



Sustainable

TRANSPORTATION

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

EV Everywhere Grand Challenge

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State Engagement



EV Everywhere UP



Grid Modernization



Electrification Benefits Awareness



Research & Development



Workplace Charging Challenge

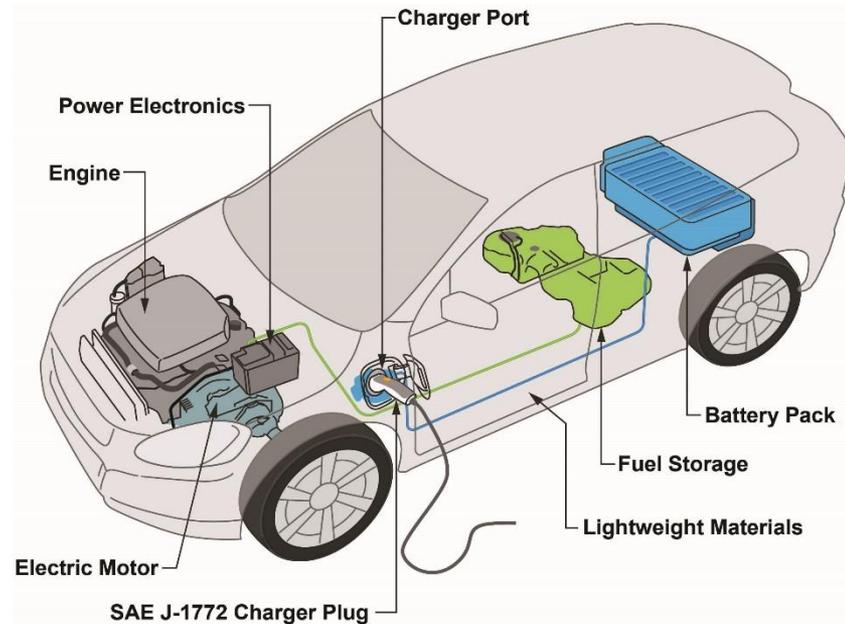


EV Everywhere Grand Challenge

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.

