Locally-based Public-Private Partnerships

Nearly 100 Clean Cities coalitions with thousands of stakeholders, representing ~80% of U.S. population

cleancities.energy.gov
DOE Funding Opportunity Announcement

- FY 2016 – Plug-In Electric Vehicle Local Showcases
  - **Site specific or mobile showcases** for hands-on consumer experiences and in-depth education (brand-neutral) with commercially-available PEVs
  - **Educate consumers** on PEV benefits, PEV technology variations, and unique differences relative to other conventional vehicles
  - **Consumer test drives** with a variety of PEVs
  - **Targeted media campaigns** to promote showcases (including internet presence)
  - Recommended partners: utility or electricity provider, networked charging provider, automotive dealers, vehicle manufacturers, and active Clean Cities coalitions
  - Activities discouraged: pre-commercial vehicles or infrastructure, purchase costs of vehicles or infrastructure (including cost share)

**FUNDING AVAILABLE:**
Approximately $2.5 million for all awards

**AWARDS ANNOUNCED:**
August 2016
Summary of Projects Awarded for PEV Showcases FOA

Midwest EVOLVE
- American Lung Association of the Midwest (prime)
- 7 states, 8 Clean Cities coalitions, 5 utilities
- 200+ events

Northwest Electric Showcase
- Drive Oregon (prime)
- 2 states, 3 Clean Cities coalitions, 4 utilities
- Permanent showcase in Portland + mobile showcases

Advancing PEV Adoption in New England
- Plug In America LLC (prime)
- 4 states, 4 Clean Cities coalitions, 2 utilities
- 40+ ride and drive events

36 month project
$1 million (DOE)
$1 million (cost share)

36 month project
$1 million (DOE)
$1.2 million (cost share)

36 month project
$500k (DOE)
$500k (cost share)
PEV Showcases – Collecting Consumer Feedback

- Collecting pre- and post-participation consumer feedback – identify how well PEV showcase activities have changed consumer attitudes
  - 3 questionnaires: pre-drive, post-drive, ~3 months post-drive

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<tr>
<th>Pre-drive</th>
<th>Immediate post-drive</th>
<th>3 months post-drive</th>
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| - Household vehicle characteristics  
  - Opinions on PEV options  
  - Purchase intentions for PEVs and considerations (pros and cons)  
  - Experience with PEVs and charging stations  
  - Vehicle characteristics  
| - Which vehicle driven  
  - Opinions on PEV options  
  - Purchase intentions for PEVs and considerations (pros and cons)  
  - Range required for PEV purchase  
| - Opinions on PEV options  
  - Extent of post-drive information follow-up  
  - Actual purchase decisions (did customer buy PEV?)  
  - Charging location if customer purchased PEV  
  - Reasons for not purchasing PEV |
Overview of Project Locations

Northwest Electric Showcase

Midwest EVOLVE

Advancing PEV Adoption in New England
Showcase surveys track if PEV exposure moves participants closer to a PEV purchase.

• What aspects of PEVs make them appealing and what are their drawbacks?

Surveys conducted online immediately before and after the events and several months later in a follow-up survey.

• The survey tool is consistent for all events
• Surveys are designed to take 5-10 min or less per survey
• OMB approved the survey mechanism for the three-year period of the program

Awardees:

• American Lung Association of the Upper Midwest
• Forth Mobility
• Plug In America (events in northeast cities)
The survey effort for the Plug-in Electric Vehicle Showcases has begun.

- The first event was May 1st, 2017 run by Plug In America in Massachusetts.

**Reporting:**
- Summary data is available to awardees through an online interface
- Estimating 10,000 or more participants over the 3 year period

**As of 6/10/2017:**
- Pre-drive questionnaire – 195 responses
  - Plug-in America – 156
  - American Lung Association – 22
  - Forth Mobility – 17
- Post-drive questionnaire – 120 responses
  - Plug-in America – 80
  - American Lung Association – 22
  - Forth Mobility – 18
Initial responses from those who took the pre and post-drive surveys show post-drive respondents are:

- more likely to view PEVs as just as good or better than traditional gasoline vehicles
- less likely to view the PEVs as not as good as traditional gasoline vehicles.

Note: 71 respondents provided a consistent email address for the pre and post surveys to allow linking responses
Initial responses show post-drive respondents are more likely to expect to purchase or consider purchasing a PEV.

Respondents showed a greater increased interest in pure electric vehicles compared to plug-in hybrid electric vehicles.

Note: 71 respondents provided a consistent email address for the pre and post surveys to allow linking responses.