

What's Your ZEV Story?

A Toolkit for communities to tell a locally-relevant story about the opportunity of zero emissions vehicles.
2020



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Prepared by:



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About the ZEV Story Toolkit

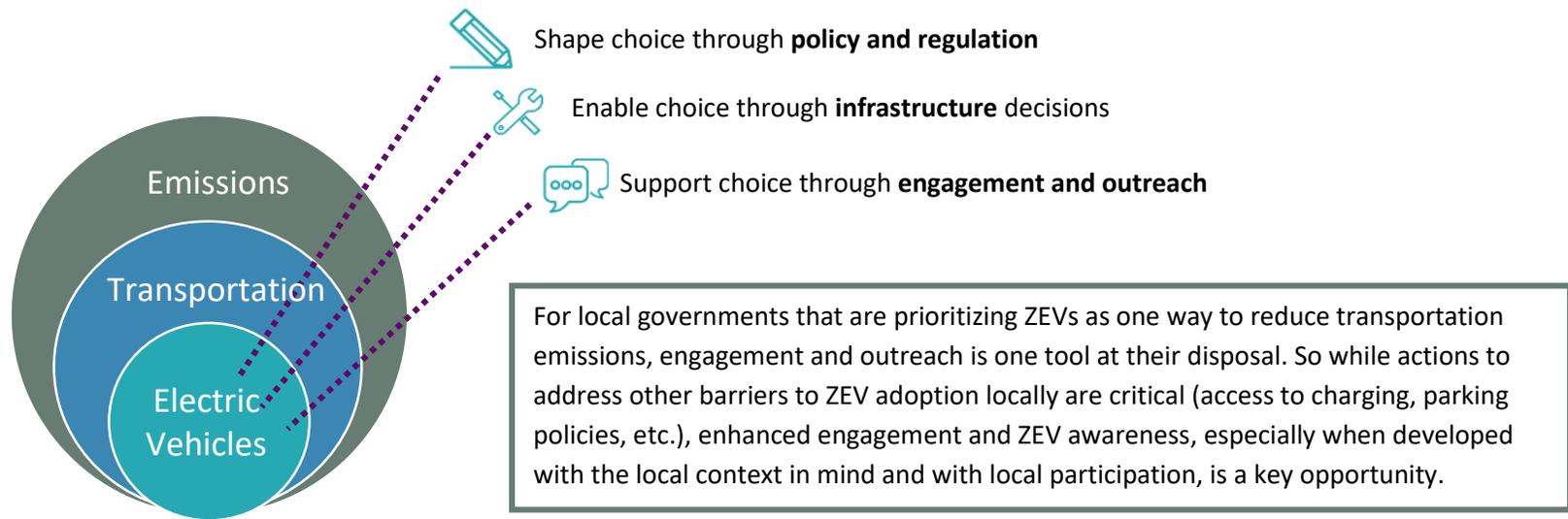
Effectively communicating the benefits and opportunities of zero emissions vehicles (ZEVs) requires an understanding of the barriers and misconceptions faced by a specific population and the language and imagery that would speak to their values and identity. This is why local and municipal governments are uniquely positioned to engage citizenry in the ZEV conversation.

This report is crafted by the Community Energy Association and compiles insight from over 6 years working with rural regions in Canada in the area of ZEVs, including significant efforts to better understand how to communicate the opportunity of ZEVs to rural Canadians. This Toolkit was tested and refined through pilot implementation in two communities: City of Revelstoke and the City of Rossland. Some additional engagement and communications tactics were tested in complementary work with northwest Alberta.

The ZEV Story Toolkit equips local and regional governments to be the designers and delivery agents of quality, creative communications materials in order to improve awareness and increase ZEV adoption in their community. The toolkit includes a guide as well as examples and templates to walk local governments from project conception through to creating communications materials.

Rationale

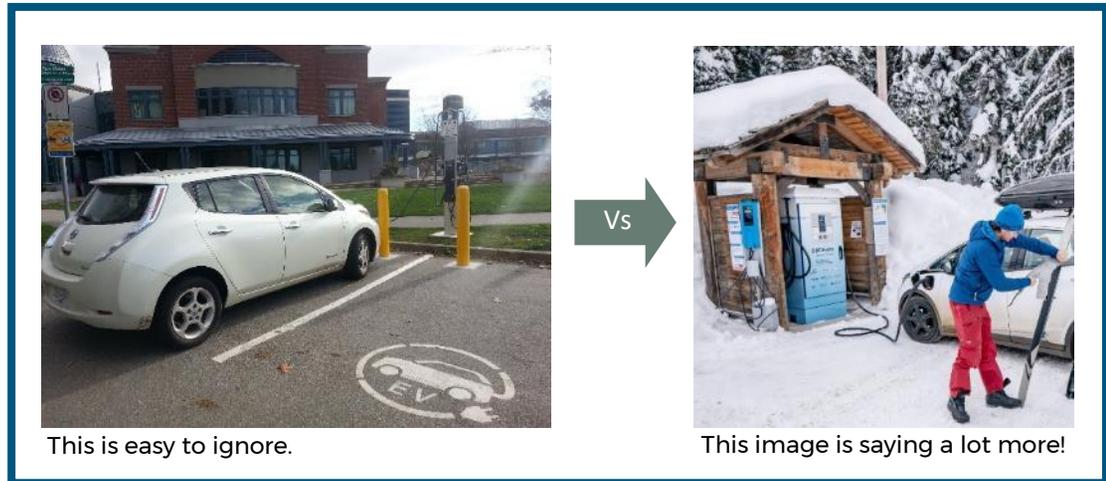
Communities are where people live, work and play. They are where individuals and businesses make day-to-day low carbon decisions. Local governments know their community, and they can influence low carbon decisions of individuals and businesses in three key ways:



