



Sustainable

TRANSPORTATION

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency &
Renewable Energy

EV Everywhere: Awareness Campaign and Working Group Updates

Bob Graham, EV Everywhere Director

DOE Office of Energy Efficiency and Renewable Energy

May 31, 2016

Agenda

- Working Group Updates
 - Grid Modernization
 - Infrastructure
 - State Engagement
 - Awareness
- Best.Drive.EVer. Awareness Campaign
- Other Upcoming Events/Opportunities
- Open Q&A

Grid Modernization Working Group

Group Charter:

- 1) understand what is going on among the different utilities in this space
- 2) identify the critical issues and barriers
- 3) facilitate dialogue and knowledge transfer among the stakeholders
- 4) provide proper communication and messaging for elected officials on this topic

Group Leaders:

- Kelly Barr, Senior Director, Environmental Management and Chief Sustainability and Compliance Executive, Salt River Project, Kelly.Barr@srpnet.com
- John Di Stasio, President, Large Public Power Council, john@lppc.org
- **Next Phone Meeting: June 24 at 1:00 EST**
- **In-person Meeting: July 12 at 12:30 in Washington, D.C.**

Infrastructure Working Group

Objective: Narrowing the focus

Reviewed critical issues:

- Understanding consumers
- Funding and incentives
- Replication of success
- Interoperability and standardization
- DC fast charging
- Utility interface
- Other

Group Leader

- Philip Sheehy, Technical Director, ICF International, Philip.Sheehy@icfi.com, 415-677-7139

Next Meeting

- June 15, 1:00-2:30 ET
(3rd Wed of every month)

State Engagement Working Group

Purpose: Bring together NGOs, companies, and government agencies in EV arena to share information and collaborate on state EV policies and programs

- About 25 people have met twice by phone.
- Next meeting TBD in June.
- Group enthusiastic about continuing periodic meetings and potentially participating in a web tool that will allow group to share information and collaborate.

Group leaders:

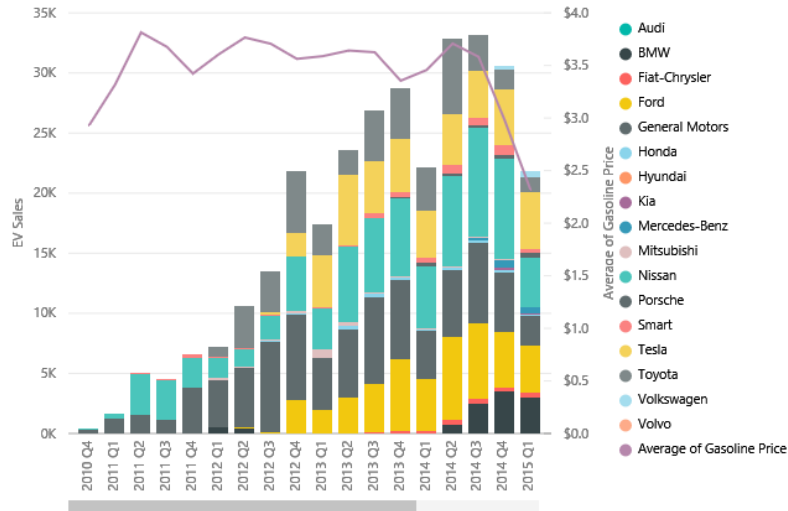
- Gina Coplon-Newfield
Director, Electric Vehicles Initiative, Sierra Club

