

SAN FRANCISCO, September 16, 2013 –Today, after three years of focused effort, the California Plug-in Electric Vehicle Collaborative, Governor Jerry Brown and a diverse group of California corporate leaders met at **DRIVE THE DREAM**, to announce acceleration in the adoption of electric vehicles and workplace charging in California. This unprecedented cooperation of industry and government working together ensures continued global leadership well into the future.

cbw

Project Summary In May 2013, The CBW Group, Inc. competed for and won an RFP issued by the California Plug In Electric Vehicle Collaborative (PEVC). The scope of work for the project was to envision and execute a public relations event designed to attract media attention to the fact that California has the largest electric vehicle market in the US, with intent to grow market share and increase the accessibility of charging stations throughout the state. This event was to include Governor Jerry Brown and California corporate executives working in partnership to grow the market. We need to create an event compelling enough to secure the event on Governor Brown's schedule, as well as encourage corporate executives to make PEV commitments and participate.

In executing on the goals of the RFP, The CBW Group created a hugely successful event by providing the overall strategic vision and following tactics:

- We created the name, brand, logo, look and feel for the event, "Drive the Dream";
- We convinced the Governor's team to move the event out of Sacramento and into the more consumer media friendly market of San Francisco;
- We convinced 8 electric vehicle manufacturers/members of the PEVC to join together and showcase their cars in one event;
- We proposed moving the event to the new Exploratorium in San Francisco as a "neutral" zone for the car companies, with easy access for the media;
- We convinced the Exploratorium to waive their \$35,000 rental fee for the event to keep the event within the budget and promote their own facility;
- We pitched over 100 companies to participate in the event – 40 attended;
- We added a luncheon to the event, raised the additional budget and secured former Secretary of State George Shultz and Producer/Director/Winemaker Francis Ford Coppola, avid electric vehicle owners to participate and speak in the event;
- We requested US Department of Energy participation and secured David Friedman from the National Transportation Highway Safety Administration to speak;
- We wrote and put up 2 press releases on the wire and pitched over 100 media outlets – results follow.
- Governor Jerry Brown, PEVC Chair Christine Kehoe and the companies that participated were very pleased with the event and want to do more in other locations in the state.
- Corporations who participated created several B2B partnerships/ventures in charging partnerships around the state – Intercontinental Hotels and Coca-Cola are looking at national partnerships as a result of the event;
- Media coverage exceeded expectations.
- A win-win for all!





Media Strategy

Preliminary press discussions

Outreach to reporters announcing
DRIVE THE DREAM began 6/24/2013

Social Media

Twitter account @PEVDreams active
on 07/16/2013

Media Advisory distributed

Release on August 29, 2013 announcing
DRIVE THE DREAM press conference +
committed participants to date. [LINK](#)

Key Media Outreach

Targeted media outreach runs through
8/29/2013-9/15/2013. Includes personal
outreach, mass group outreach (via Constant
Contact mailings), phone calls and tweets.

Governor's Office distributes Media Advisory

Announcing ***DRIVE THE DREAM*** and other
Bay Area events .

Press Release Distribution

Press release announcing ***DRIVE THE DREAM***
and various corporate commitments distributed
day of the event. [LINK](#)



Media Participants

List includes all media and press outlets who registered at ***DRIVE THE DREAM***.

ABC 7
Bloomberg News
CBS Radio
EV News Report
Fast Company
GreenBiz.com
KQED
KTSF
Los Angeles Times
Mercury News
NBC Bay Area
Outside Online
Sacramento Bee
San Francisco Chronicle
SF Wire
Sing Tao Newspapers
Smart Planet
World Journal
KGO 810 AM

Coverage

Gov. Jerry Brown, corporate leaders tout electric vehicles

Dana Hull, *San Jose Mercury News*

California Goal of 1.5 Million Electric Vehicles on Roads by 2025 [Video]

