

Annual Report

July 2025 - June 2026

MASS FLEET ADVISOR

MASS CLEAN ENERGY CENTER

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Introduction

This annual report summarizes key operations and qualitative reflections for the Mass Fleet Advisor program for Fiscal Year 2026 (FY2026), covering the period from July 1, 2025–June 30, 2026. Mass Fleet Advisor is a state-supported initiative designed and funded by the Massachusetts Clean Energy Center (MassCEC) and administered by a series of consultants, led by Catalyst Mobility. Catalyst Mobility manages the day-to-day program administration and leads the collaboration of a team of experts that includes PowerOptions, Industrial Economics, Alipes, Better Together Brain Trust (BT2), and DMH Electric. Mass Fleet Advisor offers free technical guidance to private/non-governmental, nonprofit, and qualifying municipal medium- and heavy-duty vehicle fleets operating in Massachusetts. The program helps fleet operators evaluate how best to proceed with fleet electrification, with capacity for up to 150 participating fleets. The program's goal is for at least 50% of participating fleets to be located in a state-defined **Burdened Area**. Fleets may elect to participate in Mass Fleet Advisor across two progressive phases of support.



Phase 1:
Fleet Electrification Advisory Support informed by onsite fleet depot assessments, vehicle data, and duty cycles. The key deliverable is a Fleet Electrification Report, which includes information on potential cost and emissions savings, electric vehicle model equivalents, and infrastructure planning advice.

Phase 2:
Vehicle Procurement Support to help fleets navigate electric vehicle and charging infrastructure procurement, available purchase incentives, and upskilling of workforce.

To qualify, fleets must operate or depot in Massachusetts and have at least three vehicles (including at least one Class 2b-8 vehicle). Participating fleets have no obligation to make purchases or commit beyond participating in the free Mass Fleet Advisor analyses.

Executive Summary

In FY2026, 17 new fleets signed up for the program by signing the Participation Agreement, with 18 fleets progressing to the enrolled fleets category by providing their Fleet Intake data. Pipeline fleets are fleets who have expressed interest in the program and that the project team has engaged for a pre-participation meeting. Participating fleets include all those who have completed a Participation Agreement indicating their willingness to enroll in the program. Fully "enrolled" fleet counts are specific to those who have completed the Fleet Intake Form.

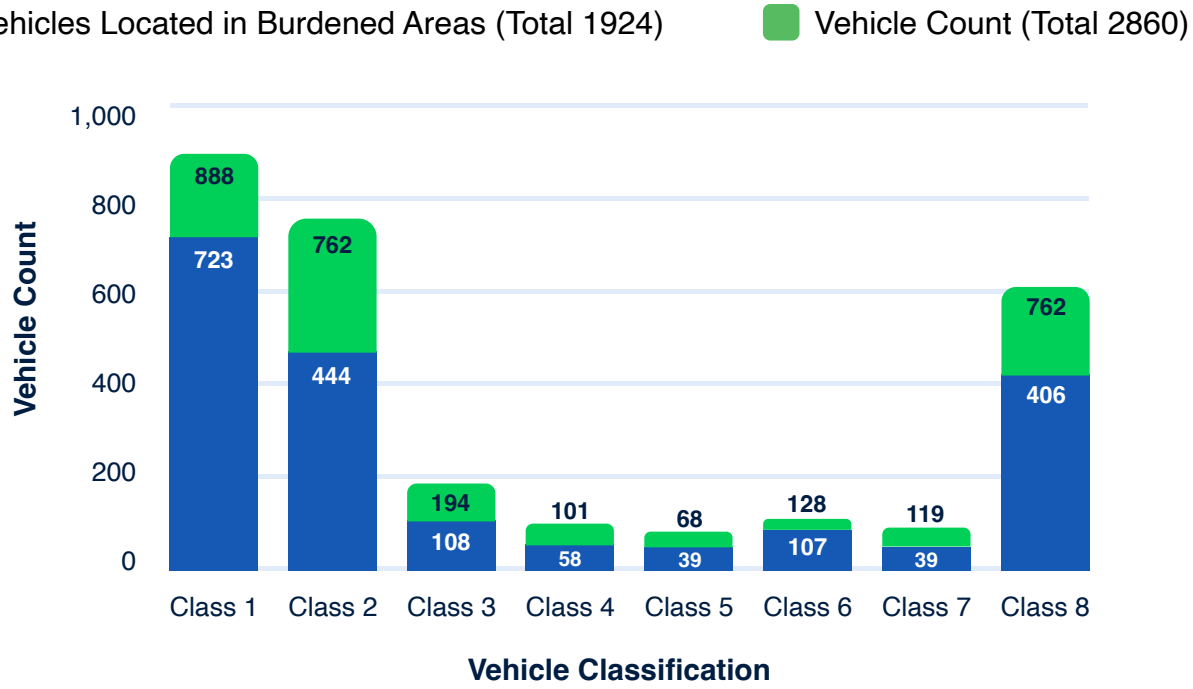
MASS FLEET ADVISOR
YOUR FLEET ELECTRIFICATION ASSISTANT.

Cumulative program statistics through FY2026:

- Pipeline fleets: 95
- Participating fleets: 88
- Fleets enrolled: 71
  - 46 fleets located in burdened areas
- Electrification Reports delivered: 68
- Number of vehicles operated by enrolled fleets: 3,695

Cumulative Program Participating Fleets Statistics

As of June 30, 2026



Key Program Takeaways

Based on data collected during report creation and feedback from the 68 fleets who have received their report.

Continuing trends from FY2025:



Increased mileage correlates with an earlier break-even point for zero-emission vehicles, but if the mileage is too high, this introduces challenges to meeting range needs and quickly recharging.



Fleets exploring medium- and heavy-duty trucks have expressed hesitancy toward purchasing from less-established original equipment manufacturers (OEMs) (even if those OEMs have readily available vehicles).



Cargo vans remain the most deployed zero-emission vehicle sector nationwide. Their cost favorability and availability are reflected in many Fleet Electrification Reports.

Additional trends in FY2026:



New major electric vehicle announcements were limited during FY2026, which was representative of the continued challenges facing the industry.



Two federal tax credits were eliminated during FY2026: the Commercial Clean Vehicle Tax Credit and the Alternative Fuels Infrastructure Tax Credit. This further limits the financial incentives available for fleets to electrify.



Fleets with leased depots face the unique challenges of needing to secure landlord buy-in before installing EVSE, or they share their depot with other businesses.



The program continues to attract a wide range of use cases including large and small businesses, municipalities, and universities. Municipal light plants (MLP) were a new use case to the program, with three municipalities enrolling during FY2026.

Summary of Key Program Operations to Date

Program Throughput

Mass Fleet Advisor continues to successfully move enrolled fleets through the available program offerings. As of the end of the reporting period (June 30, 2026), the program cumulatively recorded 88 participation agreements, 71 fleet intake forms completed, 56 site assessments conducted, 68 Fleet Electrification Reports delivered, and 37 report delivery meetings held. 48 of the 72 site assessments were completed at fleets operating in burdened areas, and 46 out of 68 of the Fleet Electrification Reports delivered have been for burdened community-based fleets, consistent with the program's equity goals. The site assessments and analyses assist fleets in understanding their options for fleet electrification, potential cost and emissions savings, and necessary infrastructure improvements.

In Q4 2023, program eligibility expanded to allow municipalities in municipal light plant (MLP) territories to enroll. In Q1 2024, a marketing consultant was brought on to the program team to introduce fresh recruitment strategies, and a fleet consultant with direct experience deploying electric trucks was added to support outreach and program design.

The average length of time between a fleet's intake meeting to submitting their Fleet Intake Form for fleets that received a report during FY2026 was about two months (54 days).

The average length of time between most fleet's site assessment and Fleet Electrification Report delivery for fleets that received a report during FY 2026 was slightly less than two months (51 days).

The average length of report delivery for fleets who installed temporary dataloggers was four and a half months. Dataloggers are an optional program component which are installed for about six weeks and include additional analysis based on vehicle activity.

In accordance with MA State Environmental Justice and Equity guidelines, the Program moved towards a goal to enroll 50% of participating fleets from within Burdened Areas in FY26. This replaced the previous goal to enroll 50% of participating fleets from within Environmental Justice Communities. **MassEnviroScreen** shows published boundaries for Burdened Areas, and this report reflects updated designations for each fleet's operations.

During the reporting period, 17 new fleets signed up for the program.

Of the 17 new program signups, sources included in-person events such as the September 2025 Mass Fleet Advisor Informational Event and Altwheels 2025, direct outreach efforts, and fleet signups through the program website. Of the 18 newly enrolled fleets, 8 depot in Massachusetts Burdened Areas. Enrolled fleets own or lease vehicles across all vehicle weight classes and include a variety of on-and off-road duty cycles.