Gina.coplon-newfield@sierraclub.org

- Nick Nigro
Founder, Atlas Public Policy
nick.nigro@atlaspolicy.com

EV Hub Dashboard

EV Sales Over Time by Automaker



EV Sales

439K

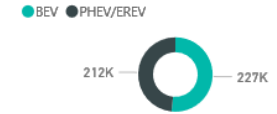
Vehicle Models

30

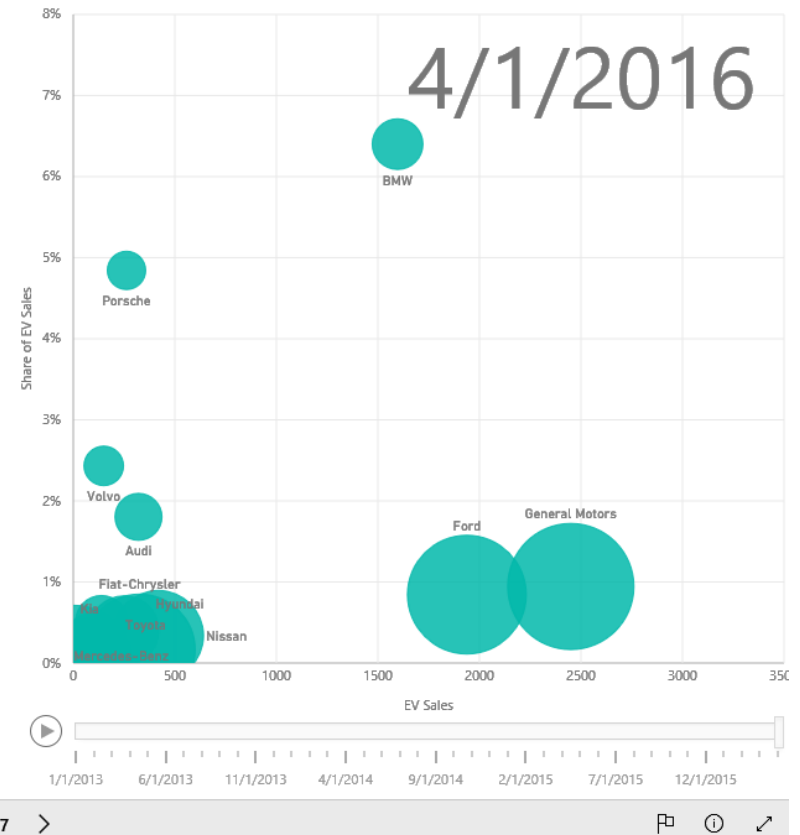
Vehicle Manufacturers

17

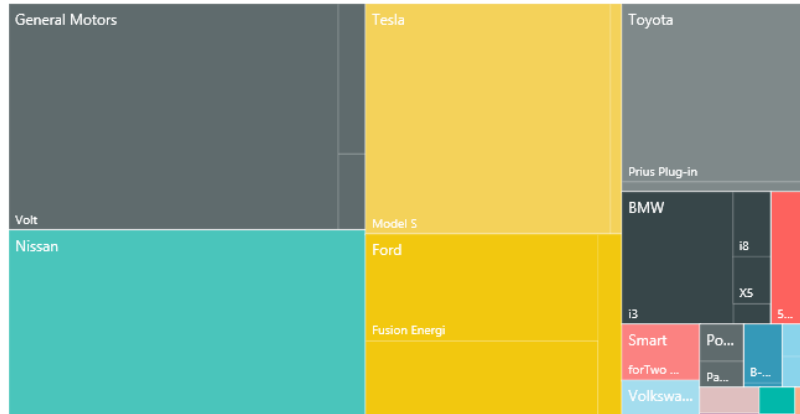
Total Sales by Technology



EV Sales and EV Share of Total Sales



EV Model Sales by Automaker or Technology



Microsoft Power BI

