Presenters

Katherine Stainken
Policy Director

Mary Lunetta
Campaign Representative
Electric Vehicles Initiative

DRIVEELECTRICWEEK.ORG

September 8-16, 2018
September 8 - 16, 2018

DriveElectricWeek.org

Facebook / Twitter: @NatDriveElecWk

Instagram:

@NationalDriveElectricWeek

#NDEW2018 #DriveElectric
Making NDEW Last

Your event is a great opportunity to shape state and local policy and make NDEW last beyond just one week.

DRIVEELECTRICWEEK.ORG  
September 8-16, 2018
WHY ENGAGE WITH ELECTEDS?

✓ Officials + agencies share successes + future plans
✓ Involvement builds media + public interest
✓ Great opportunity for policy changes + relationship building

DRIVEELECTRICWEEK.ORG
September 8-16, 2018
ENGAGING: HOW & WHEN

✓ ENGAGE NOW

✓ Invite elected officials (or candidates) to speak
✓ Download talking points on NDEW website > resources
✓ Request official proclamations
✓ Request involvement of agencies
✓ Request policy announcements
National Drive Electric Week
September 8-16, 2018

Whereas, petroleum-fueled vehicles are responsible for over 50% of our local greenhouse gas emissions and are a contributing factor to air pollution and climate change, threatening the health of our citizens and the sustainability of our planet; and

Whereas, the imbalance between gasoline resources and worldwide demand is escalating gasoline prices to levels that overburden commerce, hurt economic growth and cause hardship to our citizens; and

Whereas, the transportation sector needs support to move toward adoption of clean energy technology, including plug-in electric vehicles, that reduces our dependence on foreign fuels and supports a healthy environment and economy; and

Whereas, [CITY, COUNTY or STATE] is dedicated to being a leader in the use of clean energy, catalyzing policies and programs that conserve energy, and promote sustainability; and

Whereas, September 8-16, 2018 has been designated as National Drive Electric Week throughout the [COUNTRY] to educate our citizens about the benefits of plug-in electric vehicles and to promote their adoption;

Now, therefore, I, [NAME], the [TITLE] of [CITY, COUNTY or STATE], do hereby proclaim September 8-16, 2018 as “Drive Electric Week” in the [CITY, COUNTY or STATE] and call upon all residents of this area [CITY, COUNTY or STATE] to join me in supporting the aims and goals of this worthwhile effort.

[NAME], [TITLE] [DATE]
- **Expand Visibility + Awareness**
  - Fleet adoption
  - Educate on EV License Fees

- **Offer Incentives**
  - HOV lane access
  - Offer dealer training and incentives

- **Lower Vehicle Cost**
  - State rebates to buy/lease EV
  - Sales tax exemptions

- **Expand charging infrastructure**
  - Retrofit buildings + MUDs
  - Mandate EV-ready public parking
MODEL POLICY TOOLKIT: 2.0

- Coming Spring 2018!
- Updates to the city and state examples & templates
- More policies:
  - Used EV car market
  - Designated parking spaces
  - Curbside charging
  - Level 1 policies
  - Consumer protection
  - ....and more!
The President of University of Utah and Mayor of Salt Lake City announced second round of a group-buy program through U Drive Electric.

- Helped 168 community members upgrade to EVs
- Program accounted for 68% of all EV sales in the state
- Generated positive press coverage
Massachusetts

NDEW events in Somerville, Wellesley, and Southboro gave state officials, a mayor, and an auto dealer an opportunity to announce EV programs.
Alaska

Duff Mitchell
Juneau City Captain

Clay Koplin
Mayor of Cordova
CEO, Cordova Electric Co-op
Juneau NDEW Event:

- 2014 2 EV’s
- 2015 26 EV’s
- 2016 85 EV’s
- 2017 over 150 EV’s
Lessons Learned:

• Enlist volunteers early and let them do what they do best-
  • Marketing, advertising-free media public “fun” event
  • Supplying information-hosting display boards
  • Providing test rides
  • Cooking, serving
  • Email, facebook, web
  • Teamwork works best
• Politicians and officials love a good party-make sure you invite media
Cordova Electric Cooperative (CEC)
EV Integration Initiative

National Drive Electric Week
Webinar April 18, 2018
Cordova Advantages:

- 45 Mile Road System
- Estimated 3 mile average r/t commute
- Spill excess hydropower in summer
- Cooperative “value” model (nonprofit)
- Gasoline is $4.19 per gallon
CEC Program:

- Free Clipper Creek Charging Stations
- 4 Each level 2 chargers
- A Loanable Nissan Leaf
- Considering free chargers to businesses
- Hope to add 10 EVs in 2018
Joshua Pritt
Co-founder, Space Coast EV Drivers
Satellite Beach City Captain
Florida

Vice-Mayor of Satellite Beach, Dominick Montanaro, reading the 2015 NDEW Proclamation

City Council Member, Steve Osmer, reading the 2017 NDEW Proclamation

Space Coast EV Drivers page that explained to the city which charger to install at Pelican Beach Park: http://spacecoastevdrivers.com/charging-station-info
DON’T FORGET!

- Take + share great photos!
- Offer guided tours
- Post-event press release
- Thank + follow up with attending electeds
Email kstainken@pluginamerica.org or mary.lunetta@sierraclub.org
DON'T FORGET!

DriveElectricWeek.org
Facebook / Twitter: @NatDriveElecWk
Instagram:
@NationalDriveElectricWeek
#NDEW2018  #DriveElectric
THANK YOU!

We look forward to working with you to make 2018 the best NDEW yet!