Nine fleets have made known purchases of medium- or heavy-duty electric vehicles after participating in Mass Fleet Advisor; the program team provided direct procurement support to two of these fleets.

The program has also provided procurement support to four additional fleets that have not yet purchased vehicles. The program team connected two fleets with their site assessment providers to discuss planning for EVSE procurement. The program team helped one fleet connect with the MOR-EV Rebate Program staff to clarify their eligibility. The program team also published a Request for Proposal (RFP) for a fleet soliciting proposals for electrifying their vehicles; support remains ongoing. One participating fleet independently applied for two MOR-EV vouchers after completing the program.

Electrification Reports

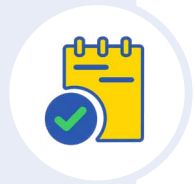
The Fleet Electrification Report is the key deliverable of Phase 1, Advisory Support. The report contains a customized, one-to-one EV replacement analysis for each vehicle type in the fleet, including:

- **Total cost of ownership evaluation**
- **Recommendations for short- and long-term actions**
- **Vehicles and battery sizing**
- **Charging and infrastructure analysis for the fleet vehicle depot locations**

In FY2026, the project team added information regarding time of use pricing, demand charges, managed charging, and mobile/non-permanent charging options. These sections provide deeper information to assist fleets with decision making regarding EVSE installation.

Focus on Site Assessment

Each fleet selected to participate in the program has the option to engage in an on-site electric infrastructure assessment. The program team includes two Massachusetts certified electricians who visit up to three domicile locations per fleet to determine the current capacity and map future upgrades needed to support electrification of the fleet's vehicles. The program team typically recommends one charging port per vehicle and provides a load calculation to the electrician before the site walk. Site assessments are available to fleets regardless of whether they lease or own their domicile locations.



Key Site Assessment Considerations Include:

- verification of available panel capacity
- routing feasibility
- voltage drop limitations
- ADA compliance
- equipment protection measures
- network connectivity
- permitting requirements

Site assessment results include immediate, short-term, and long-term recommendations, as well as estimated costs for each phase.

Overview of Outreach Activities

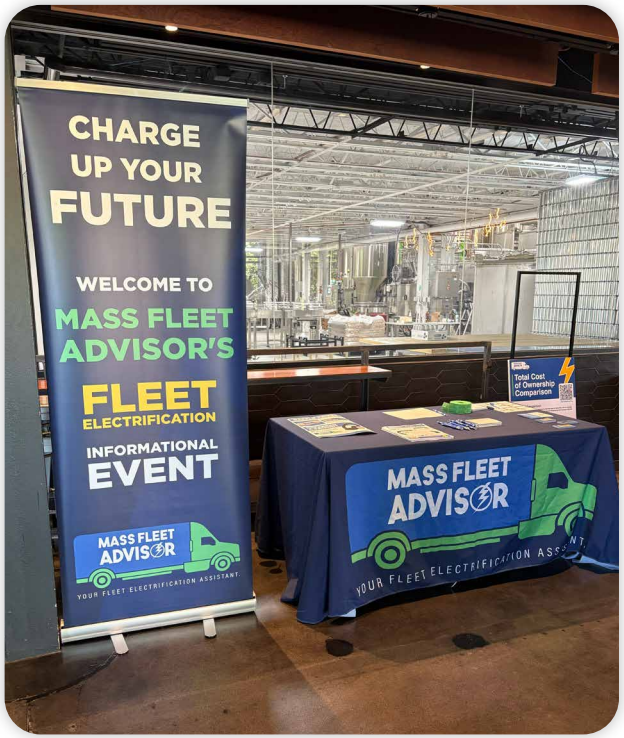
The Program Team deployed a diverse array of outreach strategies during FY2026, with the goal of continuing to recruit fleets. Building on prior foundational efforts including website development, digital marketing campaigns, and initial in-person events, the team refined its approach during this reporting period to emphasize targeted direct outreach, sustained social media engagement, industry-specific events, and expanded email marketing. Outreach channels included cold calls, voicemails, and personalized emails.

During FY2026, the program hosted two events, attended nine industry events, held three program webinars, and conducted two focus groups.

Events

The program team steadily maintained its in-person outreach efforts throughout the reporting period, attending or hosting at least one event per month during FY2026. Events continue to be high-effort and low-return and, although this trend is not unique to Mass Fleet Advisor, getting fleet owners to attend an event, either during or after office hours, continues to be a challenge.

Program Hosted Events: On September 10, 2025, Mass Fleet Advisor held an Informational Event in Lexington, MA at Revolution Food Hall that was attended by three eligible municipalities and one fleet, as well as two currently participating fleets. The event led to one new enrollment. The program hosted a Mass Fleet Advisor Informational Session and Happy Hour at Trillium Brewing in Canton, Massachusetts on June 24, 2026, generating one lead, but, as of report publishing, no new participants.



Industry Events: Mass Fleet Advisor attended nine industry events in FY26, generating two signups and three leads that as of report publishing, have not converted to program participants.

Program Webinars: In November 2025, Catalyst Mobility and MassCEC co-hosted a Mass Fleet Advisor informational webinar on November 6, specifically designed for plumbing and electrical contractors through the Greater Boston Plumbing Contractors Association (GBPCA) and National Electrical Contractors Association (NECA); despite personalized outreach, only one individual outside the project team attended and no signups resulted.

On December 3, 2025, the team co-hosted a **webinar** with the Massachusetts Business Network (MBN) which attracted 13 attendees outside the project team but did not generate signups. On April 21st, the program also co-hosted a **webinar** with PowerOptions titled "Planning for Electrification with the Mass Fleet Advisor Program" which attracted 6 attendees outside the project team and generated one signup.

Focus Groups: The Mass Fleet Advisor project team devised three focus groups to determine what the current climate is around electrification and gain insight into what resources are important to fleet owners.



Three topics were developed for these focus groups:

1. **EV Procurement Readiness**
2. **EV Training Materials and Resources**
3. **Mass Fleet Advisor Program Awareness**

The EV Procurement Readiness and EV Training Materials and Resources Focus Groups were held in FY2026. Outputs and program recommendations will be discussed further within this report.

Email

The program team significantly expanded its direct outreach efforts during the last year, leveraging a Catalyst Mobility-developed email list of trade associations and in-person events as the primary sources of cold leads. Additionally, email campaigns with established program contacts via MailChimp also continued to serve as a key outreach channel.

Social Media

The program team maintained an active social media presence on **LinkedIn** and Facebook throughout the reporting period. LinkedIn remained the top-performing organic channel.

Content analysis revealed that behind-the-scenes posts featuring the team, event recaps, and posts targeting specific audiences (non-profits, businesses, municipalities, and site owners considering EV charging) consistently outperformed more general posts.

The program's **"WeMakeItSimple"** messaging drove the highest performance on Facebook with 49% of total clicks across all campaigns.



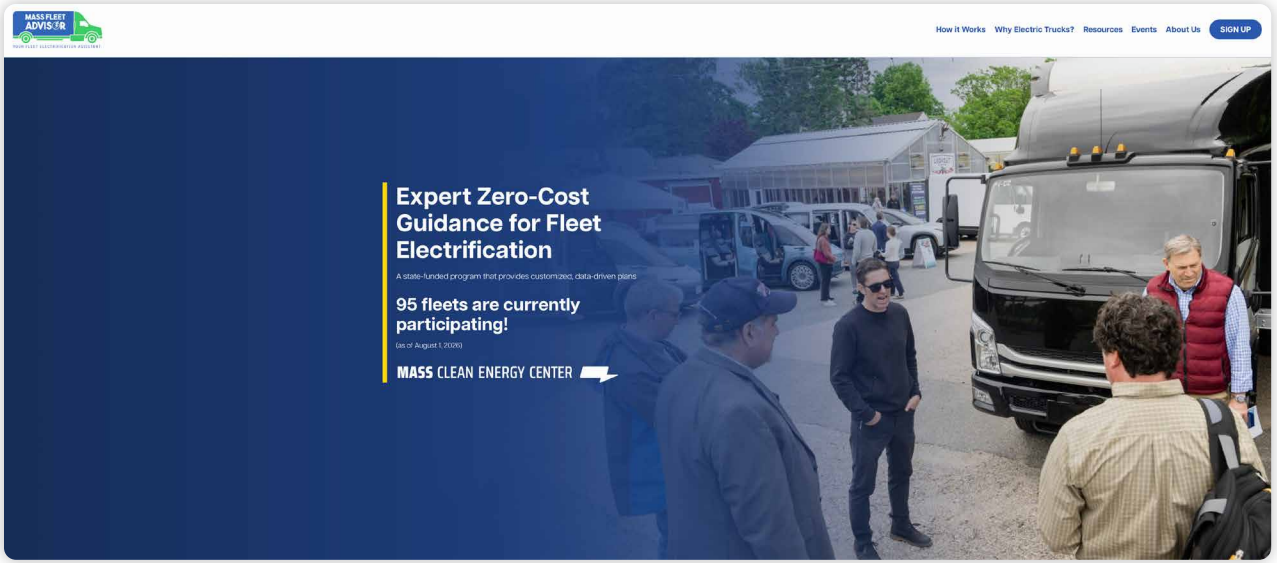
Paid Advertising

The program team invested in paid digital advertising during Q3 and Q4 2025. Awareness and education campaigns on Facebook and LinkedIn included carousel and single image ads and boosted posts. A billboard promoting Mass Fleet Advisor ran in Massachusetts for six weeks beginning on June 15, 2026, featuring the messaging "Gas Prices Up Again? Discover Electric Options with Our Free Report" and directing viewers to **massfleetadvisor.org**.



