

Electric Vehicle (EV) Outreach Subgroup
DRAFT Recommendations for Regional EV Strategy
March 22, 2012

Recommendation #1: Develop regional EV marketing strategy and messaging – First Priority

- Key target audiences and messages:
 - Homeowners
 - Need to know how easy it is. All homes have level 1 charging.
 - Home safety
 - Range anxiety
 - Multifamily
 - The Multi-family Subgroup will have suggestions
 - Businesses
 - Support for fleet and employees
 - Concentrate on businesses with on-street parking
 - Businesses can help with range anxiety
 - How locate a charging station at my business?
 - Students
 - Community colleges are commuter colleges
 - Metro Riders
 - EV enthusiasts/champions to carry message to public
 - Service Industry
 - Total vehicle service (first responders, charging installers, repair facilities, etc)
 - Identify training providers, needs and requirements
 - What training exists, where are gaps and get message out about opportunities
- All target audiences need education on the following:
 - What to expect - How can EVs fit into my lifestyle? How maximize use?
 - Charging station locations
 - Incentives available
 - EV charging station etiquette (Kane County, IL)

Recommendation #2: Create regional EV education campaign – Third Priority

- Develop campaign materials
- Implement marketing strategy

Recommendation #3: Promote awareness of the emerging EV industry to community colleges and high school instructors (“train the trainer”) – Fourth Priority

- Encourage community colleges across the region to join National Alternative Fuels Training Consortium and offer EV training courses
- EV workshops for high school instructors (possibly offered by community colleges)
- Make high school instructors aware of EV curriculum available

Recommendation #4: Identify funding sources for regional education campaign – Second Priority

- Identify grant opportunities
- Identify potential sponsors
- Develop business sponsorship strategy

Resources:

- Denver Metro Clean Cities Project FEVER [Electric Ride Public Outreach Campaign](#)
- Project Get Ready [Public Awareness Strategies](#)
- [West Virginia University National Alternative Fuels Training Consortium](#)
- [VirginiaEV.org](#)
- The EV Project [FAQs](#)
- [Washington State](#) and [West Coast Green Highway](#)
- [www.goelectricdrive.com](#) by Tampa Bay Regional Commission
- [Get Ready Central Florida \(GRCF\)](#)
- Indianapolis [Project Plug In](#)
- [Blink Portal](#) EV station locations
- Kansas school ["SHS Chevy Volt Project"](#)
- [GM Electric vehicle school lesson plans, teachers guides, games](#)
- [The Chevy Volt as a teaching aid video](#)
- [Chevrolet Invites Students Nationwide to an "Electric" Education](#)
- [Chevy Voltage Blog and Resources](#)
- [Nissan USA website](#) and [drive electric tours](#) (example tours at [Portland State University](#), [Tyler Community College](#), [Montgomery Mall in Bethesda, MD](#))
- [Family Energy Day and Street Smart San Diego](#)
- Puget Sound Regional Commission Model Installation Guides for Charging Stations and a Model Electric Vehicle Charging Station Installation Checklist in their [EV Infrastructure Guide](#) for local governments.