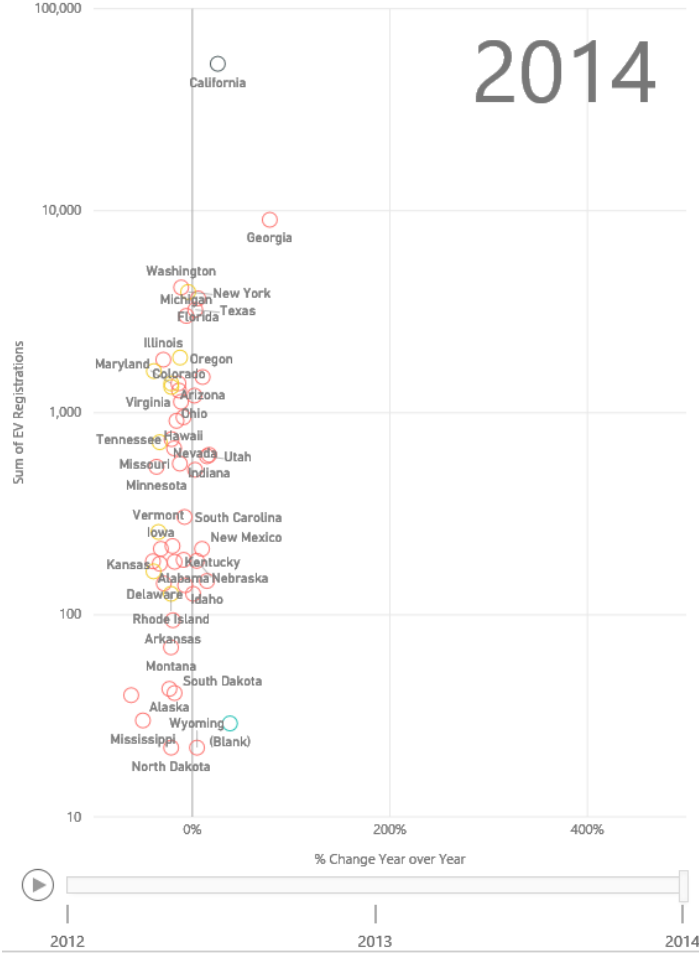
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EV Hub Dashboard

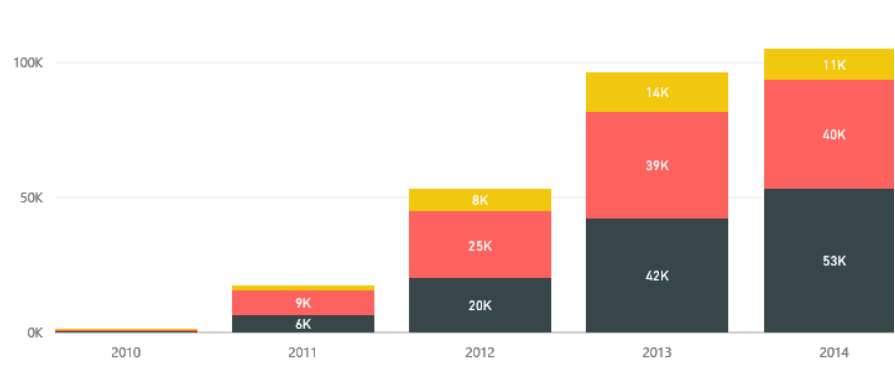
% Change (2013 to 2014)

ZEV State (Blank) California Non-ZEV State ZEV State



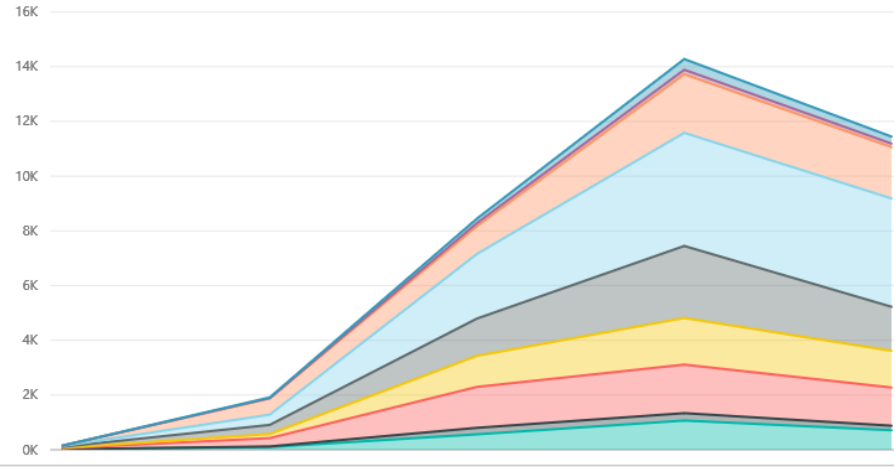
Sum of EV Registrations by Year and ZEV State

ZEV State (Blank) California Non-ZEV State ZEV State



Sum of EV Registrations by Year and State

State Connecticut Maine Maryland Massachusetts New Jersey New York Oregon Rhode Island Vermont



