



# Electric Vehicles: Market Acceleration Through Coordination

Melissa Everett and Hugo Jule

## CENTRAL HUDSON EV SUMMIT – TOPICS FOR TODAY

Meet the Drive Electric Team

Our Strategy

Pilot Results

Emerging Opportunity: Dealers and Supply Chain

# News Flash: Car Buying Decisions are not All Rational



# Drive Electric Hudson Valley Team

- **Seth Leitman**, Program Manager, aka Green Living Guy (.com). Seth ran the NYPA – TH!NK Clean Commute Program that leased 100 electric cars in the NY Metro Area pre-2001, using consumer incentives combined with education
- **Hugo Jule**, Outreach Partner, is an experienced bilingual outreach specialist with automotive engineering background;
- **David Dell**, Ph.D. is an experienced technology commercialization strategist.
- **Melissa Everett**, Ph.D. is an award-winning author and communications strategist.

# Inspiration: NYPA/TH!NK Clean Commute - 2001

**Commute from home to train is a “Clean Commute”.**



**NYPA developed the largest retail station car program in North America.**

**\$199 month to lease an EV for 34 months.**

**Prime parking space at station.**



**Free electricity at train station.**

**Seven sites, six counties throughout the NY metropolitan area.**

**A NYMTC funded program!**



## Inspiration 2015 - 18

3-year SHV community education and group purchase program supported by NYSERDA Cleaner, Greener Communities

4 mW PV/ 400 signed contracts

Rooftop and community shared solar

Over 100 events and 2000 volunteer hours





# Drive Electric HV summary

- Community education, incentives, and outreach pilot
- Workshops and special events in community, at dealerships and commuter hubs
- Guided by consumer survey to 200+ potential EV customers
- Multi-factor evaluation for potential replication



# Survey findings & implications (early adopters)

65% commute 20 miles or less, 60% solo in own vehicle

Next car: 80% plan to buy (not lease) - 50% in next 2 years

72% will consider EV, 70% can name at least one model

Top 4 motivators for next car: reliability, fuel economy, practicality, enviro impact

Top reasons for EV choice: Enviro impact 'way out front, then performance, convenience & cost roughly equal

Top incentives: up-front cost reduction

Best info channels: online 60%; talk w owners 45%; see cars 40%; workshops 30%

Would you share data in exchange for discount? 88% yes or maybe.





## Consumer Purchase Decision Influences (Lawrence Berkeley)

- Demographics
- Consumer experience
- Switching costs
- Brand attitude, loyalty
- Emotions & impulse triggers
- Perception of risk
- Constraints around decision (time, money, technology changes)
- Role of third parties





## **"Acceleration Through Coordination"** **– Our Model**

- **Drivers** – educate and empower
- **Dealers and industry** – build capacity – expertise and supply
- **Communities** – plan infrastructure system
- **All stakeholders** – connect the dots, "organic" support


# Private sector partners

- Central Hudson
- Automakers & dealers
- Green Car Reports
- EV Connect/ charging providers
- Workplace charging sites

## OCTOBER 2016 INCENTIVES


# DRIVE ELECTRIC HUDSON VALLEY

Could your next car be electric? Ford supports the consumer education and empowerment program efforts of Sustainable Hudson Valley, piloting this fall with support from NYSEDA. Helping New Yorkers learn how EV technology and the marketplace are evolving, and much more. We wanted you to be aware of some incentives available to you from Ford, and know that we have lots to choose from: Hybrids, plug-in hybrids, and fully battery electric vehicles.




### INCENTIVE DETAILS


- 16MY Fusion Hybrid
  - 0% 72-mo + \$3750 or \$4250 Total Cash
- 16MY Fusion Energi
  - 0% 72-mo + \$4750 or \$5750 Total Cash
  - \$189 24-mo lease with \$1929 down/\$2743 CDAS (SE 700A without options)
- 17MY Fusion Hybrid
  - 0% 60-mo + \$2000 or Up to \$2750 Total Cash
  - \$219 36-mo lease with \$2099 down/\$2963 CDAS (SE 600A with Technology Pkg)
- 17MY Fusion Energi
  - 0% 60-mo + \$500 or Up to \$2000 Total Cash
  - \$189 36-mo lease with \$2049 down/\$2883 CDAS (SE 800A without options)
- 16MY CMAX Hybrid
  - 0% 72-mo + \$3750 or \$4250 Total Cash
- 16MY CMAX Energi
  - 0% 72-mo + \$5000 or \$5500 Total Cash
  - \$139 36-mo lease with \$2399 down/\$3183 CDAS (SEL 300A without options)



### REGENERATIVE BRAKING SYSTEM


With C-MAX Energi, the lithium-ion battery is recharged when the gasoline engine is in operation. Regenerative braking recaptures more than 90 percent of braking energy to help charge the battery.






### MPGe EQUALS EFFICIENCY

Miles per gallon equivalent is used to compare the energy consumption of alternative-powered vehicles like Ford Focus Electric. MPGe tells how much gasoline and how much electricity would be used to generate an equal amount of power. One gallon of gasoline equals 33.7 kilowatt-hours of electricity.




### MYFORD MOBILE

MyFord Mobile provides connectivity between driver and vehicle using a smartphone or computer. The app can monitor battery charge state and current range, as well as preheat or precool the vehicle for comfort.



Fusion Energi – CMax Energi – Focus BEV – C-Max Hybrid – Fusion Hybrid



For editorial use only. Information correct at time of publication. For updates, check with your local Ford dealer or with the team at Sustainable Hudson Valley.

# Public sector partners

- NGOs: New Yorkers for Clean Power, Sierra et al
- Local & county governments
- Clean Energy & Climate Smart Communities
- Counties especially Ulster
- DOT
- MTA







## Charging with EV Connect

- Workplaces
- Tourist sites
- Campuses
- Municipal centers
- Transit hubs





Lesson: Growing the marketplace is a negotiation process

Overcoming barriers & mobilizing influence

Creating salience, connection, commitment

The right champions

- connectors,
- mavens,
- salespeople





## Results and follow-ons

- 152 new EV drivers in 9 months
- Electric Auto Association of the Hudson Valley
- Infrastructure planning assistance
- Dealer training
- Practitioner network & expanding partnership
- First local 100% renewables plan (Marbletown)



Opportunity: helping dealers prepare and step up

The e-Golf loaner that started it all

Dealer support with NYSERDA coming up

Automaker partnerships





Thank you!

[www.sustainhv.org](http://www.sustainhv.org)

EV@sustainhv.org