

# Drive Electric Northern Colorado

A Community-Wide Approach to EV Adoption



Electrification  
Coalition

# Drive Electric Northern Colorado (DENC)

DENC is designed to serve as a “living laboratory” for EV adoption, and will create a scalable and replicable model for implementing EV deployment communities nationwide.

## DENC Strategies

- › EV Readiness
- › EV Education
- › **EV Experience**
- › EV Fleet Adoption
- › Preferred Pricing Programs



# Electrification Coalition

DENC was launched by the Electrification Coalition (The EC)

## About the EC

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- › The Electrification Coalition (EC) is a nonpartisan, non-for-profit group of business leaders committed to promoting policies and actions that facilitate the deployment of electric vehicles on a mass scale in order to combat the economic, environmental, and national security dangers caused by our nation's dependence on oil.



Electrification  
Coalition

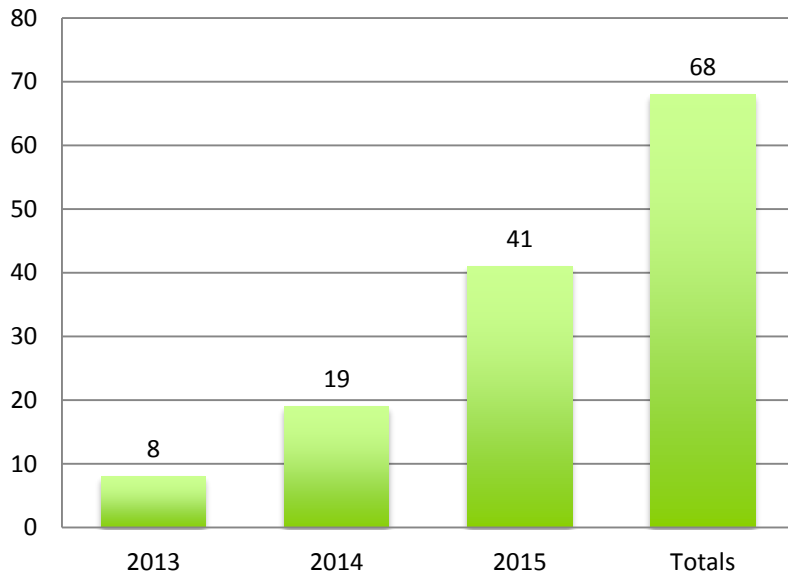
# DENC Ride and Drives

From 2013-2015 DENC hosted 68 Ride and Drive events with 1,678 people behind the wheel. Several additional events have occurred so far in 2016.

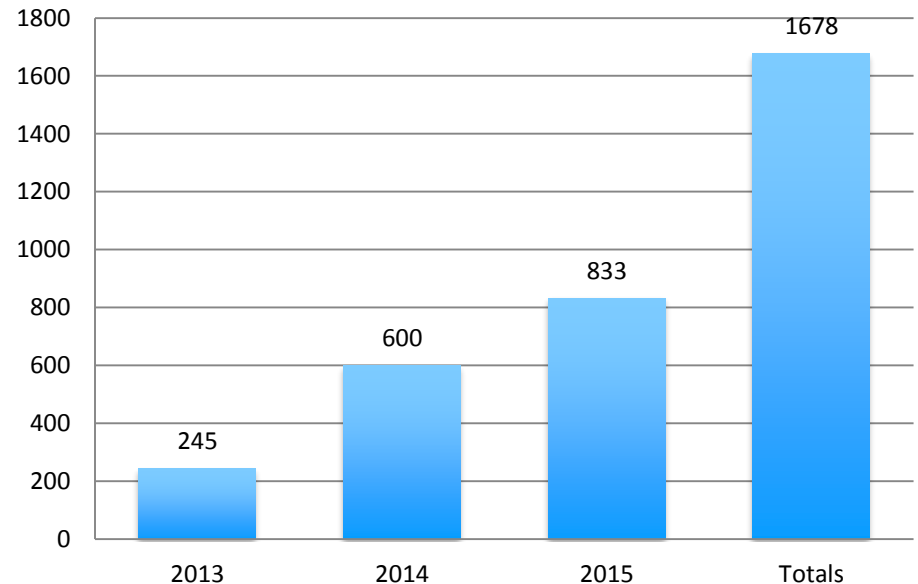
## 2013-2015 Ride and Drive Events and Participants

