



# TOOLKIT FOR ELECTRIC VEHICLE ADVOCATES

JANE MCCURRY, RENEW WISCONSIN

JUNE 23, 2019



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FOUNDED 1991

SUPPORT FOR:

- SOLAR
- WIND
- BIOMASS & BIOGAS
- GEOTHERMAL
- HYDROPOWER
- ELECTRIC VEHICLES





**JANE MCCURRY**

Electric Vehicle Program Manager

[jane@renewwisconsin.org](mailto:jane@renewwisconsin.org)

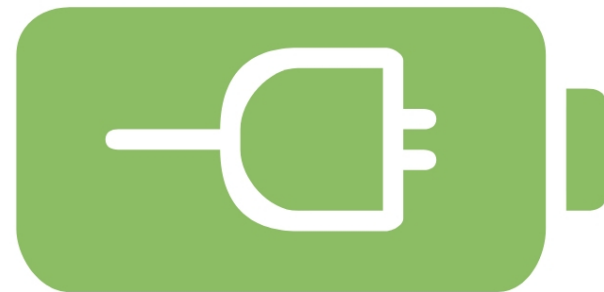


EV = ELECTRIC VEHICLE

PLUG IN HYBRID




BATTERY ELECTRIC




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25% OF WISCONSIN'S  
ENERGY CONSUMPTION  
IS USED FOR TRANSPORTATION



**\$8.2 BILLION**  
SPENT ON FOSSIL FUELS.  
FROM OUT OF STATE.  
EVERY YEAR.





**WE CAN DRIVE ON RENEWABLE ENERGY**



HEALTHY

No tailpipe, no pollution



RENEW WISCONSIN PRESENTATION



# HOMEGROWN

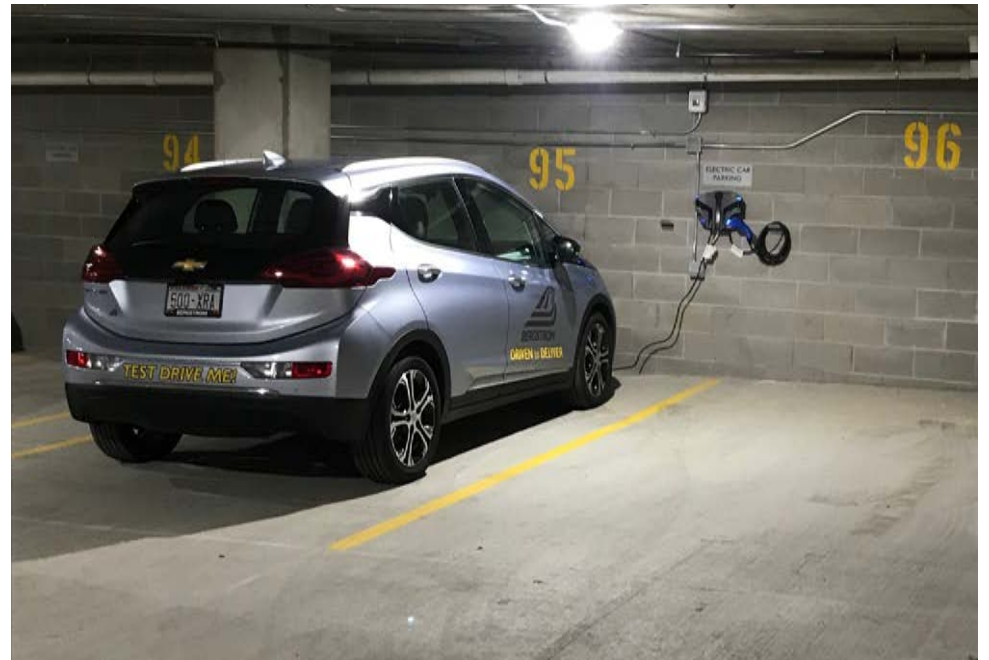
Energy is “grown” right here  
in Wisconsin



RENEW WISCONSIN PRESENTATION

# SMART

Saves you money, too!



RENEW WISCONSIN PRESENTATION



ELECTRIC VEHICLES ARE:  
HOMEGROWN, HEALTHY, AND SMART







BUT... WHAT ABOUT ALL THESE QUESTIONS?

