GET TO KNOW
CHOOSE EV

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NEED TO COMBAT LOW AWARENESS

“Research…indicates few car-owning households (in CA) are aware of a transition to PEVs and far fewer are actively engaged.”

“Despite more than doubling the number of away from home PEV chargers from 2014 to 2017, the percentage of California households that disagreed with the statement, “There are enough places to charge electric vehicles”—nearly doubled from 13% in 2014 to 23% in 2017.”
CHOOSE EV DIGITAL TOOLKIT CLIENTS
Electric Vehicles, A Smart Transportation Choice.

Electric Vehicles Cost Less to Operate than Gas Powered Cars
Depending on the local prices of fuel and electricity, driving an electric vehicle can be three to five times cheaper than gasoline and diesel powered cars.

Never Go to the Gas Station Again
Electric vehicles don’t use gasoline or diesel. You can charge one at home with a standard 120V outlet. For faster, more efficient charging, a 240V level 2 unit can be installed.

Electric Vehicles are Environmentally Friendly
Electric vehicles have no tailpipe emissions. Mason PUD 3’s power is 98 percent carbon free. Since nearly all PUD 3’s electricity comes from hydro, wind, solar, and nuclear sources, it’s essentially emission-free.

Electric Vehicle Performance Benefits
Electric vehicle motors are quiet, with smooth operation, and stronger acceleration. They don’t need as much maintenance as gasoline or diesel powered internal combustion engines.

Electric Vehicle Driving Range & Recharge Time
An electric vehicle’s typical range is from 80 miles to just over 300 miles on a full charge. The average person’s daily round-trip commute in the U.S. is less than 30 miles. It takes about four to eight hours to fully recharge a vehicle’s battery. A “fast charge” to 80% capacity can take about 30 minutes.*

*Source: U.S. Department of Energy
DIGITAL TOOLS: LANE ELECTRIC COOPERATIVE

Electric Vehicle Facts

There are various electric vehicle (EV) types available; these are the three most common types:

Battery Electric Vehicles (BEV or AEV)

Battery Electric Vehicles have a battery and an electric motor instead of a gas tank and an internal combustion engine. They are sometimes referred to as “All Electric Vehicles” or “Plug-in Vehicles” (not to be confused with Plug-in Hybrids). They do not produce any exhaust from the burning of fuel. It is important to note that a portion of the energy required to charge the battery comes from fossil fuels such as coal and natural gas.

Plug-in Hybrid Electric Vehicles (PHEV)

Plug-in hybrid Electric Vehicles have an electric motor AND a gas-powered internal combustion engine. They are charged exclusively on electricity until the battery is nearly depleted, then the gasoline-powered engine kicks in to power the vehicle. A PHEV can be plugged in to charge the battery when the vehicle is not in use.

Hybrid Electric Vehicles (HEV)

Hybrid Electric Vehicles have an electric motor AND a gas-powered internal combustion engine, but they still burn fossil fuel. They are often more fuel efficient than conventional vehicles. HEV may be an ideal choice for those with extended commutes and limited driving ranges.

ChooseEV: Helping others make smart transportation decisions.
DIGITAL TOOLS: PUGET SOUND ENERGY

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Helping drivers make smart transportation decisions.

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Helping drivers make smart transportation decisions.
Digital Tools: Choose EV Oklahoma

Electric Vehicle Model Reviewer

This list is intended to provide general information about electric vehicle models. These prices are only estimates, actual prices may vary significantly based on dealership, geographic location and vehicle option packages. This list may not include all available electric vehicle models and does not include hybrid electric vehicles (HEV) or plug-in hybrid electric vehicles (PHEV). Please consult local dealerships and manufacturer websites for additional information.