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### Number of Events



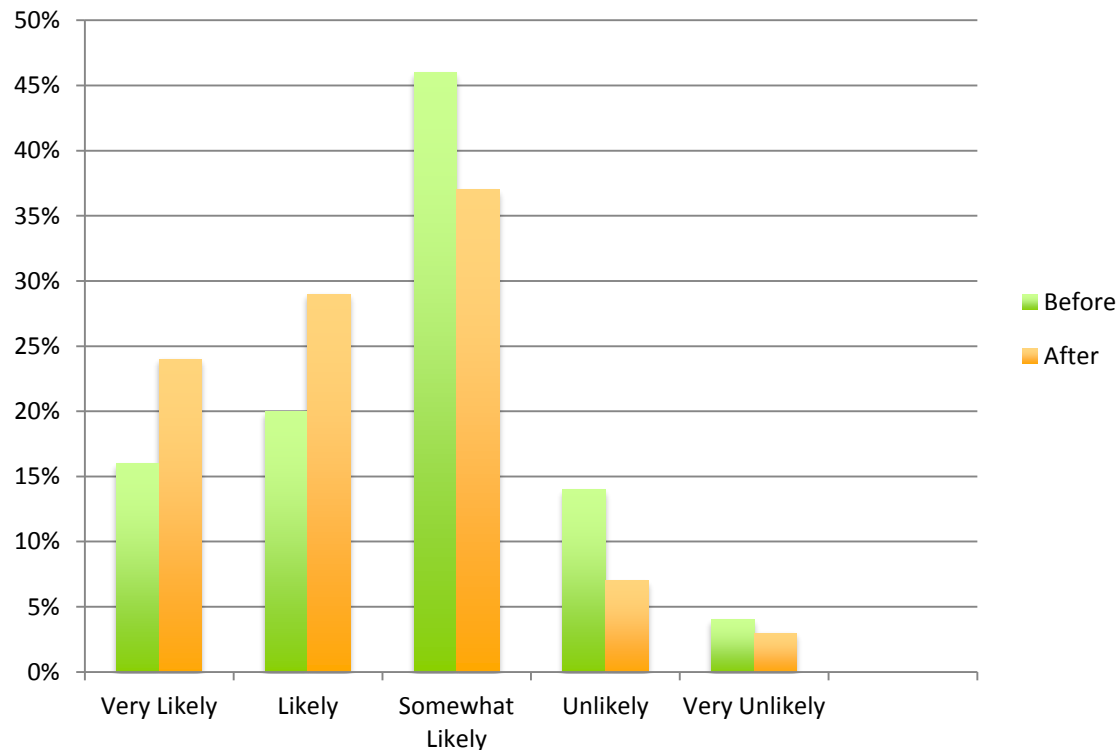
### Number of Ride and Drive Participants



# Changing Minds from Behind the Wheel

DENC's Ride and Drives have demonstrated that first-hand experience with EVs positively changes perceptions of the technology and importantly, it also increases likelihood of EV purchase.

## Before or After: Likelihood of Purchasing an EV



- › Participants who stated that they were “unlikely” or “very unlikely” to purchase an EV decreased after test driving an electric vehicle.
- › 76 percent of participants have never driven an electric vehicle before a DENC Ride and Drive event. This number is decreasing, demonstrating that EVs are becoming more well known in the community.
- › Dealerships have reported that these events increased EV sales across the region.

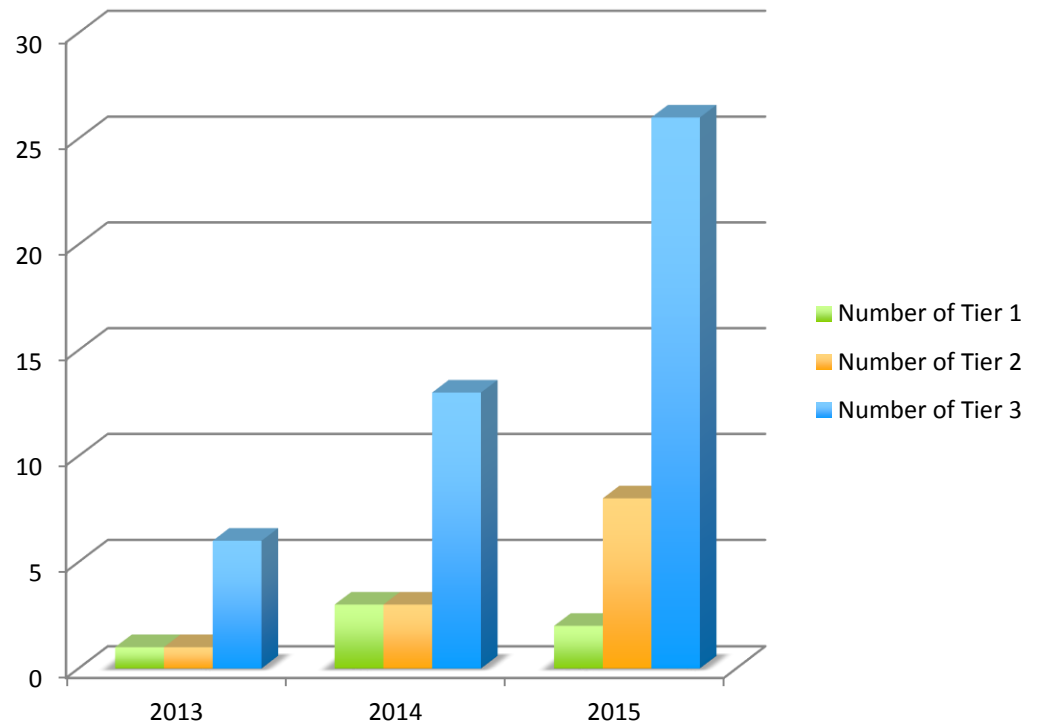
# What Makes a Successful Ride and Drive?

