

Engaging Public Officials

September 14 - 22, 2019



driveelectricweek.com



**THE 100% ELECTRIC
NISSAN LEAF®
TAKE ON MORE MILES.**



Zero Emission

Nissan LEAF® is the exclusive automotive sponsor of National Drive Electric Week

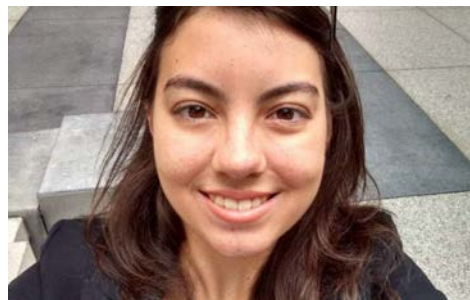
PRESENTED BY:



Presenters



Katherine Stainken
Policy Director



Kylie Morgan
Program Coordinator

Guest Speakers



Sean Leach
NDEW City Captain



Don Preister
Councilman for the City of
Bellevue, NE

September 14 - 22, 2019



DriveElectricWeek.org

Facebook / Twitter: @NatDriveElecWk

Instagram:

@NationalDriveElectricWeek

#NDEW2019 #DriveElectric

Making NDEW Last



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

Why Engage with Electeds?

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



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



NDEW Proclamations

[CITY, COUNTY or STATE LOGO]

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, establishing 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 great [CITY, COUNTY or STATE] to join me in supporting the aims and goals of this worthwhile effort.

[NAME], [TITLE] [DATE]



Model Policy Toolkit

pluginaustralia.org/policy/achieve-policy-toolkit/



- **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



EV Policy Announcements 2018

- Danville Utilities in Virginia unveiled its public EV charging station in the parking lot of the Community Market to be available for use by the public at no cost.
- Duquesne Light Co. announced a program with the Pittsburgh Parking Authority garages to nearly double the number of electric vehicle charging stations.
- Mayor of Abita Springs, Greg Lemons, cut the ribbon on the town's first ever EV chargers which are located in the historic center of the town.



Photo by: Margie Vicknair-Pray
2018 Abita Springs National Electric Drive
Week Event - September 9th, 2018 at the
Abita Springs Trailhead Park.



Beverly, MA

Sean Leach

City Captain

Member, Beverly's
Clean Energy
Advisory Committee

Co-Founder,
greenbeverly.com



Getting support from public officials/groups

- When speaking to anyone for support, be **PASSIONATE**
- Sustainability champion/group inside the city? Start here.
- No champions? Reach out to ward reps, city council, local advocacy groups, etc.
- Still nobody? Be the champion yourself.
- Visit city hall in person, or call. E-Mail = E-Ignore



Photo by: Corey Burns
Pastor Dozier addresses KTLA TV during the Third Watts Electric Car Drive & Ride with several EV's in the background.

Why should they help/host a NDEW event?

- Great marketing opportunity for the city to show their “green-ness”
- EV adoption is booming, and the city needs to be ahead of it (grid/infrastructure reasons, city planning, public charging equity, etc). Show them this: <https://afdc.energy.gov/evi-pro-lite>
- The benefit to cities if they adopt EVs for their fleets (bye bye maintenance costs)
- Being able to give their citizens (and themselves) the opportunity to learn about EVs from the best possible source: NDEW EV fanatics!



Photo Credit: Margo Magnant
Ryan Hamilton of Big Sky Town Center, Christina Calabrese of Lone Mountain Land Company, Alicia Cox of Yellowstone-Teton Clean Cities, Christy Lewis of Yellowstone-Teton Clean Cities, Lisa Lillelund of Mango Networks, Rick Simkins of Big Sky Town Center, Kyla Maki of Montana Department of Quality.



They are in! What can they talk about at the event?

- Their effort(s) to date in the EV/sustainability space
- What (if any) plans the city has for fleet electrification, building public charging infrastructure, and supporting EV adoption in general.
- Other sustainable transportation efforts (bike lanes, local shuttles).
- The VW settlement money. Every city should be working with their state reps to get as much of this money as they can. This can rapidly kickstart public charging in your area.
- Have the local power company join them to talk about smart charging.
- How excited they are to be learning about EVs from local experts, and going on test drives. This event should be FUN!



Nebraska

Don Preister

Senator, Nebraska State Legislature

- engaging public officials
- officials to test drive EV
- offering support through grants for EV and infrastructure



DON'T FORGET!

- ✓ Take + share great photos!
- ✓ Offer guided tours
- ✓ Post-event press release
- ✓ Thank + follow up with attending electeds

Q & A

Email kmorgan@pluginafrica.org



DON'T FORGET!

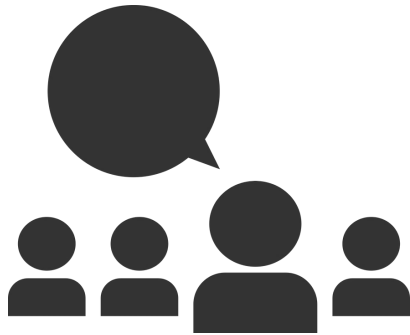
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#NDEW2019 #DriveElectric



THANK YOU!

We look forward to working with you to make
2019 the best NDEW yet!

