



# *Plug In America*<sup>®</sup>

*WE DRIVE ELECTRIC. YOU CAN TOO.*

May 21, 2021

Medical Society Consortium on Climate and Health

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- 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

- 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

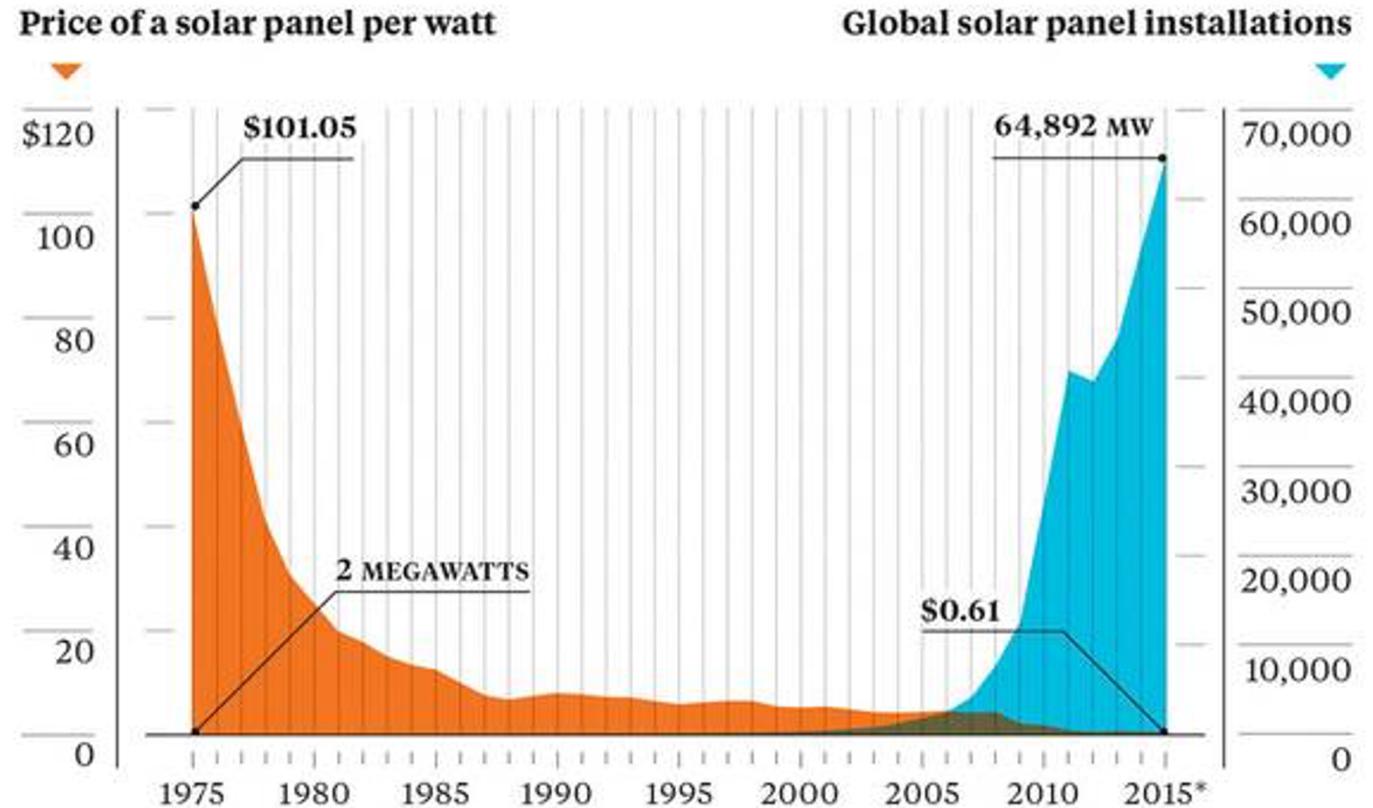


Photo source: City of Cambridge, MA

- 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

# Buying an EV and Green Power

- 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

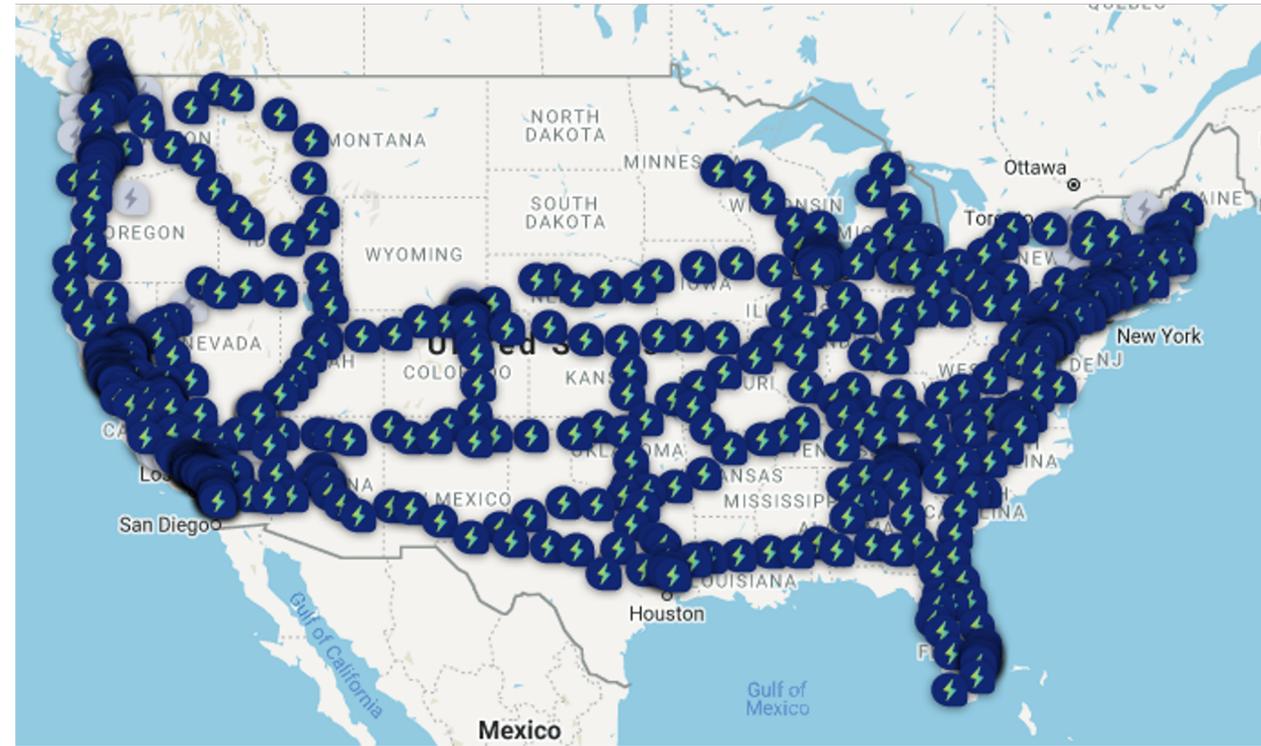


Source: Earth Policy Institute/Bloomberg

# 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



- 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!  
*Pete O'Connor*

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