



Defining a Process for Inventorying Workforce Development & Community Engagement Assets

Executive Summary

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In May 2024, the Dock to Door (D2D) Coalition held an in-person event where partners were asked to prioritize key challenges for the Workforce Development and Community Engagement (WDCE) program. The challenges prioritized by Coalition partners include how the perceptions and concerns people have about technologies—such as electric vehicles (EVs)—impact their acceptance of technologies, and how training is needed to prepare the workforce to fill the jobs required for future deployments. To address these challenges, the WDCE program created a research roadmap. The first step in the roadmap, and the objective of this project, was to define and pilot a process for inventorying WDCE assets that exist in regions where D2D partners support technology deployments. The project focused on inventorying key WDCE assets (organizations and programs involved in education, training, and outreach) around EVs. The assets inventory process was piloted in Pulaski, Virginia where there is a cluster of D2D partners within a 30-mile labor/commuter radius who have an EV-related focus or who were believed to have the potential to be involved in future EV-related efforts. The project team focused on EVs because it was identified as a technology of interest to Coalition members at the May 2024 event. EV deployment was considered to include EV manufacturing, maintenance, and/or charging.

Once the pilot process was defined and a pilot community was selected, the project team convened and collected input from a D2D working group (made up of a cross-section of Coalition partners from different sectors – utility, industry, government, non-profit, and academia – with an interest in WDCE), conducted the pilot, and shared results of the pilot process with the working group and the D2D Advisory Board. The assets inventory process that the project team defined, implemented, and refined for future use includes six steps (Figure 1). This project was undertaken so that the WDCE program would have a process for inventorying assets as it seeks to amplify and build on WDCE efforts that are already taking place in D2D regions and identify where new programs and partnerships may benefit the Coalition’s mission and goals.

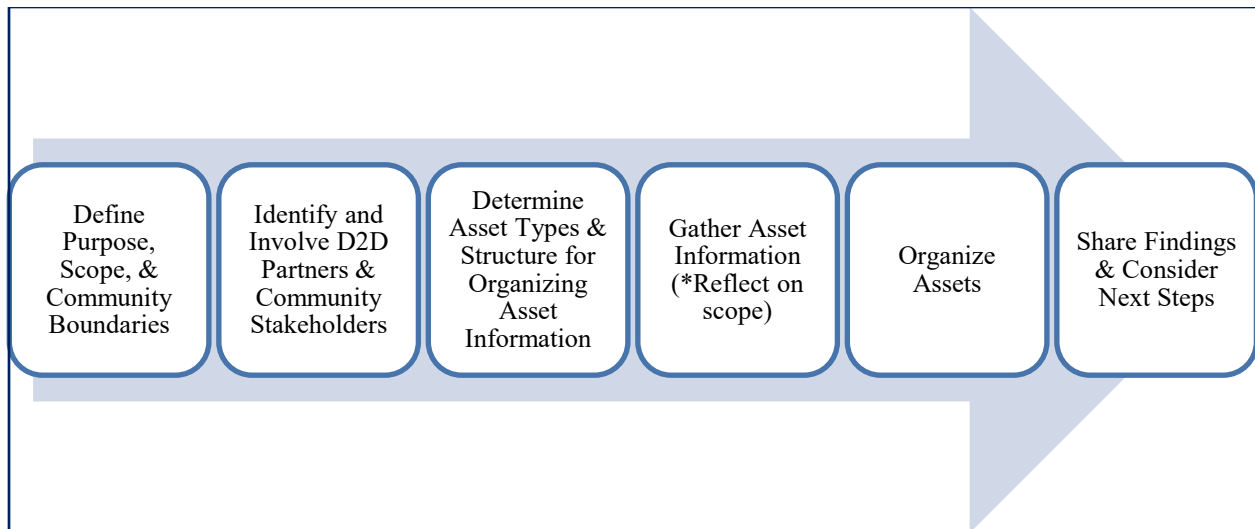


Figure 1. Assets Inventory Process

There were five key outcomes from piloting the assets inventory process. The project team found that the process:

- **Sparked engagement between partners and the community, leading to the development of a new pilot program.** One outcome of the inventory process was the development of a collaborative effort between VTTI, the SAE Foundation, and Virginia Clean Cities (VCC) to bring science, technology, engineering, and mathematics (STEM) education related to EVs and automated vehicles (AVs) into Pulaski County High School (PCHS) and to host events to engage the community and raise awareness of automated, connected, and electrified vehicles (ACE). This pilot program will help build a talent pipeline of students with EV and AV-related STEM education and raise community awareness about their benefits, including workforce opportunities.
- **Identified instances where partners are already working together and with the community, and revealed opportunities for future collaboration.** Through the online information gathering and interviews that were part of the assets inventory process, the project team identified examples of partners who are currently working together and with the community. For instance, Camrett Logistics has been using Volvo's electric trucks since 2022 to move parts from warehouses to Volvo's plant in the pilot region (Walker, 2022), has sent an EV truck to PCHS for an education program, and is open to sending an EV truck to D2D events in the region such as the STEM program mentioned earlier.
- **Identified D2D EV-related programs already being developed to meet community needs that others in the D2D Coalition may benefit from learning about.** During an interview with a representative from Wytheville Community College (WCC) as part of the assets inventory process, the project team learned that WCC is working with local fire departments to develop a Fire Science Program that will cover how to address an EV fire. Once the program is developed, the project team will look for opportunities for WCC to share information on this important program with other D2D partners (e.g., via brown bag,

Coalition event).

- **Created opportunities to raise awareness of the D2D Coalition with regional stakeholders.** After meeting with a key community stakeholder (New River/Mount Rogers Workforce Development Board) as part of the inventory process, the project lead was offered the opportunity to present information about D2D and the assets inventory project at an upcoming meeting of the regional Manufacturing, Logistics, and Warehousing Sector Partnership.
- **Helped identify and engage new D2D partners and identify gaps where new partnerships may be beneficial.** Through the assets inventory process, two new D2D partners were identified and joined the Coalition; these new partners (Bay Electric Company and Pulaski County) have already contributed to the Coalition in meaningful ways. For instance, Bay Electric Company served on the WDCE panel at the May 2025 D2D Coalition event and Pulaski County provided a Letter of Support for a Region 2 GO Virginia proposal.

The WDCE program is committed to promoting education, training, and job creation to support healthy economies, communities, and the environment, and engaging communities to explore concerns and raise awareness of the benefits of new technologies such as EVs. Having a process for inventorying assets in communities where D2D is planning deployments and initiatives will be important moving forward. Such an inventory will help the Coalition more effectively identify where resources already exist to build on and where assets are missing that may require new programs and partnerships. The inventory will also serve as a resource for information sharing among partners; for example, identifying EV technician training programs so that partners who need access to such training know whom to contact. This project successfully defined and tested an assets inventory process that the team plans to continue using as it carries out future research and outreach to support D2D's WDCE efforts.

Reference

Walker, R. (2022, November 8). Electric trucks are already running daily routes in Southwest Virginia. *Cardinal News*. <https://cardinalnews.org/2022/11/08/quiet-giants-on-the-move-in-southwest-virginia/>