EV group purchase programs

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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

- 42%: Not thinking of buying a new car
- 28%: Already considering an EV
- 30%: Already considering a new car
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

Thank You

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