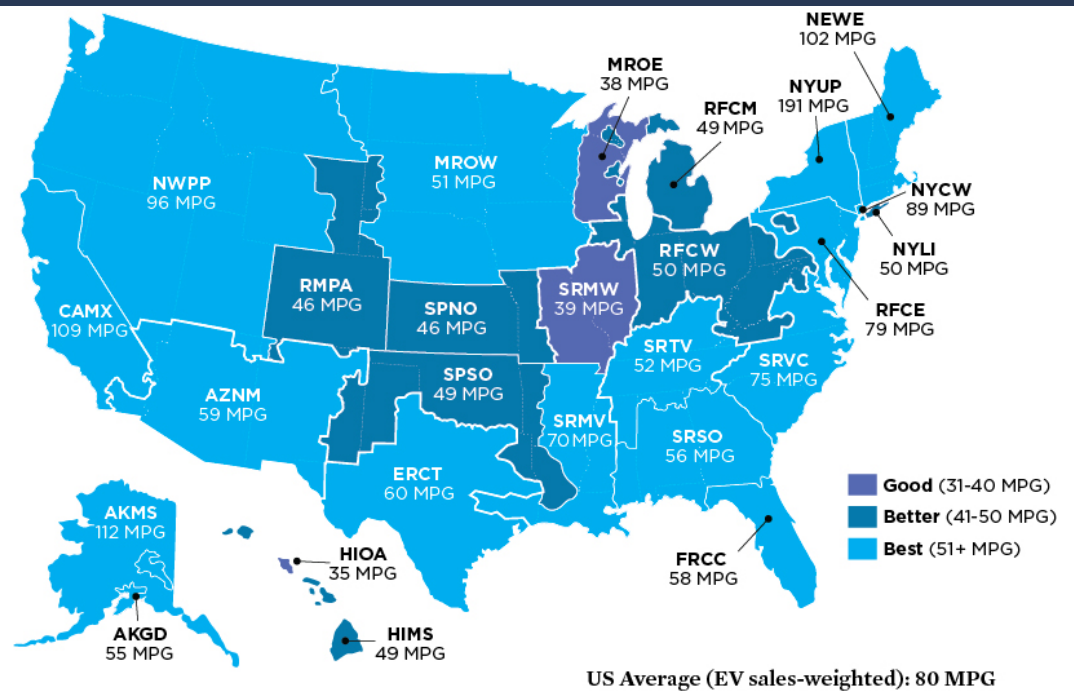


# “ARE THEY REALLY BETTER FOR THE ENVIRONMENT?”

On average, nationally, EVs produce emissions equivalent to an

**80 mpg**

gasoline vehicle



[HTTPS://BLOG.UCSUSA.ORG/DAVE-REICHMUTH/NEW-DATA-SHOW-ELECTRIC-VEHICLES-CONTINUE-TO-GET-CLEANER](https://blog.ucsusa.org/dave-reichmuth/new-data-show-electric-vehicles-continue-to-get-cleaner)



RENEW WISCONSIN PRESENTATION

Note: The MPG (miles 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 2016 power plant data in the EPA's eGRID 2016 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 where 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

**SUPER EFFICIENT**



NO MATTER WHERE YOU DRIVE, EVS PRODUCE FEWER EMISSIONS.



RENEW WISCONSIN PRESENTATION

# “WHAT ABOUT THE BATTERIES?”

- Valuable = Recyclable
- Less Cobalt than ever

Carmakers and big tech struggle to keep batteries free from child labor

by Alanna Petroff @AlannaPetroff

May 3, 2018: 2:16 PM ET



Recommend 190



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HERF JONES University of Wisconsin - Madison ORDER NOW! Herf Jones College

[Photos] Baby Elephant Cast A His Herf Decide

“MY ELECTRICITY BILL WILL GO WAY UP”

**\$1.34**  
per electric “gallon”



”THEY’RE SO EXPENSIVE”