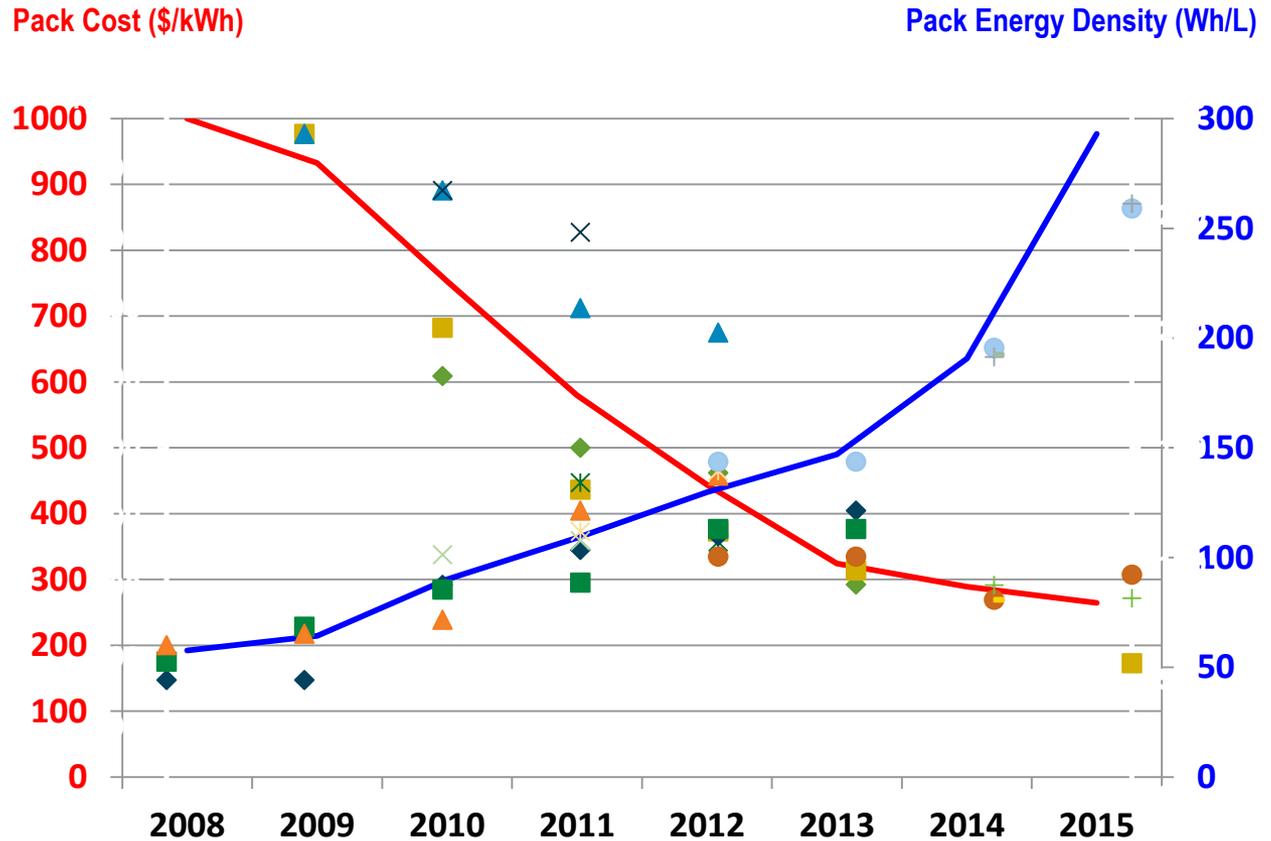
Electricvehicles.energy.gov



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



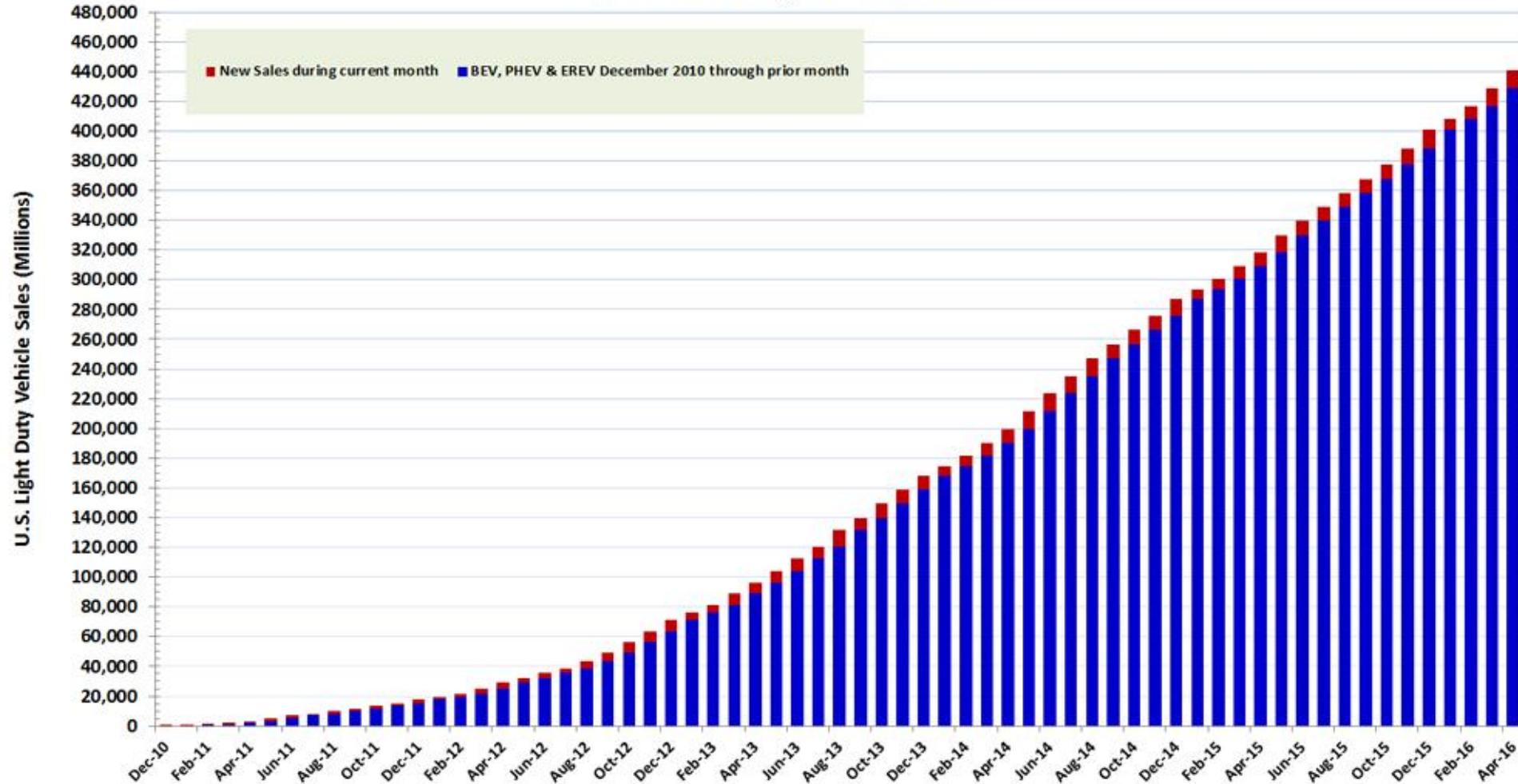
eere-exchange.energy.gov
Grants.gov

...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

