Electric Vehicle Content Sharing Kit for Communities

This document includes content for your website, community newsletters, and sample press releases you can send to the media to promote your electric vehicle efforts.

WEBSITECONTENT

Use the content below on your website to help inform people about electric vehicles (EVs), educate them on the many benefits of driving electric, and share how your community is making the transition to EVs!

**Finding the Right Electric Vehicle**

Want to purchase an electric vehicle (EV) but not sure where to start? There are many types of vehicles to choose from depending on your needs and driving habits.

**What are Your Driving Patterns?**Gauge how far you travel each day and what your all-electric driving needs will be. This will help you decide if a plug-in hybrid or battery EV is right for you.

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|  | **Battery Electric Vehicles (BEV)** | **Plug-in Hybrid Electric Vehicles (PHEV)** | **Hybrid Electric Vehicles (HEV)** |
| **Powered by…** | Battery that stores electric energy that powers the motor | Internal combustion engine *and* an electric motor using energy from a battery | Internal combustion engine; runs on conventional or alternative fuel |
| **How to charge/fuel** | Plug into an electric power source | Plug into electric power source to charge the battery; Fill up at a gas station to refuel the gas tank | Fill up at a gas station to refuel the gas tank |
| **Examples** | Nissan Leaf, Chevy Bolt, Tesla Model 3 | Mitsubishi Outlander, Chrysler Pacifica Hybrid, Chevy Volt | Toyota Prius |

As a reference, the average American drives 37 miles a day, yet many people think they drive more miles in a day than they actually do. If you’re unsure about your driving needs, it’s useful to track your average daily miles over the period of a week or month. An EV suits the needs of most people, with the vast majority of charging happening overnight at home. There are more and more public charging options across Minnesota and the region for when you’re on longer trips. Unless you are consistently driving very long distances, an EV could fit seamlessly into your lifestyle. View Drive Electric Minnesota's charging FAQs to learn more about going electric: <http://driveelectricmn.org/buying-guide>

**Where Will You Charge?**Currently, EV drivers do 80-90 percent of charging at home, simply by plugging the vehicle into a standard electrical outlet, just like how you would plug in a cell phone. In the case that at-home charging isn’t enough, some workplaces offer charging. In this case you would be able to plug in when you get to work and your car would be charged up for your drive home. As public charging infrastructure grows, these stations will provide additional charging options.

**Charging Station Resources**What resources are available to help me find and use charging stations?

* Mobile apps: PlugShare (<https://www.plugshare.com>)
  + Pro-tip: PlugShare includes information about charging station rates. Most public stations will only set you back a few dollars per hour, and many are free.
* In-dash navigation: most EVs have navigation systems built in that, with a few taps of your finger, can help you find a nearby charging station
* Web-based trip planners: PlugShare (<https://www.plugshare.com>) and AFDC (<http://www.afdc.energy.gov/locator/stations/route>)

**What Will it Cost?**

Transitioning to an EV doesn’t have to mean breaking the bank. In fact, EVs will actually save money over the life of the vehicle compared to an internal combustion engine, thanks to cheaper fuel and less maintenance. Here are some helpful resources to estimate your savings:

* Compare the cost of your commute in an EV vs. an internal combustion engine (<https://gis.its.ucdavis.edu/evexplorer>)
* Use the Alternative Fuel Data Center’s vehicle cost calculator to calculate your total cost of ownership (<https://afdc.energy.gov/calc/>)
* Take advantage of the federal EV tax credit when purchasing your vehicle. It will help bring the upfront cost down (<https://www.driveelectricmn.org/update-many-electric-vehicle-models-remain-eligible-for-a-tax-credit/>)
* Consider purchasing a used EV to save even more! (<https://fresh-energy.org/affordableelectriccars/>)

**Electric Car Purchasing Resources**You’ve decided that you want to purchase an EV but aren’t sure where to go next. Thankfully, the EV Sales Pro offered by PlugIn Connect takes the pressure out of making these decisions on your own. It’s a tool that recommends plug-in EV sales professionals according to a range of criteria: <https://www.pluginconnect.com/mnpevmodels.html>

**Learn the Facts and Test Your Knowledge**

Still have questions about EVs? Drive Electric Minnesota’s website <https://www.driveelectricmn.org/communities> has an EV Top 10 that answers the most common questions as well as EV Fast Facts that can be used to share general information with the public in easy to digest formats. There are also fun EV quizzes to engage people and test their knowledge.

**How Our Community is Driving Forward with Electric Vehicles**

*(Here are some sample statements you can use to help talk about your community’s EV efforts on your website. Please customize*!)

