



**EV TOMPKINS**  
**DRIVE ELECTRIC**

Encouraging Everyone  
to Drive Electric

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*New York State  
Energy Research and  
Development Authority*



# ***EV*Tompkins MESSAGE**

*Moving electrification beyond a niche product*

## ***EVs are easy***

- ✓ no trips to the gas station and less regularly scheduled maintenance

## ***EVs are affordable***

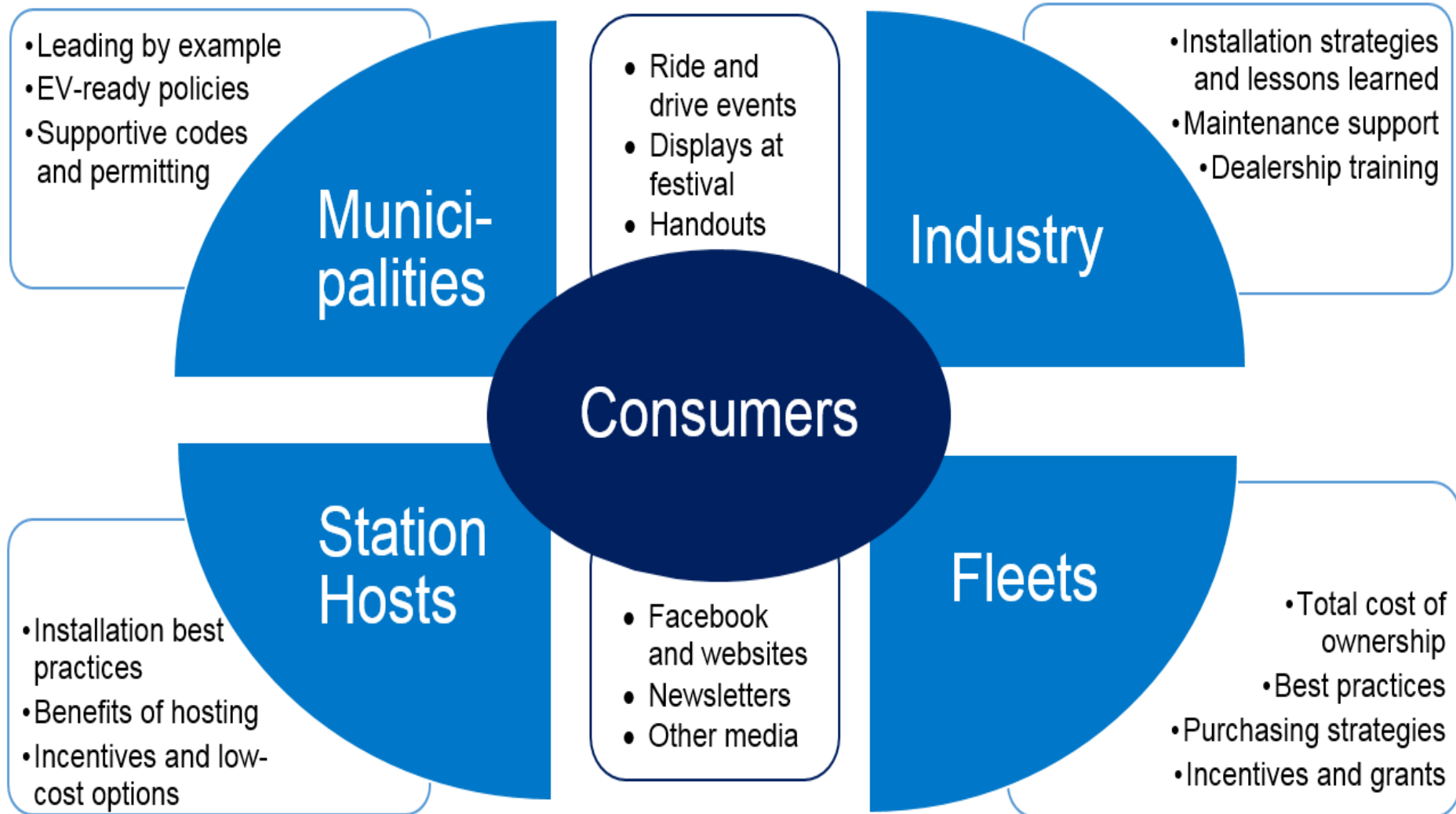
- ✓ State and Federal incentives lower the initial cost of EVs and they have substantially lower operational expenses (favorable total cost of ownership)