The average new car in the US costs

**\$36,590**

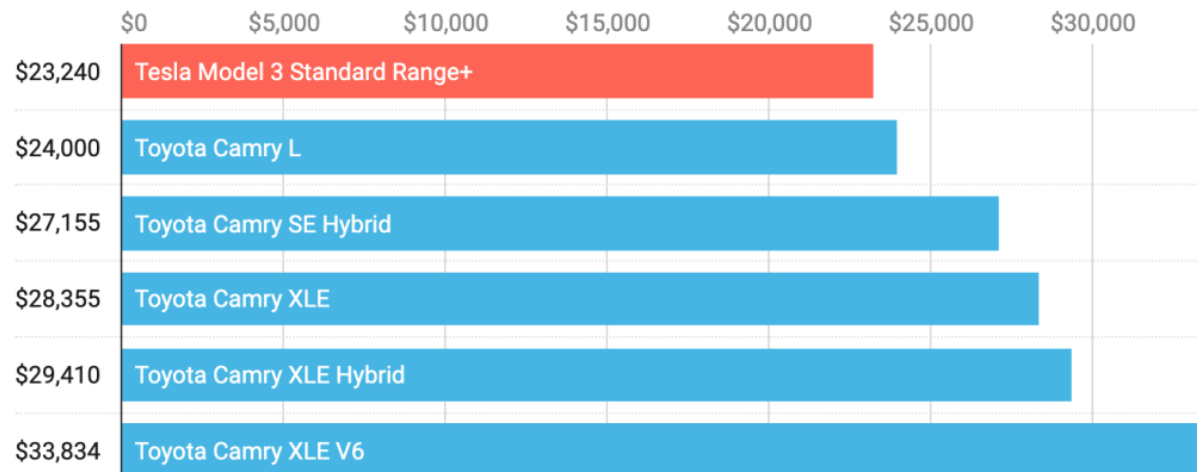




# "THEY'RE SO EXPENSIVE"

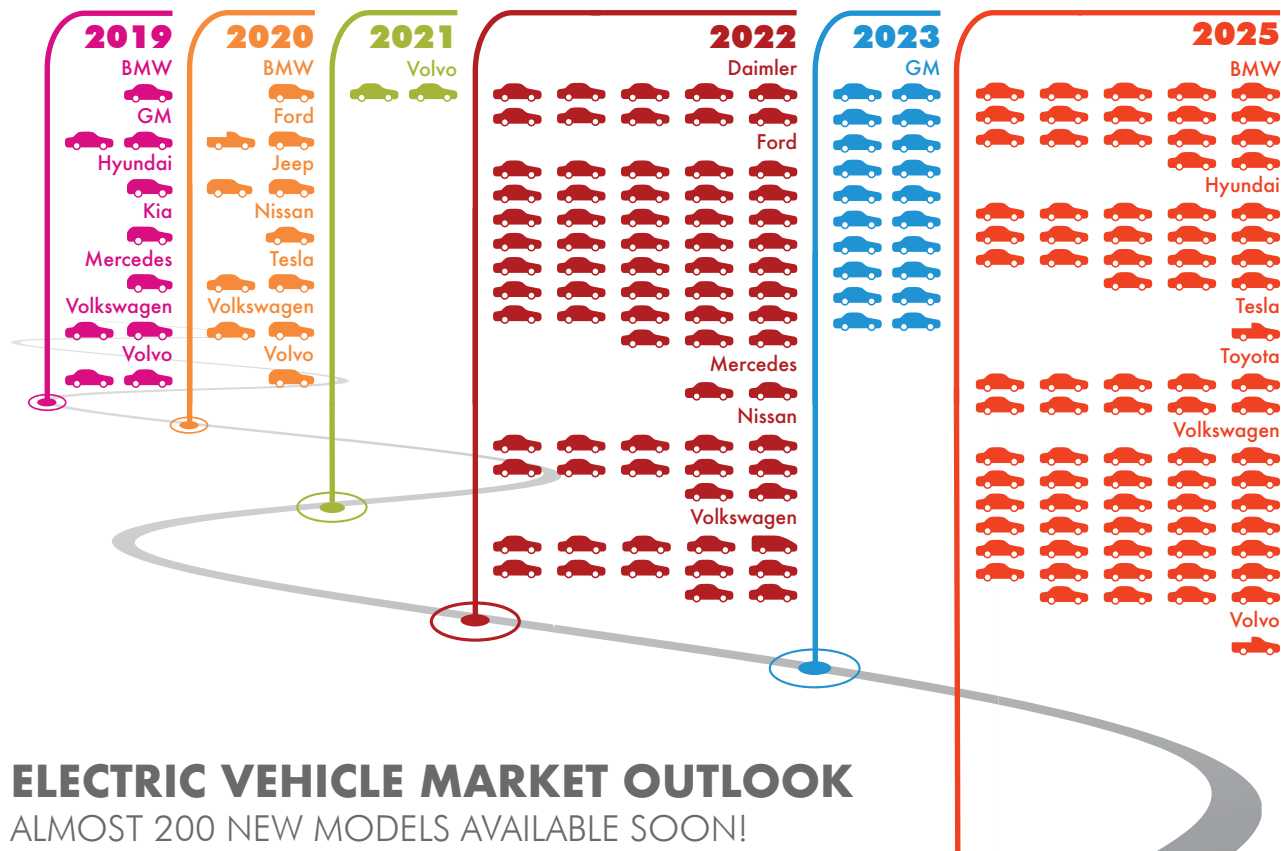
## Tesla Model 3 vs. Toyota Camry — 5 Year Cost