Joe Rosato Jr., *NBC Bay Area*

'Drive the Dream' Takes an Up Close Approach to Plug-in Electric Vehicles

Vanessa McGrady, *Edison Newsroom*

Electric Vehicles "Drive the Dream" at the Exploratorium

Hannah Masius, *SF Wire*

Governor Brown Supports Electric Vehicles

Mark Truppner, *My Mother Lode*

Companies Up the Ante in Support of Electric Vehicles and Workplace Charging

Don Anair, *The Equation: A Blog on Independent Science and Practical Solution*

Governor Brown, Business Leaders Highlight California's Commitment to Electric Vehicles

Targeted News Service

Zero Motorcycles Commit to 'Drive the Dream'

<http://www.motorcycle-usa.com>

Governor, business leaders highlight California's commitment to electric vehicles

Inland News Today

California Gov. Brown Holds Press Conf. On Expansion Of Electric Vehicle Market

Getty Images

Coca-Cola launches first electric refrigerated truck fleet

Mary Catherine O'Connor, *GreenBiz.Com*

Cisco's Workplace Electric Vehicle Charging Journey Continues

Ali Ahmed, <http://3blmedia.com>

Jerry Brown says he will sign bills extending vehicle fees

David Siders, *Sacramento Bee*

Gov. Jerry Brown says no appetite for legislative BART solution

Anthony York, *Los Angeles Times*

Jerry Brown: From Plymouth to Pontiac to Schwarzenegger-era SUV

David Siders, *Sacramento Bee*

Social Media



#DRIVETHEDREAM

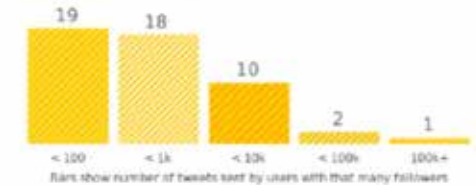
estimated reach

313,092

accounts reached

exposure

359,232 impressions

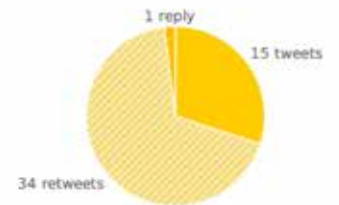


activity

50 tweets

39 contributors

4 days



top contributors

highest exposure
284.1K impressions



@Ford

most retweeted
6 retweets



@Ford

most mentioned
17 mentions



@PEVDreams

most retweeted tweets

6



Ford: Ford environmental mgr Cynthia Williams showed @JerryBrownGov the @FordFusion Energi at #DRIVETHEDREAM <http://t.co/6o2d5hFk5G> 2 days ago

4



Sonya Coca-Cola: @CocaColaCo and @pdwalla debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHEDREAM <http://t.co/6yvkN3pejU> 1 day ago

2



CaliStart: @JerryBrownGov speaks #DriveTheDream says #EVs becoming mainstream. CA reducing its #carbon footprint. <http://t.co/18AhN8Zk> 2 days ago

Social Media



contributors

		Tweets	RTs	Impressions
1	Ford	1	6	284,051
2	FordDriveGreen	1	1	19,264
3	KarasCupcakes	1	1	12,839
4	SolarFred	1	0	7,286
5	erikwill	1	0	6,200
6	IvyonneKloser	1	0	5,262
7	CiscoCSR	1	0	4,037
8	evgonetwork	2	1	2,886
9	christinekehoe	3	0	2,802
10	JBL_Energy	1	0	2,217
11	AsmPerea	1	0	1,606
12	FordReport	1	0	1,284
13	SCE_EV	2	1	1,264
14	mcleancannon	1	0	1,134
15	CalEnergy	1	1	885
16	TRFordKington	1	0	874
17	DeAnnCocaCola	1	0	727
18	SonyaSCocaCola	1	4	577
19	cccc5	6	0	528
20	Skeeter01	1	0	510
21	DriveOregon	1	0	437
22	RandCarpenter	1	0	423
23	CartyAKade	1	0	382
24	CrittendenAutoB	1	0	349
25	cleantech_it	1	0	333
26	new_new1219	1	0	301
27	BShields	1	0	182
28	SCE_EdK	1	0	145
29	amvollmer8997	1	0	78
30	karingeyer	1	0	70
31	PEVDreams	3	2	63
32	bemycat	1	0	55
33	SCE_AlexP	1	0	54
34	Sherree_Coke	1	2	42
35	SCE_JenniferM	1	0	40
36	ratohnhaketon11	1	0	26
37	UniverseCenter1	1	0	13
38	PSponsel	1	0	5
39	UCSRachel	1	0	1

