



Sustainable

TRANSPORTATION

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency &
Renewable Energy

EV Everywhere Grand Challenge

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DOE Office of Energy Efficiency and Renewable Energy

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State Engagement



EV Everywhere UP



Grid Modernization



Electrification Benefits Awareness



Research & Development



Workplace Charging Challenge

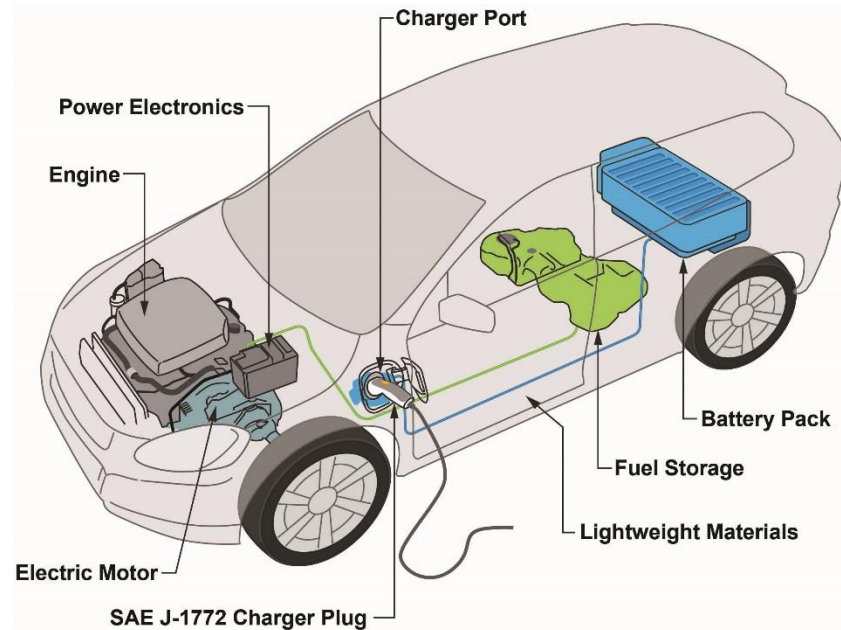


EV Everywhere Grand Challenge

Goal

EV Everywhere is a Clean Energy Grand Challenge to enable plug-in electric vehicles (PEVs) that are as affordable and convenient for the American family as gasoline-powered vehicles by 2022.

