

## EV Everywhere Communications Guidance

The U.S. Department of Energy works with many stakeholders to raise awareness and increase adoption of plug-in electric vehicles (PEV) through EV Everywhere, a Clean Energy Grand Challenge to enable plug-in electric vehicles (PEVs) that are as affordable and convenient for the American family as gasoline-powered vehicles by 2022. This document provides recommendations for communicating about the many efforts underway under the Challenge. Clear, consistent messaging and collaboration with PEV stakeholders across the country can help the American public gain a greater understanding of transportation options and their benefits.

### Opportunities for Promotion

We want to hear about your efforts to promote and support transportation electrification. Contact us at [EV-Everywhere@ee.doe.gov](mailto:EV-Everywhere@ee.doe.gov) to share photos and stories as you are spreading the word about PEVs and EV Everywhere. Here are some ways you can spread the word and share information with us:

- Distribute decals at outreach events
- Host PEV informational sessions for employees
- Send us photos and videos to use on DOE social media
- Provide news and resources to share in DOE blogs and newsletters
- Share success stories and testimonials to use in case studies, presentations, and webinars

### EV Everywhere Decals

EV Everywhere stakeholders can use the decals—owned by the U.S. government—to raise awareness about the Challenge and transportation electrification. By developing and distributing this decal, we hope to start a national conversation about PEVs and direct people to reliable, data-driven resources. In addition to displaying the decal, you can refer interested individuals to the EV Everywhere website ([energy.gov/EVEverywhere](http://energy.gov/EVEverywhere)), a hub of PEV information, tools, and resources.

The EV Everywhere decal is available in a variety of sizes and styles such as bumper stickers and window clings. Submit this [online order form](#) to request your free decals. The use of the EV Everywhere decal as a promotional tool is completely voluntary. It is also not intended to replace your organizations' branding.

*Recommended Decal Use:* Recommended uses of the Challenge decal may include, but are not limited to:

- Fleet PEVs
- Employee PEVs
- PEV charging stations
- Electrified ground transportation equipment

*Decal Guidelines:* When using the decal, organizations should abide by the following guidelines:

- The EV Everywhere decal must not be used in a manner that expressly or implicitly implies DOE endorses the views, opinions, products or services of any person or entity that may display this decal.
- The decal must not be used in a manner that would disparage DOE or the Federal government.
- By displaying and/or distributing this decal, you understand and agree that you are responsible for its proper use and ensuring any person or entity to whom you distribute this decal is informed of these guidelines, including but not limited to, advertising agencies, contractors, and companies that produce promotional items on their behalf.

Stakeholders may also use the EV Everywhere logo with certain restrictions. To request a digital copy of the EV Everywhere logo contact [EV-Everywhere@ee.doe.gov](mailto:EV-Everywhere@ee.doe.gov) and describe the intended use. Stakeholders may not use the DOE or EERE logos. If you have a specific request, contact [EV-Everywhere@ee.doe.gov](mailto:EV-Everywhere@ee.doe.gov).

### Social Media Amplification

Stakeholders are welcomed to link to or repost content on DOE social media accounts to amplify their EV Everywhere-related news.

- *Facebook:* DOE’s Office of Energy Efficiency and Renewable Energy’s page is [www.facebook.com/eeregov](http://www.facebook.com/eeregov). These can be highlighted on Facebook by using the @energygov or @eeregov construction.
- *Twitter:* DOE’s Twitter handle is @ENERGY. Suggested hashtags are #PEVs, #ElectricVehicles, #EVEverywhere, or if sharing personal stories, #ILoveEVs.
- *Instagram:* DOE’s Instagram account is <http://instagram.com/energy>.

### Graphics and Images

To support your promotional efforts, the sources below provide a variety of original graphics for plug-in electric vehicles and charging infrastructure. All graphics are available for public use as long as the appropriate photo credit is given.

IMAGE SOURCE	LOCATION	CITATION
Argonne National Laboratory Flickr Photostream	<a href="http://www.flickr.com/search/?w=35734278@N05&amp;q=electric%20vehicle">http://www.flickr.com/search/?w=35734278@N05&amp;q=electric%20vehicle</a>	Photo courtesy of Argonne National Laboratory (or ANL)
National Renewable Energy Laboratory Image Gallery	<a href="http://images.nrel.gov/albums.php?albumId=207412">http://images.nrel.gov/albums.php?albumId=207412</a>	See image for citation

## Sample Talking Points

When speaking about transportation electrification or the national efforts to advance it as a sustainable form of transportation, you may find it helpful to use some of these facts and remarks.