“The city of \_\_\_\_\_ is committed to integrating electric vehicle (EV) infrastructure into our downtown and implementing EV-ready standards for our city. Increasing EV readiness in our city benefits businesses through encouraging tourism while encouraging residents to consider electric vehicles which can save them money over time. Our encouragement of EVs is just one way our city is on the path to reaching our climate goals for 2030.”

“\_\_\_\_\_ is proud to support clean transportation in our city. By bringing two electric vehicles into our city fleet and adding another to our 2020 purchasing plan, our city is actively reducing greenhouse gas emissions. We are also in the process of adding electric buses which would further benefit residents and the environment through decreasing air pollution.”

“The city of \_\_\_\_\_ is proud to be a Minnesota GreenStep City working to achieve greenhouse gas reductions by implementing electric vehicle ready standards for private development in our city. With these standards in place, our city will continue to develop with our environmental goals in mind.”

NEWSLETTER CONTENT

*Below is some content that you can customize to share information about electric vehicles in your print and electronic newsletters. You can re-use some of the key language from your website—like the statement about your community’s efforts—in this communication.*

It's estimated that by 2040, 55 percent of all new vehicle sales in the United States will be electric. There are currently more than 25 plug-in electric vehicle models on the market, including sedans, hatchbacks, minivans, and SUVs, with more models (like electric pick-up trucks) coming soon.

Worried about charging? Don’t be. Minnesota already has electric vehicle charging infrastructure in place to support your driving needs and more is being added every day. Unless you drive more than 80 miles a day, you usually do not need to take time out of your day to charge your electric vehicle.

Check out our website for more information about electric vehicles and for links to resources for choosing an electric vehicle (there are many choices!), and more about electric charging. <https://www.yourwebsite.ci.mn.us>

SAMPLE PRESS RELEASE

*If your community is taking major strides in adopting electric vehicles (EVs), adding charging infrastructure, and/or supporting EV adoption, consider sharing it with local media by customizing the press release below. To see an example from another city, click* [*here*](http://www.driveelectricmn.org/wp-content/uploads/2019/09/City-of-Burnsville-Press-Release.pdf)*.*

**A descriptive title that catches people’s attention and includes pertinent info (eg. Red Wing Charges Ahead on Electric Vehicle Infrastructure)**

*Subtitle with supporting information about the announcement, event, opportunity, etc. For example: Efforts aim to increase tourism, drive economic development, and promote clean air.*

FOR IMMEDIATE RELEASE

|  |  |  |
| --- | --- | --- |
| **Media Contacts:** | First and Last Name, Job Title  Phone, Email | First Last, Job Title  Phone, Email |

**City, MN. (Date, 20##) –** It's estimated that by 2040, 55 percent of all new vehicle sales in the United States will be electric. There are currently more than 25 plug-in electric vehicle models on the market, including sedans, hatchbacks, minivans, and SUVs, with more models (like electric pick-up trucks) coming soon.

The City of Loon Lake is proud to pursue this exciting opportunity for our community’s transportation future by announcing today that we will create a network of publicly-available electric vehicle charging stations in partnership with local businesses and schools.

*“Quote from city staff or elected,” said First Last with the City of Loon Lake. “Quote continued.”*

*Pertinent supporting paragraph with more relevant details about the announcement and why the media and readers/residents should care, how it benefits them.*

*If it’s an event, like an electric vehicle fair or ride-and-drive, this is a great place for event details, agenda, and speakers.*

*“Quote from partner organization if one exists,” said First Last with the Partner organization. “Quote continued.”*

*Supporting information, perhaps background or stats on the topic being presented.*

*Information about next steps.*

**Learn more:** Link to your website where people can learn more:<http://link.com>**.**

**About your community:** Paste in your standard description of the city here.



This document was developed as part of Cities Charging Ahead!, a peer cohort of 28 cities that worked together across Minnesota to explore electric vehicle readiness. Participating cities received technical assistance focused on actions and best practices, based on the GreenStep Cities program, that can accelerate the adoption of electric vehicles. Cities Charging Ahead! was led by the Great Plains Institute and Clean Energy Resource Teams. Funding was provided through the Carolyn Foundation, Energy Foundation, and in partnership with Xcel Energy, which provided resources and support in line with the company’s long-term clean energy plan to electrify transportation. Learn more at [driveelectricmn.org/cities-charging-ahead](file:///C:\Users\gnosek\Downloads\driveelectricmn.org\cities-charging-ahead).