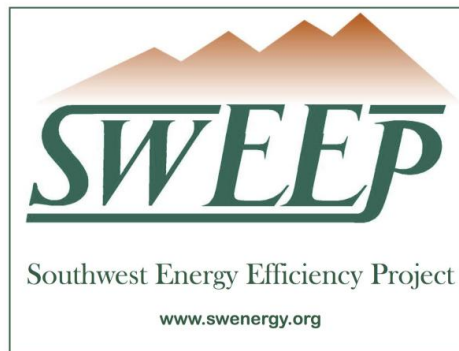




# EV group purchase programs

Will Toor

Southwest Energy Efficiency Project



# What are they?

- Competitively bid discount program for EV (or EV and solar PV)
- Time-limited program to create sense of urgency
- Community based outreach and marketing, led by trusted local organization
- Focused on consumers, not fleets

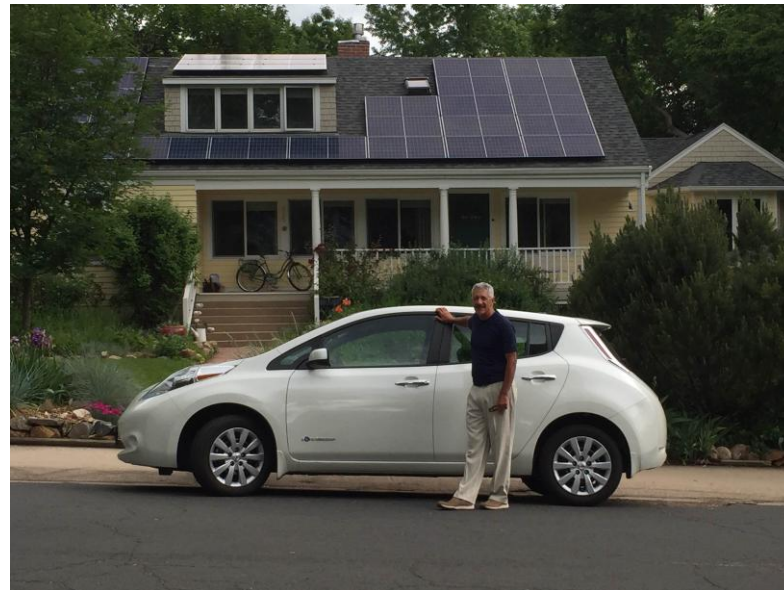
# Model was pioneered in 2015

Programs have been piloted in

- Boulder/Denver area
- Northern Colorado
- Salt Lake City
- Minnesota
- San Francisco
- Quebec
- Nissan participated in all; Ford, BMW in some

# Boulder Daily Camera headline 9/26:

- **Hundreds in Boulder County sign on to Solar Benefits Colorado program**
- **Bulk-buying initiative for electric vehicles and solar systems may be expanded**

