

Are we making a difference?

SacEV members have been tremendous contributors of effort to educate the community about the importance and joy of going electric. Beyond sharing the sheer joy of driving electric, most of us do this because of the importance we place in clean air, national security, national and regional jobs, and avoiding global warming.

The question is, as volunteers take significant time away from their families, their work, their hobbies to participate in EEvents, are we making a difference?

Let's look at the impact we're making:

- Last year, we participated in **30 events resulting in over 7,000 conversations** and 1800 test drives. We're on track to top those numbers this year
- Our region is approaching **12,000 EVs with a 50% growth in EV sales** this year through June over last year similar period.
- Survey data from the EEvents with test drives (using last week's Folsom example)
 - 70% of respondents had no prior experience with EVs
 - **After test-driving an EV, 74% said they would consider buying or leasing one;**
 - **85%** of respondents had a very positive perception of EVs before the test drive, and **95%** had a very or somewhat positive perception after the test drive.

But the question is, "Are **we** making as difference?"

Yet the question remains, are we, as SacEV members contributors to those numbers? Anecdotal evidence indicates yes, we are. Most of us personally know EV owners that bought EVs after our conversations. An example came from Linda, whom I meet for the first time a earlier this year. I noticed she had a 2017 Chevy Volt, so I asked:

Question 1: Do you like your Volt?

Answer: Love it.

Question 2: Have you heard of SacEV?

Answer: No

Question 3: Why did you buy the Volt?

Answer: I went to the ECOS Earth Day event last year with no thought in my mind of buying an electric car. I knew they were too small, too short range and wouldn't meet my needs. Then I saw some of the electric cars at this event and talked with people there. I discovered that an electric car could very well fit my requirements. A few months later I bought the Volt. And then my neighbor bought one too.



SacEV had a major presence at the ECOS Earth Day event last year. Linda didn't remember our name, but the message got through. This year she joined us.

Her story is not unique. I've heard it often from other new EV drivers.

So, yes, we are making a difference in such an important topic.