



Acceleration Through Coordination: An Update on Drive Electric Hudson Valley

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Our Program: “Acceleration through Coordination”

- consumer education
- “organic” group purchasing
- industry support – promo discounts, help dealers
- infrastructure planning assistance

Pilot 2016 - 17 funded by NYSERDA

152 new EV drivers in 9 mo, reached tens of thousands,
expanded dealer capacity + regional conversation

Our initial survey: how do people want to learn about Evs?

A. Credible online sources

B. EV owners and enthusiasts

C. Workshops and events





Results and follow-ons

- Electric Auto Association of the Hudson Valley
- Infrastructure planning assistance
- Trained 12 dealerships 2018-19
- Practitioner network & expanding partnership
- NYMTC Municipal Forums
- Supporting ZEV partnership "Destination Electric"

Drive Change. Drive Electric. represents a unique public-private partnership between auto manufacturers and Northeast states to advance consumer awareness, understanding, consideration and adoption of electrified cars Drive Change. Drive Electric. aims to put more electric cars on the road than ever



DRIVE CHANGE
DRIVE ELECTRIC

Expanding and supporting the
partnership

News Flash: Car Buying Isn't All Rational





Consumer Purchase Decision Process (Lawrence Berkeley)

INFLUENCES

- 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



Creating Momentum

- Go-to people (e.g. Ulster County Dept of Env)
- Network of champions
- Keep on top of dealerships
- Ongoing media buzz
- Events
- Institutional collaboration

National Drive
Electric Week
2019:
6 events,
40 drivers in the
EVParade
(mostly owners)





THANK YOU!