



In the U.S., oil is responsible for more than 40 percent of greenhouse gas emissions. Therefore, accelerating market demand for electric vehicles (EVs) is essential to reducing not only the consumption of oil, but also the greenhouse gas emissions and unhealthy air pollution that comes from extracting and burning it.

As the nation's largest and most influential environmental organization, the Sierra Club is an effective leader working strategically to reach our goal of a 50 percent reduction of oil use in the U.S. by 2050 by transitioning the transportation sector from oil to clean power.

BACKGROUND

We launched our EV initiative in 2011 because a switch to EVs is an essential way to slash greenhouse gas emissions and our dependence on oil. Since then, we've become a key player in boosting EV sales through our work to educate the media, policymakers, and the public about the benefits of EVs. We also advocate for effective state and local EV incentives and programs.

To date, we've worked with a number of our chapters to advocate for and implement EV incentives and programs at the state and local levels in places like Illinois, Massachusetts,

Connecticut, and California. We were the central group that fought and won a campaign to convince the U.S. Green Building Council to retain its LEED credit for EV charging infrastructure (despite plans to remove it). We're also proud of our interactive online EV Guide — www.sierraclub.org/EVGuide — the most comprehensive one available.

We write a popular national blog about EVs and we generate hundreds of EV media hits each year. In 2012, we organized hundreds of house parties where thousands of supporters watched "Revenge of the Electric Car," a film advocating benefits of EVs. Together with Plug In America and the Electric Auto Association, we organize the annual National Drive Electric Week that, in 2015, held EV promotion events in 195 locations in 42 US states, as well as in a few other countries, with an estimated 100,000+ participants and 7,000+ test rides.

HOW WE DO IT

According to our analysis, to be on track to meet our 2050 climate goals, we need to get 10 million plug-in cars on the road by 2025. This will take a tremendous effort to educate and engage the public, policymakers, the media, utilities, and business leaders.

We're working to make EVs more appealing, convenient, and affordable by:

- Organizing public events
- Securing nationwide traditional and social media attention
- Successfully advocating for state consumer incentives, like rebates and carpool lane access
- Convincing businesses to create workplace EV programs, including charging stations, educational events, and perks for EV drivers
- Successfully advocating for cities and states to install public charging infrastructure, including at multi-unit dwellings
- Working with policymakers to ensure that EVs—both new and used—are more accessible to low-income residents
- Defending to policymakers our strong fuel economy and 'zero emission vehicle' regulations that automakers are gearing up to try to weaken



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We're engaging public transit agencies to replace dirty diesel and compressed natural gas buses with zero emission buses by:

- Meeting with transit leaders
- Demonstrating strong public support for cleaner transit choices through media outreach, grassroots organizing, and coalition building
- Collaborating with health and environmental justice groups concerned about urban air quality, particularly in low-income communities

We're working with leaders in the utility sector to accelerate EV adoption because:

- Utility programs can incentivize EVs and increase reliance on renewable sources of power through efforts such as lower off-peak rates, load balancing, and battery storage; and
- The utility sector has a tremendous amount of power and potential to shift our reliance—in both electricity sources and transportation fuel—from fossil fuels to clean energy solutions

For more information, visit www.sierraclub.org/EVguide or contact Gina Coplon-Newfield gina.coplon-newfield@sierraclub.org

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