

Drive Electric Vermont

EV Market Transformation in Small and Medium Sized Communities

EVS 29

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About VEIC



- Mission driven non-profit
- Energy efficiency & renewable energy programs
- 300+ employees
- Locations: VT, DC, OH, NJ
- www.veic.org



EV Everywhere Case Study



INL/EXT-16-38077

Drive Electric Vermont Case Study

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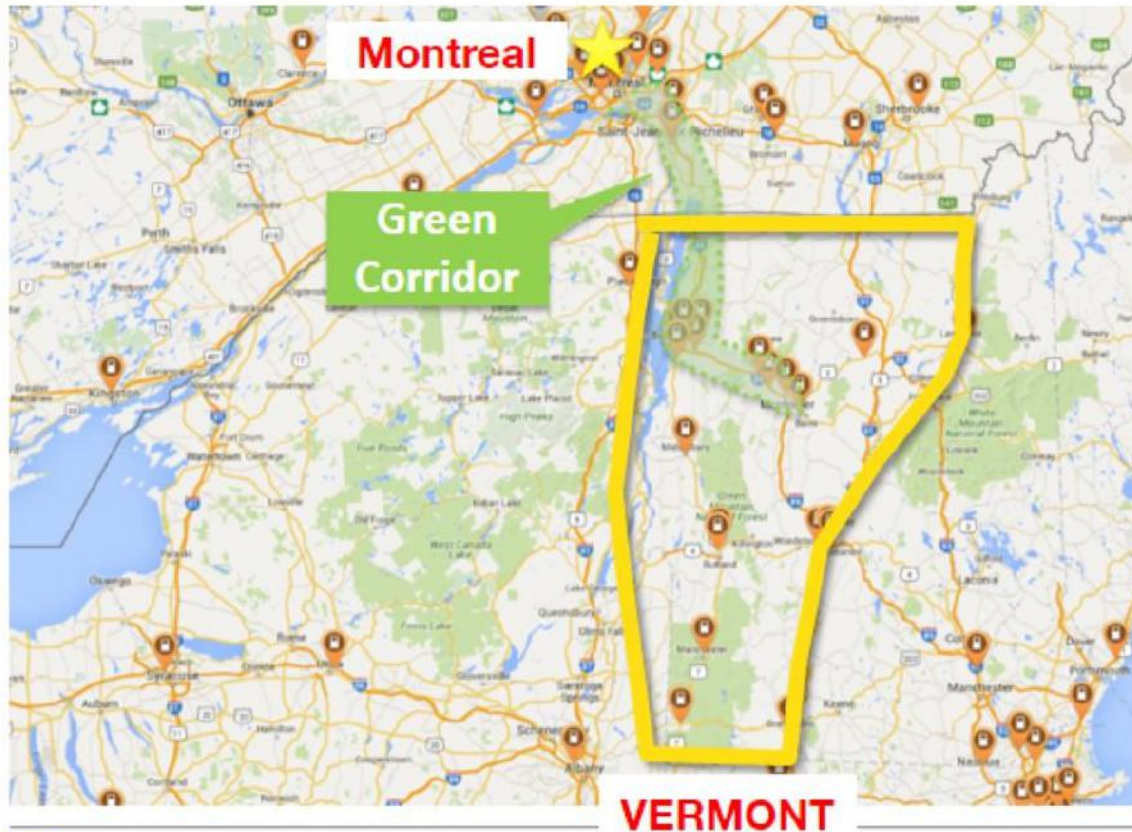
March 2016



The INL is a U.S. Department of Energy National Laboratory
operated by Battelle Energy Alliance

Drive-- Electric Vermont

A public-private partnership working to increase the use of electrified transportation in Vermont