Website

The program website underwent significant updates during the reporting period, In April, the website received a comprehensive redesign, introducing new messaging, a detailed Fleet Process page outlining each step, an updated eligibility section, and an embedded program video. These updates are designed to make the website more easily navigable, to highlight the key program information on the landing page, and to make the website more easily read on mobile devices.



Publications

The program published a thought leadership article titled "What to Expect When You're Expecting an Electric Truck," authored by program consultant Ezekiel Wheeler, which was posted in December 2025 and subsequently **linked** on Mass Fleet Advisor's website in January 2026. The program worked with the Massachusetts Business Network (MBN) to publish an article titled "**Clean, Cost-Smart, and Local: A Massachusetts Guide to Fleet Electrification**," which was posted on MBN's website on December 10, 2025. The article gave background on why Massachusetts is heading toward electrifying and detailed what Mass Fleet Advisor does and how fleets can benefit.

The program partnered with Keep Massachusetts Beautiful, a Keep America Beautiful Affiliate, to publish an article titled "How Mass Fleet Advisor Helps Keep Massachusetts Beautiful, One Truck at a Time", authored by program staff. The article was published on **Keep Massachusetts Beautiful's website** on March 25, 2026. The article detailed how electrifiction can lead to cleaner and healthier communities and explained how Mass Fleet Advisor works.

Leads, Contacts, and Uptake

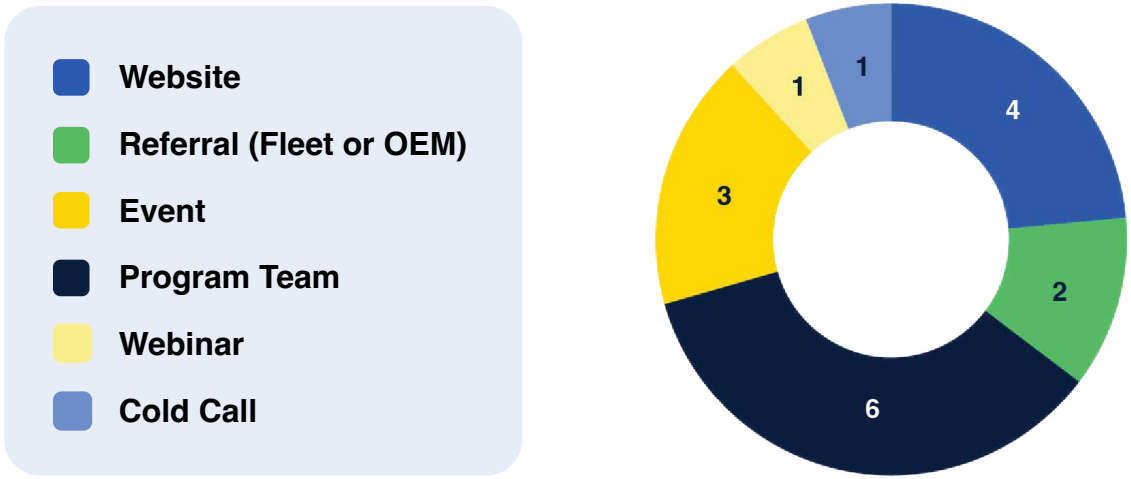
Across the reporting period (Q3 2025 – Q2 2026), the Mass Fleet Advisor program continued significant efforts to expand and refine its contact management approach. The program continues to track the "Entities contacted" metric as active subscribers to the Mass Fleet Advisor outreach list, which incorporates contacts from multiple industry lists, website signups, and contacts collected at in-person events.

The most detailed contact metrics come from email campaigns. In each email campaign, success metrics consider the total number of recipient subscribers, as well as the resulting percentage of subscribers that open the email (open rate) and further click on a link within the email (click rate). During Q3 and Q4 2025, monthly newsletters and targeted outreach emails were distributed regularly. Targeted communications continued to prove more effective than broad-list sends, as demonstrated by the April 2026 nurturing email sent specifically to MLP contacts, which achieved a 37% open rate and 8.2% click rate. In June 2026, the team deployed a large-scale email campaign to promote the program's informational event, reaching 12,746 recipients initially (11.3% open rate, 1.1% click rate), with follow-up reminders sent to over 4,259 contacts (26.4% open rate, 2.4% click rate). These open and click rates remain consistent with those seen by the program in FY2025 and align with average industry trends for business email campaigns of 31.4% open rate, 12.8% click rate, per Mailchimp reporting.



Figure 1: Fleet Enrollment Pie Chart

Figure 1 shows recruitment methods fleet enrollments came from during FY2026. "Program Team refers to recruitment from Mass Fleet Advisor staff."



Progress, Learnings, and Trends

The following subsections include discussions of findings from the team on the program's successes and potential avenues for improvement.

Participant Needs

The data collection process by which enrolled fleets complete the program's Fleet Intake Form continues to be an area where fleets get stuck and stop responding to program managers. To make this process easier, the program team has implemented changes to the intake process, including offering an online questionnaire form in place of the Excel version, allowing ballpark estimates of data points if necessary, and proposing use of industry averages for elements such as annual mileage and domicile time. The team also offers to meet with fleets directly via phone or virtual conference to complete the intake form together, with the goal of further reducing the burden on participants.

Barriers

Upfront capital costs of zero-emission trucks continue to present challenges even where lifetime cost savings are projected. For many small fleet owners, the higher capital procurement cost of the zero-emission vehicle is a barrier to purchase due to the financial strain it would place on the business.

Most fleets will charge overnight at their domicile locations, making private charging the key factor in electrifying for many operators. Charger installation requires coordination with many stakeholders, including the landowner and the local utility. In situations where a fleet does not own the land where they domicile, the landowner must also buy-in on the installation of any chargers. Any required site upgrades, such as new panels, conduit, and transformers, require review and approval by the local utility. Fleets have experienced long review timelines of these service applications, and difficulty connecting with the correct personnel at their utility.

On the supply side, notable market disruptions have introduced additional hesitancy among prospective fleet participants. Several large players in the medium-duty space have ceased US operations, including Bollinger, Mullen, and SEA Electric/Hino. Ford has discontinued the F-150 Lightning Pro and Chevrolet has discontinued the BrightDrop cargo van, causing particular concern among fleets that prefer to procure from established OEMs with well-supported dealer networks and reliable service infrastructure.

As reported in the FY2025 Annual Report, several participating fleets are limited by the fact that their parking locations are leased, and at least two participating fleets want to install charging infrastructure but have been unable to secure commitments from their landowners to support the necessary electrical work. MassCEC has created the MHD Mobile Charging Pilot to support and learn from these types of fleet electrification cases, and the program team continues to share relevant resources on mobile and hub charging solutions for fleets in this situation.

Fleet size remains an operational barrier for small businesses that have only one or two vehicles; these fleets are less likely to have excess capital to procure a more expensive electric truck and are less likely to have staff capacity to dedicate to completing the intake process. Larger fleets that require the approval or involvement of multiple parties have also experienced delays in progression through the program, i.e. difficulty gathering fleet data from multiple fleet managers. The program team aims to address these barriers by providing reports for requested vehicle types within the fleet, allowing unlimited time to complete the intake form, and using assumptions with fleet approval where data cannot be gathered.

Program Strategy Suggestions

The program team has identified several strategies to address identified barriers. These include continuing the shift to informal, post-workday events; developing industry-specific events targeted at sectors with high electrification potential, such as colleges/universities and MLP municipalities; conducting sustained monthly nurturing outreach to these sectors; expanding the use of office hours to assist fleets in completing intake forms; and making the tangible value of the program more explicit in marketing materials, including advertising the estimated cost of a professional site assessment to underscore the value of the free program services.

The program team has developed a Procurement Checklist, which will be shared with fleets during Report Delivery, that highlights the advisory services offered by the program.

The goal is to encourage fleets to procure vehicles and EVSE to remove the barriers to procurement.

