

**FINAL REPORT**  
**March 2017**

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*California Plug-In  
Electric Vehicle  
Collaborative  
(PEVC)  
2016 Statewide  
Ride-and-Drive  
Series*





# Executive Summary

- Exceeded Campaign Goals!
  - Over 100,000 consumers exposed to campaign message;
  - Over seventeen different electric vehicles and four different fuel cell vehicles;
  - Eleven statewide venues including two international auto shows and AT&T Corporate;
  - Perception of EVs increased 15% after test-drive.

# BAKERSFIELD



# CHULA VISTA



# SACRAMENTO





# 2015 – 2016 Statistics



- Events:
  - 2015 – 6 events
  - 2016 – 9 events (+ 2 autoshows)
- Test-Drives
  - 2015 – 500
  - 2016 – 1500
- Surveys
  - 2015 - 350
  - 2016 - 1800
- Drive-to-Purchase
  - 2015 – 15%
  - 2016 – 9%



# Follow-Up Survey Statistics

- 377 e-mails collected for 'Follow-up Survey'
  - 38% response rate; 135 completed
  - 83% shared experience with friends and family
  - After event
    - 63% looked at EVs online
    - 22% visited a dealer
    - 34% talked to an EV owner
    - 9% purchased or leased a PEV (12 cars in total)
  - 90% felt that test-drive was important in decision to consider an EV



# Campaign Comments

## ➤ Decrease in Purchasers/Lessees:

- Many people were/are waiting for the newer EV models, including Tesla Model 3 and Chevy Bolt;
- Many people continue to wait for cost of an EV to decrease and range to increase;
- Perception that more EV charging stations are needed;
- Data in sync with PEVC numbers – slow down over summer and fall, with flat sales.





# Continuing the Momentum

## ➤ Best.Drive.EVer! 2017

- Broader campaign – 10 venues plus 5 small grantees for more leverage across state;
- Updated materials and campaign name; branded giveaways;
- Engagement with ALL PEVC Members to HELP turnout dealers, vehicles and regional partners;
- Bigger events, more auto shows, more data collection opportunities.



# Thank You!