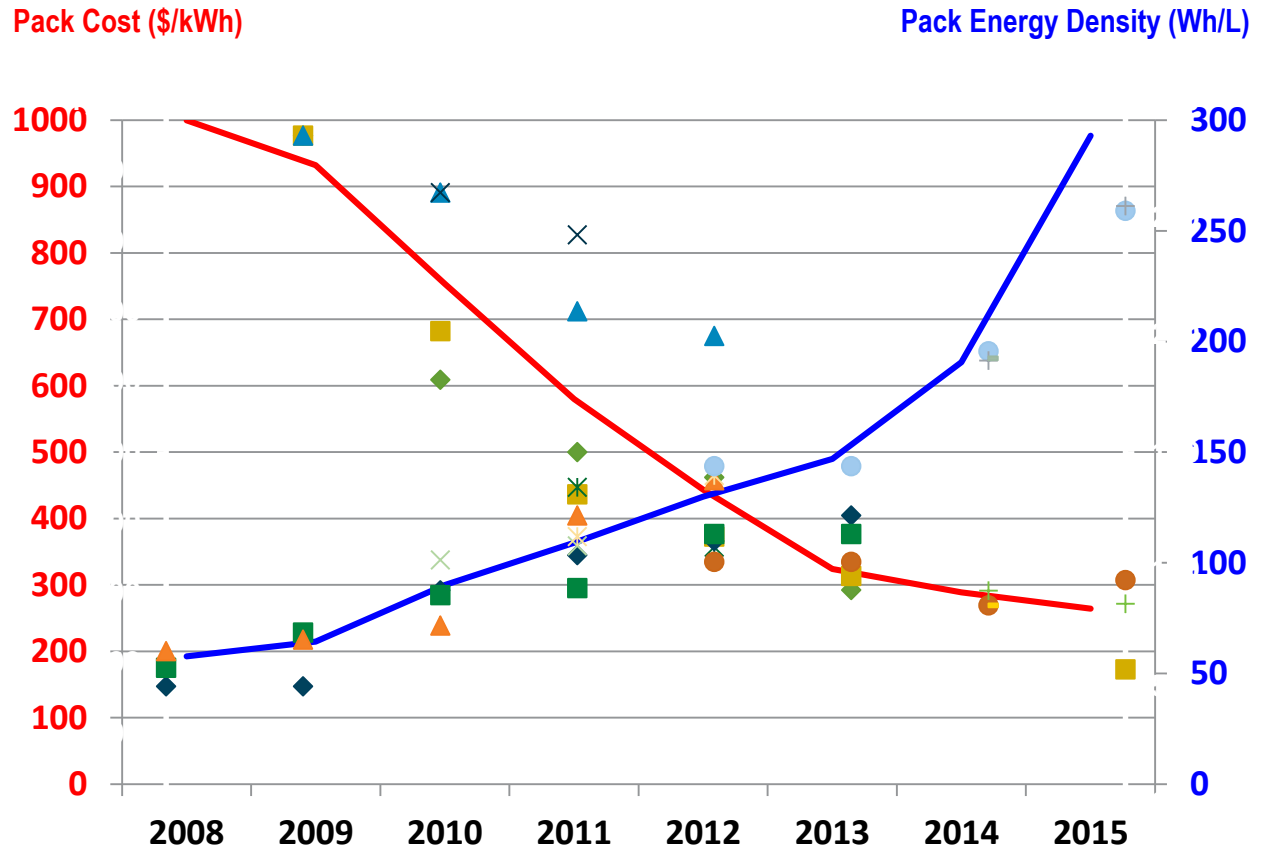
Electricvehicles.energy.gov



Battery Cost Reduction

\$264

Cost per kWh for modeled battery down from \$1000/kWh in 2008.



\$58M

funding for vehicle
technology advancements...