tweets timeline

- Sep 19, 2013 at 4:20pm UTC
 - bemycat: RT @SCE_EV: RT @PEVDreams: #CA Goal of 1.5 Million #ElectricVehicles on Roads by 2025 [Video] <http://t.co/8B23outD> #DRIVETHE DREAM about 2 hours ago
 - SCE_EV: RT @PEVDreams: #CA Goal of 1.5 Million #ElectricVehicles on Roads by 2025 [Video] <http://t.co/8B23outD> #DRIVETHE DREAM about 2 hours ago
- Sep 19, 2013 at 12:00am UTC
 - CiscoCSR: RT @JBL_Energy: #DriveTheDream - cs.co/014wely - @Cisco's workplace electric vehicle charging journey continues #ev via @CiscoCSR about 22 hours ago
 - JBL_Energy: #DriveTheDream - cs.co/008x5bE - @Cisco's workplace electric vehicle charging journey continues #ev via @CiscoCSR 1 day ago
 - SCE_AlexP: RT @CalEnergy: #DRIVETHE DREAM accelerates largest public-private sector commitments to #PEV s @PEVDreams @JerryBrownGov <http://t.co/8aqmZD8...> 1 day ago
 - PSponsel: RT @akeigwin: Tony Canova, @ChargePointnet CFO, joins @JerryBrownGov today at #DRIVETHE DREAM. ChargePoint is a leader in workplace #EV char... 1 day ago
 - FordReport: Ford environmental mgr Cynthia Williams showed @JerryBrownGov the @FordFusion Energi at #DRIVETHE DREAM?? <http://t.co/DyN6sumiq> 1 day ago
 - UCSRachel: @brian_henderson thanks for the favorite - have you heard abt #drivethedreams EV work in California? 1 day ago
- Sep 18, 2013 at 12:00am UTC
 - Skeeter01: RT @SonyaSCocaCola: @CocaColaCo and @odwala debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHE DREAM ht... 1 day ago
 - CalEnergy: #DRIVETHE DREAM accelerates largest public-private sector commitments to #PEV s @PEVDreams @JerryBrownGov <http://t.co/8aqmZD8...> 1 day ago
 - Sherree_Coke: RT @SonyaSCocaCola: @CocaColaCo and @odwala debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHE DREAM ht... 1 day ago
 - BShields: RT @SonyaSCocaCola: @CocaColaCo and @odwala debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHE DREAM ht... 1 day ago
 - PEVDreams: #DRIVETHE DREAM was a great success! Stay tuned for updates, articles, and pictures! 1 day ago
 - mcleancannon: RT @SonyaSCocaCola: @CocaColaCo and @odwala debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHE DREAM ht... 1 day ago
 - SonyaSCocaCola: @CocaColaCo and @odwala debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHE DREAM <http://t.co/8aqmZD8...> 1 day ago
 - evgonetwork: #evgo team joined @JerryBrownGov & CA business leaders committed to #EV charging at #DRIVETHE DREAM in the #SFBayArea <http://t.co/8aqmZD8...> 1 day ago



CALIFORNIA

PLUG-IN ELECTRIC VEHICLE
COLLABORATIVE

About PEVC

Under the guidance of a multi-stakeholder executive membership, the PEV Collaborative facilitates the deployment of PEVs in California to meet economic, energy and environmental goals. Using the expertise of each member, the PEV Collaborative convenes, communicates and collaborates on emerging PEV market trends and works to address challenges and enable PEV market growth.



Public-Private Partnerships

More than 50 corporate leaders joined Governor Brown to discuss the future of PEVs in California.