## ***EVs are for everyone***

- ✓ EV technology (plug-in hybrid vs all-electric) and an increasing range of models provides an option for most driving needs

# **EV**Tompkins **AUDIENCES**

*Establishing a complete ecosystem supporting EVs*





Charge NY

## 5 REASONS TO CONSIDER AN ELECTRIC CAR



exhilarating

**ELECTRIC CARS OFFER FAST AND SMOOTH ACCELERATION.**

For pickup that is intuitive and responsive to the driver, the electric car can't be beat.



captivating

**ELECTRIC CARS ARE A TECHNOLOGY-RICH EXPERIENCE.**

Whether it's to preheat your car without garage emissions, or turn up your speaker bass without engine distortions, electric cars are at the cutting edge of comfort.



satisfying

**ELECTRIC CARS KEEP SAVING TIME AND MONEY.**

Electric motors don't need oil changes, so they require less maintenance than conventional gas cars. Electric car owners make fewer or no trips to the gas station.



inspiring

**BY DRIVING A CLEAN CAR, YOU ENABLE A CLEANER FUTURE.**

Transportation still accounts for 42% of NYS' greenhouse gas emissions today, so each electric car that replaces a gas vehicle will make a positive difference.



rewarding

**OWNING AN ELECTRIC CAR IS REWARDING.**

You can get a point-of-sale rebate of up to \$2,000 on your new plug-in electric car. Combine that with a Federal Tax Credit of up to \$7,500, and it's a very rewarding purchase.



Charge NY

## THE DRIVE CLEAN REBATE For Electric Cars in New York State

A rebate of up to \$2,000 is available  
Ask your dealer for more information

Quick Pick-Up

Fun

Quiet

Fuel-Efficient



ion, offers objective information and analysis, innovative programs, technical expertise, and support on fossil fuels. NYSERDA professionals work to protect the environment and create clean energy for New York State since 1975. To learn more about NYSERDA's programs, visit [nyserdera.ny.gov](http://nyserdera.ny.gov) or follow us on

## REBATE AMOUNTS

Electric range of 120+ miles	<b>\$2,000 OFF</b>
Electric range of 40-119 miles	<b>\$1,700 OFF</b>
Electric range of 20-39 miles	<b>\$1,100 OFF</b>
Electric range under 20 miles	<b>\$500 OFF</b>
Electric cars with MSRP >\$60,000*	<b>\$500 OFF</b>

\* Regardless of electric range

For more information, visit: [nyserdera.ny.gov/Drive-Clean-Rebate](http://nyserdera.ny.gov/Drive-Clean-Rebate)

New York State Andrew M. Cuomo, Governor  
New York State Energy Research and Development Authority  
Richard L. Kauffman, Chair | John B. Rhodes, President and CEO

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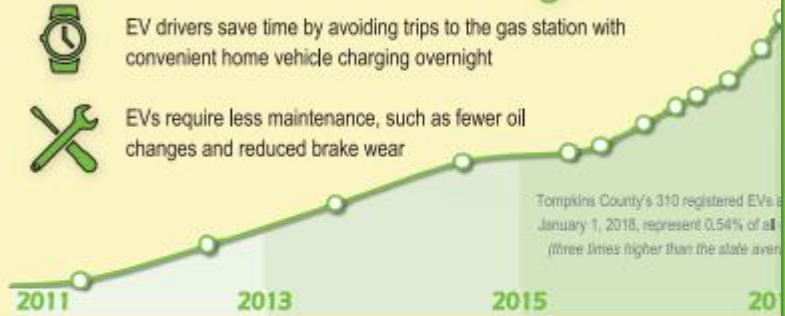
Poster

EV Tompkins is accelerating EV adoption by generating technology awareness and creating an EV-friendly environment throughout Tompkins County. This provides a critical first step in moving transportation electrification beyond a niche product and into a dominant and ubiquitous technology.

### EVs are easy

EV drivers save time by avoiding trips to the gas station with convenient home vehicle charging overnight

EVs require less maintenance, such as fewer oil changes and reduced brake wear



### EVs are for everyone

EV technology variants (plug-in hybrid and all-electric) and more EV models to choose from provide viable options for most drivers

New York State has over 900 public charging stations available to enable long distance travel

### EVs are affordable

EVs are eligible for a Federal tax credit up to \$7,500 plus a New York State rebate up to \$2,000

Electricity costs to drive electric are about 1/3<sup>rd</sup> of a combustion engine using gasoline



This project is led by Energetics and supported by the New York State Energy Research and Development Authority as part of the Charge NY initiative.