VTO
Funding
Opportunity



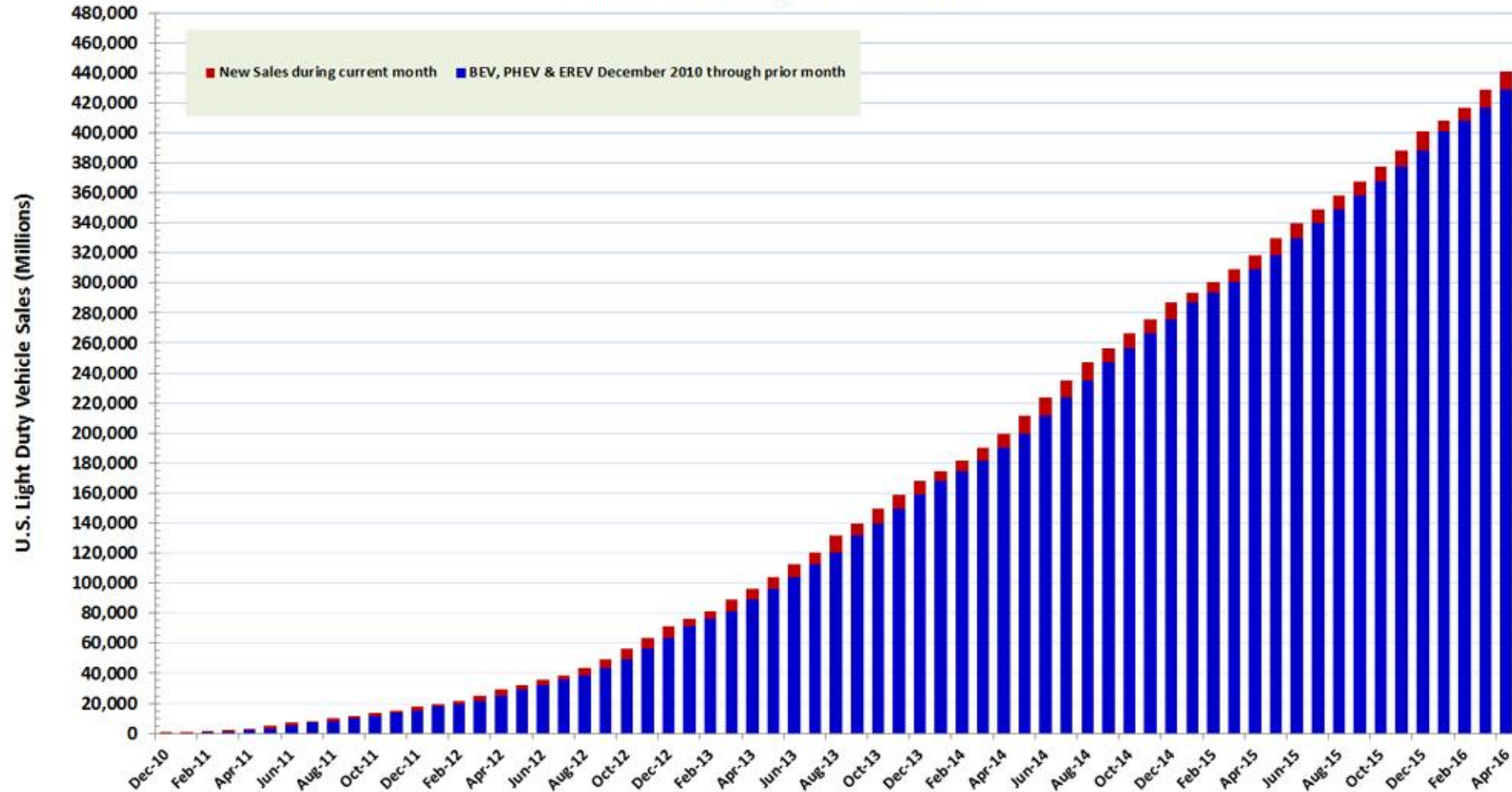
eere-exchange.energy.gov
Grants.gov

...focusing on

- advanced light-weighting;
- advanced battery development;
- low cost electric motor development;
- enabling technologies for high efficiency engines; and
- support for EV deployment and AFV workplace safety programs.

A Strong Platform for the Future

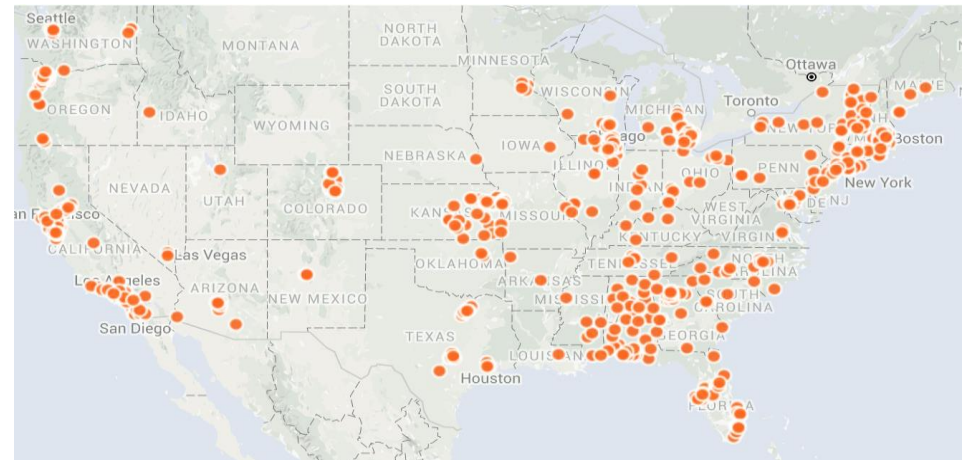
Cumulative U.S. Plug-In Vehicle Sales



440,000 PEVs on American highways in April 2016

Workplace Charging Challenge

Goal: 500 U.S. employers committed
to employee charging by 2018



- 270+ Partner employers committed to provide charging at...
- 600+ Worksites where employees have access to...
- 5,500+ Installed or planned charging stations