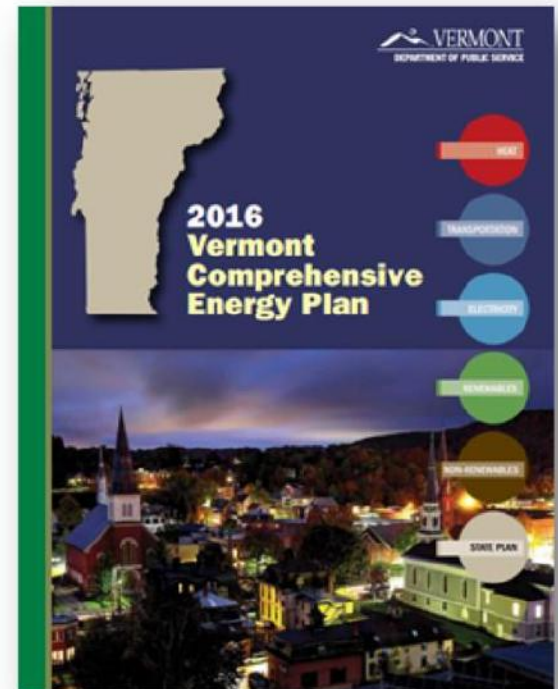


Priorities

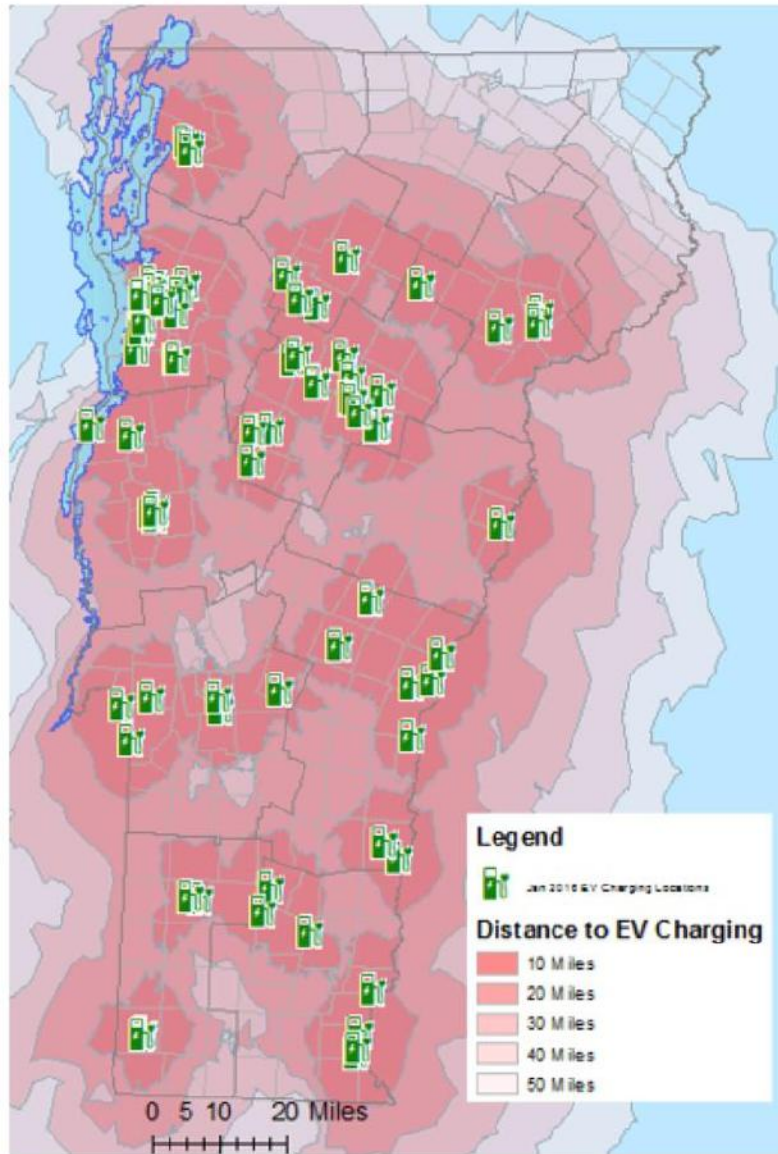
1. Policy
2. Infrastructure
3. Consumers

