



**EMBARGOED until 10:30am ET on Tuesday, December 15th, 2020**

## ***Sierra Club Encouraged by New TVA Initiative to Increase Electric Vehicle Adoption***

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KNOXVILLE, TN - Today, the Sierra Club announced its support for the Tennessee Valley Authority (TVA) announcement that it will be taking steps to promote the widespread adoption of electric vehicles (EVs) throughout its seven-state service region.

The announcement by TVA promises to significantly reduce or remove existing barriers to adoption by setting innovative and supportive policies for EVs, improving availability of charging infrastructure, supporting the expansion of EV availability, and increasing consumer awareness of the benefits of electric vehicles.

This announcement follows last month's approval by the TVA board of directors of a new commercial rate structure that opens the door to increasing the number of fast charging stations available to more than 10 million people who rely on power generated by TVA. The availability of more charging stations reduces range anxiety, which has been a major barrier to large-scale adoption of all-electric cars.

**"We are pleased TVA is pledging its support for electric transportation," said Jonathan Levenshus, Director of Federal Campaigns at the Sierra Club's Beyond Coal Campaign. "It's vital for the electric utility sector to invest in EV programs, so TVA's commitment is an important first step to moving EVs into the fast lane of adoption - especially in a region that's quickly becoming an important electric vehicle manufacturing hub."**

The environmental benefits of electrifying transportation include helping combat climate change, improving air quality, protecting public health, and strengthening energy security. These benefits support the economy in our communities as well by ensuring our region can support the sustainability goals of businesses looking to bring jobs and investment to the Tennessee Valley.

**"Electrifying transportation is a key strategy for many cities and counties to make progress toward their public health and clean energy goals," said Dennis Lynch, the Chair of the Tennessee Chapter's Transportation Committee. "We encourage TVA to promote not just personal-use electric vehicles, but also school buses, transit and shuttle buses, and even vehicles for industrial purposes. Expanding the use of EVs in all vehicle classes is one of the fastest ways to improve air quality in our communities."**

**"The expansion of electric transportation in the Tennessee Valley means cleaner air, climate action, and economic benefits for local communities," added Kent Minault, a volunteer leader with the Tennessee Chapter of the Sierra Club and EV owner based in Knoxville. "We look forward to working with TVA and other interested parties to increase EV adoption, including by**

**securing public funding for charging infrastructure in low-income and rural areas and creating cash incentives for people to lease or purchase EVs across the Tennessee Valley.”**

The Sierra Club is a long-time supporter of electric transportation, working to accomplish a widespread shift to plug-in EVs. The group advocates for federal, state and local policies that will make EVs more accessible and supports the utility sector’s investment in EV programs. The group also provides outreach to expose the public to the benefits of EVs and is well-known for its campaign for transit agencies and school districts to invest in electric buses.

### **About the Sierra Club**

The Sierra Club is America’s largest and most influential grassroots environmental organization, with more than 3.8 million members and supporters. In addition to protecting every person's right to get outdoors and access the healing power of nature, the Sierra Club works to promote clean energy, safeguard the health of our communities, protect wildlife, and preserve our remaining wild places through grassroots activism, public education, lobbying, and legal action. For more information, visit [www.sierraclub.org](http://www.sierraclub.org).

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