

Electric Vehicle Content Sharing Kit for Communities

This document includes content for your website, community newsletters, and sample press releases that you can send to the media to promote your electric vehicle efforts.

WEBSITE CONTENT

Use the content below on your website to help inform people about electric vehicles (EVs), educate them on the many benefits of driving electric, and share how your community is making the transition to EVs!

Finding the Right Electric Vehicle

Want to purchase an EV but not sure where to start? There are many types of vehicles to choose from, depending on your needs and driving habits.

What Are Your Driving Patterns?

Gauge how far you travel each day and what your all-electric driving needs will be. This will help you decide if a plug-in hybrid or battery EV is right for you.

	Battery Electric Vehicles (BEV)	Plug-in Hybrid Electric Vehicles (PHEV)	Hybrid Electric Vehicles (HEV)
Powered by...	A battery that stores electric energy that powers the motor	An internal combustion engine <i>and</i> electric motor using energy from a battery	An internal combustion engine; runs on conventional or alternative fuel
How to charge/fuel	Plug into an electric power source	Plug into an electric power source to charge the battery; fill up at a gas station to refuel the gas tank	Fill up at a gas station to refuel the gas tank
Examples	Nissan Leaf, Chevy Bolt, Tesla Model 3	Mitsubishi Outlander PHEV, Chrysler Pacifica Hybrid	Toyota Prius

The average American drives [30 miles a day](#), yet many people think they drive more miles in a day than they actually do. If you're unsure about your driving needs, it's useful to track your average daily miles over a week or month. An EV suits most people's needs, with the vast majority of charging happening overnight at home. There are more and more public charging options across Minnesota and the region to use on longer trips. Unless you consistently drive very long distances, an EV could fit seamlessly into your lifestyle. View [Drive Electric Minnesota's charging FAQs](#) to learn more about going electric.

Where Will You Charge?

Currently, EV drivers do 80-90 percent of their [charging at home](#). Drivers can plug their EV into a Level 1 or Level 2 charger. In addition to home charging, some workplaces offer charging, and there are plenty of public charging options. Find out more about charging on [Drive Electric Minnesota's website](#).

Charging Station Resources

What resources are available to help you find and use charging stations?

- Mobile apps: download these apps on your smartphone to find charging stations on the go.
 - [PlugShare](#)
 - Pro-tip: PlugShare includes information about charging station rates. Most public stations will only set you back a few dollars per hour, and many are free.
 - Charging providers like ChargePoint, GreenLots, and others have apps to help locate chargers.
- In-dash navigation: most EVs have navigation systems built-in that can help you find a nearby charging station with a few taps of your finger.
- Web-based trip planners: use these applications as you're planning your trip to identify nearby charging stations along the route you plan to take.
 - [PlugShare](#)
 - [Alternative Fuel Data Center](#)

What Will an Electric Vehicle Cost?

Transitioning to an EV doesn't have to mean breaking the bank. In fact, EVs will save money over the vehicle's life compared to an internal combustion engine, thanks to cheaper fuel and less maintenance. Here are some helpful resources to estimate your savings:

- Compare the cost of your commute in an EV vs. an internal combustion engine with the [University of California-Davis EV Explorer tool](#).
- Use the [Alternative Fuel Data Center's vehicle cost calculator](#) to calculate your total cost of ownership.
- Evaluate EV options with [Xcel Energy's comparison tool](#), which provides information on the total cost of ownership.
- Search for EV options based on your location and other specifications with [Plug In America's PlugStar Shopping Assistant tool](#), which also provides detailed cost information.
- Take advantage of the federal EV tax credit when purchasing your vehicle to bring down the upfront cost. Use the [federal government's federal tax credit tool](#) to see the credit amount available for various makes and models.
- Research used EV options with [Plug In America's Used Electric Vehicle Buyer's Guide](#).

Electric Vehicle Purchasing Resources

You've decided to purchase an EV but aren't sure where to go next. Thankfully, the [EV Sales Savvy tool](#) offered by Minnesota EV Owners takes the pressure out of making these decisions on your own. It's a tool that recommends plug-in EV sales professionals according to a range of criteria.