Analysis: [cleantechnica.com/2019/05/03/tesla-model-3-vs-toyota-camry-15-cost-scenarios/](https://cleantechnica.com/2019/05/03/tesla-model-3-vs-toyota-camry-15-cost-scenarios/)



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!

# "I NEED A PICKUP TRUCK"

## 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.

By JOEY CAPPARELLA JAN 17, 2019



## CEO Mary Barra Says GM Will Have An EV Pickup



David Kiley Contributor  
Transportation



Gm will have an EV pickup. Will it be a Chevy or GMC? GM

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.

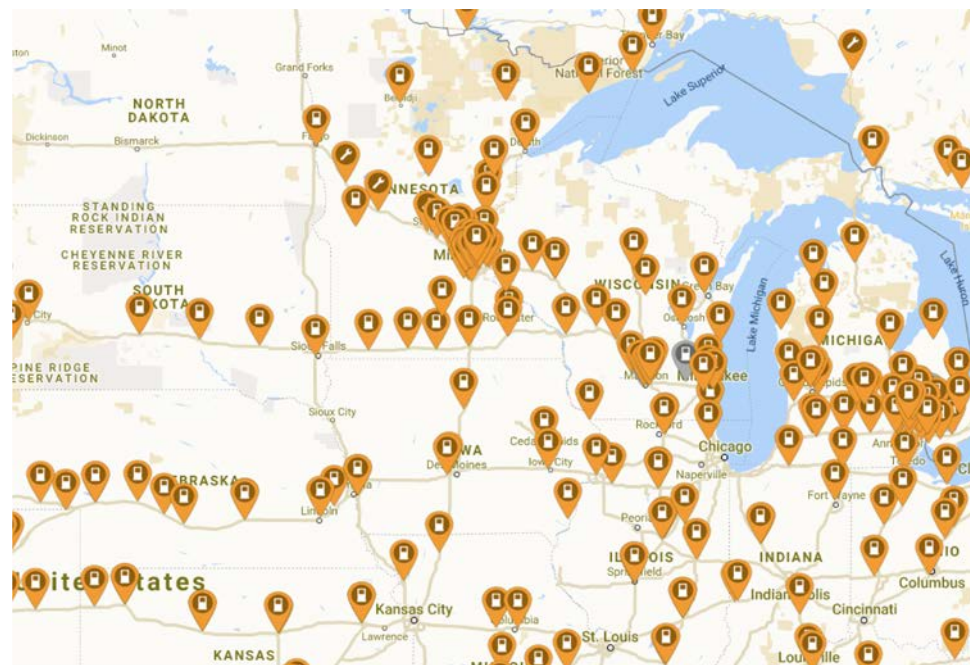
“I LIKE TO GO ON ROAD TRIPS”

112

Fast Chargers in Wisconsin

1346

Fast Chargers in the Midwest



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**OVER 80 %**  
**OF CHARGING HAPPENS**  
**OVERNIGHT, AT HOME.**

**CONVENIENT & EASY**



# “I HEARD THEY DON’T WORK IN THE COLD”

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







## GET INVOLVED





# RENEW WISCONSIN AMBASSADORS PROGRAM



EVERGREEN CREDIT UNION

# RIDE & DRIVE

JULY 24TH  
10AM - 3PM



EVENTS!

EVENTS!



## 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







STAY IN TOUCH!

[JANE@RENEWWISCONSIN.ORG](mailto:JANE@RENEWWISCONSIN.ORG)

