NW Electric Vehicle Showcase Project
Zach Henkin, Program Director
June 20, 2017 @ EV Roadmap 10
Who we are:

Nonprofit (501c6 & 501c3)

Mission: Forth is transforming the way we get around. Through innovation, demonstration projects, advocacy and engagement, we are advancing electric, smart, and shared transportation in the Pacific Northwest and beyond.

Funded by grants, member companies, and EV Roadmap—our annual conference

Membership 120+ companies, utilities, local governments, other stakeholders
Objectives:

- Increase annual plug-in sales in the PNW from approx. 14,500 to 33,000
- Increase PEV sales across PNW to ≥15% of all new cars sold by 2025
- Launch a physical “Northwest Electric Showcase” in downtown Portland
- Deliver “pop up” ride and drive events throughout Oregon and Washington
- Develop a consumer marketing campaign including; marketing to utilities, low and moderate income drivers, fleets and employers
Partners:

- Portland General Electric
- Oregon Auto Dealers Assoc.
- Washington Department of Commerce
- Brink Communications
- Celilo Group Media/Chinook Book
- Columbia-Willamette Clean Cities
- Western Washington Clean Cities
- ClipperCreek
- Telefonix
- ChargePoint
- Schneider Electric
- eMotorWorks
- Collaborative Efficiency
- BMW
- American Honda Motor Company
- Others too…
Its smart to drive an EV in the Pacific Northwest

Driving in Oregon?
100 miles will cost you...

In a gas-powered vehicle
$12.16

In an electric vehicle
$3.41

Support electric vehicles in Oregon:
ucsusa.org/OregonEVs
Approach:

Αδαπτώσει Μαρκετινγ
• Δισπλασ
• Φακεβουκ
• Αδωντός / Σεαρχή Αδσ

Πηγαίνιο Σημαχασ
• Λοχατέδ ο 901 ΣΩ 1στ Ασε. (αχροσ της οτρειτι)
• Όπεν ανδ σταφέδ 6 δαψι σα ωέεκ
• Τεστ δριψεσ, ανδ λονγ-τερμ τεστ δριψεσ απαλαβλε

“Ποιη υπ” Ρίδε & Δριψ τεντο
• 6+ Ρίδε & Δριψεσ ιν 2017 ωιθι γρουφ βυψι
• 12+ Ρίδε & Δριψεσ ιν 2018
• Ορεγον ανδ Ωασινγτον
Advertising Report

Display
• Impressions: 175,606
• Clicks: 135

Facebook
• Impressions: 30,431
• Clicks: 283

Adwords/ Search Ads
• Impressions 5,745
• Clicks: 260

Total
• Impressions: 211,782
• Clicks: 678
Go Forth Showcase

Open 6 days a week

Test drives available for walk-ins or by reservation

Long term test drives (via Turo)

Charging stations

“EV Match” Recommendations

Phone-line for any questions
ELECTRIC BIKES
Power your commute

E-bikes offer all the advantages of a regular bicycle — without the sweat or spandex. That’s why more Oregonians are making the switch to electric bicycles every day. To find out how to test-ride an e-bike and transform your commute, visit forthmobility.org/ebikes.

Fast-track commuting.
Leave bumper-to-bumper traffic and bus schedules behind.

<table>
<thead>
<tr>
<th>AVERAGE COMMUTE TIME (MIN)</th>
<th>BIKE</th>
<th>CAR</th>
<th>TRANSIT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10</td>
<td>20</td>
<td>30</td>
</tr>
</tbody>
</table>

It pays to ride.
Ditch the gas, parking fees and auto repair bills.

- $35 PER MONTH all expenses including electricity
- $884 PER MONTH fuel, parking, insurance, maintenance

Hassle-free parking.
Free bike rack parking means you can save your meter money for something fun.

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<thead>
<tr>
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<th>P</th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BIKE</td>
<td>P</td>
<td></td>
<td>$185</td>
</tr>
<tr>
<td>CAR</td>
<td>P</td>
<td></td>
<td>$185</td>
</tr>
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</table>

Workout optional.
With variable motor settings, push yourself or enjoy the cruise: it’s up to you.

<table>
<thead>
<tr>
<th>CALORIES BURNED/HOUR</th>
<th>MIN</th>
<th>Set Your Effort</th>
<th>MAX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>300</td>
<td></td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>900</td>
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Digital Showcase

Schedule a test drive

Access EV 101 information

Book a ride via Turo

“Find The Perfect Electric Car for Me”

Sign up for a free newsletter

https://forthmobility.org/electric-showcase
Ride & Drive Schedule 2017

Bend Oregon Group Buy
April 22nd – June 30th

Ashland Oregon
October 2017

Eugene Oregon Drive Electric Week
September 9th

Seattle Washington
September 9th

Olympia Washington
October 2017

Everett Washington
October 2017
WHY INSTALL ELECTRIC VEHICLE CHARGERS AT YOUR WORKPLACE?

**Boost Your Brand and Your Bottom Line**

- Make your parking lot your best marketing tool
- Decrease your carbon footprint
- Earn LEED points
- Attract and retain innovative employees

**Energy Efficient**

52% of employees believe their employers should be doing more for the environment.

20x

Employees with workplace charging are 20 times more likely to drive an electric vehicle.

**Energize Employees with a Low-Cost Perk**

- Health Insurance $8.25/day
- Gym membership $4.16/day
- Company cell phone $3.40/day
- Coffee $2.50/cup

**Cost Comparison**

- Level 2 Charging <$1.50/day
- Level 1 Charging <$0.60/day

41m vehicles on the road will be electric by 2040.
Community Electric Vehicle Project
How you can “plug-in”

✓ Come to the EV Roadmap Conference

   Get our free email news updates

   Take a test drive

   Let’s continue the conversation!
Questions?

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