Where this toolkit comes in

If your community is prioritizing low carbon transportation, or wants to signal a shift to ZEVs, it is prudent to ensure residents understand the technology and can see themselves benefiting from ZEVs in the future. This toolkit will help you move beyond a generic image of an EV charger, beyond talking about ZEVs generally.

It is difficult for local governments to find the time and resources to create marketing and communications materials, especially small and medium sized communities. Yet, they have a strong sense as to the culture and values of their community - greater than any external entity. Local government officials and staff understand the opportunity of advancing ZEV adoption by communicating a local story with local initiatives and realities at the centre, and indeed recognize the benefit of doing so as a means to market and promote their community.



Use this toolkit to move quickly and efficiently from planning to designing and creating locally-relevant ZEV awareness communications assets.

How to use this toolkit

If you're ready to tell your ZEV story and speak to your community, this toolkit will make it easier to create strategic, effective materials. This ZEV Story Toolkit is about leveraging your strong sense of local culture and values to increase the number of ZEVs in your community. Ideally, there is buy-in by your municipal Council and senior staff to ensure staff support and resources are available to fully implement the process.

There are three sections to this Toolkit:

Section 1: The Guide

Four modules to help you plan engagement and decide what materials to create. The modules are colour-coded to help you navigate through the guide.

To help you navigate through the Guide, we have put tabs across the top. For example, when you are in Module 2, the header will look like this:



Section 2: The Examples

Lessons learned from the two pilot projects and links to materials that were created.

Section 3: The Templates

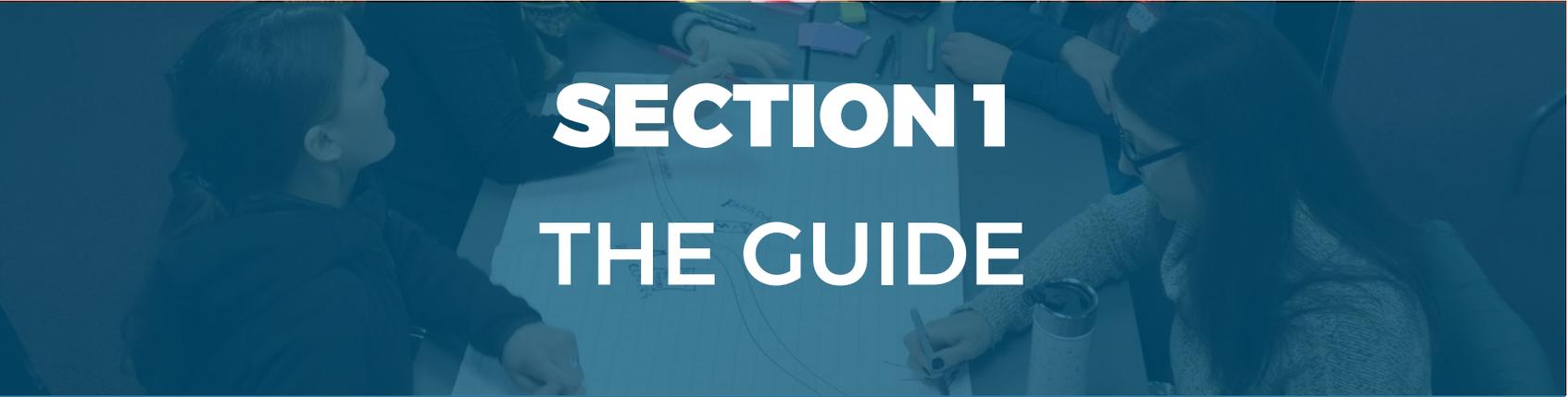
Whether you're engaging with stakeholders on-line or in person, creating videos or social cards, these template will expedite your project.

Purpose

The purpose of this guide is to help rural and small-medium sized communities in Canada frame the local ZEV opportunity more effectively, connecting tourism, economic development and local values to the story of electric mobility.

This guide incorporates communications best practices and learning from two pilot projects in rural British Columbia.

Use The Guide to prepare your approach, The Examples to customize to your context, The Templates to make it quick and easy.



SECTION 1

THE GUIDE

Section One: The Guide

This guide will walk you through: i) how to plan your project so it reflects local values while being grounded in modern communications theory, ii) how to prepare for and facilitate an engaging and effective workshop and iii) how to bring it all together to create communications materials.