### *Background:*

- Transportation accounts for two-thirds of U.S. petroleum use and on-road vehicles are responsible for 85 percent of this amount. This dependence affects our national economy and potential for future growth. What's more, our transportation sector accounts for approximately one-third of U.S. energy-related carbon pollution.
- PEVs can offer consumers significant advantages over gasoline-powered vehicles, including savings on fuel costs, added convenience from home refueling, and reduced maintenance costs.
- Traveling electric costs less. It costs just \$1.16 for today's all-electric vehicles to travel the same distance as a similar-sized gasoline car would on a gallon of fuel.
- As of March 2016, more than 400,000 PEVs are on U.S. highways, powered by electricity made in America. (Note: To find the latest PEV sales data, visit: <http://www.anl.gov/energy-systems/project/light-duty-electric-drive-vehicles-monthly-sales-updates>)

### *EV Everywhere Progress*

- On March 7, 2012, President Obama announced the *EV Everywhere Grand Challenge*, a "Clean Energy Grand Challenge" with the goal of enabling plug-in electric vehicles (PEVs) that are as affordable and convenient for the American family as gasoline-powered vehicles by 2022.
- Achieving the performance and cost targets set by the *EV Everywhere Grand Challenge* will reduce the combined battery and electric drive system costs of a PEV by up to 50%.
- Through the EV Everywhere Grand Challenge, the Department of Energy's research and development has reduced the modeled, high-volume cost of advanced battery technology down to \$264/kwh, which is nearly 50% lower than the 2012 baseline goal for the Challenge.
- The EV Everywhere Utility Partnership is a public-private partnership launched in June 2015 with Edison Electric Institute and America's investor owned utilities to work together to break down remaining barriers to widespread PEV deployment.

### *Charging Infrastructure Growth*

- Access to electric vehicle charging has increased over the past five years from fewer than 1,000 public charging stations nationwide in 2010 to more than 12,000 charging stations and more than 30,000 public charging outlets in March 2016.

- Recognizing that the workplace presents an important charging opportunity, DOE launched the Workplace Charging Challenge in January 2013, with the goal of increasing the number of American employers offering workplace charging to 500 by 2018.
- As of March 2016, more than 250 companies have joined the Workplace Charging Challenge and have installed PEV charging stations for employees at more than 600 worksites across the country. Since June 2014, the number of planned and installed partner charging stations has increased by 70 percent.
- According to Workplace Charging Challenge Partners, their employees have saved more than 1.7 million gallons of gasoline and 17 million pounds of carbon emissions each year. And through a recent survey, 85% of responding partners report that their charging stations are fully occupied at least 5 days per week.
- In a demonstration of their leadership in this area, more than half of the Workplace Charging Challenge Partners expanded their PEV promotion activities beyond their own workplaces to help other employers in their workplace charging efforts.

### PEV Tools and Resources

The EV Everywhere website provides a variety of tools and resources to help you inform your stakeholders about PEVs and charging infrastructure. Search for makes and models, find tax incentives, and discover other benefits of PEVs. Additionally, the online Stakeholder Solution Center serves as a hub of PEV information that is organized by audience-specific interests.

The tools and resources below can be found through the EV Everywhere website at [www.energy.gov/everywhere](http://www.energy.gov/everywhere).

- [PEV Charging Station Locator](#): This locator shows public charging stations across the country and is available as a widget and mobile app for added convenience.
- [eGallon](#): This tool compares the cost of fueling a vehicle with electricity to the cost of fueling a similar vehicle with gasoline. It shows state-specific eGallon costs and is updated on a monthly basis to reflect current prices.
- [Find Electric Vehicle Models](#): This tool helps consumers find PEVs that meet their needs, allowing them to sort by year, make, market class, minimum all-electric range, and if the vehicle has a back-up gasoline engine or not.
- [Vehicle Cost Calculator](#): This calculator allows users to compare the cost of ownership and emissions for most vehicle models. This calculator is also available as a widget for use on your website, blog or social networking sites.
- [PEV Laws and Incentives](#): This database provides information on federal and state incentives that are available for PEVs and charging stations.
- [PEV Handbook for Consumers](#): This handbook provides a more in-depth discussion of PEV technology and charging infrastructure, including purchasing, charging, and maintenance.

### Additional Questions

- Find more information about the *EV Everywhere Grand Challenge* at [energy.gov/everywhere](http://energy.gov/everywhere).



- More background information on PEVs is available on the Alternative Fuels Data Center website at <http://www.afdc.energy.gov/vehicles/electric.html>.
- If you have questions, please contact [EV-Everywhere@ee.doe.gov](mailto:EV-Everywhere@ee.doe.gov).