ever seen in Houston.”

- Jason Klein, Shell (2022)



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AWARENESS PILLAR OVERVIEW

The Awareness Pillar establishes Evolve Houston's identity as Houston's go-to resource for all things EV. It targets both the general public and potential organizational buyers, introducing and elevating electric vehicle (EV) awareness regionwide.

This pillar builds Sponsor brands through public and private events, demo drives, strategic social media campaigns, high-quality media engagement, and much more.

It sparks interest and shifts perceptions on what EVs are, why they matter, and how they improve lives, businesses, and cities. Core themes include consumer benefits like cost savings and environmental impact, fleet and infrastructure growth, regulatory support, innovation highlights, and equity in EV access.

By informing and inspiring diverse audiences, Evolve Houston positions itself as a credible thought leader and trusted partner in Houston's electric future.

- > **Rebranded in 2022**, becoming Houston's trusted voice for eMobility
- > **Presenting Sponsor** of the Houston Auto Show (2023-2025), reaching thousands annually.
- > **10+ EV-focused events per year**, including festivals, community activations, and pop-ups.
- > Launched the **All-Electric Ride & Drive Playbook** to deliver scalable, capital-efficient EV experiences.
- > **Active contributor** to regional industry advisory boards shaping Houston's eMobility future.
- > **Expanding digital and print marketing** plus high-impact speaking engagements and campaigns



*EV awareness empowers the market of automobile buyers while also creating significant **brand visibility** for our Corporate Sponsors.*

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EDUCATION PILLAR OVERVIEW

The Education Pillar equips Houston's stakeholders with a deep, data-driven understanding of electric vehicle (EVs) and their broader impact. Through fact-based, neutral education, not lobbying, this pillar addresses barriers to adoption, infrastructure needs, lifecycle costs, air quality, and community outcomes.

It engages a wide audience via public and private forums, including enterprises, municipalities, planners, HOAs, developers, schools, auto dealers, and property managers. These are the users, providers, and adopters of EV solutions, spanning sectors from real estate to education.

Ultimately, this pillar turns curiosity into confidence, empowering communities and institutions to move from awareness to informed action. By fostering trust and understanding, Evolve Houston has become the region's most credible EV educator, essential to a sustainable transportation future.

Building EV knowledge through trusted education and engagement

This pillar generates:

- > Newsletters
- > Demo Drives
- > Toolkits
- > Workshops
- > Speaking Engagements
- > Capacity-Building Services

It informs policy through **research** and **trusted engagement**, shaping decisions by equipping stakeholders with reliable evidence, not persuasion.

*The Education Pillar is designed to provide exclusive **knowledge and insight** designed to position our Corporate Sponsors to achieve elevated **market leadership**.*



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RESEARCH PILLAR OVERVIEW

Evolve Houston's Research Pillar serves as the innovation and convening engine, uniting business, government, and community leaders to develop primary data and co-create EV solutions through cohort-driven research sprints. It offers exclusive membership benefits and access to deeply customized, data-backed outcomes.

Positioned uniquely at the nexus of public, private, and civic sectors, this pillar drives action by producing MVPs, pilots, entities, reports, playbooks, toolkits, and more. Members and Sponsors collaborate during research sprints, each designed around topics prioritized by the Members and Sponsors it serves.

With a clear emphasis on results, the Research Pillar helps stakeholders identify critical EV issues, shape strategy, plan infrastructure, and pilot innovation. Deliverables are structured to support fleets, cities, and businesses, enabling strategic investment while advancing economic and environmental impact.

Meeting the need of public-private collaboration

The bridge between **innovation and impact** to address **critical barriers** that are slowing innovation and adoption, such as:

- > Fragmented Systems
- > Misaligned Incentives
- > Delays

Science, engineering, and economics collide to **produce real-world solutions** to challenges that our Members and Sponsors face. Being a part of the Research Pillar is a way of sharing the investment it takes to address a local challenge with national impact. We lead the charge to find available & reliable, cost effective & affordable, and environmentally responsible EV solutions.

Funded primarily by enterprises with support from civic and academic partners, this pillar offers first-access, and in some cases exclusive access, to cutting-edge insights and leadership positioning. Through rigorous collaboration, Evolve builds the knowledge, tools, and partnerships needed to accelerate EV adoption in Greater Houston and beyond.



*The Research Pillar helps our members realize unmatched **public-private collaboration** and **strategic influence** in the local Electric Vehicle Ecosystem.*

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EQUITY PROGRAM OVERVIEW

Evolve Houston's Equity Program addresses systemic transportation disparities in Houston's underserved communities by deploying EV solutions to meet critical local needs. These communities have face limited mobility and higher exposure to pollution due to unreliable and unsustainable transportation options. The Equity Program seeks to reverse these trends through eMobility Innovations that ensure clean air for all.

This program connects Sponsors to grassroots initiatives with unparalleled success rates and interconnected through a governance system that is designed to recognize that those who are closest to the challenge are closest to the solution. Leveraging Evolve Houston's inimitable level of community engagement; Sponsors can benefit by delivering high impact across maximum diversity with minimal risk by partnering with Evolve's eMobility Microgrant Initiative.