There are four modules in the guide, and throughout we will reference examples and resources that can be found in sections 2 and 3.

Module 1 – Getting sorted	Module 2 - Workshop participants	Module 3 - The workshop	Module 4 - Creating materials
<p>Why is your local government increasing awareness and understanding of ZEVs?</p> <p>What local infrastructure and/or policies are in place or in progress?</p>	<p>This guide recommends bringing a variety of stakeholders together to talk through the vision for your community and decide what you want to say, to whom and how.</p>	<p>In this module, we will help you build and organize your workshop content and agenda.</p> <p>There are variations to workshops depending on how much time you have and whether you are online or in person.</p>	<p>Now, it is time to bring it all together! After your workshop, you should have a clear sense of what your community should say and who the audience is. In this module, we will show you how to refine and produce the materials.</p>

Module 1 - Getting sorted

We want to make this easy for you, but also effective. So an important place to start is laying a good foundation.

1. Your Internal “Why”
2. Take stock
3. Create a budget
4. Consider timing

Your Internal why

Before you can create a communications plan, you need to know *why* you’re raising awareness of ZEVs in the first place. Is it in support of upcoming policy or municipally-led initiatives? Is low carbon transportation a priority for senior officials? Are you just focused on education and awareness or is there a need to rally support or challenge a misconception? Having a clear idea of what you want to achieve will allow you to set your communications goals. It’s okay to have many reasons for communicating, but if you have limited communications resources, it’s often more productive to hone in on just a few at a time.

Take Stock

You may already have much of this information in mind, but it’s prudent to ensure you consider any parameters, restrictions and alignment opportunities before the workshop. This way you can ensure assets that emerge from the workshop are effective and appropriate. This includes:

- Aligning with corporate communications guidelines
- Understanding which channels you have access to (website, YouTube, Social Media, media releases)
- Aligning with upcoming plans or projects
- Coordinating with other corporate outreach and awareness campaigns
- Assessing existing ZEV resources

TIP: Compliment existing ZEV materials

There are many resources available online that go into detail about ZEV technology, incentives, available models, etc. Link to these resources rather than duplicate them, as they can change every few months. The idea of this process is to *compliment* these materials with new stories that your residents will find relatable.

Here are some great existing ZEV resources:

[Plugin BC](#) | [EmotiveBC](#) | [BC Hyrdo EV](#) | [NRCan](#) | [Plug ‘n Drive](#) | [Running Electric](#)

Create a budget

If videos, photographs or graphic design will be outsourced to a contractor, you'll need to secure a small budget. Costs for production vary by region. In general, a single 1-minute video will cost \$1,500 - \$3,500. Be sure to explore emerging grant opportunities to hire youth and local talent. A series of three or four 30-second vignettes could be in the range of \$3,500. Factors that increase cost can include:

- Incorporating drone footage
- Adding graphics or animations
- Production team travel
- EV Ambassador honorariums

Consider timing

Check your calendar – you know your community; if you live in a rural mountain community like Rossland, BC, you'll know that part of your task may be to show ZEVs in winter condition. So be sure to plan the preceding phases accordingly. If summer tourism is key to your community, then you'll want to start creating material with that season in mind.

Similarly, if there is charging infrastructure you'd like to feature, be sure your timing considers whether it will be complete (e.g., charger installed).



1 - Photo still captured while filming an EV experience video in Rossland, BC. As a mountain community, it was important to capture ZEVs in winter conditions.

Module 2 – Workshop participants

Once you know where you're starting from, the next key step is make sure a diversity of stakeholders are in the room to contribute a wide range of perspectives to your campaign. Having participants from different backgrounds with various expertise will also allow you tap into the values and core identity of your community. The audience you gather at the workshop will also leave with more information about the local transition to zero emissions vehicles. In this way, you will build local knowledge of the role ZEVs will play in the economy.

Of course, people are busy and talking e-mobility may not be a high priority for some key stakeholders. So it is important to highlight the potential benefits of more ZEV awareness especially as it relates to forthcoming city policy and programs. This is why it is helpful to have the support of senior staff at the municipal and/or elected leadership level. A couple tips to entice participation:

1. Offer refreshments. If the workshop is online, consider buying gift cards to a local café that participants can collect after the workshop. This is just a way to say 'thank you' for the time and expertise they bring to the table.
2. Create an eye-catching invitation. This invite should be sent by your leading municipal representative and should highlight the key community benefits. For a tourism-based town like Rossland that also values sustainability, highlighting both benefits was important.



TIP: Stakeholders will connect with your WHY

In Module 1 we encouraged you to consider the *why* of your ZEV communications campaign. Having a refined purpose will help determine your invite list and will increase the value proposition to stakeholders for participating in the workshop. For example, as a small, tourism-based economy, your invitees may really connect with the economic co-benefits. Chambers of commerce, business leaders, tourism organizations, Business Improvement Associations and the like will recognize they stand to gain by contributing their perspectives.