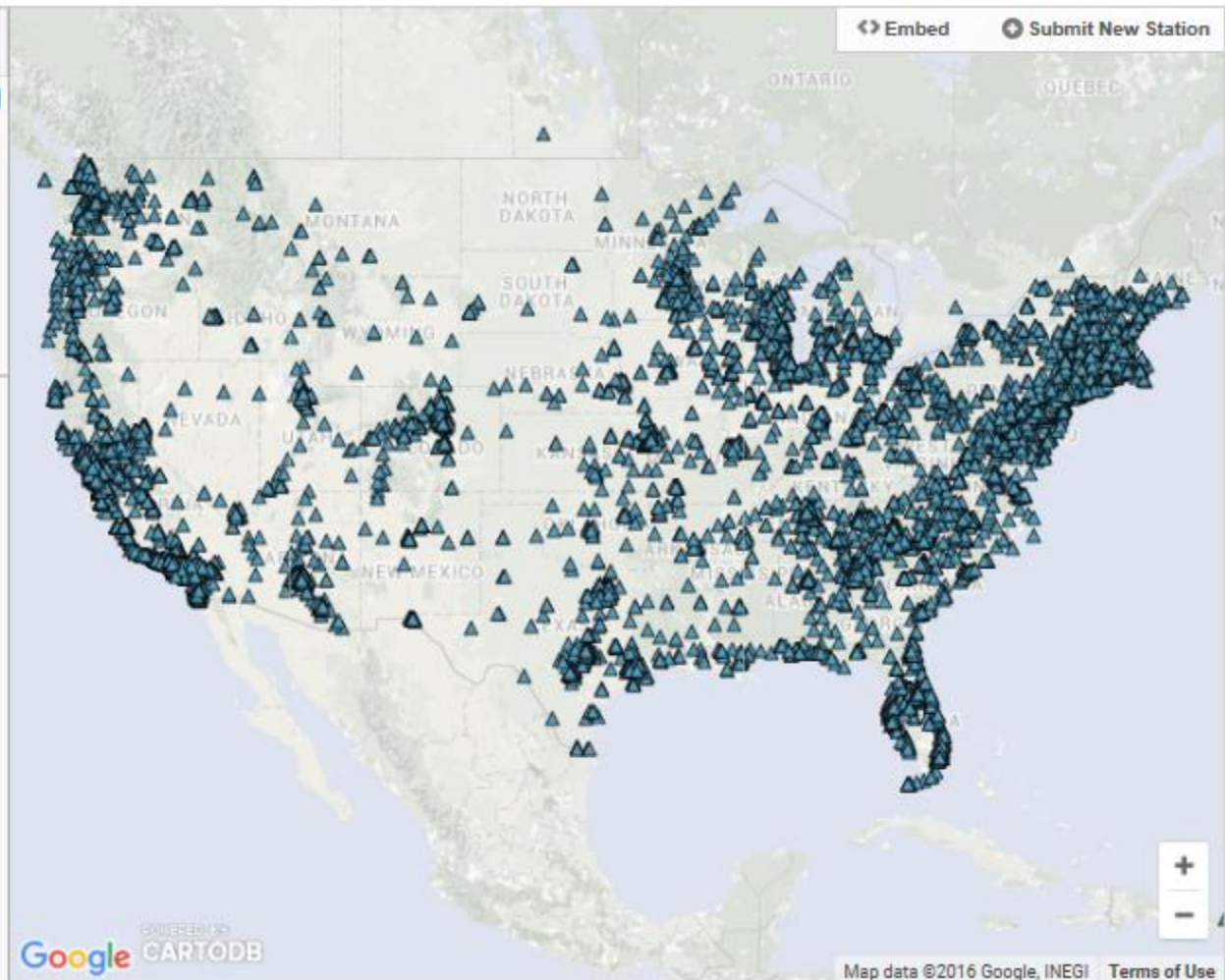
EV Charging Stations

13,491 electric stations
33,136 charging outlets
in the United States

Excluding private stations

Location details are subject to change. We recommend calling the stations to verify location, hours of operation, and access.