DENC has completed nearly 80 Ride and Drives since 2013. We are now able to reflect on past events to learn what makes a successful event.

## Examples of Successful Events



## Analyzing Ride and Drives 2013-2015



# Selecting High Attendance Events

DENC developed the following selection criteria to maximize the number of high attendance Ride and Drive events.

## Tiered Ride and Drive Selection Criteria

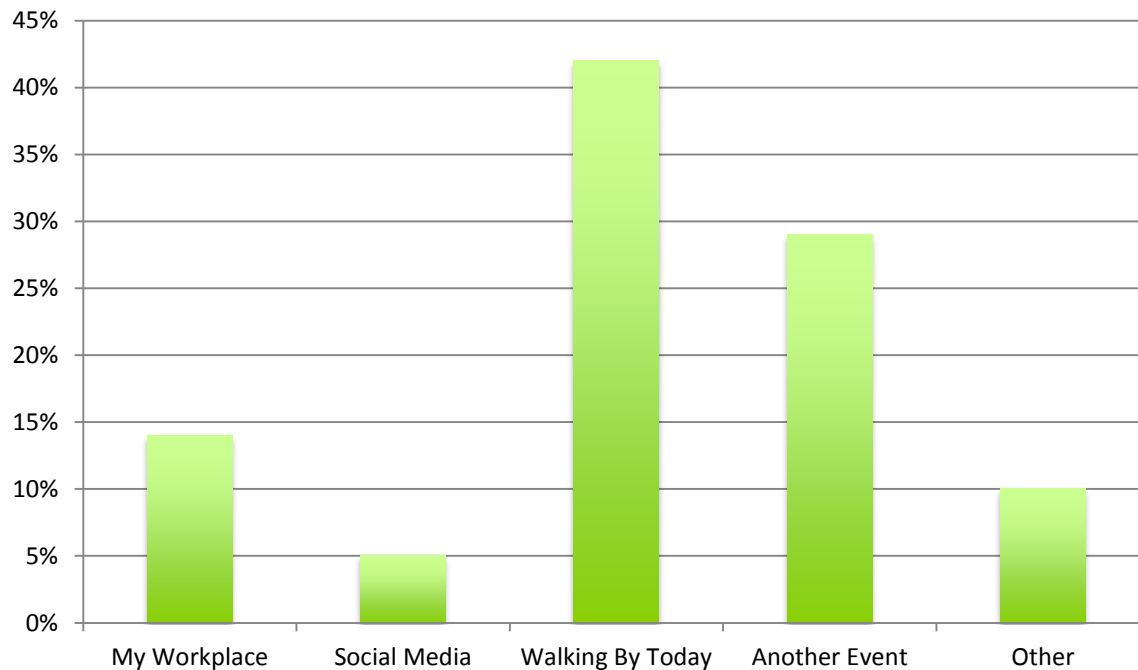
	Tier 1 (100+ test drives)	Tier 2 (50-100 test drives)	Tier 3 (20-50 test drives)
<b>Lead time for planning</b>	3+ months	2+ months	3+ weeks
<b>Built-in audience or employee base</b>	600+	100+	20-50
<b>Confirmations for test drives</b>	150-200	50-100	N/A
<b>Marketing and promotion plan</b>	<ul style="list-style-type: none"> <li>Reach of 20,000</li> <li>Drive Leadership for marketing or executives</li> <li>Direct-to-consumer marketing (email, mail-out, etc.)</li> <li>Promo starting 3 months prior</li> </ul>	<ul style="list-style-type: none"> <li>Reach of 5,000+ people</li> <li>Drive Leadership for marketing or executives</li> <li>Direct-to-consumer marketing</li> <li>Promo starting 1+ months prior</li> </ul>	<ul style="list-style-type: none"> <li>Reach of 800-1,000 people</li> <li>Direct-to-consumer marketing</li> </ul>
<b>Location (Standard for all tiers)</b>	<ul style="list-style-type: none"> <li>Front of building or directly near event</li> <li>Highly visible location</li> <li>Ability to line cars in walkway of target audience</li> </ul>	<ul style="list-style-type: none"> <li>Front of building</li> <li>Highly visible location</li> <li>Ability to line cars in walkway of target audience</li> </ul>	<ul style="list-style-type: none"> <li>Front of building</li> <li>Highly visible location</li> <li>Ability to line cars in walkway of target audience</li> </ul>