Deep Dive – Framing

The workshop you facilitate is a systematic approach that allows people with different perspectives to co-create a core narrative. During the workshop, participants will collectively refine the theme, benefits and value proposition to a stated target audience. This is called framing.

Why are frames important?

ZEVs are a new technology that can challenge the public’s expectation of travel. As consumers, we have accepted the known risks of internal combustion engine (ICE) cars (pollution, maintenance expense, cost of gas) because they bring tremendous value. The novelty of electrified mobility and uncertainty about the value proposition has left many people in a state of ambiguity. Without clarity, many of your residents evaluate ZEVs through an existing frame – the ICE frame. Unless we find a way to communicate ZEVs in a way that challenges their mental model of personal transportation, the public will not commit.

We can influence this existing mental model of personal transportation by using language and images that reflects local identity and values.

What are frames?

Communication frames essentially do exactly what literal picture frames do – they enhance the image inside and prepare a viewer to see a specific quality. Or, think of how you crop a photo to show certain elements of an image.

When creating education and awareness materials we can frame our message in the same way, but using words, images and stories, instead.

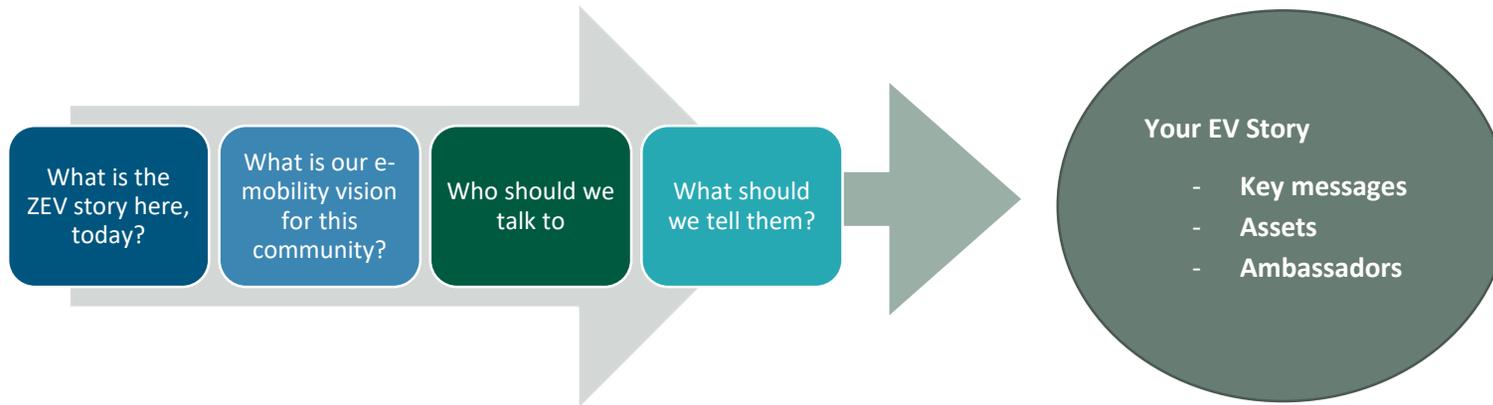
Frames aren’t about manipulating the message or information; it is imperative you deliver accurate information about ZEVs. Framing your communications messages simply presents ZEV facts in a relatable, confirming way.



2 - These pictures are both great, and they are telling different stories! Frame your message so your audience can focus on your key message.

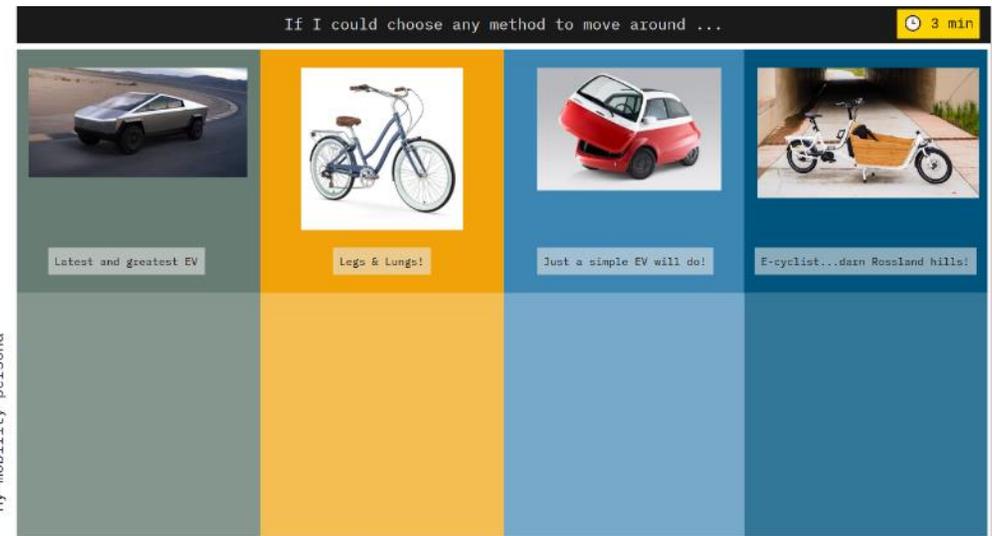
Module 3 – The Workshop

In this module we will focus on building workshop content and organizing the agenda. There are variations to workshops depending on how much time you have and whether you are online or in person. The best use of your participants' time is to determine:



Step 1: Set the Stage (10 minute introduction)

- i) **Introductions and icebreaker activity:** As you open the workshop, you will want to prepare your participants to be creative and contribute to the process, as well as introduce one another. The board below was used in both in person and online workshops. During the web-based workshop, this activity also acted as an introduction to the online whiteboard tool, Miro, allowing guests to try using the sticky note tool.
- ii) **Workshop outcomes and scope:** You want to be sure participants know what their role is, and what is on the table.