Brochure

## ELECTRIC VEHICLES & HYBRIDS

Electric Vehicles can drive up to **200 miles** or more on a single charge with an equivalent of 100 miles a gallon. You can save more than **\$5,000** over five years and significantly reduce your carbon pollution.

**Is one right for YOU?**

Way2Go GET YOUR GREENBACK TOMPKINS

Rack Card

### EVs are easy

EV drivers save time by avoiding trips to the gas station with convenient home vehicle charging

EVs require less maintenance, such as fewer oil changes and reduced brake wear

### EVs are for everyone

Increasing models of plug-in hybrid and all-electric vehicles provide an option for most driving needs

New York State has over 900 public charging stations available to enable long distance travel

### EVs are affordable

EVs are eligible for a Federal tax credit up to \$7,500 plus a New York State rebate up to \$2,000

Electricity costs to drive electric are about 1/3<sup>rd</sup> of a combustion engine using gasoline

Facebook.com/evtompkins

@evtompkinscounty

@evtompkins

EVTompkins.com



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Contact Energetics: (315) 749-9932 [vmcnamil@energetics.com](mailto:vmcnamil@energetics.com)

Sticker



Business Card




Pen



# WEBPAGE and SOCIAL MEDIA

Online Media will reach residents and update community on **EV**Tompkins efforts.





GET YOUR GREENBACK TOMPKINS

PEOPLE ORGANIZATIONS HELP! ABOUT BLOG DONATE

# EV TOMPKINS

DRIVE ELECTRIC



## ABOUT EV TOMPKINS

EV TOMPKINS is collaborating with key stakeholders (government, businesses, non-profits, educational institutes, drivers, and citizens) to bring together all of the necessary elements of an electrified transportation system. This creates an EV-friendly environment in which electric vehicles (EVs) are purchased at higher rates than baseline and national averages, providing a critical first step in moving electrification beyond a niche product and into a dominant and ubiquitous concept.



Tompkins Electric Vehicle Network @EVTompkins

Home eNewsletter Signup About Photos Events Videos Posts Groups Community Reviews Info and Ads Promote Manage Promotions

## EV TOMPKINS

DRIVE ELECTRIC

Liked Following Share Learn More

Create Post Photo Album Live Video

Write a post...

Photo/Video Feeling/Activ... Write Note

Share a recent photo from your Instagram account

Only you can see this

0 Videos Added This Week You Can Crosspost  
29 videos available to crosspost. See videos.

Tompkins Electric Vehicle Network shared an event.  
Published by Victoria Rose · September 5 at 10:13 AM ·

Will you be at Ithaca's National Drive Electric Week? RSVP at the event below!

Visitor Posts

- Fernando de Aragón · September 5 at 9:12 AM · EV event in Ithaca, Saturday. 1 Like 1 Share
- Alice Selvy · September 4 at 10:37 PM · Do you want a new career opportunity? Do you want financial indepen... See More
- Harry Valentine · September 4 at 12:27 PM · How about battery-electric winged boats?



# EVENT PARTICIPATION

Presence at most of Ithaca's fairs and festivals to establish and sustain a local image.





# EVENT PARTICIPATION

*Presence at most of Ithaca's fairs and festivals to establish and sustain a local image.*