The focus groups highlighted a desire from fleet owners to understand the return on investment, which is another way of referring to total cost of ownership; the program team will use this terminology to illustrate the break-even point for the purchase of an electric truck.

The team will implement focus group feedback into program design and outreach strategies for FY2027.



Participant Feedback

Feedback remains near-universally positive from fleets that receive their Fleet Electrification Report. Fleets have expressed that the level of detail provided exceeded their expectations and that they would not have had the time or resources to explore electrification without the program. The program team invites each fleet to a Report Review Meeting after receiving their Fleet Electrification Report to share additional feedback, address questions, and offer procurement technical support.

Cumulatively, 68 fleets have received their customized electrification reports.

> **The Mass Fleet Advisor team is extremely educated in electrification, its costs and benefits and provides down to earth understanding for small businesses to digest.**
>
> **- Brian Grant, Grant's Rental**

Focus Groups

The project team devised three focus group sessions to gauge program awareness and interest, measure the current electrification climate, and to gain insight into what resources are important to fleet owners.

The EV Procurement Readiness focus group was held on May 28, 2026 with five individuals, two of whom are Mass Fleet Advisor participants. Key trends emerging from the EV Procurement Readiness focus group include:

1. **Vehicle procurement and decision-making processes vary widely across different types of organizations**
2. **Operational feasibility, charging infrastructure, and cost barriers have a significant impact on fleets' procurement decision-making for both fleets that have and have not electrified**
3. **The complexity of identifying incentive opportunities and ensuring compliance with each grant process is a significant barrier to procurement**
4. **Fleets have a desire to explore electrification despite concerns**

The program worked for us as far as time and value because we were actively considering electric [vehicles] as the future of the business. Having Mass Fleet Advisor there was great to help me think through and give a deliverable that I could use when negotiating with suppliers. Because we're a small business, I outsource a lot of the compliance and actual procurement of the vehicles to a supplier. And having the report was critical for us to be successful; otherwise, I wouldn't have been able to give electrification the right amount of time.

- Mike Callender, Doherty's Garage

The EV Training Materials and Resources focus group was held on June 23, 2026; the five participants represented a range of roles in the industry, including two dealers, a manufacturer, an insurance provider, and a fleet. Key trends emerging from the EV Training Materials and Resources include:

1. **Dealers and OEMs are focused on economics, not logistics**
2. **Trusted and accurate information about EVs is necessary, but difficult to identify**
3. **Successful EV adoption requires a holistic approach to training**
4. **Dealers can provide educational resources, but not fleet electrification consultations**

These focus groups reiterated the importance of fleet advisory support. Participants noted that it takes significant effort to identify trustworthy information about EVs. Fleets may not have the time to determine what information is trustworthy, and what is viewed as trustworthy can vary person to person. When describing electric vehicles, using industry terms that fleets are already familiar with (such as fuel efficiency and return on investment) can make the benefits of EVs easier to understand.

The third focus group, Program Awareness and EV Perspectives, will be held in FY27.

Outreach Results and Feedback

A recurring theme noted in outreach and event feedback is that participants and prospective fleets indicate that program messaging has placed too much emphasis on environmental benefits and not enough on the economic benefits of electrification. This feedback has informed a shift in outreach strategy toward more prominently featuring total cost of ownership analyses and economic value propositions, including updated TCO calculations using current diesel prices as a re-engagement tool for previously interested fleets. Ahead of the June happy hour event, several fleets that received their Electrification Reports in FY2024 were reengaged with new TCO graphs, along with a request to "bring a friend" to the happy hour.

During the focus group sessions, participants shared that there are many contractors/companies who don't turn to the Internet for research and don't have a social media presence. The program team recommends increased dealer engagement in FY2027, including creation of electrification guidelines and checklists.

> **We would have never gotten the support or advice we had received from Mass Fleet Advisors without going through their process.**
>
> **– Paul Gilooly, Marty's Local**

A key finding from the branded Mass Fleet Advisor events held in prior periods was that attendees were largely industry enthusiasts rather than fleet owners, prompting a strategic shift toward hosting events during post-work hours in more informal settings. The June 2026 Trillium Brewery happy hour event reflected this evolution and is expected to serve as a model for future program events.

Enrollment Findings and Challenges

The team continues to struggle to attract organizations to this free, state-funded program, despite a diverse mix of outreach channels and creative event formats.

Total enrollment remains below target, and fleet participation at events has also been lower than desired. However, direct, personalized outreach and messaging focused on economic benefits have shown the strongest potential for driving program signups. Campaign performance data shows increased click-through rates to the program website and growing brand awareness, but these gains have yet to translate into meaningful increases in enrollment.



Summary of Key Electrification Analyses Findings and an Examination of Trends

The Project Team has delivered 68 Fleet Electrification Reports. Based on the data collected and analyses conducted, cargo vans are excellent targets for electrification, attributed to the lower total cost of ownership and the low purchase price of the electric model (i.e., the Ford E-Transit) when compared to the traditional gas/diesel model.

Medium-duty vehicles more broadly, including step vans and box trucks, also tend to have favorable TCO projections across a range of fleet types encoutered through the program.



Suitable zero-emission vehicle replacement recommendations exist for nearly all vehicle types encountered, with the notable exception of vehicles requiring significant auxiliary power (such as dump trucks, plow trucks, or bucket trucks) and highly specialized vocational vehicles such as fire trucks and ambulances.

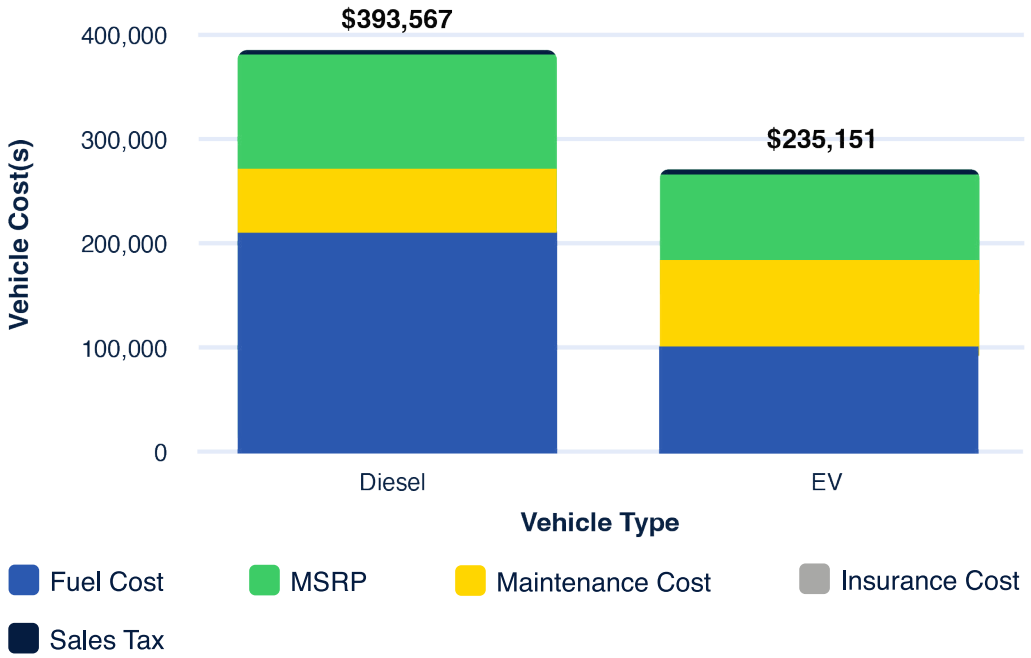
Most participants have moderate average annual mileage in the range of 5,000–20,000 miles per vehicle per year. Fleets with higher mileage and limited downtime—such as long-haul freight operations—face challenges meeting range and charging time requirements, while fleets with average annual mileage below 5,000 miles per vehicle often struggle to produce favorable TCO projections.