By the Numbers

Corporate commitments:

Chargers: 2033

Vehicles: 1509

At the event:

Cars: 16

Motorcycles: 3

Delivery trucks: 1

Charging units: 2

Attendees: Over 150





Highlights from *DRIVE THE DREAM* with Gov. Jerry Brown

Letter of Appreciation from the CA Plug-In Electric Vehicle Collaborative

Dear *DRIVE THE DREAM* Participants:

DRIVE THE DREAM was a resounding success! The event is the result of your commitment to this unprecedented collective announcement of corporate investment in workplace charging for plug-in electric vehicles. It was a pleasure meeting each of you and thank you for your leadership in California workplace charging.

In his remarks before an audience of more than 150 guests at the Exploratorium, Governor Jerry Brown celebrated the variety of PEVs on display and announced that he would sign important legislation for PEV rebates and incentives (AB 8 and AB 359) to ensure their success in the marketplace. His signature on those bills underscores the Brown Administration's continued effort to bring 1.5 million electric vehicles and infrastructure online by 2025.

Many of you stood on the stage with Governor Brown and I as a show of support, creating a powerful image of the public-private partnerships that drive change and innovation for a cleaner transportation future in California. Notably, the dozens of corporate leaders who pledged workplace commitments to PEVs was diverse. Most exciting was many of the commitments came from business sectors not usually associated with PEVs, including the hospitality, real estate, food and beverage, financial, telecommunications, aerospace/defense, healthcare and retail industries.

You were integral to the success of *DRIVE THE DREAM*. It was an exciting opportunity to bring a fresh infusion of energy to the PEV Collaborative's long-term vision for workplace charging. I expect many of our members will engage with you beyond *DRIVE THE DREAM* and I look forward to expanding our partnerships.

DRIVE THE DREAM would not have been possible without a Dept. of Energy grant and the Bay Area Air Quality Management District's support. The PEV Collaborative is an ambassador for DOE's Workplace Charging Challenge and the grant allowed us to bring you -- powerful change leaders -- together.

DRIVE THE DREAM is a milestone in the work of the PEV Collaborative to accelerate the growing PEV market in California. Please accept my thanks for your leadership and support.

Sincerely,

Christine Kehoe
Executive Director



DRIVE THE DREAM, Sept. 16, 2013, at the Exploratorium in San Francisco.



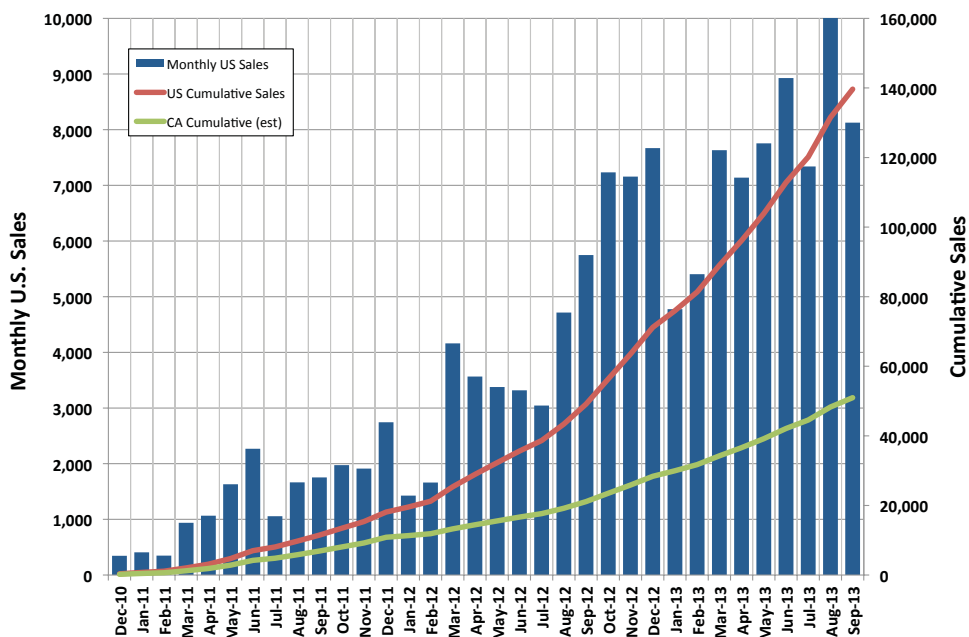
California Plug-In Electric Vehicle Collaborative 2013 Annual Report