At the core of this effort is the **eMobility Microgrant Initiative**, a dynamic funding platform that empowers local organizations and leaders to develop community-driven EV projects. Since its launch in 2023, the initiative has funded over 50 impactful efforts, including a no-cost electric microtransit service.

2023 **13**
Awarded Projects

2024 **18**
Awarded Projects

2025 **22**
Awarded Projects

Evolve Houston has awarded over 50 grants and many excellent projects remain unfunded, highlighting the need for additional investment.

Contact us today to learn how you can help close this demand gap.

Corporate partners benefit from streamlined, high-impact investment opportunities across a diverse portfolio of grassroots projects. This approach delivers measurable outcomes without the administrative overhead, while positioning partners as leaders in Houston's clean transportation movement.



*This program offers unparalleled **community access**, boosting brand visibility through authentic engagement, strong local ties, and a clear commitment to inclusive innovation.*

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MICROTRANSIT SERVICE OVERVIEW

Evolve Houston's microtransit service began in June 2023 as a grassroots pilot under the eMobility Microgrant Initiative, launching with just two electric vehicles. It has since grown into a key part of the METRONow strategy, now operating over 15 vehicles across five zones and serving thousands monthly.

Designed to close transit gaps in underserved areas, this service offers free, on-demand electric rides that connect residents to critical destinations and METRO transit stops; 46% of trips begin or end at a METRO station. It's a vital link for seniors, families, and low-income residents.

Backed by a \$1.05M expansion grant in 2024, the program is scaling further. Strong public support and a positive EY assessment highlights its cost-effectiveness, community impact, and case for continued growth.

Evolve is pioneering a regional **Center of Excellence** for all-electric microtransit to support Houston METRO through community engagement, research, thought leadership, and advisory services. Its mission includes:

- > Accelerating advancement in microtransit and electrification.
- > Leading research, data analytics, and community engagement.
- > Guiding Houston METRO toward optimized, equitable, and sustainable microtransit solutions.

By aligning community needs, clean vehicles, and public partnerships, the Community Connector bridges transit gaps and redefines mobility. Evolve's pilot-to-partnership model shows how local innovation can spark systemwide change.

“It's helping people in our community gain easier access to the transit station. Now they have access to all of Houston.

“What a blessing to the community this service has been. I am a single mother of four kids. Without it, I struggle to get a ride to the grocery store.

“Excelente servicio, me ayuda much en mi condición de adulto mayor. Chóferes muy amables.



*The Community Connector service is an all-electric microtransit solution that **bridges transit gaps**, connects communities, and redefines mobility for Houston.*

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MEET THE EVOLVE TEAM.

LEADERSHIP & STAFF

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BOARD OF DIRECTORS

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



ANDREY SHUVALOV
Chair
VP of Energy Transition
Shell USA



DR. RAMANAN KRISHNAMOORTI
Chief Energy Officer
University of Houston



RYAN MARTIN
Managing Partner
LDR Partners LP



RINA HARRIS
VP of Business Development
CenterPoint Energy



ALEX LANSKY
Co-Chair
Head of E-Mobility Development
Shell USA



GARY GLASSCOCK
Fleet Management Director
City of Houston

EVOLVE TEAM



CASEY BROWN
President & Executive Director
As President & Executive Director, Casey leads Evolve Houston’s mission through programs, strategy, and outreach. He works with civic, corporate, and community partners to advance EV initiatives across awareness, education, and research. Casey holds a bachelor’s from Colorado Mesa University and an MBA from Rice University.



ZACH KENNEDY
Managing Partner
As the CEO of LDR Advisory, Zach serves as a partner to management in the strategy and administration of Evolve Houston’s programming. He bridges innovation, government, and industry towards Evolve’s mission.



GRACE MILLSAP
Director of Marketing & Community Engagement
As Director of Marketing & Community Engagement, Grace leads outreach, education, and partnerships to promote eMobility. She previously led Evolve’s equity programs and continues to support inclusive mobility. She is a graduate of Louisiana State University’s E.J. Ourso College of Business, where she studied marketing and mass communication.



NORMA PINEROS
Director of Events & Experiences
As Director of Events and Experiences, Norma delivers programs that connect communities to electric transportation through outreach, education, and activation. She brings experience from the City of Houston and local nonprofits, with a focus on equitable engagement and public programming. Norma is a graduate of the University of Houston.



EVAN HARGROVE
Director of Microtransit
As Director of Microtransit, Evan leads innovative mobility programs to enhance access and equity throughout Houston. He brings a strong background in business development and strategy consulting, shaped by global experience spanning three continents. Evan holds a degree from Lynn University and earned his MBA from IESE Business School.



JOLENE LIMQUECO
Data Analyst
As Data Analyst, Jolene supports Evolve’s programs through reporting, visualization, and insights that guide decision-making. She brings a background in architecture, community-focused research, and education. Jolene holds bachelors in architecture from the University of Houston.

HELP DRIVE THE DEVELOPMENT OF HOUSTON'S ELECTRIFICATION

**Contact Us:
membership@evolvehouston.org**

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