Microsoft Power BI

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Awareness Working Group

Identified Actions:

- We have met twice by phone
- Support “Best.Drive.EVer.” Awareness campaign efforts
- Add to BDE campaign by developing grassroots social media engagement with video content
- Exploring possibilities for this campaign

Group Leader:

- Joel Levin, Executive Director, Plug In America, jlevin@pluginamerica.org, 213-925-1364

Next Meeting:

- June 7 at 1:00 EST

Awareness
Campaign



Raising consumer awareness of PEVs under tagline
“Best.Drive.EVer.—Go Electric!”

Message Board * Print Ads * Social Media * Outdoor Ads * Web Banner Ads

“Performance” Transit Ad/Billboard

electricity + car =
POWER

Best.
Drive.
EVer.

WEBSITE.COM
#BestDriveEV

“Performance” Social Media

Social Media Sample: Performance

PLATFORM: Facebook, Twitter and/or Instagram

That little thrill when you push on the pedal?
It’s even better with an electric vehicle.


Discover the performance of electric vehicles:
[<url>](#)

Recommended hashtag

#BestDriveEver



“Convenience” Print Ad, Poster, Flyer



electricity + car = EASY

For drivers of **ELECTRIC VEHICLES**, it adds up.

Best. Drive. Ever. WEBSITE.COM #BestDriveEver
<Local Call to Action Here>



You've got a lot going on in your life.
An electric vehicle can simplify things and save you time — less maintenance, easy charging, ready to go when you are.

Electric cars are NOW.

A new age of electric cars began in 2011 with a resurgence in the marketplace and models from a variety of car companies, including plug-in hybrids and battery-only electric vehicles.

Offering both convenience and performance to owners, electric vehicles can positively change your driving and vehicle ownership experience. Electricity — a reliable commodity in the United States — can now be an integral part of getting you safely and efficiently where you need to go.

Did you know...?

- Recharging can be done at home, at work, or at increasingly accessible public charging stations. There are a variety of voltage options for recharging, such as common wall power or the equivalent of a clothes dryer.
- Compared to conventional gas-powered cars, electric vehicles require less maintenance and have lower operating costs, saving you time and money.
- Electric vehicles offer smooth operation, quick response, and powerful acceleration.
- With ranges over 200 miles, an electric vehicle is a viable option for more than just city commuters.

<Local call to action and any additional information/
event information here>

**Best.
Drive.
Ever.**

“Convenience” Web Banner Ad

electricity +
car = **EASY**



#BestDriveEVer

Best.
Drive.
EVer.

“Performance” Message Board

TAGLINE LOCKUP

Best. Drive. **EV**er.

For drivers of **ELECTRIC VEHICLES**,
it adds up.



COLOR PALETTE

FONT
GOTHAM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(!@#%&^&.,?;:)

CAMPAIGN FLEXIBILITY

Campaign design and
content easily translate to:

- PRINT AD
- POSTER
- FLYER
- BILLBOARD
- TRANSIT AD
- WEB BANNER AD
- SOCIAL MEDIA POST

electricity + car =
POWER

For drivers of
ELECTRIC VEHICLES,
it adds up.

Best.
Drive.
EVer.

WEBSITE.COM #BestDriveEV

Materials developed by the Department of Energy. Not an endorsement by DOE.

