



April 4, 2022

Chair McColley
Vice Chair Schuring
Ranking Member Williams
Members of the Senate Energy and Public Utilities Committee

Dear Senators,

Electrada is pleased to provide this letter of support for SB 307 as the Committee and the General Assembly determine how Ohio may create and sustain a place of leadership and opportunity in transportation electrification as the U.S. embarks on the largest mobility transformation since the introduction of the internal combustion engine. Consensus research and trillions of dollars of battery and automotive platform commitments lead to a single conclusion: the next several decades in transportation will be represented by the transition to electric vehicles, across all use cases, from consumer to fleet. Over 100 new EV models will be on the road by 2025. By 2030, up to 20% of new vehicles sold in Ohio will be battery electric. McKinsey (2020) estimates that by 2030, 12% of electric demand in the U.S. will come from electric vehicles (up from 1.5% in 2020) and the annual services required for the **electrification of fleet vehicles alone** will surpass \$15 billion as corporations, institutions and cities move away from the unmanageable cost of liquid fuel and toward smarter transportation. The design, deployment, operation, maintenance, and expansion of this EV ecosystem represents the largest sector-specific, incremental workforce development opportunity for Ohio over the next decade and beyond. Now is the time to implement the policy structures and remove barriers so that investment in the EV sector, and the jobs that follow, will find a ready home in Ohio.

We owe our company's existence to the opportunity that this generational convergence between transportation and electricity has presented. Electrada was conceptualized and capitalized in Cincinnati, with the objective to become the national leader in reliable and accessible electric vehicle infrastructure, through our Charging-As-A-Service model. Just since our inception in 2020, we have deployed, **overwhelmingly with private capital**, several hundred charging ports in Ohio alone, from public to residential to workplace to government locations, enabling the conversion to electric vehicles to occur with confidence and to generate fuel savings in this time of hyper-volatility in fossil fuel supply and cost. Ohio represents a "charging desert", where up to 90% of the charging infrastructure needed by 2030 to serve expected demand is yet to be built. The diverse Electrada team, headquartered in Ohio, includes engineers, analysts, project managers and software experts: professional employees that Ohio universities generate and who we should all endeavor to retain in-state to pursue their careers.



SB 307 not only clears artificial barriers to EV adoption in Ohio, which will open the state to more electric vehicle model availability and adoption, dealer and distributor jobs, but formalizes and integrates several foundational policy and economic components that will ensure that vehicle manufacturers, battery, software and technology companies look to Ohio as a place to headquarter and draw on the state's deep pool of technical, infrastructure and innovation expertise. Adoption of SB 307 as an initial step places Ohio on a path to become the state most committed to embracing this transition to electric transportation and to become the national center of excellence for electric mobility services. With over one million charging stations to be deployed nationally in the next 8 years, there is a new class of technology and infrastructure that will underpin American mobility for the foreseeable future. New business models, companies, public-private partnerships, private capital and thousands of secure jobs will emerge to support electric mobility. Ohio, with SB 307 as an early indicator, has a window to demonstrate that its institutions will align to lead the nation by curating and supporting this emerging ecosystem.

Electrada is just one of many electric mobility enterprises whose success in our home state requires that the operating, investment and employment structures exist to accelerate our growth and the ability to employ more Ohioans. We support SB 307 because it's time that Ohio embraces this transformation through active support. We're eager to share more with the Committee as the process moves forward.

Thanks for your thoughtful consideration.

Respectfully yours,



Kevin Kushman
Chief Executive Officer
Electrada, LLC

