



ACCELERATE THE GOOD.

**Electric Drive Transportation Association  
501-C3 - GoElectricDrive  
National PEV Education and Awareness Campaign**

**Docket No. 12-Alt-2  
2013-2014 Investment Plan Update**

California Energy Commission <b>DOCKETED</b> 12-ALT-02
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**Background**

Market studies have confirmed that the critical path item contributing to the successful market penetration of plug-in vehicles (PEV)(battery electric and plug-in hybrid) is bringing PEV values to the attention of the vehicle consumer. Sufficient market information has been developed by federal and state agencies, the utility industry, PEV proponents and the automotive manufacturers that have entered the PEV market to enable the consumer to make a wise decision on whether or not a PEV is the right vehicle technology to meet his/her needs. *The issue?* - Attracting the attention of these consumers so that they will take the time to investigate the PEV opportunity.

Recognizing this important fact, the Electric Drive Transportation Association, which represents over 100 industry members and other key stakeholders that support the acceleration of a PEV market, has elected to create a national education and awareness campaign that will use education and an appropriate amount of inspiration to attract attention and motivate the consumer to take action – to investigate, to consider, to test-drive an electric vehicle. While national in focus, the campaign will carefully consider the impact of regional market needs and differences as well as multiple media outreach opportunities.

Plug-in electric drive vehicles are the most technologically advanced vehicles on the road today and have a direct, positive impact on the lives of people in California and across the United States. PEVs help to enable growth in sustainable transportation and this supports multiple industry sectors that drive domestic economic development in the entire automotive supply chain and infrastructure industries, improves energy security, and encourages environmental stewardship.

As the unified voice for the electric drive industry, EDTA membership includes a diverse representation of vehicle and equipment manufacturers, energy providers, component suppliers, and end users, including such nationally recognized companies as: AAA, GE, Johnson Controls, UPS, Hertz, Ford, GM, Toyota, UL, Southern California Edison, Duke and Southern Company. This year, EDTA and its Board of Directors agreed to establish a non-profit 501-C3 Foundation to support the funding of this multi-million dollar, multi-year effort to educate the American public. The diversity of expertise and industry experience that exists within the membership of EDTA enables forming a foundation with a Board of Directors that will oversee the execution of the campaign. The GoElectricDrive Foundation Board of Directors will consist of industry leaders, NGO's, Consumer Advocates, Enthusiasts and Spokespeople, and Government Influencers all working in unison to achieve the collective mission of mass-market adoption of electric drive vehicles.

In 2010, EDTA and its members decided to invest the resources and infrastructure to create the GoElectricDrive brand and website. The website is an unbiased and up-to-date source of information about electric cars. Since that time, GoElectricDrive.com has become the premier online resource for media and consumers who are seeking credible information on EV technology. The GoElectricDrive Foundation is now positioned to leverage the brand and website to take the mission to the next level, by creating and executing a



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national education and awareness campaign.

GoElectricDrive, with support from a national agency, has created the theme or anthem “Accelerate the Good” as the attention “message” on which all electric drive stakeholders will rally around. Accelerate the Good is a context that helps people – from leaders of industry to environmental organizations, from car fanatics to soccer moms, from fleet managers to 20-somethings – see that the electric car represents all of us – at our best.

### **CEC Participation Justification**

- A national awareness campaign will create consumer interest in PEVs, accelerate sales, generate volume, drive down costs and will ultimately reduce acquisition costs for California consumers
- Increased California PEV sales drive the state’s economy through dealership revenues, vehicle supply chain revenues, charging infrastructure and infrastructure service provider revenues, and local permitting and inspector office revenues – to name just a few of the many economic benefits
- The campaign will be national in scope, with a comprehensive media strategy that assures we will have national reach and the frequency necessary to penetrate critical audiences.
- Geographic regions, demographics and many other parameters will be considered when planning the variety of media ranging from social media (Twitter, Tumblr, Facebook) to TV (public service announcements), print ads, and billboards. State participation enables the state to ensure that the state is a focus of the campaign as it is launched and past successes are shared and leveraged with the foundation agency team
- We must have a budget to sustain the communications for 3-5 years, without an interruption
- Metrics for success are being developed, and modifications will be made to address effective tools/messaging/geographic regions/demographics
- State participation ensures that the issues important to the state are an integral part of the campaign – energy, jobs, environment, sustainability

### **CEC Specific**

- California is the largest EV market in the US and will be a focus area
- CEC funds PEV infrastructure – without increased PEV volume this investment has the potential to become a visible stranded asset
- CEC has strongly supported the PEV market to date to ensure that the market is real – it is happening – but it needs a concerted push for heightened awareness to stimulate additional demand
- The investment plan will be supporting a non-profit 501C3 Foundation that has as its sole focus electric drive consumer awareness.

A national education and awareness campaign, while initially focused on light duty that will drive awareness/interest to fleet and non-road electrification.