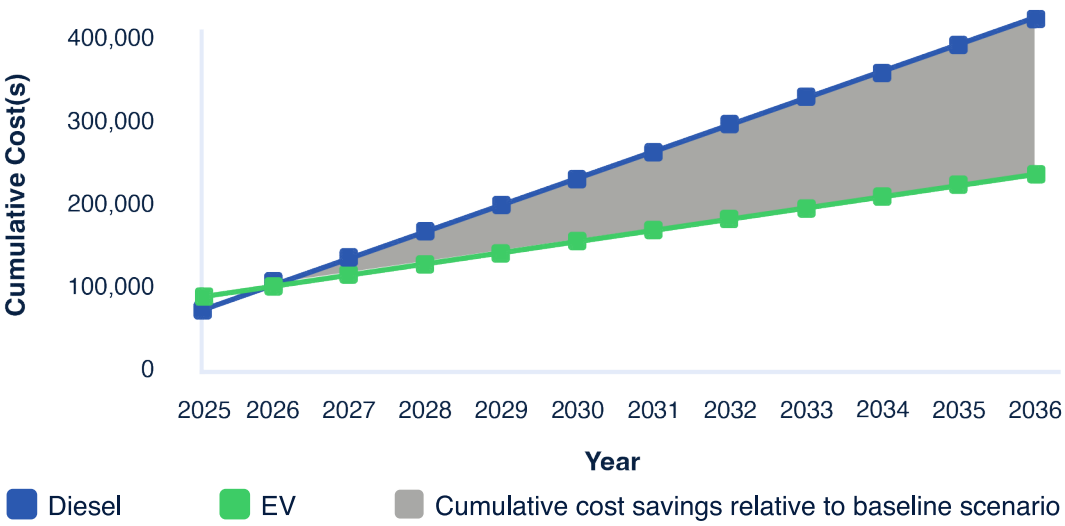
Increased mileage correlates with an earlier breakeven point for zero-emission vehicles, but very high mileage introduces challenges in meeting range needs and enabling rapid re-charge turnarounds.

High infrastructure costs and long estimated timelines for electrical service upgrades remain a significant barrier to charging installation and, by extension, fleet electrification. The program recommends a phased approach to fleet transition in each Fleet Electrification Report, identifying which vehicles can be electrified without requiring a new electrical service and prioritizing Level 2 charging for most applications; DC fast charging is recommended only for heavy-duty vehicles and vehicles with very limited downtime for charging.

For larger Class 4–8 vehicles, available funding has been insufficient to meaning fully offset high purchase costs, and the recent repeal of key federal incentives has further weakened the economic case for heavy-duty electrification.

Cargo Van Total Cost of Ownership Comparison

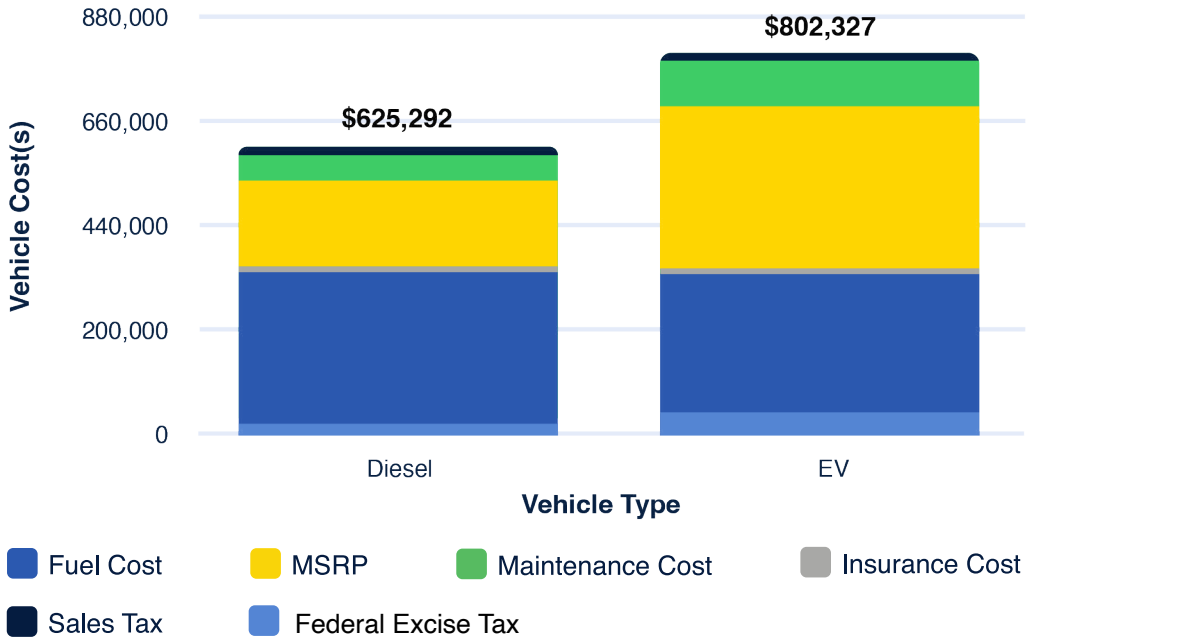


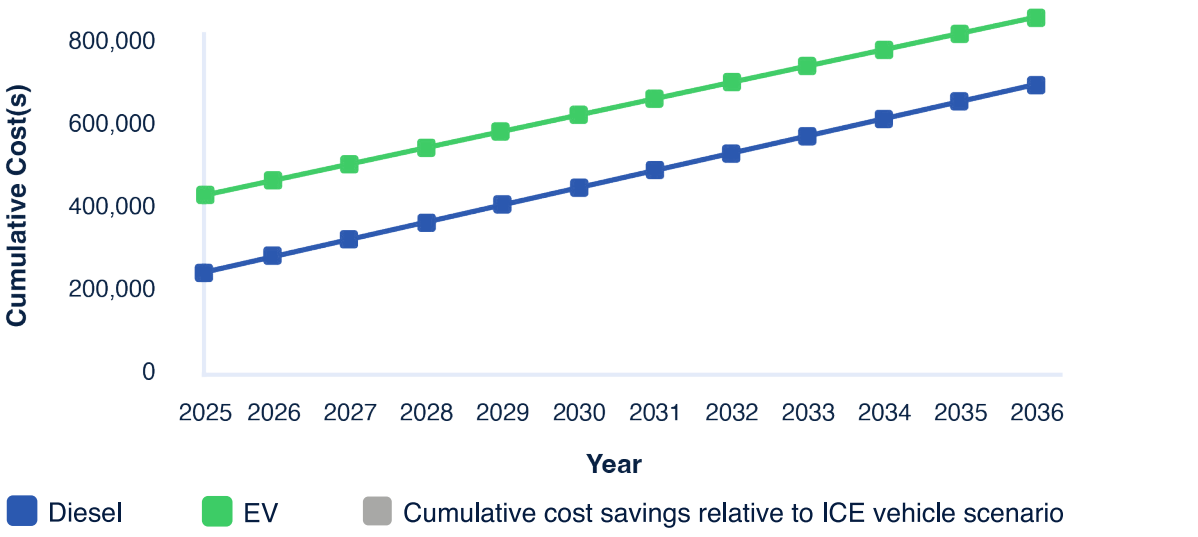


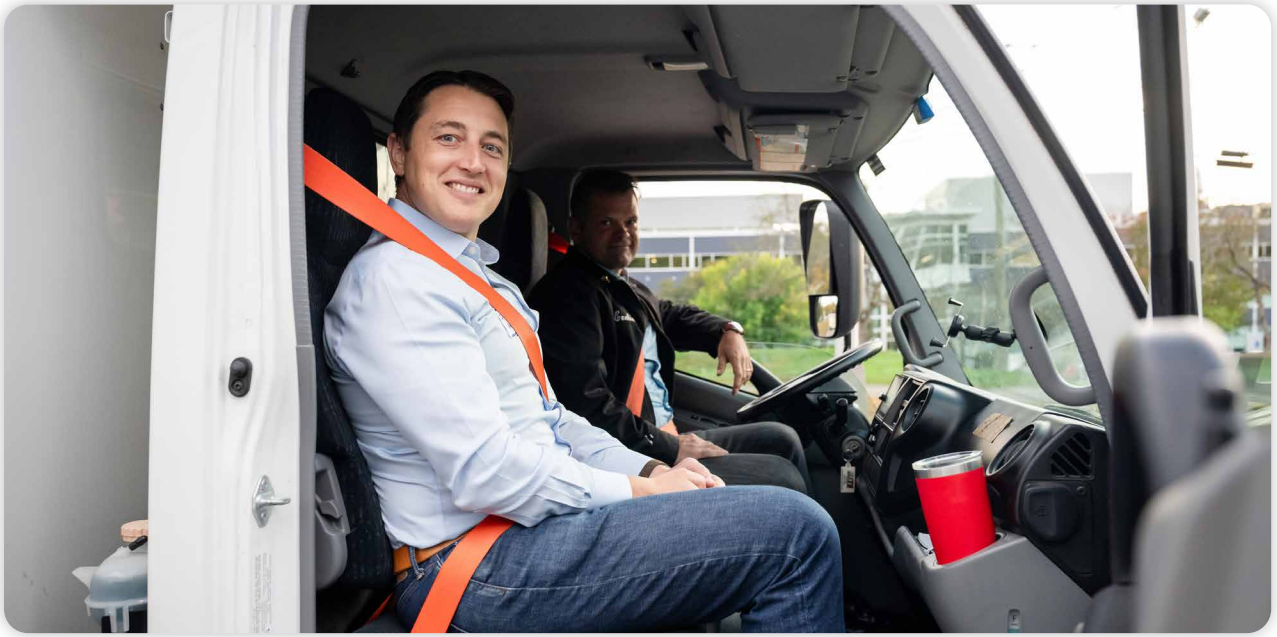
The closure of Bollinger/Mullen has left a significant gap in the box truck Class 3 zero-emission vehicle market. Exro Technologies halted US operations, effectively stopping the integration of SEA-Drive system into Hino's class 4-8 electric trucks. The discontinuation of the Ford F-150 Lightning Pro and the Chevrolet BrightDrop cargo van has caused particular concern among fleets that prefer to procure from established OEMs with well-supported dealer networks and reliable service infrastructure These developments have reinforced fleet reluctance to purchase from less-established manufacturers, even where suitable vehicles are available.