Market Report

- California is home to the largest number of plug-in electric vehicles in the country
- Over one-third of all U.S. PEV sales are in California
- A U.S. milestone was hit in May 2013 with 100,000 PEVs sold
- By October 2013 U.S. PEV sales reached nearly 140,000 with over 50,000 of those sales in California



PEV Sales



Source: PEVC Dashboard www.pevcollaborative.org. Data from hybridcars.com

PEV Makes and Models

As the market matures, new PEV models continue to hit showroom floors. Today there are over 15 models available with more coming soon.

Available Now:

BMW ActiveE
Chevrolet Spark EV
Chevrolet Volt
Fiat 500e
Ford C-Max Energi
Ford Focus EV
Ford Fusion Energi
Honda Accord Plug-in Hybrid
Honda Fit EV
Mitsubishi iMiev
Nissan LEAF
Smart Fortwo Electric Drive
Tesla Model S
Toyota Prius Plug-in
Toyota RAV4 EV
Toyota Scion iQ EV

Coming in 2014:

BMW i3
BMW i8
Cadillac ELR
Mercedes Benz B-Class EV
Mitsubishi Outlander Plug-in Hybrid
Nissan e-NV200
Porsche Panamera S E-Hybrid
Tesla Model X
Volkswagen E-Golf

Recharging a PEV is Easy and Getting Easier

California's robust and growing network of public charging stations is conveniently located in places such as parking lots, garages and shopping centers. Even faster charging is available with an expanding network of DC Fast Chargers and Tesla Super Chargers.

PEV Collaborative 2013 Successes

The California Plug-In Electric Vehicle Collaborative celebrated its third anniversary in July. Its 40 members facilitate the deployment of plug-in electric vehicles (PEVs) in California to meet economic, energy and environmental goals. Using the diverse expertise of each member, the Collaborative convenes, communicates and collaborates on emerging PEV market trends and works to address challenges. The Collaborative seeks to expand existing PEV stakeholder activities to enable market growth.

At the start of the Collaborative's third year, founding executive director Diane Wittenberg retired and Christine Kehoe, former state legislator, was hired to lead the Collaborative. As part of that transition, California Public Utilities Commissioner Carla Peterman was elected as Chairman.

Convening Members to Expand the PEV Market

The Collaborative held three full member meetings in 2013:

- March 13, Torrance, hosted by Honda; the hot topic was charging infrastructure which generated two follow up webinars
- July 23, San Francisco, hosted by Pacific Gas and Electric and Natural Resources Defense Council; there was a robust discussion on the interaction between PEVs, electric utilities and the grid
- November 6, Davis, hosted by University of California, Davis; the discussion focused on consumer data needed to increase PEV sales

May 2013 Webinars Address PEV Charging Challenges

The Collaborative hosted two webinars exploring different facets of charger interoperability. These webinars offered in-depth perspectives on new ways drivers may access a variety of charging networks; on charger hardware and software options for site hosts and on the two types of DC Fast Charger connectors. Working to solve these issues will make charging more convenient and improve how site hosts manage charging equipment.

DRIVE THE DREAM

DRIVE THE DREAM was organized with Governor Jerry Brown and California business leaders to showcase private sector investment in workplace charging that moves the PEV market forward. The event took place on September 16, 2013, at the Exploratorium in San Francisco.

DRIVE THE DREAM was a resounding success. The event highlighted 40 California businesses including The Coca-Cola Company, Google and Walgreens whose executives announced substantial investments in new workplace charging for PEVs, corporate fleet purchases and increased employee PEV purchases.



Governor Jerry Brown views the latest plug-in electric vehicles at DRIVE THE DREAM.

