Electric Mobility Showcases: Northwest Electric Showcase

Zachary Henkin, Deputy Director
(he, him, his)
Who we are:

- Forth is a nonprofit trade association and advocate for electric, shared, and smart mobility. Through innovation, demonstration projects, advocacy and engagement, we are advancing electric, smart, and shared transportation in the Pacific Northwest and beyond.

- Based in Portland, Oregon we have over 160 member companies and organizations, including many global automakers, utilities, and local governments.
Project Overview

Department of Energy share: $993,450
Partner cost share: $1,296,790
Total Project: $2,290,240

Geographic focus on Oregon and Washington
The Need

Consumers Lack EV Awareness, Even in the Nation’s Largest Market

UC Davis surveys show the vast majority of Californians remain unaware of electric vehicles, with even fewer able to name one than in previous years.

JUSTIN GERDES | FEBRUARY 26, 2018

“The excitement among policymakers, automakers, and advocates as more PEV models enter the market place, more charging is installed, and more PEVs are sold each successive year is utterly lost on the vast majority of the car-buying public.”
Project Overview

Goals
• Increase annual plug-in sales in the PNW from approx. 14,500 to 33,000 by 2020
• Increase PEV sales across PNW to ≥15% of all new cars sold by 2025

Strategy
• Deliver a cutting edge consumer awareness
• Facilitate dozens of ride & drives with partners around the PNW
• Build and staff an unbiased educational retail Showroom experience located in a highly visible Downtown Portland location
What’s changed in 3-years?

First million electric car sales took 5 years, 2nd million just 6 months.
Go Forth Electric Showcase

901 SW 1st Avenue, Portland Oregon
EV awareness through Ride & Drives
Making EVs Consumer Friendly

EV 101
Everything you need to know about driving electric

Why should I choose an electric car?

- **No more gas stations**
  You’ll never have to stop for gas ever again. Charge your car at home overnight just like your phone, or at work if your employer offers workplace charging.

- **Top-of-the-line technology**
  The electric car dashboard display shows your battery’s range, your current driving efficiency and navigation—all the must-have technology for today’s driver.

- **0 to 60 in seconds**
  When you accelerate in an electric car, the power goes directly from the battery to the tires, creating some of the quickest acceleration times possible.

- **A cheaper drive**
  In the Pacific Northwest, electric car drivers pay $0.99 to drive the same distance as a gallon of gas in a conventional car. They’re cheaper to operate, with almost no maintenance costs. Just rotate your tires regularly and add fresh wiper fluid!

- **Turn down the radio**
  The next time you’re in a conventional car, take a listen. We’ve all gotten used to the engine noise as part of the driving experience—but electric cars are nearly silent at all speeds.

- **Benefits for the economy and the environment**
  Electric cars are oil-free, produce 85% less carbon emissions and no smog, and can be powered by renewable energy sources like solar and wind.
Engaging Energy Providers

LEARN ABOUT ELECTRIC VEHICLES & SPECIAL OFFERS
Click Here To Visit The Inland Power EV Toolkit
Simplify Charging for dealers

- Need to engage dealers and make it very easy for them to engage
- Speak to consumers in terms they understand (not kWh).
- It’s just a car, keep it simple
Let’s avoid “privileged mobility”

“For low-income households—roughly the poorest 25 percent of households—only housing and food expenditures constitute larger budget shares than transportation expenditures.”

Public Policy Institute of California, How Much Do California’s Low-Income Households Spend on Transportation?, 2004
Ride & Drives

Lessons:

• Engage car dealers early
• Go to where the people are
• Use your partner network
• Consider long-term test drives
• Plan for seasonality
• Simplify the language you use

THE ALL ELECTRIC GO FORTH FLEET

Reserve one of our models now to find out for yourself.
Next steps for this work

This work will continue thanks to the support of project sponsors:

- **Oregon Department of Environmental Quality** via the Oregon Clean Fuels program.
- **Portland General Electric** via EV Ride & Drives, and Drive Change technical support
- Pacific Power via EV Ride & Drives in Oregon, Washington and California
- And others who generously support an effort to increase the use of **electricity** as fuel
Questions?

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