Despite these headwinds, erratic gas and diesel prices have strengthened the case for electrification.. The availability of MHD charging rates and off-peak incentives offered by Eversource and National Grid provide stability in "fuel" prices for electrification.

Heavy-Duty Truck Total Cost of Ownership Comparison







While zero-emission vehicle deployments continue to increase nationally, the rate of growth has slowed compared to prior years.

Both legacy OEMs and remaining startup companies continue to introduce new zero-emission vehicle models and announce future product roadmaps, suggesting that the overall availability of zero-emission vehicles is not at long-term risk. Class 2b and 3 vehicles, particularly cargo vans (i.e. Rivian) and pickup trucks (i.e. Chevrolet Silverado), continue to represent the strongest use cases for medium- and heavy-duty electrification in terms of vehicle availability and cost-favorability, and their suitability is reflected in many of the Fleet Electrification Reports delivered through the program.

The change in the federal policy landscape beginning in Q1 2025 continued to slow the momentum of the electric vehicle industry and presented significant challenges to fleets interested in electrification throughout the reporting period. The Commercial Clean Vehicle Tax Credit and the Alternative Fuel Infrastructure Tax Credit both ended in 2026, removing two significant financial incentives available to fleets considering zero-emission vehicle procurement and charging infrastructure investment. Under the Congressional Review Act, Congress repealed the waivers of preemption for California to enforce vehicle standards including the standards under Advanced Clean Trucks rule, which also impacts Massachusetts. This is being challenged in court.

These policy changes, combined with broader economic and political uncertainty, have created an environment in which some fleets have characterized program participation as an unnecessary burden, despite the program's services provided at no cost.

Quantitative Measurements of Program Progress

This section details metrics relevant to the Mass Fleet Advisor program's long-term implementation and overarching priorities, such as vehicle conversion, emissions reductions, and equity and community impacts. This section includes the following exhibits, detailed below. Exhibit 2 docments program progress metrics, Exhibits 3-7 provide general information on fleets, and Exhibit 8 includes a summary of estimate potential emissions reductions.



- **Exhibit 1** tracks program throughput at the vehicle level, by vehicle classification.
- **Exhibit 2** includes progress bars for each of the program goals around fleet enrollment, fleets enrolled in EJ communities, electrification reports, procurement assistance, and electrification analyses.
- **Exhibit 3** displays program enrollment for Burdened Areas.
- **Exhibit 4** charts program enrollment over all reporting periods at the fleet level.
- **Exhibit 5** charts program enrollment over all reporting periods at the vehicle level.
- **Exhibit 6** shows an industry breakdown of both signed up and enrolled fleets.
- **Exhibit 7** shows the fleet domicile locations of both signed up and enrolled fleets.
- **Exhibit 8** includes estimated emissions reduction benefits for diesel vehicles at enrolled fleets.

Exhibit 1 – Enrolled Vehicle Counts by Weight Class



Exhibit 2 – Cumulative Program Progress Through 6/30/2026

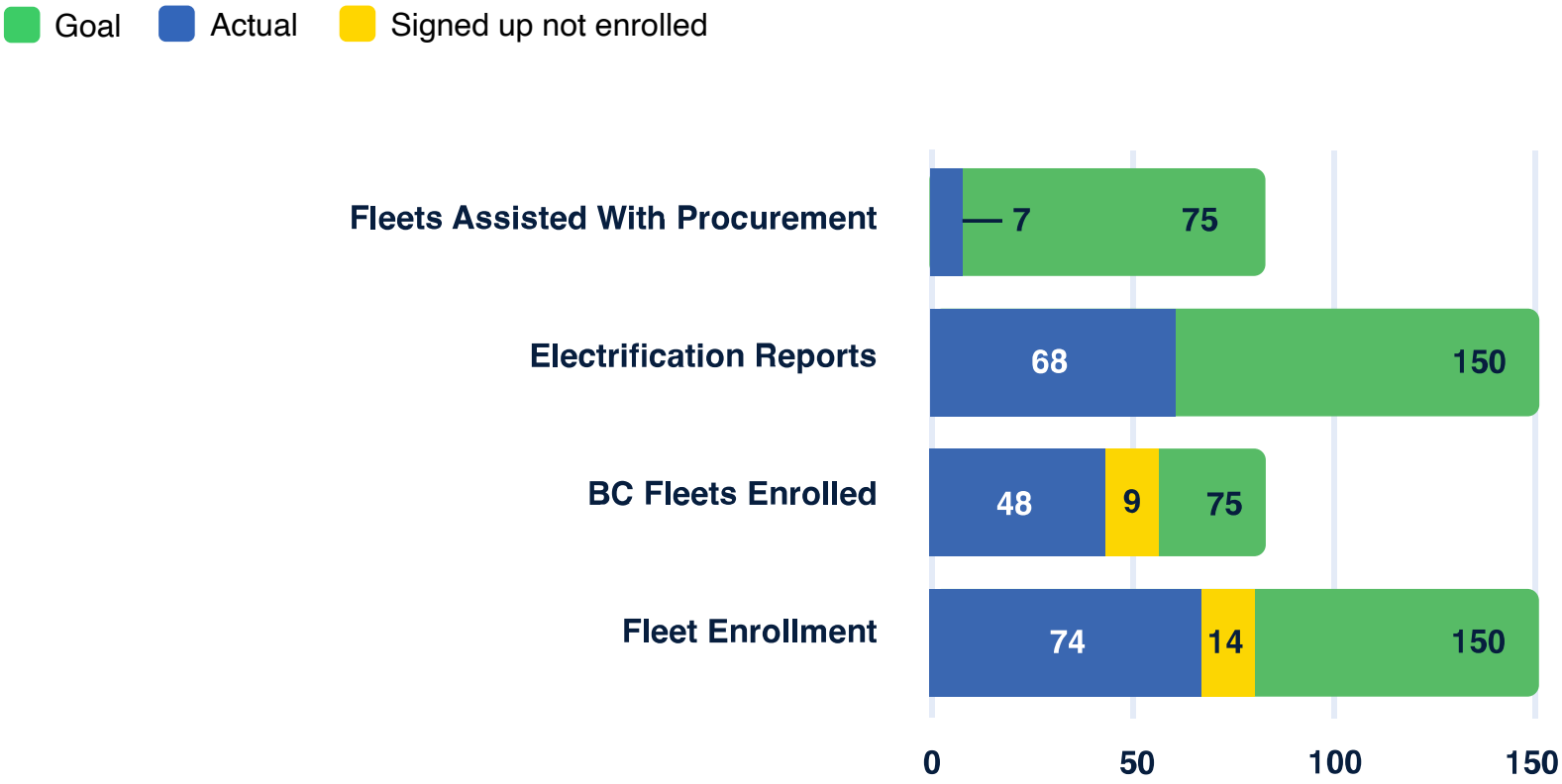


Exhibit 3 – DBE Fleet Enrollment Progress Bars

Fleets “signed up” include those who have completed a Participation Agreement indicating their willingness to enroll in the program. Fully “enrolled” fleet counts are specific to those who have completed the Fleet Intake Form required for fleets to join the program.