[ABOUT THE DATA](#)



13,000+ public PEV charging stations in the U.S.

Awareness
Campaign



Consumer education and outreach on PEVs under tagline
“Best.Drive.EVer.—Go Electric!”

“Performance” Transit Ad/Billboard



electricity + car =
POWER

Best.
Drive.
EVer.

[WEBSITE.COM](#)
[#BestDriveEV](#)

Materials developed by the Department of Energy. Not an endorsement by DOE.

“Convenience” Web Banner Ad



TAGLINE LOCKUP

Best. Drive. **EV**er.

For drivers of **ELECTRIC VEHICLES**, it adds up.



COLOR PALETTE

FONT

GOTHAM

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789(!@#%&^&.,?;:)

CAMPAIGN FLEXIBILITY

Campaign design and content easily translate to:

PRINT AD

POSTER

FLYER

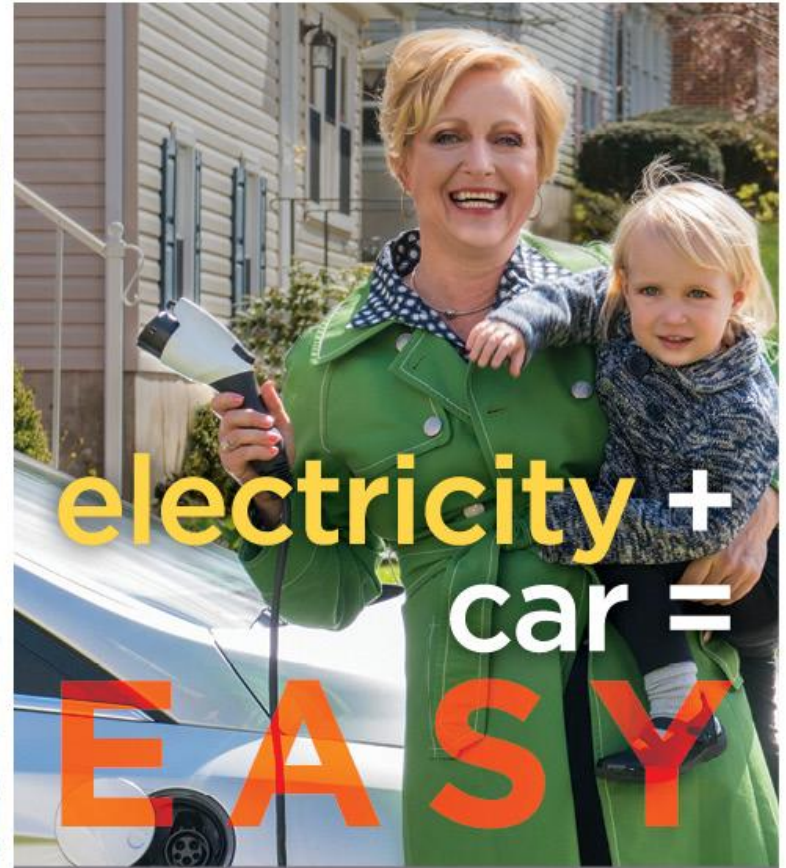
BILLBOARD

TRANSIT AD

WEB BANNER AD

SOCIAL MEDIA POST

Best.
Drive.
EVer.



For drivers of **ELECTRIC VEHICLES**, it adds up.

Best.
Drive.
EVer.

