



Action #5

Reach Out to Local Residents and Businesses

Key Recommendation:

- 1 Implement outreach programs in local communities that include two elements:

Direct references and links to regional, state, and national campaigns that provide general PEV information, including environmental, health, and community benefits. The Additional Resources section below lists many references. One to include is the California PEV Resource Center: www.driveclean.ca.gov/pev/

Community-specific information such as: how to install residential charging equipment (homeowners), how to provide charging for employees and customers (local businesses), and where PEV drivers can find chargers.

Action #5: Reach Out to Local Residents and Businesses

Local government should reach out to residents and businesses to inform the community about PEVs, charging infrastructure, and the actions it is taking to become PEV ready.

Key, high-level messages can highlight PEV availability and benefits such as total cost of ownership, and environmental, health, and community benefits, then point to state and national outreach campaigns (See Additional Resources, below). The primary focus, however, should emphasize the community-specific PEV activities and information such as local PEV policies.

A good practice and relatively simple first step can be to create a “one-stop shop” online tool, possibly through a city website, with links to state and national campaigns as well as the unique local content. Information also can be distributed via other websites, local print and electronic media, social networks, over-the-counter handouts at city hall and at local restaurants, retail establishments and auto dealers, public signage and other local distribution resources.

Key audiences and topics include the following:

Local residents.

Community residents will need information on how to have charging equipment installed in their homes, how to find local contractors who are trained and certified to install charging infrastructure, and how to contact their local electric utility to address electricity service and rate program upgrades. Residents also will want to know where to find regional public charging infrastructure and whether there are local incentives for vehicles or charging equipment.

Local businesses.

Employers and retail outlets in the community will need information on what to consider when deciding whether to install charging infrastructure. They will want to know the business proposition and green marketing opportunities of investing in charging infrastructure and of incorporating PEVs into their fleets. Helpful information that governments can provide might include employers or employer associations that are working to become PEV ready. One such group is the Business Council on Climate Change www.bc3sfbay.org/.

In addition to the resources listed below, also refer to the extensive list of current PEV activities throughout California and beyond in Appendix B.

Additional Resources

Comprehensive PEV Information

Program/Sponsor	Description	Website
California PEV Resource Center		www.driveclean.ca.gov/pev/
U.S. Department of Energy Clean Cities Guides	<p>Consumers</p> <p>Fleets</p> <p>PEV infrastructure installers</p> <p>Public charging station owners</p>	<p>www.afdc.energy.gov/afdc/pdfs/51226.pdf</p> <p>www.afdc.energy.gov/afdc/pdfs/pev_handbook.pdf</p> <p>www.afdc.energy.gov/afdc/pdfs/51228.pdf</p> <p>www.afdc.energy.gov/afdc/pdfs/51227.pdf</p>
Electric Drive Transportation Association (EDTA)		www.GoElectricDrive.com
PEV Collaborative	<p>List of existing consumer incentives for PEVs and infrastructure</p> <p>Communication guides</p> <ol style="list-style-type: none"> 1. How do PEVs benefit California? 2. What are the benefits of driving a PEV? 3. PEV charging: Where and When? 4. Fuel costs: PEVs vs. gasoline cars 5. How do communities become PEV ready? 6. How do multi-unit dwellings become PEV ready? 7. Workplace charging: Why and How? 8. PEV batteries: Safety, Recycling, Re-use? 	www.pevcollaborative.org/policy-makers

Additional Resources (continued)

Local Stakeholder and Government Outreach

Program/Sponsor	Description	Website
SoCalEV	Consumer outreach website	www.socalev.org/index.htm
Bay Area Business Council on Climate Change	Regional EV-Friendly Business Guide	www.bc3sfbay.org/ev-guide-for-businesses.html
San Diego Region and San Joaquin Valley PEV readiness website	For residents, businesses and municipalities	www.energycenter.org/plugin-ready
City of Palo Alto		www.cityofpaloalto.org/depts/utl/utilities_engineering/news/details.asp?NewsID=1613&TargetID=244
City of Beverly Hills		www.beverlyhills.org/services/building/electric_vehicles.asp
Model community outside of California: Raleigh, North Carolina		www.advancedenergy.org/transportation/programs_and_initiatives/nc_getready.php www.afdc.energy.gov/afdc/vehicles/electric_deployment_case_study_raleigh.html

Electric Utility Outreach

Los Angeles Department of Water and Power	Charge UP LA! Program	https://www.ladwp.com/ladwp/faces/wcnav_externalld/r-gg-drivelec?_adf.ctrl-state=nemaf7kg0_90&_afLoop=222740975056253
Pacific Gas & Electric		www.pge.com/myhome/environment/pge/cleanair/electric-drivevehicles/
Sacramento Municipal Utility District		www.smud.org/en/residential/environment/plug-in-electric-vehicles/
San Diego Gas & Electric		www.sdge.com/clean-energy/electric-vehicles/electric-vehicle
Southern California Edison		www.sce.com/info/electric-car/default.htm