3 - In person workshops, you can ask participants to put their name along their "ZEV persona", and then during introductions, ask them to elaborate.

6. SET THE STAGE

⚡ Let's Talk e-mobility in Rossland!

Why are we here?



We're going to brainstorm how we can leverage the unique culture and opportunities of Rossland to better communicate the growing benefits of EVs and e-mobility.

⚡ As a group we will identify:

- The best way to communicate EVs to Rossland residents
- The plan to make that happen!

⚡ What's not on the table today?

...but could be a *future* conversation!

- Charging infrastructure planning
- Policy development
- Emerging technologies/initiatives
- etc.

- iii) **Agenda:** It's important to give participants a sense of timing and workshop flow. We recommend at least 5-6 hours to do the full workshop build out. It can take time for a group to find their creative 'groove', and this also allows for quick breaks and a lunch. Especially if you're doing an online workshop, it's important to give participants a chance to get up and move away from the computer.

TIP: ZEV 101

It may be prudent to take 5 minutes to go over terminology and based EV facts. If you sense your audience includes participants who are brand new to the ZEV world, then do take the time to get everyone on the same page. You can also achieve this by circulating a ZEV 101 pre-read resource. In Section three there is a "pre-read" resource (pg. 27) that has a ZEV 101 section.

Step 2: From Current State to Visioning the Future

2.1 Current State

As you've built a diverse group of participants, it is critical to start the visioning exercise by ensuring everyone knows what is true of the community today with respect to ZEVs. In this part of the workshop, you are asking your participants to consider where the community is starting from: ***“What is the ZEV story in our community TODAY?”***

Each community is different, if your community is just getting started, consider including some time to talk about provincial, nation and global trends. This can include current ZEV adoption in your province or Canada as a whole. As this is changing all the time, consider visiting resources listed to the right for news and updates.

If your community is active in the climate action space, or has low carbon transportation components or targets in planning documents, be sure to list them for your participants.

After introducing general ideas about the current state, start your first breakout group activity.

TIP: ZEV News

[Electric Autonomy Canada](#)

[Electric Mobility Canada](#)

[Clean Energy Canada](#)

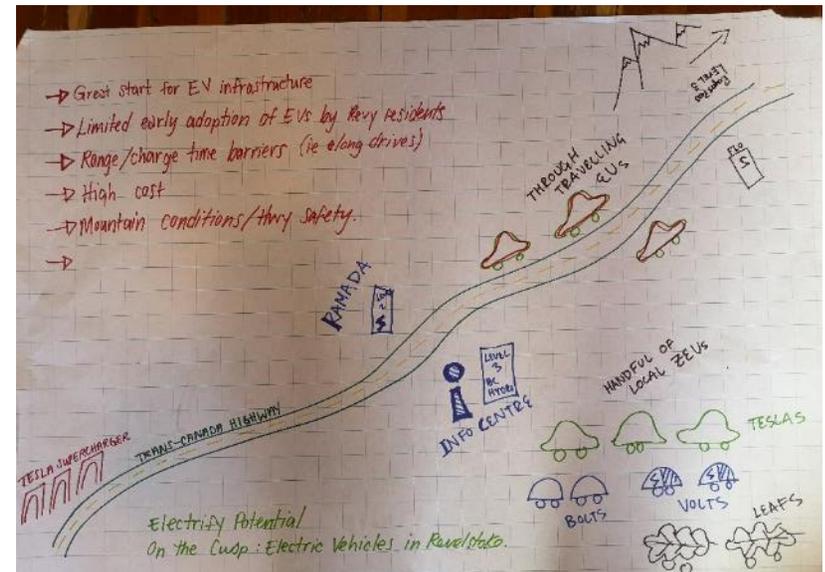
If you have a local EV driver association, you can also check their social media accounts for local news.

ACTIVITY #1 - Current State BREAKOUT GROUPS

In small groups of 4-5 people (this can be done both online and in-person) have participants use words, pictures or sentences to record what they see as the community's current EV story.

This process allows participants to start thinking about what barriers to ZEV adoption locals are experiencing, but also what momentum exists that you can build off. After listing ideas on sticky notes, or drawing images, ask groups to synthesize what they've discussed and translate ideas into snappy newspaper headlines. For example, “Sustainability-minded community ready for more ZEV options”.

Breakout groups are the best way to encourage detailed discussions.