# Ride and Drive Promotion

Survey results suggest that advertising plays an important part in attracting participants to Ride and Drives.

## The Impact of Promotion



- › The majority of survey respondents (42 percent) indicated that they found out about a Ride and Drive by walking by the event.
- › Another large percentage, (29 percent), visited the event after hearing about or attending a different DENC Ride and Drive.
- › 14 percent of respondents responded they had heard about the event through their workplace, highlighting the importance of local businesses in the DENC program.



# Drive Leadership as Method to Promote Events

Providing extended test drives to community leaders, marketing teams associated with the event, or company executives provides the opportunity to promote the upcoming event and provide validation for EVs.

## Drive Leadership Opportunities

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- › Workplace Events
  - › Marketing teams
  - › Company executives
- › Public Events
  - › News outlets and reporters
  - › Event staff, marketing team, and leadership
- › Community-leaders: Mayors and city council members can be influential in marketing Ride and Drive events by driving a car and promoting their experience with an EV.



# Engaging EV Dealerships

DENC has proven the value of Ride and Drives and the program. This has resulted in an increase in engagement dealerships both with marketing dollars and overall participation.

## Role of Dealerships

- Event staff: Co-pilots and EV Experts
- Sales follow up
- Marketing events to customer



# Increasing Sales: Following Up with Participants

DENC has found the most effective way to facilitate sales after an event is to follow up with participants immediately

## Important Components

- › Vehicle information including range and price
- › Tax credit and total cost of ownership information
- › Information about charging and charging stations
- › Opt-out form

## Why is This Important?

- › Dealership recognition
- › Connecting events to sales

“DENC is a great program to be involved with because it educates our community on the benefits of driving electric and gives them a chance to test drive the Chevy Volt in an environment they may feel more comfortable in,” added Stephanie Miller, marketing director at Dellenbach Motors. “We are privileged to be a part of a movement where everyone has the same end goal; to better our community by reducing our carbon footprint.”



Thank you for driving a Nissan LEAF! We have some more information to help you with your EV search.

More information on the Nissan LEAF you drove.



The information below is about the latest version of the vehicle, the Nissan LEAF E. Click here for information on the EV and its costs.

Starting MSRP	\$28,251*
Federal state tax credit	up to \$5,142
Estimated federal tax credit	up to \$7,500
Estimated price after tax credits	as low as \$16,369**

Compare your current vehicle to the EV [DENC Electric Cost Comparison Calculator](#)

It pays for itself in as little as 10,000 miles a year	\$10,775
EV's value at electric range	\$4,170

MPG: 114 MPGe\*\*\*

Why the Nissan LEAF? 

- LEAF's unique color-glass, what's charging is free at many locations, including Tynan's Fort Collins Nissan
- Zero carbon emissions
- No oil changes, fluid
- When you purchase a LEAF from Tynan's you automatically earn one free car washes per year for your long-observed road trip needs.

Connect with your LEAF needs [Tynan & Nissan](http://www.tynan.com)  
[www.tynan.com](http://www.tynan.com)  
Julie Davis, LEAF Expert  
(970)221-1400  
[julie.davis@tynan.com](mailto:julie.davis@tynan.com)

Open a link about this vehicle <http://www.tynan.com/vehicles/leaf.html>

Tynan's Nissan offers purchasing options, and 24 or 36 month leasing options.

\*MSRP. Excludes Colorado tax credit and Federal tax credit.  
\*\*MSRP includes in-use gas equivalent. Fuel economy (EPA estimate) that EVSE represents the number of miles the vehicle can get using a quantity of fuel with the same energy content as a gallon of gasoline. Learn more about Plug-in Vehicle Leasing here.

### Connect & Learn



DENC would like to connect you to the local dealerships mentioned in this email so that you can learn more about local pricing programs and other information.

Please use the drop-down menu below if you would not like to be contacted by a dealership about this vehicle.