Policy Support

- Long Range Energy and Transport Plans
- Renewable Energy Standards
- ZEV MOU State
- Incentive Options
- Building Codes
- Equity Considerations



EV Charging Infrastructure



Home

- Building Codes
- Technical Assistance

Workplace

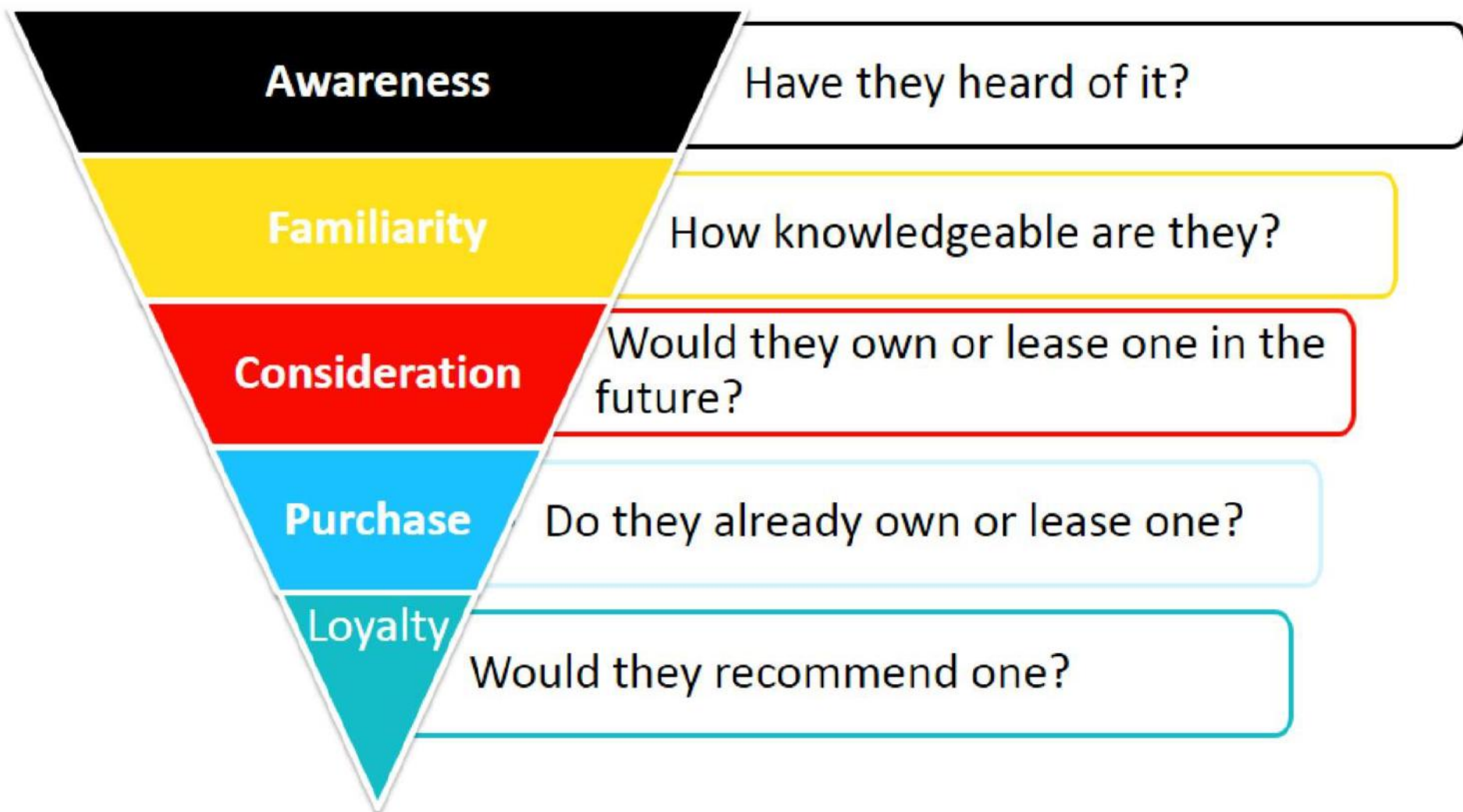
- US DOE Workplace Charging Challenge
- DRIVE THE DREAM VT