4 - Breakout groups draw the current state in their community.

2.2 Visioning

This is where we are envisioning what the community *could* look like if it is best prepared to take advantage of emerging opportunities. In thinking about telling a new story to your community about low carbon transportation, the elements of this future state is where we are tapping into local values and identity. Is what we are inviting residents to be a part of – an inspiring story about a world we co-create together.

Introduce the Activity #2 with a brief introduction to exciting advancements in ZEVs and e-mobility. You can show renditions of [e-mobility hubs](#), highlight new models being releases (Ford electric F-150), and news of [manufacturer commitments](#) to electrification. All this serves to stimulate the “*what if*” creativity you want for breakout activity 2.

ACTIVITY #2 - Future State Visioning BREAKOUT GROUPS

Keep the same breakout groups, and reconvene for a similar exercise as #1. Be sure to invite participants to think big! Don’t be limited by current technology or funding barriers to imagine what the future could look like.

Similar to activity #1, have participants use words, pictures or sentences to record what they want the community to look like. Then, if time allows, have groups again synthesize what they’ve discussed and into snappy newspaper headlines. For example, “Broad options for charging throughout the community leaves no fear for Rossland residents to adopt EVs”.

TIP: Finding a single narrative

In Northwest Alberta, a collaboration of municipal governments convened to explore the feasibility of a rural electric vehicle charging network. To prepare for a broad marketing and awareness campaign the stakeholders had to formalize their *why*. The stakeholder advisory group was diverse, with individuals representing a variety of motivations and priorities. For some, EVs are a key emissions-reduction solution. Others were interested in the tourism development opportunity and still others in increasing investment in the region. So the goal during a visioning and branding exercise was to find shared values and identity to form a project brand.

Because EVs are inherently associated with climate action, and this is particularly true in Alberta, the strategy was informed by findings of the [Alberta Narratives Project](#). The advisory group completed a survey that teased out shared values with questions like, “why are your residents proud to live in this region?” Clear themes emerged to this question that guided the brand creation: opportunity, space, adventure.

A positive outcome of formalizing a project brand early in the process was that it focused the advisory committee around a singular vision. Discovering this co-benefit led to us include “Visioning” in this module 2; asking participants to consider and work toward a shared vision of a “tomorrow” will help build consensus as you move through the workshop.

Step 3: Audience

You don't necessarily have to create marketing and communications materials that speaks to everyone. In this section your participants will help refine to whom the materials should speak. This audience should be one who is best positioned to benefit from adopting a ZEV. In order to tell a story this group will find compelling, you also have to uncover what their values are so messaging can reflect their identity. This activity is where the materials and messaging start to appear – you are thinking about who they are, what would motivate them to take action and what values can you articulate.

ACTIVITY #3 - Who is the Audience? BREAKOUT GROUPS

At this point you can keep breakout group composition the same, or mix it up, but keeping the same participants together does help with momentum.

Based on what was uncovered in activities 1 and 2, ask groups to consider the audiences for which the value proposition of ZEVs is high, and who are well positioned to transition to a ZEV. If in your current state, you discussed that many are still unsure there is enough charging, ask yourself, *who doesn't need to travel far every day? Who would benefit from the convenient home charging?*

Have participants record audience groupings, the associated values they hold as a unique group and then elements of their identity. This is a key activity for the participants as they lend important perspectives. Ultimately the materials you create must connect with the values and personal identity of the target audience so they understand how ZEVs fit with who they are, what they like and care about and what people like them are doing.

In their groups, they can weigh which target audience is the most appropriate and then report back to the group as a whole which audience was selected and why.



5 - Results from a breakout group in Activity #3 in Rossland, BC.

TIP: Finalizing the target audience(s)

Depending on how much discrepancy there was among breakout groups, you may have to discuss as a whole group which one or two groups to focus your messaging on. You should finish this step with a succinct idea of who the audience is.

Check in! At this point in the workshop you have determined:

- ✓ What is the ZEV story here, today?
- ✓ What is our e-mobility vision for this community?
- ✓ Who should we talk to?



Now the fun part: What should we say?

Step 4: Message

In the step, you need to imagine the target audience in the future state. What would change? How would their day-to-day be changed/improved/different? What elements of their identity can you speak to that they would believe their life is improved?

We recommend completing this activity as a whole group.

