

**Christine White, Frontier Energy**

**Title:** It's a DC Fast Charger, not a vacuum cleaner

**Abstract:** In September 2018, two Chevy Bolts set out for a drive across the country to reach ordinary Americans who weren't necessarily steeped in the issue of climate change or closely following the news about electric vehicles. The two-week, 4,000 mile trip zigzagged the country using available charging -- and a lot of creativity. Traveling with two film crews, a band of social media experts, and comedians that created a series on FunnyorDie.com, the New American Road Trip reached hundreds of thousands of people. The tour team--all from California--also learned valuable lessons about what "available" charging really means, the difference between range anxiety and time anxiety, the viewpoint that climate change is unrelated to human activity, and that in many parts of the country electric cars are like unicorns--just a myth. And the number of people who thought that DC Fast Chargers in shopping center parking lots were for vacuuming out the car. (People literally stopped to see how we were using the "vacuum." In this short presentation, the tour director Chris White will share the planning that went into the trip, highlights and trouble spots, lessons learned about behavior changes needed to accelerate adoption of EVs, and the effectiveness of using comedy, unorthodox video, and Instagram to create a ground swell of support.