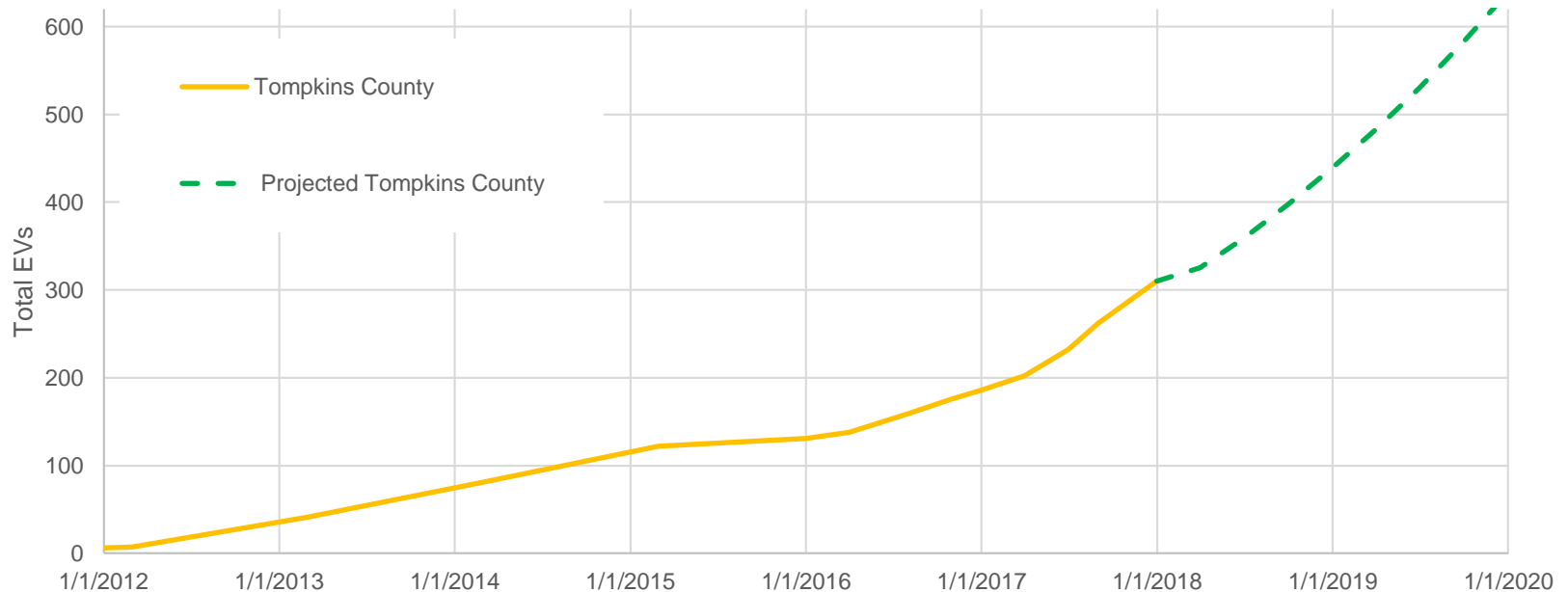




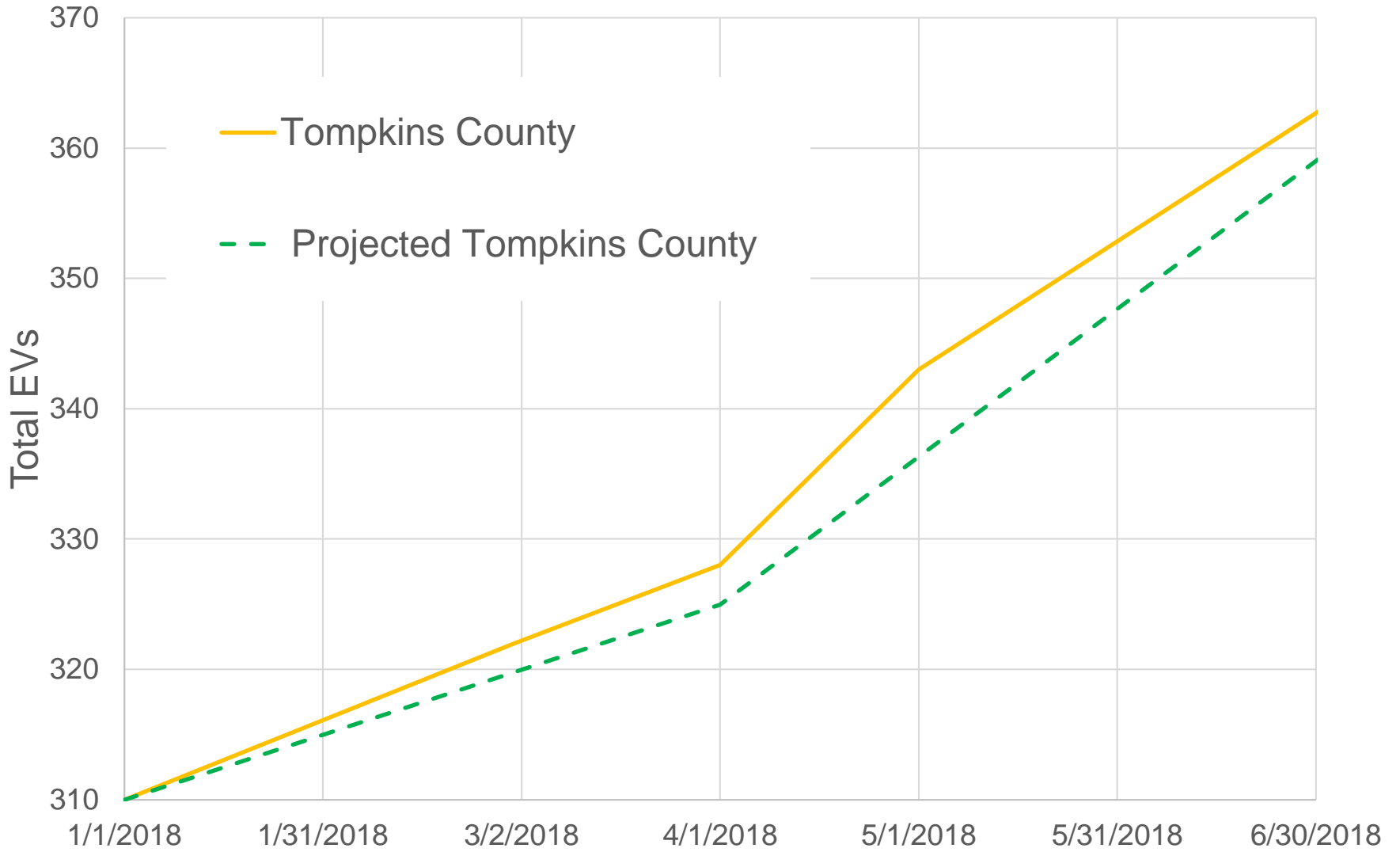
*EV Tompkins is working with public and private sector leaders to provide the necessary infrastructure, educational outreach, coordination, and commitment from local businesses*