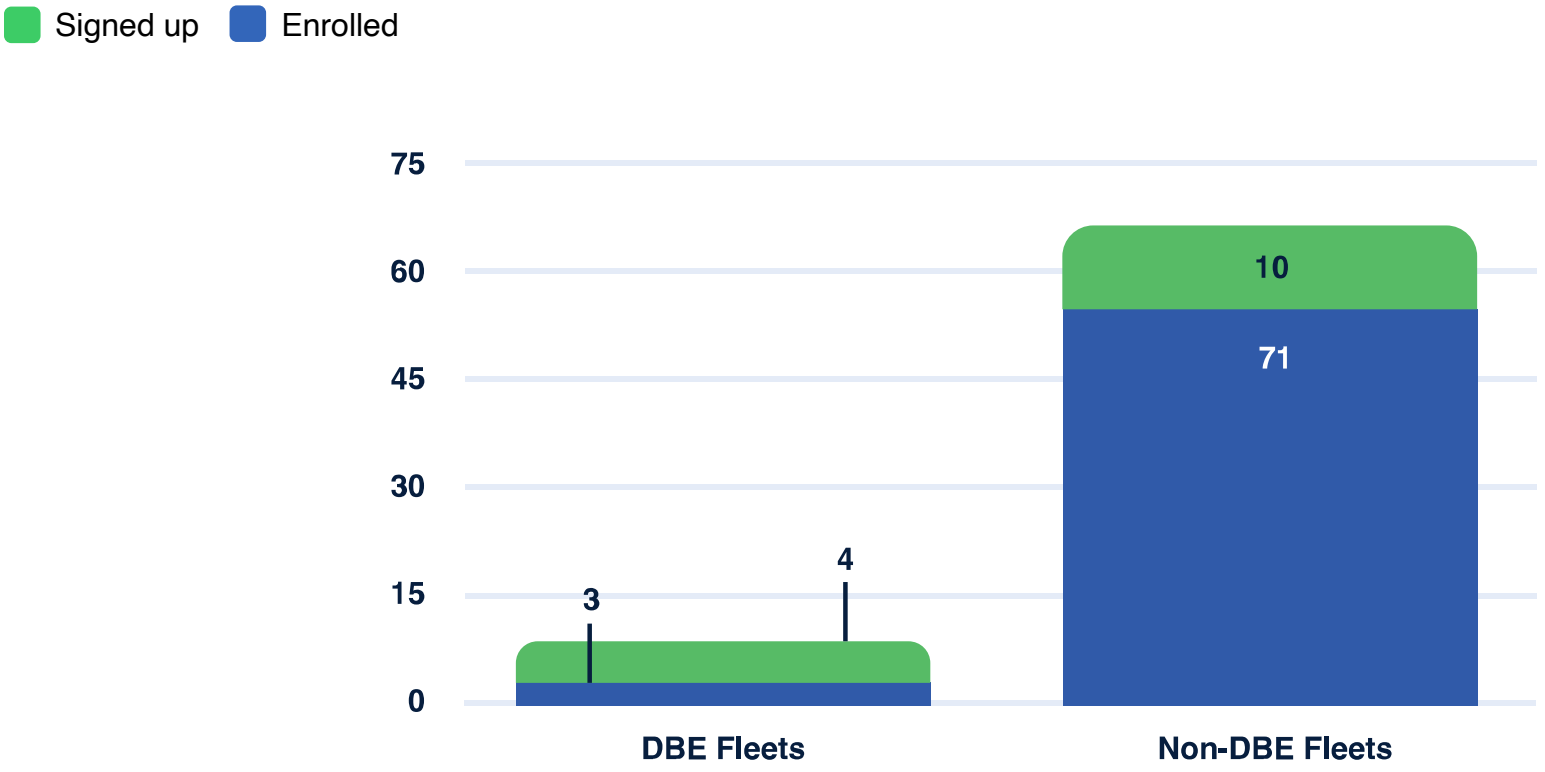


Exhibit 4 – Enrollment Progress Chart – Cumulative Enrolled Fleets by Burdened Community Status

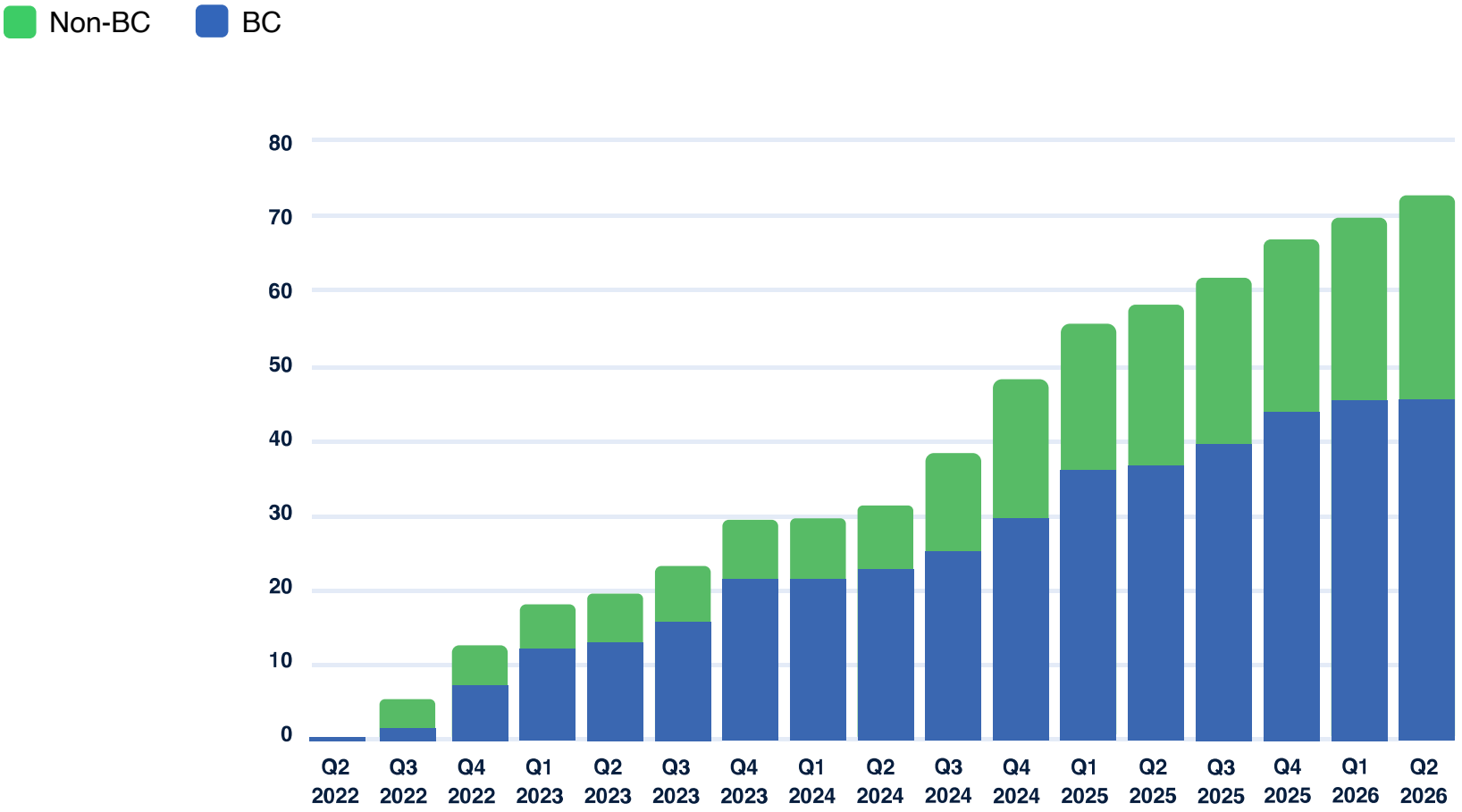


Exhibit 5 – Enrollment Progress Chart (Vehicles)