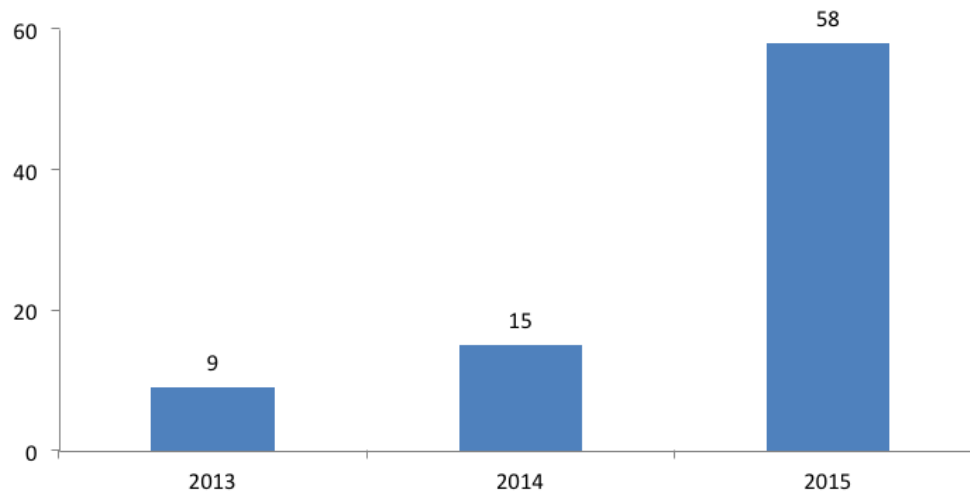


# How big were the discounts?

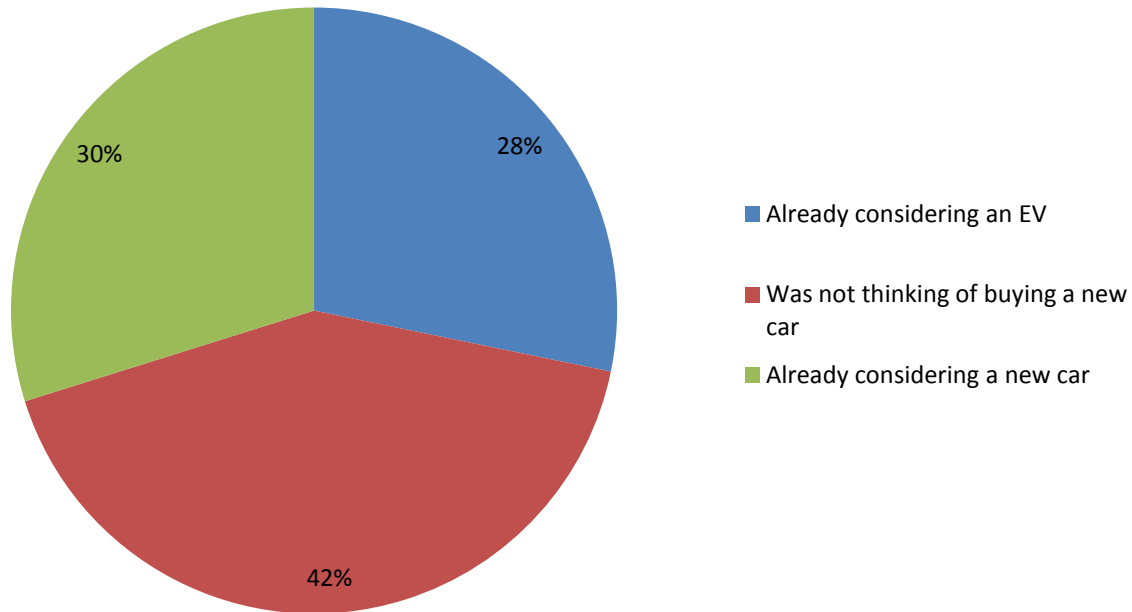
- 2015 Nissan Leaf S with Quick Charge Package
  - Market Rate Price: \$31,810
- Group sale price: \$23,461 plus fees and taxes
  - nearly \$8,500 discount
- Marketing also focused on tax credits - \$7,500 federal and up to \$5,000 state, for potential net cost of \$11,000