**Double the number of EVs registered in Tompkins County from 310 to 620 before December 2019**

Tompkins County EV Registrations



# EV Tompkins GOAL





# ***EV*Tompkins TARGETS**

*Working towards the program goal to double the number of registered EVs*

- **Provide EV charging** at more than 40 locations
  - Had 27 at the start of 2018 with the 11 new public charging stations already supported by ***EV*Tompkins**
  
- **Double EV inventory** at dealerships and **educate industry partners**
  - In February there were 5 different EV models available with a stock of 47 new and 6 used EVs in Tompkins County
  
- Support and implement 10 new **EV-ready community strategies**
  
- Increase **public awareness** and EV knowledge
  - Facilitating 250 EV ride or drives and sharing EV information with over 2,500 residents
  
- Double the number of **EVs in local fleets**
  - Currently 10 EVs are operated by Tompkins County

# EV Tompkins TARGETS

*Working towards the program goal to double the number of registered EVs*

- **Provide EV charging** at more than 40 locations
  - Had **30 (+3)** in August 2018
  
- **Double EV inventory** at dealerships and **educate industry partners**
  - In September there were **4 (-1)** different EV models available with a stock of **66 (+19)** new and **2 (-4)** used EVs in Tompkins County
  
- Support and implement 10 new **EV-ready community strategies**
  - Held discussions with **several municipalities**, but **few took action**
  
- Increase **public awareness** and EV knowledge
  - Facilitated **~20** EV ride or drives and shared EV information with **many** residents
  
- Double the number of **EVs in local fleets**
  - Currently still only the **10** EVs are operated by Tompkins County



# **EV**Tompkins **NEXT STEPS**

*Active Campaign through 2018, Others take over in 2019?*

- Attend more events to raise awareness of EVs
  - Streets Alive, Porch Fest, Apple Harvest Festival, Ithaca Farmer's Market
  - EV Carshow?
- Targeted campaigns for workplaces, organizations, and businesses
  - Encourage more charging station installations (technical assessments)
  - Education / test drives for employees (CCE Tompkins on 9/19)
  - Fleet procurements
- Marketing
  - Driver videos, Quick return for Federal Tax Credit
  - Facebook boosting, More Ads?
- Campaign close-out and transition
  - Assemble lessons learned to share with advisory group
  - Identify collaborators to continue sharing information at events where they will already be