Plug-In Electric Vehicle Program

EV Roadmap 7

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EVs Support Our 2020 Goals

CO₂ EMISSIONS 20% BELOW 2005

35% renewable energy

800 MW energy efficiency and demand response

200 MW solar, utility and distributed

all City of Austin facilities, operations and fleet carbon neutral
Importance of “Smart Charging”

Charging During Peak:
- Increased CO2e from peak generation
- Higher cost to provision
- May overload transformers

Instead Charge Off Peak:
- Reduced CO2e by leveraging baseload & wind generation
- Lower cost to provision
WORK,
SHOP,
FLEETS,
MULTI-FAMILY

$4.17 = 1 \text{ month of unlimited,} 
100\% \text{ renewable e-fuel}

50\% = \text{Home Level 2 Rebates}
EV Messaging Fail

“At least you are saving money on gas”
What Our Customers Are Saying

Austin EV drivers love their plug-in vehicles. Here are some of their stories.

"I Am Driving on Sunshine"
Read Dale's story

"No Compromises Required"
Read Steve's story

"Connecting to Austin"
Read Matt's story

"It Is Not a Hippie Technology"
Read Joep and Courtney's story

"We Love to Plug In Together"
Read Walter and Catherine's story

"From 10 mpg to 250+ mpg"
Read Shannon's story

"Taking a Stand Against Oil"
Read Kathy's story

FUN & COOL, ECONOMICS, ENVIRONMENT