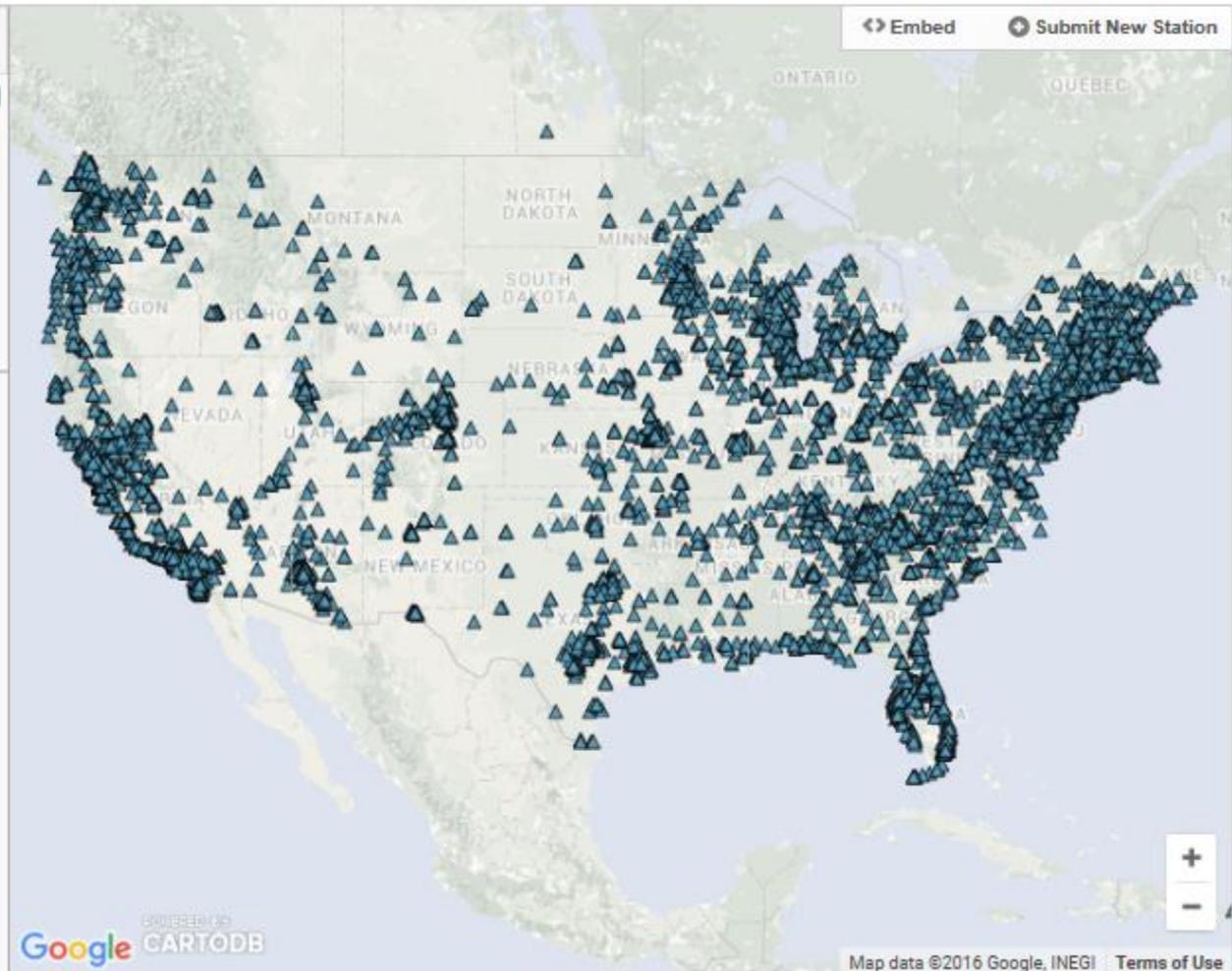
EV Charging Stations

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.

EV Everywhere Utility Partnership



Tom Kuhn, President of EEI, and Ernest Moniz, U.S. Secretary of Energy sign MOU in June 2015. Photo courtesy of EEI.

