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Poster Title: Nudging EVs into the Mainstream: Guerilla Tactics from Middle America

Abstract: Everybody agrees that we need to accelerate adoptions of electric vehicles (EVs) as part of the effort to reduce transportation-related emissions. And there's lots of talk in the media about how fast EV markets are growing—even James Bond is on track to drive an EV. The overall story, though, covers up a real challenge in middle America. While California and other coastal states have adopted a Zero Emission Vehicle (ZEV) standard, most of the country has not. This matters because auto manufacturers are sending most of the EVs they produce for the US to the ZEV states to fulfill mandates, which means some EV models aren't even available in most of the country. More, many dealerships are skeptical about the profitability of offering EVs—the dealerships have to pay fees for training and to upgrade their facilities and EVs have lower maintenance costs, so there's less opportunity to recoup those investments. All of that means that in most of America it's hard to buy an EV. Early adopters talk about going to multiple dealerships or driving across state lines to purchase a vehicle. This isn't the way to achieve climate action at scale! The good news is that EV advocates are starting to leverage insights from energy efficiency market transformation programs and behavioral science to accelerate EV adoption. In this presentation we'll talk about current efforts in Wisconsin where we are leveraging vehicle sales data to motivate more dealerships to stock and promote EVs while also facilitating contagious word-of-mouth marketing campaigns. Essentially we are transforming the market on a shoestring budget, demonstrating what's possible with public information, early-adopter enthusiasm and sound behavioral theory. In addition to sharing a strategy that's easily applied in other states, we'll provide sales data and market insights. The lessons learned from our work in Wisconsin can help other states accelerate EV sales, ideally setting the state for policy shifts across middle America in the coming years.