# Results

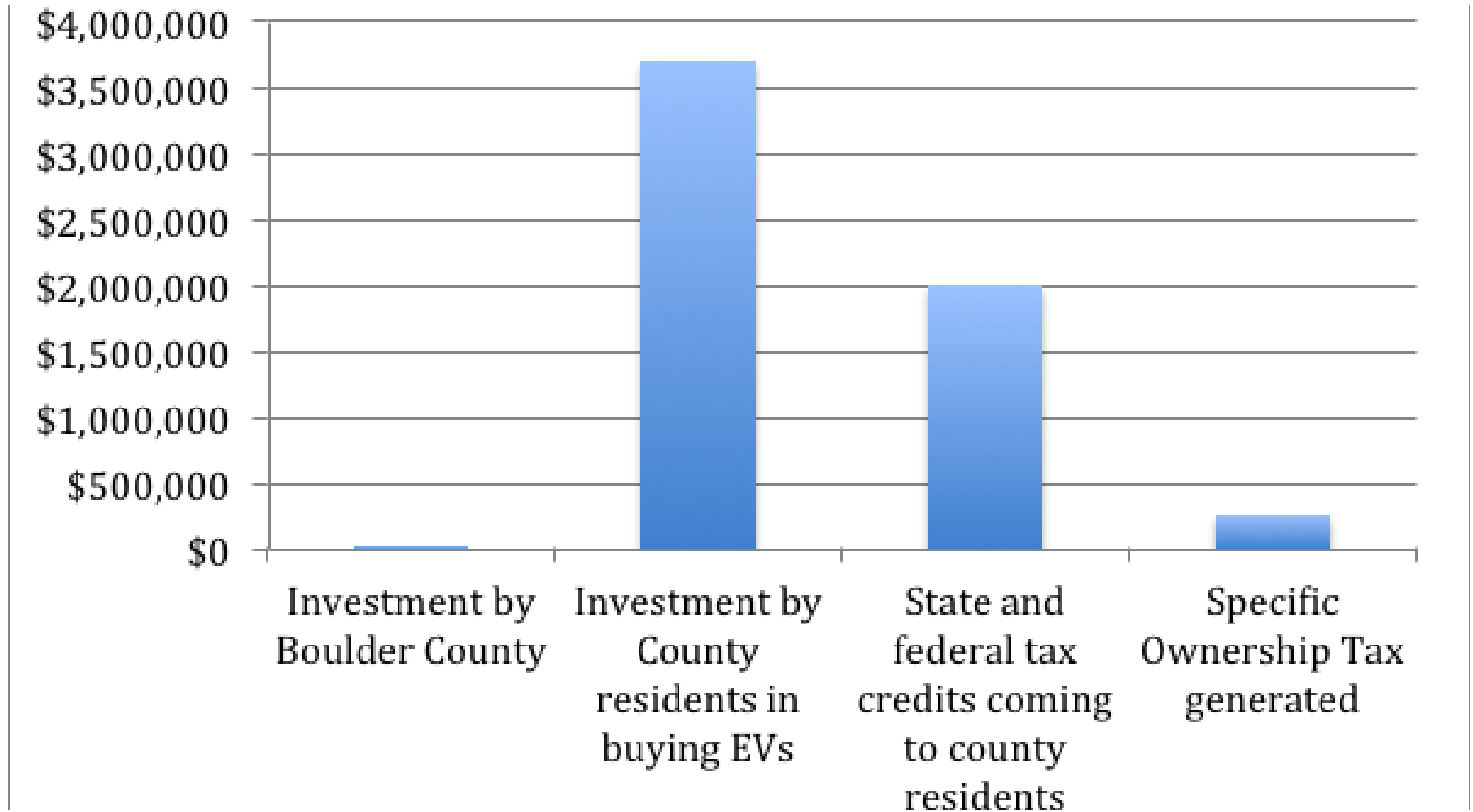
- 248 Nissan Leafs sold in 4 months, 159 to Boulder county residents:52 sold in Boulder County the same 4 months of 2014!
- Larimer County:



# Most buyers had not planned on an EV



# Boulder County only spent \$7,000; leveraged 500 fold





# Local Policy Impacts

- 200 + vehicle sales – EVs far more visible
- Multiple public officials purchased Evs
- City & County committed to match funding for workplace & multi-family charging
- Policy boost to fleet conversion, EVs in building codes, legislative agenda



# How to organize a program

- Need lead agency (city, nonprofit, utility) and program partners
- RFP process to choose participating dealers/OEMs
- Decide on timing
- Outreach plan (earned media, social media, direct outreach to employees, etc)
- Web portal, data sharing to track program

# Keys to Success

- Motivated dealers – commit to inventory, customer service, data sharing
- Sustained outreach – key is trusted local voices

# Online program guide

**The Electric Vehicle and Photovoltaic Power Purchase Handbook:** A toolkit for developing electric vehicle and rooftop solar group purchase programs

[http://www.swenergy.org/data/sites/1/media/documents/publications/documents/Power Purchase Handbook.pdf](http://www.swenergy.org/data/sites/1/media/documents/publications/documents/Power_Purchase_Handbook.pdf)

# Thank You

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