



Fostering Electric Vehicle Expansion in the Rockies



Denver Metro Clean Cities

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Position Colorado as a Tier 1 market for electric vehicles

Increase # of EVs on the road in Colorado

- 470,000 by 2025 (22% of sales)

Prepare Colorado infrastructure for EV expansion

- Regional charging access



Creating a project identity, such as The Electric Ride Colorado serves as a centerpiece of the campaign. Brand should carry forward to web portal, social media, print collateral and all education and outreach activities. This reinforces the messaging with the target audiences.

Provide target audiences with contextually relevant information and opportunities to increase their understanding of electric vehicle technologies.

Target Audiences for Project FEVER

- Fleets/Commercial
- First Responders
- Dealers/OEMs
- Developers/Property Managers
- Legislators/Policy Makers
- General Public



Fleets: Conducted a series of working group sessions that focused on:

- Understanding duty cycles, fleet routes and EVSE placement
- Driver and fleet maintenance education
- Costs/Impacts – financial, environmental, social

First Responders: Partnered with community colleges and other organizations to deliver trainings on:

- Vehicle identification and safety protocol
- Unique PEV characteristics (battery/electrical system)
- Bolstering consumer confidence



Dealerships/OEMs: Focus on building relationships to foster strong, consistent customer interactions

- Support informational and educational opportunities for dealers and sales staff
- Provide showcase opportunities for vehicles
- Streamline and simplify tax credits/incentives at POS
- Post purchase planning (permitting, charging, etc.)

Developers/Property Managers: Provide information and protocols to help facilitate:

- EVSE inclusion in development phase on new projects
- LEED certification points
- EVSE as a market differentiator and tenant benefit



Legislators & Policy Makers

- Increase awareness of electric vehicle technology – including myth busting
- Encourage participation in ride-and-drive and showcase events
- Provide a forum for discussing technical issues, grid impact scenarios, air quality impact, incentives and taxation policies.

General public

- Increase awareness of electric vehicle technology
- Myth busting!
- Stage and participate in ride-and-drive and showcase events
- Bridge the gap between OEMs, dealers, consumers and utilities
- Provide neutral forums for consumers to learn about electric vehicles and charging technology using tools such as *the Electric Ride Colorado* website





the Electric Ride

Are You Ready? Get Set Let's Go!

Choose a Ride.

Mitsubishi i MiEV
Late 2011

The i MiEV is a zero-emissions vehicle.

[Learn More](#)

Custom portal includes cost calculators, purchasing and EVSE installation guidelines, dealer info, social media feeds and cool cars!

Securing support at the State level – public facing initiative





First National Plug
In Day October
2011 at
Sustainability Park
in Denver



St. Patrick's Day
Parade March 2011
in downtown Denver
– five EVs and
250,000 people!



Colorado Rides
Electric Day!
May 17, 2012:
Steamboat Springs,
Colorado Springs,
Glenwood Springs,
Boulder, Denver &
Ft. Collins



Electric Avenue
at the World
Renewable
Energy Forum
May 2012
Downtown
Denver



Electric Vehicles
Then and Now:
Second annual
National Plug In
Day at the
Forney Museum
of Transportation
September 2012



Project FEVER
Plan Release
Event
December 2012

Use of alternative mediums to reach broader audiences



Westword: [It's Colorado Rides Electric Day -- who knew?](#)

Denver Post: [Denver day for plug-in cars brings out new surprises with old.](#)

Colorado Energy News: [Electric Avenue powers up in Denver!](#)

Gateway News: [Electric Vehicles showcase features over 16 cars, motorcycles & bikes](#)

Solar Charged Driving: [Denver celebrates National Plug-In Day](#)

Channel 7 (ABC): [Official media sponsor and supporter](#)



FEVER accomplishments by the numbers – track your metrics



- Number of partners statewide: 106
- National Plug-In Day events reached: 900 attendees with media reaching an additional 250,000
- Colorado Rides Electric Day events reached: 5,000
- St. Patrick's Day Parade reached: 250,000
- Drive Sunshine & other events and presentations reached: 1,850
- ElectricRideColorado.com has become a key resource and our social media threads continue to grow



- Project FEVER was referenced in all significant pieces of legislation having to do with alternative transportation during the past legislative session.
- Six bills were signed into law during this session including extension of the tax credit (up the \$6,000) and creation of a fund for future EVSE projects.
- With funding from the Regional Air Quality Council, charging stations will double in the Denver Metro area after just the first round of funding.
- Sales of EVs in Colorado have seen a sharp jump.
- Auto makers (OEMs) now list Colorado as a top tier market!

- Seek out partnerships with like-minded organizations and look for existing events to broaden your reach and minimize resource outlays
- Recognize the industry is in its infancy and things will change quickly – be adaptable
- Stick to the facts. EV technology is not for everyone and shouldn't be “oversold.”
- Take the cars to the people...utilize ride-and-drive events to introduce new audiences to the vehicles.
- Don't lose the momentum! You worked hard to develop your network and your partnerships, so keep them alive with ongoing events and updates.
- Don't underestimate your role going forward in providing technical assistance, policy development, infrastructure rollout, etc.

- Website: www.electricridecolorado.com
- Facebook/ Twitter: The Electric Ride & @ElectricRideCO
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