- DOE signed MOU with Edison Electric Institute in June 2015
- Breaking down barriers to widespread EV deployment
- 10 joint activities

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

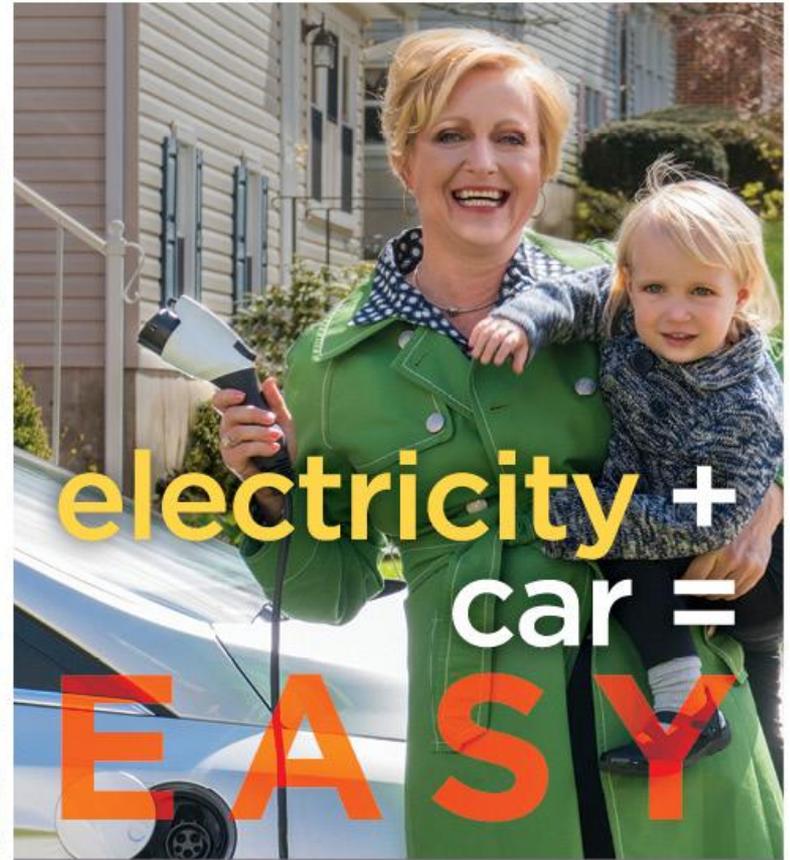
BILLBOARD

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

The screenshot shows the fueleconomy.gov homepage. At the top, it features the U.S. Department of Energy and Environmental Protection Agency logos. The main navigation bar includes links for 'Find a Car', 'Save Money & Fuel', 'Benefits', 'My MPG', 'Advanced Cars & Fuels', and 'About EPA Ratings'. A large banner image shows a hand plugging a charging cable into a car, with the text: '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!'. Below the banner are several categorized sections: 'Find & Compare Cars' (with a car search icon), 'My MPG' (with a car and fuel pump icon), 'Save Money' (with a gas pump and money icon), 'Hybrids & Electric' (with a car and plug icon), 'Calculators and Other Tools' (with a calculator icon), and 'New on fueleconomy.gov...' (with a car icon). Each section lists specific tools and resources available on the site.

Alternative Fuels Data Center

The screenshot shows the Alternative Fuels Data Center website. The header includes the U.S. Department of Energy logo and navigation links for 'Alternative Fuels Data Center', 'Search', and 'Home'. The main navigation bar lists categories: 'FUELS & VEHICLES', 'CONSERVE FUEL', 'LOCATE STATIONS', 'LAWS & INCENTIVES', 'Maps & Data', 'Case Studies', 'Publications', 'Tools', 'About', and 'Home'. A secondary navigation bar includes 'EERE' and 'AFDC' links, along with 'Printable Version' and 'Share' options. The main content area is divided into several sections: 'Fuels & Vehicles' (with a 'More Fuels & Vehicles' link) featuring icons for Biodiesel, Electricity, Ethanol, Hydrogen, Natural Gas, and Propane; 'Maps & Data' (with a 'More Maps & Data' link) listing 'U.S. Alternative Fueling Stations by Fuel Type', 'Alternative Fuel Vehicles in Use', and 'U.S. Hybrid Electric Vehicle Sales by Model'; 'Tools' (with a 'More Tools' link) listing 'Laws & Incentives', 'Vehicle Cost Calculator', 'Light-Duty Vehicle Search', 'Heavy-Duty Vehicle Search', and 'TransAtlas'; and 'Station Locator' (with a 'More Station Locator' link) featuring a map of the United States and a 'Find State Information' section with a dropdown menu and a 'GO' button. A large banner at the bottom reads '10 ways to get started' and 'Cut fuel costs, reduce emissions, and bolster U.S. energy security.' with an image of a yellow van.

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 and their outlines are clearly visible against the lighter sky.

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energy.gov/everywhere