WEBSITE.COM #BestDriveEver

Clean Cities Coalitions



* Connecticut Clean Cities Include:
 - Norwich
 - New Haven
 - Connecticut Southwestern Area
 - Capitol Clean Cities (Hartford area)

Map Date: 07/23/14



Clean Cities' Tools and Data

Fueleconomy.gov

U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy | Office of Transportation & Air Quality | U.S. ENVIRONMENTAL PROTECTION AGENCY

www.fueleconomy.gov
the official U.S. government source for fuel economy information

Find a Car | Save Money & Fuel | Benefits | My MPG | Advanced Cars & Fuels | About EPA Ratings | More...

Want to get even better mileage out of your hybrid, plug-in hybrid, or electric vehicle?

Check out our *fuel economy tips* for these advanced vehicles!

Find & Compare Cars
Compare Side-by-Side Power Search Mobile Find-a-Car

My MPG
Calculate or Share Your MPG Estimates from Drivers Like You Enter Your MPG at the Pump

Save Money
Gas Mileage Tips Fuel Cost Calculator Find the Cheapest Gas

Hybrids & Electrics
Hybrids Plug-in Hybrids All-Electric Vehicles

Calculators and Other Tools
Fuel Savings Calculator Trip Calculator Can a Hybrid Save Me Money? My Plug-in Hybrid Calculator Used Car Label Tool Developer Tools Find a Car Widget

New on fueleconomy.gov...
Preliminary 2015 Fuel Economy Data Available 2014 Best and Worst Fuel Economy 2014 Top 10 Most Efficient Vehicles Video - How Plug-in Hybrids Save Money

Quick Picks
Can a Hybrid Save Me Money? Extreme MPG Motorweek Videos Top 10 - Most Efficient Vehicles, Myths and More My Plug-in Hybrid Calculator

Related Links
Clean Cities EPA Climate Change Website Alternative Fuels Data Center Alternative Fuels Station Locator EV Explorer

Alternative Fuels Data Center

U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy | EERE Home | Programs & Offices | Consumer Information

Alternative Fuels Data Center

FUELS & VEHICLES | CONSERVE FUEL | LOCATE STATIONS | LAWS & INCENTIVES | Maps & Data | Case Studies | Publications | Tools | About | Home

EERE & AFDC

Fuels & Vehicles
Biodiesel | Electricity | Ethanol | Hydrogen | Natural Gas | Propane

10 ways to get started
Cut fuel costs, reduce emissions, and bolster U.S. energy security.

Maps & Data
U.S. Alternative Fueling Stations by Fuel Type
Alternative Fuel Vehicles in Use
U.S. Hybrid Electric Vehicle Sales by Model

Fuel Prices
Compare alternative fuel prices to gasoline.

Tools
Laws & Incentives
Vehicle Cost Calculator
Light-Duty Vehicle Search
Heavy-Duty Vehicle Search
TransAtlas

Station Locator
Find alternative fueling station locations.

Find State Information
Select a state [dropdown] [GO]

State Engagement Opportunities

Near Term Action	Longer Term
Develop State Wide Transportation Electrification Plan (does not need to be complex)	Invest wisely in PEV infrastructure
Establish an education and outreach effort	Ensure availability for all economic levels
Develop a PEV infrastructure plan for communities and connecting those communities	Review states energy planning to link Grid investment with PEV market expansion
Utilize information developed by DOE, PEV collaborative and others (no need to re-invent the wheel)	

Three Easy Ways to Get Involved

1

Join the Workplace Charging Challenge

- Visit : <http://energy.gov/eere/vehicles/ev-everywhere-workplace-charging-challenge>
- Contact Acting Coordinator, Nick Bleich at Nicholas.Bleich@ee.doe.gov

2

Request an EV Everywhere decal for your vehicle and EVSE

- <http://www.afdc.energy.gov/decals>

3

Raise awareness about PEVs with Best.Drive.EVer. Campaign

- Request materials from Robert.Graham@ee.doe.gov

THANK YOU

A silhouette of a city skyline, likely New York City, is shown against a sunset sky. The sky transitions from a deep blue at the top to a bright orange and red near the horizon. The buildings are dark, with some lights visible at the base.

Robert.Graham@ee.doe.gov
energy.gov/everywhere