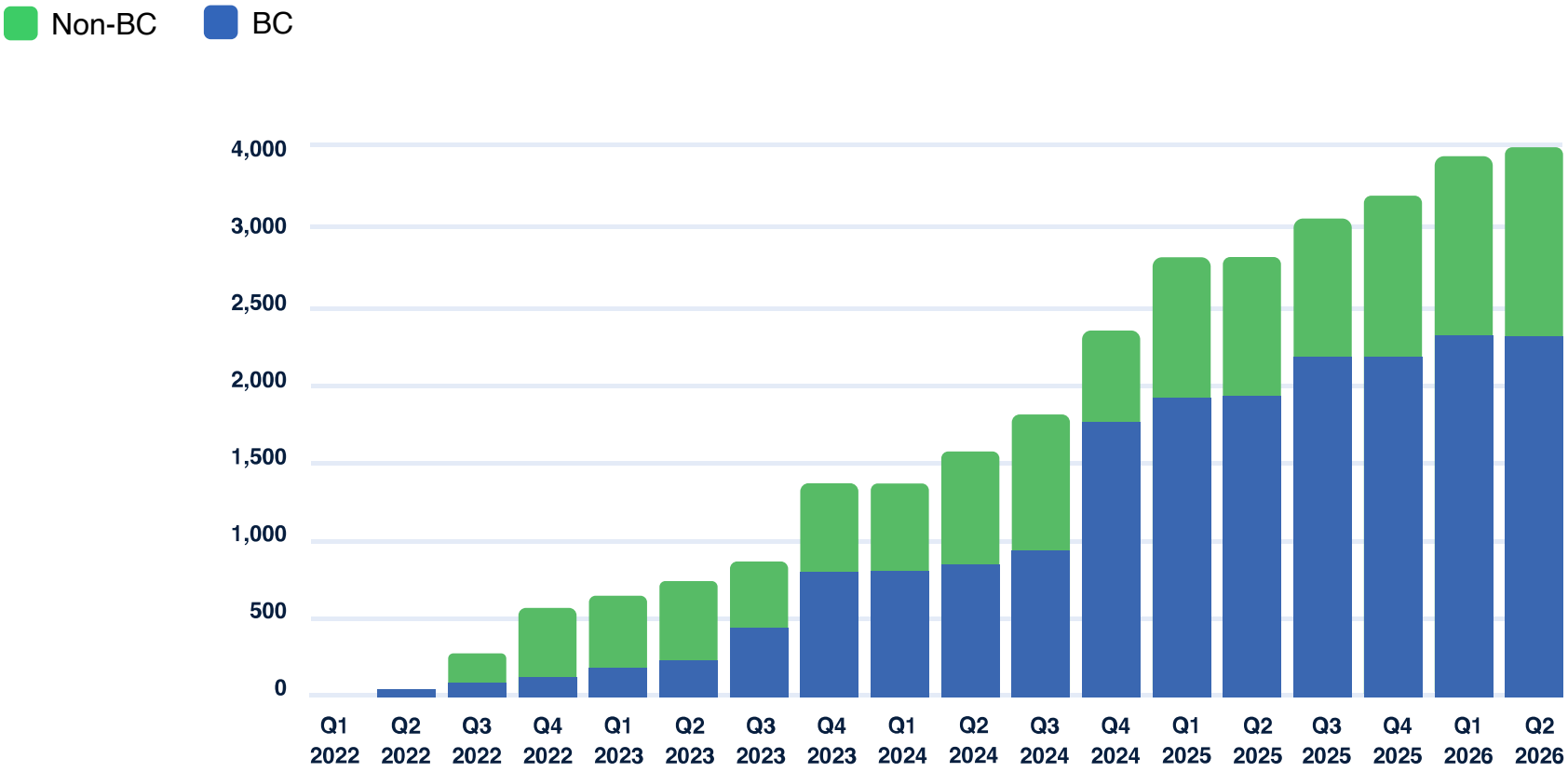


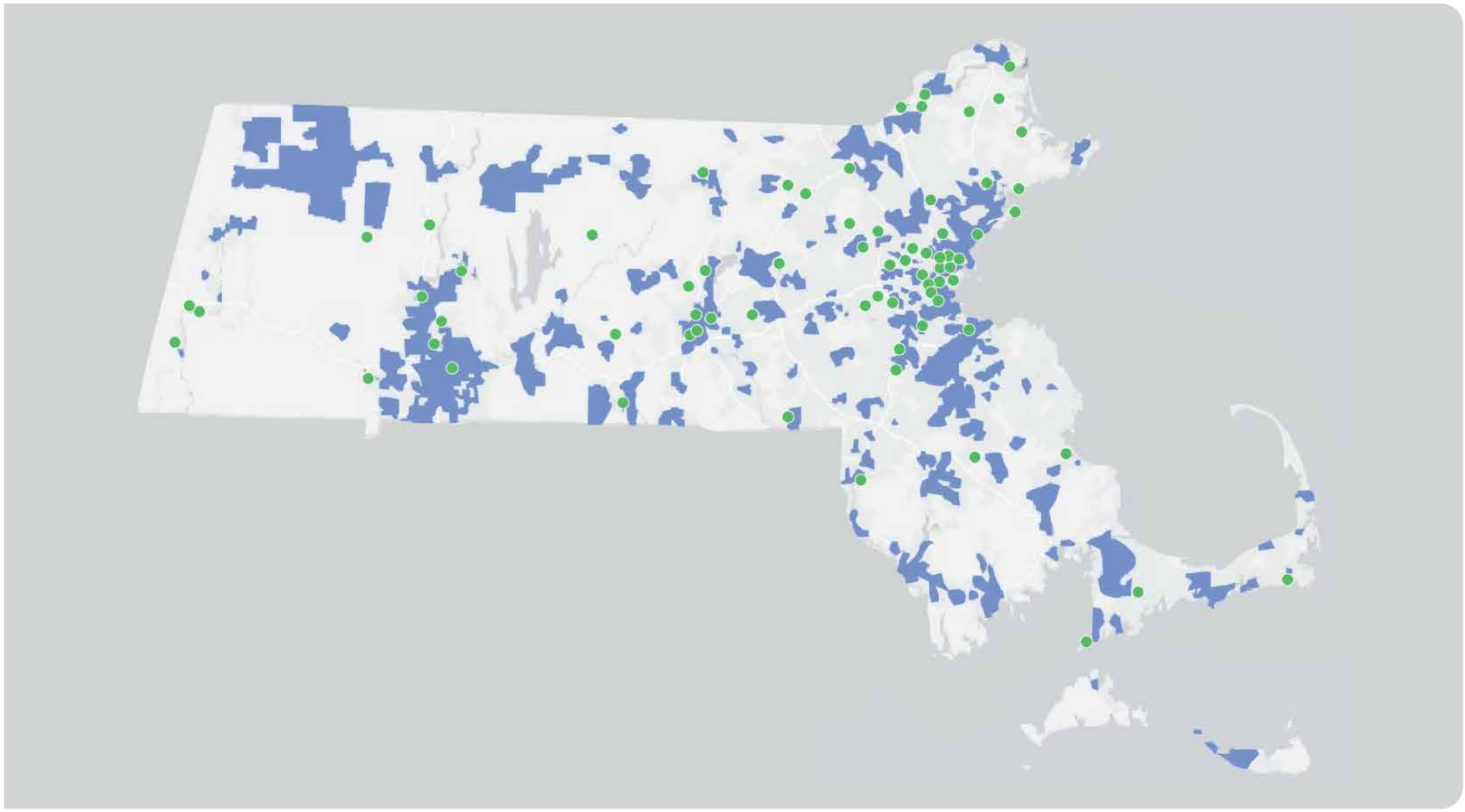
Exhibit 6 – Industry Breakdown of Signed Up and Enrolled Fleets



Exhibit 7 – Map of Signed Up and Enrolled Fleets[1]

Note: Map excludes domicile locations for one fleet requesting anonymity.

Fleet Domicile Locations Burdened Communities



[1]Given that some fleets have multiple locations, this map includes more Fleet Domicile Locations than the amount of signed up and enrolled fleets.

Exhibit 8 – Estimated Potential Emissions Reduction for Enrolled Fleets

Exhibit 8 details potential emissions reductions as calculated based on provided data from enrolled fleets, including vehicle-level annual miles travelled, fuel type, and domicile location. This information is used to develop inputs for the AFLEET (Alternative Fuel Life-Cycle Environmental and Economic Transportation) Microsoft Excel tool developed by the U.S. Department of Energy's Argonne National Laboratory. AFLEET uses an industry standard emissions calculation methodology to estimate well-to-wheels emissions impacts for diesel, gasoline, and electricity consumption as a part of vehicle operation. The emissions impacts captured in Exhibit 8 represent the reduction in emissions following a fleet's choice to replace existing fleet vehicles with electric vehicles, instead of diesel or gasoline, assuming a consistent duty cycle. The potential annual emissions reduction figures estimate the program-wide annual emissions reduction potential for all gasoline and diesel vehicles operated by enrolled fleets.

Vehicle Class	Particulate Matter, PM2.5 (metric tons)	Carbon Dioxide, CO2 (metric tons)
Magnitude of potential annual emissions reductions (for fleets with available data)		
Class 1	0.028	3,815
Class 2	0.043	5,612
Class 3	0.012	2,656
Class 4	0.006	1,347
Class 5	0.004	1,277
Class 6	0.005	3,066
Class 7	0.055	5,217
Class 8	**0.649**	**32,419**
Total	**0.802**	**55,409**

References

MOR-EV. (2026). Massachusetts Offers Rebates for Electric Vehicles. **https://mor-ev.org/trucks-3-8**

MassEnviroScreen Assessment Tool Guide (2026). **https://experience.arcgis.com/experience/0e1a1991dd4b4-b37ba0298bf74f347a0/?dlg=Help**

EPA. (2024). Greenhouse Gas Equivalencies Calculator: Calculations and references. **https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator-calculations-and-references.**

Acronyms

Acronym	Meaning
ACT	Advanced Clean Trucks
AFLEET	Alternative Fuel Life-Cycle Environmental and Economic Transportation
AI	Artificial Intelligence
CO_2e	Carbon Dioxide Equivalent
DBE	Disadvantaged Business Enterprise
DC	Direct Current
DOT	Department of Transportation
EJC	Environmental Justice Community
EPA	Environmental Protection Agency
EV	Electric Vehicle
EVSE	Electric Vehicle Supply Equipment
GVWR	Gross Vehicle Weight Rate
MHDV	Medium-and Heavy-Duty Vehicles
MOR-EV	Massachusetts Offers Rebates for Electric Vehicles (Rebate Program)
OEM	Original Equipment Manufacturer