“Convenience” Message Board

TAGLINE LOCKUP

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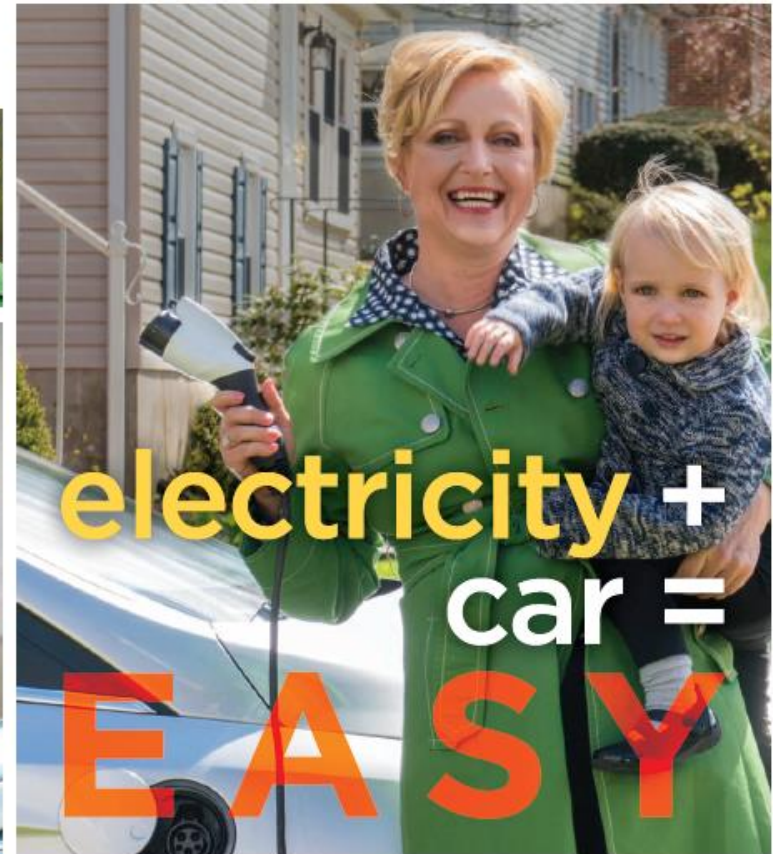
FONT
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abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
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For drivers of **ELECTRIC VEHICLES**, it adds up.

Best.
Drive.
EVer.

[WEBSITE.COM](#) #BestDriveEV

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How it Works

1

Email Robert.Graham@ee.doe.gov to request a DVD with campaign materials.

2

Use campaign materials as part of your organizations' outreach efforts.

3

Track progress and give us your feedback for the next round of messages!

Sustainable Transportation Summit

Sustainable TRANSPORTATION



Office of Energy Efficiency and Renewable Energy
U.S. Department of Energy

July 11-12
Washington, D.C.

<http://energy.gov/eere/2016-sustainable-transportation-summit>

July 11, noon-6pm

- Deep Decarbonization in the U.S. Transportation
- Consumer Adoption of New Vehicle Technologies
- Net-Zero Carbon Fuels
- The Future of Mobility

July 12, 8am-noon

- Track 1: EV Everywhere EV Market Acceleration
- Track 2: Workplace Charging Challenge
- Track 3: Clean Cities & Smart Mobility
- Track 4: Co-Optima
- Track 5: Hydrogen Fuels and Infrastructure
- Track 6: Synthetic Biology Foundry

National Drive Electric Week



IS PRESENTED BY

Plug In
America.

Electric Auto
Association



SIERRA
CLUB
FOUNDED 1892

Mission

Promote Adoption of
Electric Vehicles

We Can Help...

- Find stakeholders
- Promote via newsletters, emails, etc.
- Outreach support national branding
- Provide volunteer coordination
- Teach with webinars and other tools
- Give signage and swag
- Answer any question about the week!





IS PRESENTED BY



Register an event online:
<https://driveelectricweek.org/volunteer.php>

OR CONTACT

Ricardo Pena
ricardo.pena@ee.doe.gov
202-287-6099
www.driveelectricweek.org



#NDEW2016



facebook

Facebook.com/NatDriveElecWk



twitter

Twitter.com/NatDriveElecWk

Three Easy Ways to Get Involved

1

Join the Workplace Charging Challenge

- Visit : <http://energy.gov/eere/vehicles/ev-everywhere-workplace-charging-challenge>
- Contact Acting Coordinator, Nick Bleich at Nicholas.Bleich@ee.doe.gov

2

Request an EV Everywhere decal for your vehicle and EVSE

- <http://www.afdc.energy.gov/decals>

3

Raise awareness about PEVs with Best.Drive.EVer. Campaign

- Request materials from Robert.Graham@ee.doe.gov



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Q&A

energy.gov/everywhere

EV-Everywhere@ee.doe.gov

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