Learn the Facts and Test Your Knowledge

Still have questions about EVs? [Drive Electric Minnesota's website](#) has an EV Top 10 that answers the most common questions and an EV Fast Facts that can be used to share general information with the public in easy-to-digest formats. There are also fun EV quizzes to engage people and test their knowledge.

How Our Community is Driving Forward with Electric Vehicles

(Here are some sample statements you can use to help talk about your community's EV efforts on your website. Please customize!)

“The City of _____ is committed to integrating electric vehicle (EV) infrastructure into our downtown and implementing EV-ready standards for our city. Increasing EV readiness in our city benefits businesses by encouraging tourism while encouraging residents to consider EVs, which can save them money over time. Our encouragement of EVs is just one way our city is on the path to reaching our climate goals for 2030.”

“_____ is proud to support clean transportation in our city. By bringing two electric vehicles into our city fleet and adding another to our 2022 purchasing plan, our city is actively reducing greenhouse gas emissions. We are also in the process of adding electric buses which would further benefit residents and the environment through decreasing air pollution.”

“The City of _____ is proud to be a Minnesota GreenStep City working to achieve greenhouse gas reductions by implementing electric vehicle-ready standards for private development in our city. With these standards in place, our city will continue to develop with our environmental goals in mind.”

NEWSLETTER CONTENT

Below is some content that you can customize to share information about electric vehicles in your print and electronic newsletters. You can re-use some of the key language from your website—like the statement about your community’s efforts—in this communication.

Bloomberg NEF estimates that by 2040, 70 percent of all new passenger [vehicle sales](#) in the world will be electric. There are currently more than 32 plug-in electric vehicle models and 19 battery [electric vehicle models](#) on the US market, including sedans, hatchbacks, minivans, and SUVs, with more models (like electric pick-up trucks) coming every year. See [Shift2Electric’s EV Info List](#) for available electric vehicles in the US and the Midwest.

Worried about charging? Don’t be. Minnesota already has electric vehicle charging infrastructure in place to support your driving needs, and more is being added every day. Unless you drive more than 100 miles a day, you usually do not need to take time out of your day to charge your electric vehicle.

Check out our website for more information about electric vehicles, links to resources for choosing an electric vehicle (there are many choices!), and more about electric charging: [\[insert your city’s webpage with information about electric vehicles\]](#).

SAMPLE PRESS RELEASE

Consider sharing your community's strides in adopting electric vehicles (EVs), adding charging infrastructure, and supporting EV adoption with local media by customizing the press release below. Check out the [City of Burnsville's press release](#) to see an example from another city.

A descriptive title that catches people's attention and includes pertinent info (e.g., Red Wing Charges Ahead on Electric Vehicle Infrastructure)

Subtitle with supporting information about the announcement, event, opportunity, etc. For example: Efforts aim to increase tourism, drive economic development, and promote clean air

FOR IMMEDIATE RELEASE

Media Contacts:	First and Last Name, Job Title Phone, Email	First Last, Job Title Phone, Email
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City, MN (Date, 20##) – According to [Bloomberg NEF](#), it's estimated that by 2040, 58 percent of all new vehicle sales in the United States will be electric. There are currently more than 32 plug-in electric vehicle models on the market, including sedans, hatchbacks, minivans, and SUVs, with more models (like electric pick-up trucks) coming every year.

The City of _____ is proud to pursue this exciting opportunity for our community's transportation future by announcing today that we will create a network of publicly-available electric vehicle charging stations in partnership with local businesses and schools.

"Quote from city staff or elected," said First Last with the City of _____. "Quote continued."

Pertinent supporting paragraph with more relevant details about the announcement and why the media and readers/residents should care, how it benefits them.

If it's an event, like an electric vehicle fair or ride and drive, this is a great place for event details, agenda, and speakers.

"Quote from partner organization if one exists," said First Last with the Partner organization. "Quote continued."

Supporting information, perhaps background or stats on the topic being presented.

Information about next steps.

Learn more: Link to your website where people can learn more: **[insert URL]**.

About your community: Paste in your standard description of the city here.