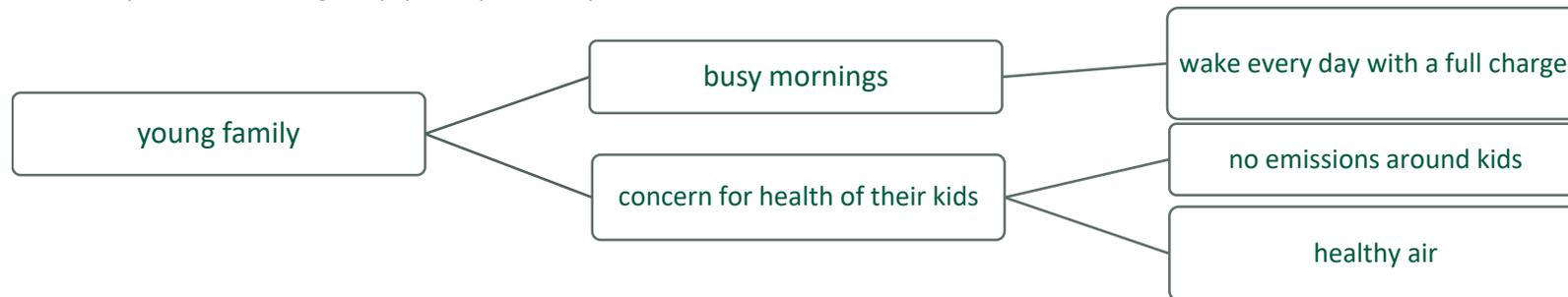
TIP: Tell new stories

As a collective with many interests and backgrounds, your participants will tease out the values that matter to your audience so that your final messages reflect local identities. The audience can then share in the motivation to consider ZEVs – *this is what I care about, this is what I want the world to be, too.*

ACTIVITY #4 - Future State Visioning WHOLE GROUP

As a group, write down your target audience(s) and begin to list related ideas answering questions like, how is life better for the driver? What has improved? What elements of the future state are making life better for the driver?

This is a very organic exercise and is best facilitated with a mind map – allow participants to flow with ideas. For example, if the audience has an identity market of being busy, participants may record reasons



Step 5: Ideas

Based on the conversation and brainstorming you've done so far, it's time to gather specific ideas for communications materials – videos, images, infographics, snappy catch phrases. This idea now is to allow the momentum of the process to inspire creative materials that your participants can imagine seeing in the community, sharing with their friends, etc.

ACTIVITY #5 – Ideas! BREAKOUT GROUPS

Back in small groups, invite participants to discuss conceptual or specific ideas they've had. They can record them on sticky notes and they can be as detailed as possible. This activity is best done in smaller groups as it allows more ideas to bubble to the surface for you to explore after.

After 15-20 minutes, ask groups to discuss which concepts they like the most and refine those they think are most promising. Pull the stickies that the group likes most to a new area and add notes throughout the discussion.

Someone from each breakout group will be asked to report back the top ideas to the bigger group.



6 – A breakout group documenting ideas for materials and messages.

Finishing the Workshop - Bringing it all Together

After ending Activity 5 breakout groups, if time allows, encourage participants to critique ideas from each breakout and decide which concepts are the highest priority or most impactful. Another important question to ask the group is, *how can we get this asset in front of the audience?*

Leave your participants with a summary of what the group came up with and details of what's next. We recommend compiling a summary of the workshop and sending to participants so they see their time and energy reflected in the final decisions.

Module 4 – Creating Materials

At the end of the workshop you will likely have a number of concepts for videos, images, as well as other multimedia assets. Depending on your budget, your task is to determine which materials you can create. Even though the options for what specific materials you create are endless, here are some key concepts to keep in mind:

The conversation has already started. Preconceived notions and biases already exist about ZEVs. The workshop process will have included perspectives from those who aren't sold on ZEVs yet, and it's important that you respect and acknowledge these views. It is best to stick to facts and talk about them in a positive light, rather than focus on the negatives of driving an internal combustion engine car. There are real barriers to ZEV adoption, and it's important to remain truthful.

Connect to people's identity & shared values. ZEVs are inherently tied to the climate change conversation, and leading research on communicating climate action indicates science and facts will only take you so far. Ultimately, the materials you create must reflect identity and existing values of your audience. This is why local governments and the diverse stakeholder group you gathered is so important – you will glean a true sense of the values held in your community.

Who delivers the message matters. One of the biggest benefits of this process is that you will have a clear sense of what values are important to your community audience so you can select local ambassadors that embody these values. If health and well-being are critical to your audience, you may have a local doctor or health advocate who can appear in a video or interview. In this way, your local messenger is saying:

- This is *who I am* and this is *who you are*
- This is what *we care* about and we agree on
- Let's make *this decision* to create a community *we want*

Focus on benefits and opportunity. (Your materials shouldn't start a debate, they should simply offer an honest look at the benefits and opportunity presented by ZEVs – whether that's for the individual, the community, or the planet as a whole.

Show real people, Tell NEW stories. As you refine your list of materials, consider how bombarded with content people are today! Use images, scenes and people that are emotionally inspiring, reflect the values your group identified and are easily identifiable by your audience as relevant and important to them.

Has to be about more than money. Even if cost saving is a value of your target audience, try to frame the economic picture in a relatable way. ZEVs aren't just "cheaper" (and in some cases they aren't!), they are good use of resources, weekly cost savings free up space in your wallet for other things!

