Plug In America

WE DRIVE ELECTRIC. YOU CAN TOO.

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Medical Society Consortium on Climate and Health
Plug In America

• National nonprofit organization founded in 2008; our members are passionate EV drivers
• The leading national voice promoting and accelerating the rollout of plug-in cars
• The world’s deepest pool of experienced EV drivers, with many years of experience and millions of electric miles driven
Four Actions You Can Take

• Walk or bike
• Buy an EV
• Buy Green Power
• Talk about your EV
Carbon Footprint: It’s not about you

• Wearing a mask and getting vaccinated is not just about your health, but about creating a societal benefit through indirect effects
• The same is true for actions on climate change
• Large polluters have sought to frame action on climate change as consumers’ individual responsibility
• We need systemic transformation
Walking and Biking

• The more people choose to walk or bike, the more urban planners enable these modes work

• Virtuous cycle

Photo source: City of Cambridge, MA
• EVs in 2015 produced about half the GHG of a conventional vehicle over their lifetime (including manufacturing impacts) even when charged with grid electricity
  – Nealer et al., *Cleaner Cars from Cradle to Grave*, Union of Concerned Scientists, 2015

• Savings are even greater in 2021, and even more than that if you charge with renewable energy
• The more people buy EVs and clean energy, the more rapidly costs decrease
  – Experience curve
• Buy an EV if you can afford one
  – Deployment, not time, is what brings costs down

Source: Earth Policy Institute/Bloomberg
Talk about your EV

• Most non-EV drivers misunderstand what the vehicles are like—in particular the “fueling” experience
  – Overestimate how much they will need public charging
  – Underestimate how much exists
  – Overestimate the “problem” of charging time
• Actual EV drivers can tell them how easy it is to plug in at home and start every day with a full “tank”
Talk about your EV
How to buy an EV

• What is your use case?
  – Is this your household’s only car?
  – Can you charge at home or at work?
  – What capabilities do you need in a vehicle?
    • Towing? Large cargo space? Long road trips?
  – What conventional vehicle would you otherwise buy?
How to buy an EV

• A shorter-range EV with a smaller battery might work well as a second car for commuting with home or workplace charging
• Most households would not need two long-range EVs
• Truck options are coming
• Dealership (traditional automakers) or direct sales (new EV-only)?
Thank you!

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