Public

- 132 Public Locations
- 23 with DC Fast Charging
- 90% of destinations within 20 miles of charging

Consumer Outreach

Purchase Decision Process



Outreach - Awareness

Events
Press
Social Media
Advertising



Outreach – Familiarity & Consideration



[Download our Fact Sheet](#)



[Buying Guide](#)

[Benefits For Vermont](#)

[Charging Stations](#)

[For Businesses](#)

[Blog](#)

A large banner graphic featuring a road sign that reads "It's time. PLUG IN, VERMONT. UP TO \$1,000 CASH BACK*". The sign is set against a background of a blue sky with clouds and hot air balloons. A green button on the right says "Click here to find a dealer" with a play button icon.

*Limited time offer

It's time.

PLUG IN, VERMONT.

UP TO \$1,000 CASH BACK*

Click here to find a dealer



From the blog

New electric vehicle incentives available to Vermonters

For those in the market for a new car this summer, now is the time to go electric. Drive Electric Vermont is offering an instant discount off the purchase or lease of a new plug-in vehicle. There are approximately 200 incentives available to Vermonters, so it pays to act fast!

[Read full post](#)

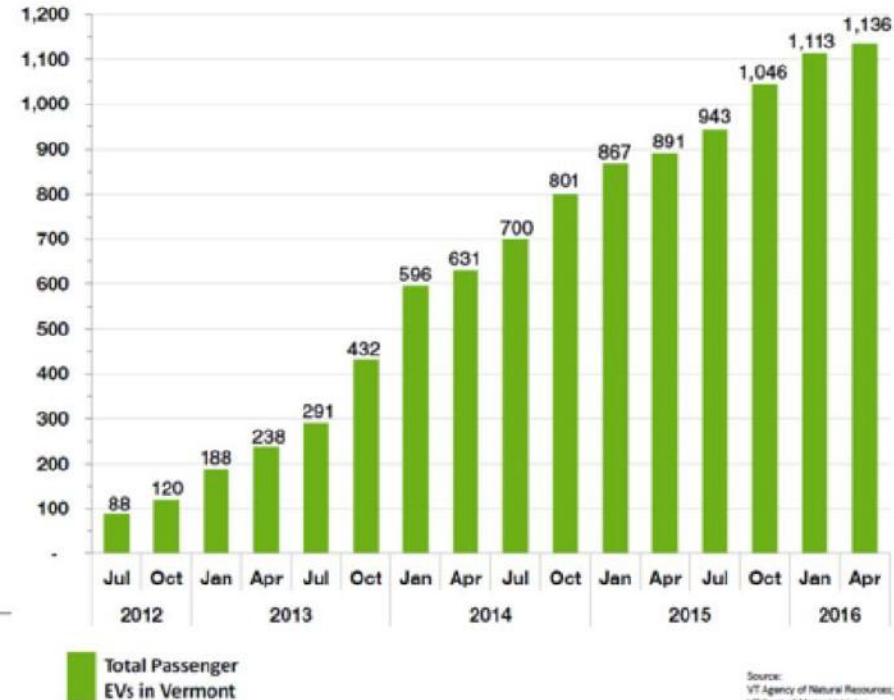
See how electric car charging stations can benefit your business.

Financing available!



Policy Recommendations

- High level state and local policy support
- Early and broad stakeholder involvement
- Create a central point of contact
- Support vehicle incentives and infrastructure
- Partnerships with Clean Cities Coalitions
- Track Success



Infrastructure Recommendations

- Development of charging safety net
- Coordination with electric utilities on infrastructure development
- Support consistent experience



Outreach Recommendations

- Robust public outreach and education programs
- Auto dealer education, coordination and support
- Focused engagement with target groups



Thank You

