

Plug In America: Education and Advocacy for Electric Vehicles

Matching AB 118 Funding with Dept. of Energy Grants
April 2009

PLUG IN AMERICA®



The leading national non-profit, nonpartisan group for electric vehicles

*“**Plug In America** has been the clearest and loudest voice demanding electric vehicle technology and the most effective grassroots advocacy organization for EVs.”*

– Dan Neil, Pulitzer Prize-winning
automotive columnist, Los Angeles Times

***Plug In America** is one of the top five non-profit “key players” promoting electric vehicles.*

-- Automobile Magazine

The informed source

- *Hundreds of media “hits” each year* – Plug In America leaders regularly interviewed on CNN, PBS and other TV; in major newspapers & wire services; on diverse radio programs; by dozens of online news sites (Wired.com, MotorTrend.com, Autoblog, etc.)
- *Website* – A central repository of facts and info about plug-in vehicles: www.pluginamerica.org
- *Active presence in social media* (Twitter, Facebook, MySpace, YouTube, etc.)

Active supporter base

- 20,000 + supporters and growing
- Supporters quadrupled in 2008
- Generated 60,000 email messages to Congress to support EV tax credits in stimulus bill
- Members from all 50 states & elsewhere



Multidimensional outreach

- Electronic newsletters and “action-grams”
- Regular Plug In America audio podcasts
- Frequent videos on YouTube
- Blogs by multiple Plug In America leaders
- Speakers and exhibits at hundreds of conferences and events each year
(Brookings/Google conference, PowerUp!, Plug-in 2008, Earth Day events, talks at universities and schools, and much, much more)

Emphasis on education

- Administer grants to California colleges for Formula Hybrid competition
- We get the vehicles to show up!
- Appearances at schools and libraries
- Helping consumers through literature, website, e-mails, blogs, phone, merchandise (books & DVDs)
- Consulting on films, books & articles about electric vehicles

Influencing policy

- Infrastructure committee bringing together new charging companies to promote standardization.
- Organized coalition of companies making 2- and 3-wheeled vehicles & succeeded in expanding federal incentives.
- Meetings with CARB, CEC, U.S. Congress, state leaders across the U.S.

Public Outreach/Education

- DOE Grant Application 0000028, Section IV
- Leverage \$ from members and foundations
- Volunteer base in 27 states, attract vehicles
- Formula Hybrid program funded by CARB
- Encourage cities and regional teams to utilize Plug In America's targeted outreach
- Developing analytics to determine shift in consumer perception

PLUG IN AMERICA.



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