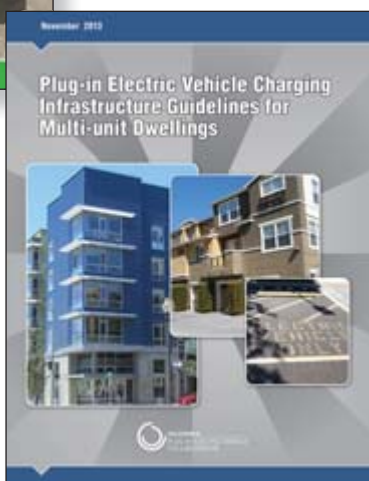
In his remarks before an audience of more than 150 guests, Governor Brown celebrated the variety of PEVs on display and announced that he would sign important legislation for PEV rebates and incentives (AB 8 and AB 359) to ensure their success in the marketplace. His signature on those bills underscores the Brown Administration's continued effort to bring 1.5 million electric vehicles and infrastructure online by 2025.

DRIVE THE DREAM was funded by a U.S. Department of Energy (DOE) grant secured by the Collaborative in coordination with the Bay Area Air Quality Management District to increase private sector commitments to workplace charging and PEVs.

PEVC Working Groups Focus on Key Topics

Workplace Charging

Workplace charging fills a critical gap in PEV infrastructure needs by extending electric miles, building range confidence and creating second 'PEV showrooms' that help increase sales and technology adoption among employees. The Collaborative released *Amping Up California Workplaces: 20 case studies on plug-in electric vehicle charging at work* and decision guides to help employers and employees understand the benefits of workplace charging, the challenges, solutions and costs.



Multi-unit Dwellings

Nearly 30 percent of Californians live in multi-unit dwellings, including apartments, condominiums, duplexes, townhomes, mobile homes and manufactured homes. The Collaborative developed the *Plug-in Electric Vehicle Charging Infrastructure Guidelines for Multi-unit Dwellings* and other resources for property owners, managers and residents. The guides offer details on charger installation and address potential solutions to the challenges that can occur.

Reaching Out to Stakeholders

The Collaborative members or staff attended or supported the following events and meetings in 2013.

PEV Financing Workshop - San Francisco, Feb 1: Experts from multiple sectors help state leaders formulate creative ideas for effective PEV financing mechanisms.

Community PEV Readiness Meeting - Knoxville, Tenn., May 1: This meeting was the culmination of U.S. DOE's national PEV Readiness grants and an opportunity for the Collaborative to connect with organizations outside California.

Drive Oregon, EV Roadmap 6 - Portland, Ore., July 31: Staff participated on a West Coast PEV Infrastructure panel. This annual meeting brings together Oregon's early adopters and international experts to inform transportation electrification efforts across the nation.

Plug-in 2013 - San Diego, Oct. 1-3: Staff participated on a panel focused on PEV readiness and Collaborative priorities and work products. This is the premier national PEV conference in the country.

Coast-to-Coast Conference on E-Mobility - Sacramento, Oct. 30: The Collaborative joined with our counterparts in the Netherlands to co-host a meeting and sign an agreement to share lessons learned and best practices to move the PEV market forward.

EVS27 - Barcelona, Spain, Nov. 17-20: Staff participated on a panel and in several dialogue sessions at the 27th Annual Electric Vehicle Symposium, the largest global electric vehicle event of the year.

PEV Collaborative 2013 Resources

Workplace Charging

<http://www.pevcollaborative.org/workplace-charging>

Amping Up California Workplaces: 20 case studies on plug-in electric vehicle charging at work

Workplace Charging Best Practices (in partnership with CALSTART)

Decision Guides:

Why Employers Should Install Workplace Charging for Plug-in Electric Vehicles

Employers' Guide to Installing Workplace Charging for Plug-in Electric Vehicles

How Can I Get Plug-in Electric Vehicle Charging at My Workplace?

Multi-unit Dwelling Charging

<http://www.pevcollaborative.org/MuD>

Plug-in Electric Vehicle Charging Infrastructure Guidelines for Multi-unit Dwellings

Decision Guides:

Plug-in Electric Vehicle Charging Guide for Multi-unit Dwelling Property Owners, Managers and Homeowners Associations

Plug-in Electric Vehicle Charging Guide for Residents of Multi-unit Dwellings



www.pevcollaborative.org