Nissan Opt-Out

Unsubscribe

About Tynan's: Tynan's Nissan has been family owned and operated since 1983. Tynan's is a proud supporter of local business and nonprofit entities in CO, and has helped with the installation of EV charging stations in the Fort Collins area. Tynan's Nissan service center and charging station LEAF certified factory technicians, online service scheduling, and a free shuttle service. Tynan's offers an excellent fleet rental program for LEAF owners, and will send you home with a loaner vehicle free of charge for any major services.

### Charging Stations Near You

Northern Colorado EV drivers are never more than six miles away from a charging station.

To locate charging stations in Fort Collins and Loveland, please click [here](#).

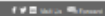


### About DENC

Drive Electric Northern Colorado (DENC) is a first-of-its-kind, community-wide initiative designed to achieve widespread deployment of plug-in electric vehicles (PEVs) in the Northern Colorado Region.

By developing innovative public-private partnerships, a comprehensive electric vehicle marketplace, and much importantly, driving community participation and investment, DENC prioritizes and supports widespread PEV ownership for individuals, families, businesses, and commercial vehicle fleets in Northern Colorado. The effort serves as a "living laboratory" and as a model to be implemented in other communities around the country.

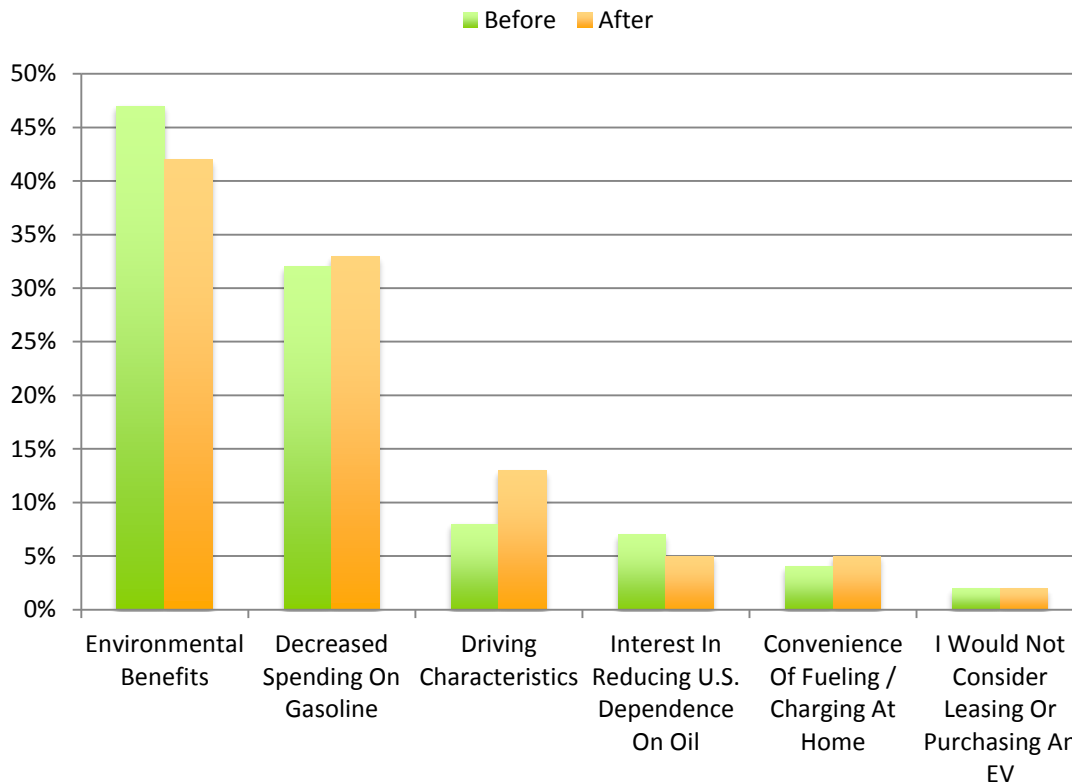
Get us at [www.denc.org](http://www.denc.org)



# Driving Experience Shifts Purchase Motivations

Most respondents indicated environmental benefits as a key motivator for acquiring an electric vehicle, but experience revealed new motivations.

## Motivations for Purchasing or Leasing an EV



- › Prior to Ride and Drives, 47 percent of respondents claimed “environmental benefits” as a main motivator for potential purchase.
- › After driving the EVs, and speaking with DENC staff and volunteers, respondents exhibited change in perception.
- › “Driving characteristics” (e.g., speed, torque, quiet ride) increased from 8 percent to 13 percent, suggesting that Ride and Drives help dispel EV myths.