Accelerating EV Adoption

5 Frontline Lessons from California’s Central Coast

Wednesday, June 19, 2019
Form an EV Coalition

TO DATE
- Air Districts
- Counties/Cities
- Community-Based Orgs
- EV Charging Companies
- Property Managers
- SBMTD 100% EV Bus
- County and city EV Plans
- Port electrification
Use Counties as Demand Drivers

- County of Ventura
- Population 854,000
- 1,700 fleet vehicles
- 8,000 employees
- First EV on the block
- Survey
- EV 101
Go Straight to the Top

- Fleet managers are rarely visionary
- Start with elected leaders
- Find high level staff who are EV drivers or champions
- County can model the way for cities and companies
Events Drive EV Sales

- Green Car Shows
- Press and marketing
- Co-locate with large events
- Earth Day, NDEW
- EV owners corner
- EV Dealers
How Can Lower Income Folks Benefit from EVs?

- High transportation costs as % of income
- Gas and maintenance savings
- Used EV market
- DAC programs
Thank you

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Connect with us!
ElectricDrive805.org
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