TOOLKIT FOR ELECTRIC VEHICLE ADVOCATES
JANE MCCURRY, RENEW WISCONSIN
JUNE 23, 2019
FOUNDED 1991

SUPPORT FOR:
- SOLAR
- WIND
- BIOMASS & BIOGAS
- GEOTHERMAL
- HYDROPOWER
- ELECTRIC VEHICLES
JANE MCCURRY
Electric Vehicle Program Manager
jane@renewwisconsin.org
EV = ELECTRIC VEHICLE

PLUG IN HYBRID

BATTERY ELECTRIC
25% of Wisconsin’s energy consumption is used for transportation.
$8.2 BILLION
SPENT ON FOSSIL FUELS.
FROM OUT OF STATE.
EVERY YEAR.

HTTPS://PSC.WI.GOV/PAGES/PROGRAMS/OEI/WISCONSINENERGYSTATISTICS.ASPX
WE CAN DRIVE ON RENEWABLE ENERGY
No tailpipe, no pollution
Energy is "grown" right here in Wisconsin
Saves you money, too!
ELECTRIC VEHICLES ARE: HOME GROWN, HEALTHY, AND SMART
BUT... WHAT ABOUT ALL THESE QUESTIONS?
On average, nationally, EVs produce emissions equivalent to an 80 mpg gasoline vehicle.

Note: The 80 mpg (mile per gallon) value listed for each region is the combined city/highway fuel economy rating of a gasoline vehicle that would have global warming emissions equivalent to driving an EV. Regional global warming emissions ratings are based on 2018 power plant data in the EIA’s eGRID 2018 database (the most recent version). Comparisons include gasoline and electricity fuel production emissions estimates using Argonne National Laboratory’s GREET 2017 model. The 80 mpg US average is a sales-weighted average based on what EVs were sold in 2011-2017.
Electric cars convert 60% of the energy they draw from the grid into miles traveled.

Gasoline cars convert 20% of the energy from gasoline into miles traveled.
NO MATTER WHERE YOU DRIVE, EVS PRODUCE FEWER EMISSIONS.
“WHAT ABOUT THE BATTERIES?”

- Valuable = Recyclable
- Less Cobalt than ever

Carmakers and big tech struggle to keep batteries free from child labor
“MY ELECTRICITY BILL WILL GO WAY UP”

$1.34
per electric “gallon”
The average new car in the US costs

$36,590
"THEY’RE SO EXPENSIVE"

**Tesla Model 3 vs. Toyota Camry — 5 Year Cost**


<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tesla Model 3 Standard Range+</td>
<td>$23,240</td>
</tr>
<tr>
<td>Toyota Camry L</td>
<td>$24,000</td>
</tr>
<tr>
<td>Toyota Camry SE Hybrid</td>
<td>$27,155</td>
</tr>
<tr>
<td>Toyota Camry XLE</td>
<td>$28,355</td>
</tr>
<tr>
<td>Toyota Camry XLE Hybrid</td>
<td>$29,410</td>
</tr>
<tr>
<td>Toyota Camry XLE V6</td>
<td>$33,834</td>
</tr>
</tbody>
</table>

Assumptions: 13,500 miles/year, $3/gallon for gasoline, $0.10/kWh for electricity, $0 maintenance, $3,750 tax credit for Model 3, $5,000 down payment and 5.5% 5-year loan for remaining portions of upfront costs of cars, Kelley Blue Book estimates for 5-year resale value. Other assumptions are included at the link above.
“I NEED AN SUV”

ELECTRIC VEHICLE MARKET OUTLOOK
ALMOST 200 NEW MODELS AVAILABLE SOON!

Questions?
Contact Jane McCurry
RENEW Wisconsin Electric Vehicles Manager
608-255-4044, ext. 8 • jane@renewwisconsin.org

Hyundai
Kia
Mercedes
Volkswagen
Volvo

2019
BMW
GM
Hyundai
Kia
Mercedes
Volkswagen
Volvo

2020
BMW
Ford
Jeep
Nissan
Tesla

2021
Volvo

2022
Daimler
Ford
Mercedes
Nissan
Volvo

2023
GM

2025
BMW
Hyundai
Tesla
Toyota
Volkswagen
Volvo
An All-Electric Ford F-150 Pickup Truck Is Happening

A hybridized truck is in the cards from Ford, too; both will likely appear once the F-150 gets redesigned.

CEO Mary Barra Says GM Will Have An EV Pickup

Less than two weeks after General Motors and EV truck start-up Rivian broke off talks for an alliance, and Ford instead invested $500 million in the company, GM chairman and CEO Mary Barra said the automaker will have an EV truck of its own to compete.

GM, said the CEO, will make a full-size electric pickup truck as part of an “all-electric future” that will include a complete range of EVs. Barra made the remarks during the automaker’s quarterly earnings call Tuesday.
“I LIKE TO GO ON ROAD TRIPS”

112
Fast Chargers in Wisconsin

1346
Fast Chargers in the Midwest
OVER 80% OF CHARGING HAPPENS OVERNIGHT, AT HOME.
The most bitter cold days *might* reduce the charge by

40%

(and that might only happen 2 or 3 times per year!)
QUESTIONS TO ASK A POTENTIAL ELECTRIC DRIVER…
ARE YOU READY TO DRIVE ELECTRIC?

- Do you upgrade your iPhone as soon as possible?
- Do you remember to plug it in every night?

- Do you drive less than 150 miles a day (most of the time)?
- Do you have an outlet near where you park?
ARE YOU READY TO DRIVE ON SUNSHINE?

- Do you have solar panels?

  Solar power owners are **66%** more likely to own an EV
RENEW WISCONSIN AMBASSADORS PROGRAM
EVERGREEN CREDIT UNION

RIDE & DRIVE

JULY 24TH
10AM - 3PM
REACH OUT TO YOUR LEGISLATORS

CONTACT YOUR LEGISLATOR ABOUT ELECTRIC VEHICLE PROVISIONS IN THE BUDGET BILL!

CONTACT YOUR LEGISLATOR ABOUT RENEWABLE ENERGY PROVISIONS IN THE BUDGET BILL!
GO TO A DEALERSHIP TO “SHOP” FOR AN EV

REV UP
ELECTRIC VEHICLES
STAY IN TOUCH!
JANE@RENEWWISCONSIN.ORG