

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 metropolita n area.

A NYMTC funded program!







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





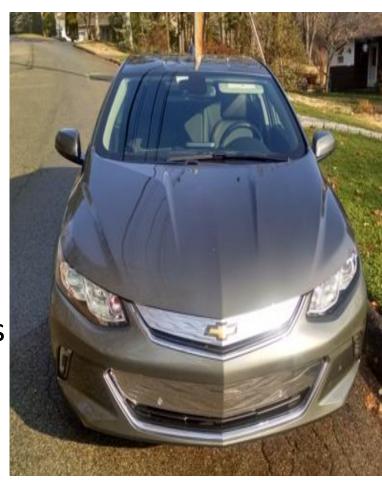
#### Survey findings & implications (early adopters)

65% commute 20 miles or less, 60% solo in own vehicle Next car: 80% plan to buy (not lease) - 50% ib 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

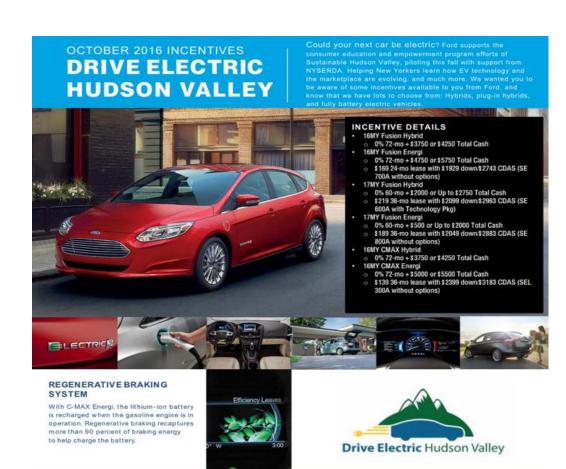


# "Acceleration Through Coordination" - Our Model

- 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



#### MPGe EQUALS EFFICIENCY

Miles per gailon 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 gailon of gasoline equals 337 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)

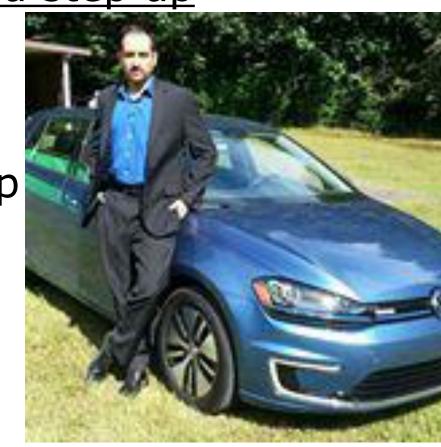


Opportunity: helping dealers prepare and step up

The e-Golf loaner that started it all

Dealer support with NYSERDA coming up

Automaker partnerships





#### Thank you!

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