<table>
<thead>
<tr>
<th>Year</th>
<th>Manufacturer</th>
<th>Price Range</th>
<th>Range Per Charge</th>
<th>Charge Time (240V)</th>
<th>Efficiency (kWh/Mi)</th>
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<td>2017</td>
<td>All Brands</td>
<td>Lowest to Highest*</td>
<td>Longest to Shortest</td>
<td>Least Hours to Charge</td>
<td>Most Efficient</td>
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<td>2018</td>
<td></td>
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2017 smart fortwo electric drive convertible
Estimated Price: $20,000 to $30,000
Technology: EV
City: 62.00 miles/charge
High: 50.00 miles/charge
Combined: 57.00 miles/charge
KWh Consumption/100 miles: 33.0000
Charge Time (240V): 3.00 Hours

2017 Mitsubishi i-MiEV
Estimated Price: $20,000 to $30,000
Technology: EV
City: 69.00 miles/charge
High: 54.00 miles/charge
Combined: 59.00 miles/charge
KWh Consumption/100 miles: 30.0000
Charge Time (240V): 7.00 Hours
DIGITAL TOOLS: BLACHLY-LANE ELECTRIC CO-OP

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Helping drivers make smart transportation decisions.
Electric Vehicle Offers & Information

Electric Vehicle Federal Tax Incentive up to $7,500
The federal government is offering a $7,500 tax credit for qualifying electric vehicles. The credit is $2,500 plus $417 for each kilowatt-hour of battery capacity in excess of 5 kilowatt-hours.

- Consult your tax advisor to make sure you qualify
- Consult IRS website to confirm the Federal Tax Credit is still available
- Max tax credit $7,500

Print Brochure

INCENTIVE INFORMATION
Electric Vehicle Federal Tax Incentive up to $7,500

Oregon State EV Rebate Coming Soon!
Oregon is preparing to offer an electric vehicle rebate of $2,500 for vehicles with a battery capacity of 10 kWh or more and $1,500 for vehicles with a battery capacity of less than 10 kWh. Rebate is limited to the purchase or lease of a new electric vehicle or plug-in hybrid vehicle with a base MSRP of $50,000 or less.

Additionally, Oregon has created the “Charge Ahead” fund that will offer additional rebates of up to $2,500 for low- and moderate-income drivers who scrap a car that is at least 20 years old and replace it with a new or used electric vehicle. These “Charge Ahead” rebates can be combined with the standard rebates to offer up to $5,000 towards the price of a new electric vehicle.

- $2,500 State rebate for purchase of select electric vehicles
- $2,500 additional rebate available for low- to moderate-income drivers who scrap 20+ year old fossil fuel-
DIGITAL TOOLS: INLAND POWER AND LIGHT

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EV PROMOTIONS & INCENTIVES

240 V Level 2 Electric Vehicle Charger Rebate From Inland Power & Light - $250-$350

Inland Power & Light wants to help you charge faster with a Level 2 EV Charger. Level 2 chargers provide 240 volts of electricity, rather than the 120 volts a standard home outlet provides. This means faster charging:

- Level 2 chargers are four to six times faster than using a standard home outlet.
- More efficient charging than standard outlet (120V) charging.
- Many units come with additional controls, such as timers and wifi connectivity.
- Restrictions apply

Print Brochure

INCENTIVE INFORMATION

Get a $250-$350 incentive on a 240V Level 2 Electric Vehicle Charger from Inland Power!

$250 - Non-programmable Unit
$350 - Programmable Unit (Must have the ability to schedule charging or set a delay)
DIGITAL TOOLS: EMERALD PUD

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Comparing CO2 emissions for gas and electric cars over a year of driving.

How many miles do you drive per year? 15000

A year of CO2 emissions:
Utilities generate electricity from a variety of sources, including hydroelectric, coal, nuclear, natural gas and a variety of renewable methods, such as solar and wind.

Gas 11839 LBS CO2/yr

EV 129 LBS CO2/yr

Choose EV and reduce your carbon emissions by an estimated 11709 LBS
SURVEYS: UNLOCKING EV POTENTIAL

Please Answer the Following Questions.

Please complete the following survey to help us determine how we can support your interest in electric vehicles.
MESSENGING

Make EV benefits clear and concise and speak to key psychographic groups.

✓ Save money
✓ Be environmentally responsible
✓ Convenience (no more gas stations)
✓ Technology leadership (early adopters)
✓ Reduce foreign oil dependency
✓ Address usual concerns (range, battery life, cost)
✓ Make complicated federal/state/local incentives easy to understand