



City of Richmond

Report to Committee

To: Public Works and Transportation Committee

Date: June 16, 2014

From: John Irving, P.Eng. MPA
Director, Engineering

File: 10-6000-01/2014-
Vol 01

Re: Electric Vehicle Promotion at Community Events

Staff Recommendation

That the City's participation in the Emotive electric vehicle initiative, as described in the attached report titled "Electric Vehicle Promotion at Community Events", dated June 16, 2014, from the Director, Engineering, be endorsed.

John Irving, P. Eng. MPA
Director, Engineering
(604-276-4140)

REPORT CONCURRENCE		
ROUTED TO: Transportation	CONCURRENCE <input checked="" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

Richmond's 2041 Official Community Plan (OCP) establishes community greenhouse gas (GHG) reduction targets of 33% by 2020, and 80% by 2050, below 2007 levels. Richmond's Community Energy and Emissions Plan (CEEP) identifies that vehicle transportation accounted for 53% of the community's GHG emissions in 2010. By increasing the use of electric vehicles (EVs) Richmond can more rapidly achieve the targeted GHG reductions.

Promoting EVs supports Council's Term Goal #8 Sustainability:

#8.1 Continued implementation and significant progress towards achieving the City's Sustainability Framework.

Background

In January 2014, City Council adopted Richmond's Community Energy and Emissions Plan (CEEP), which sets strategies to manage energy use and reduce carbon emissions. A widespread shift to zero carbon vehicles is identified in the CEEP as a "Big Breakthrough" strategy necessary for Richmond to achieve its emissions targets in the coming decades. Strategy 7 in the CEEP identifies that the City will "promote low carbon personal vehicles".

The City has taken a variety of actions to facilitate the transition to EVs. In 2012, Council approved a cost sharing project with the Province that allowed the installation of EV charging stations at Steveston, Thompson, and Cambie Community Centres, as well as City Hall. The stations have been used 967 separate times in the first 9 months of their activation, helping to build consumer confidence in EVs. There are also two electrical charging stations at the Works Yard and City Hall for City vehicles to use, and the City has four EVs in its fleet.

The City has also supported EV charging stations in private development. The 2041 OCP requires that at least 45% of parking stalls in multi-family developments be constructed to accommodate future installation of EV charging equipment. Larger commercial developments such as the recent SmartCentres development have included provisions for EV charging infrastructure.

Analysis

Program Overview

"Emotive" is a new joint outreach campaign developed by Plug In BC, a collaborative initiative that works to promote EVs and related electric charging infrastructure in British Columbia. The Emotive campaign was developed with support from Metro Vancouver, some regional municipalities, the Fraser Basin Council, the Province of BC and BC Hydro.

The Emotive campaign is designed to raise awareness of EVs, and create more opportunities to experience driving an EV. A recent study by the World Wildlife Foundations found that 47% of Canadians had no awareness of EVs, while only 7% of the population report experience traveling

in or even seeing an EV. Such research suggests that building the public's awareness of EVs is crucial to facilitate their uptake.

Plug In BC conducted market research to identify likely "early adopter" populations that may purchase electric vehicles in the near term. This research suggests that higher income populations with an interest in technology and/or environmental values are appropriate target markets. This research also surveyed current owners on what they most appreciated about their EV. Interestingly, EV owners mostly cite vehicle performance as their favourite feature – 59% of owners cite power and speed, 30% that vehicles are quiet, and only 11% most appreciate vehicles' environmental attributes.

The Emotive campaign includes a branded identity (see Attachment 1) and various forms of media (website, billboards, etc.) that seek to increase peoples' knowledge of electric vehicles. The campaign includes "Community Event Kits", which can be deployed at major community events. The kits include usage of the Emotive identity, promotional materials (t-shirts, tattoos, and other collateral), and the participation of 1-2 volunteer EV owners who serve as "EV Ambassadors".

Promotion in Richmond


The City has the opportunity to deploy the Emotive campaign at major events, such as the Richmond Maritime Festival, Night Market, Summer Night Market, Steveston Dragon Boat Festival, and other events. City staff will attend these events, accompanying volunteer EV Ambassadors. Staff anticipate implementing Emotive engagements at a minimum of 5 events during 2014. Staff will also promote other sustainable energy opportunities, such as home energy improvement programs, during these events.

Financial Impact

None. Any minor costs related to Richmond-specific promotional materials and events can be accommodated within existing budgets.

Conclusion

The Emotive campaign is an opportunity to encourage Richmond's residents to experience EVs, and will assist the City in meeting its energy and emissions goals. Staff will also use the opportunity to promote the City's actions and energy related programs.



Brendan McEwen
Manager, Sustainability
(604-247-4676)

Emotive Campaign Branding & Promotions

FUN
BLEW MY MIND
THRILLING!
EXHILARATING
BREATHTAKING
AMAZING!

...AND THAT WAS JUST
THE DRIVE GETTING
HERE.

emotive
THE ELECTRIC VEHICLE EXPERIENCE

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