Breakout 2 30 MINS

2

"a day/week in the life" video of that quiet commute...trips from home to destination

integrate the length of trips into the

show everyone people doing everyday things

- make it REAL

residents (dropping kids to school, commute, recreate on weekends)

make a connection to the future; what is the WHY?

positive imagery

Isaac/Devana
Seth
Brian
Jackie/Aaron
Laurie F.
Ron Cameron
Mike McDowell

SECTION 2

THE EXAMPLES

Section Two: The Examples

The ZEV Story Toolkit was tested and refined through pilot implementation in two communities: the City of Revelstoke and the City of Rossland. The Revelstoke workshop was facilitated in early March 2020, before COVID-19 travel restrictions were implemented and is therefore materials for an in-person workshop. The Rossland workshop was completed in September 2020 and was facilitated remotely using ZOOM and an online whiteboard tool called Miro. For this reason we have examples to show how you can facilitate a ZEV story workshop in person or online.

This section details key materials used for each workshop, but if you'd like to view and/or download the materials you see here, please visit <https://www.communityenergy.ca/zev-toolkit>. The videos created are also found at this link. Below is a summary of materials, with hyperlinks.

In-Person ZEV Story Workshop

Materials used:

1. Invite and agenda
2. Powerpoint presentation
3. Large flipchart paper and markers
4. Sticky notes
5. Summary Report

Outcomes:

1. Summary Report
2. Two EV Experience Videos
3. Local FAQ
4. Regional range map

Online ZEV Story Workshop

Materials used:

1. Invite and agenda
2. ZEV 101 pre-read material (optional for participants)
3. ZOOM (ZOOM webinar plan)
4. Miro interactive whiteboard ([click here to view the blank Miro boards](#))

Outcomes:

1. Summary Report
2. Five short EV Ambassador vignettes
3. One long EV Ambassador compilation video
4. Local FAQ
5. Regional range map

In Revelstoke a diverse group of stakeholders agreed that the small mountain community had few EVs in the community, but that EVs would suit many families, especially as a second vehicle. In addition, as a tourist destination, they agreed that supporting EV adoption would support this vital industry. Participants identified two primary strategies:

- 1. Provide community members with easy, convenient access to locally-relevant information about EVs:**
 - How to charge – image of area around Revelstoke – how far can you get (summer & winter) before needing to charge? Key recreation spots – you can get there and back in the winter, no problem
 - Incentives available
 - Benefits
- 2. Create video series showcasing convenience and conservation**
 - Local hydro – fueling your car here using power made here!
 - Local driver interviews – ideally someone working in a big local industry
 - EV experience video showing a parent living a busy local life with kids/car seats – “It’s THAT easy!”

The group also agreed on a suggested tagline for any multimedia assets:

Electrify your rEvelstoke life.

Materials created

When creating the videos, a key consideration for the community was to create materials that the local tourism organization could also use. Additionally, the local carshare, Kootenay CarShare, had an EV in their fleet and it was important to the community to show that opportunity. The final two videos have storylines that fit into the workshop vision:

1. Busy local family can still get out for a mountain adventure.
2. You can still roadtrip and enjoy the Revelstoke lifestyle in an EV!



7 - Participants in Revelstoke discuss and draw their future state.



8 - From video #1, a family gets ready to head out for a ski in the EV.

The frequently asked questions documents that have locally relevant information can be found [here](#).

What does charging look like for common destinations from Revelstoke?

Just like gas cars, how far you can travel changes based on weather and whether you have a roof box or lots of cargo. This list is based on EV driver experience, but can vary.

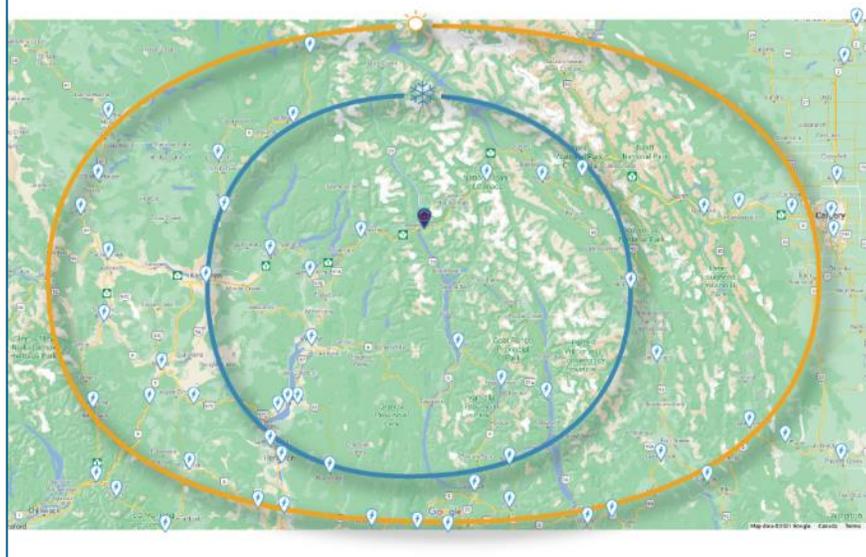
	 summer	 winter
VALEMOUNT	Halfway charge on Hwy 5 (5+ Options)	Two stops
GOLDEN	Roundtrip possible, but 4+ charging options	Charge in Golden before return, Rogers Pass as necessary
CALGARY (city centre)	One-way 1 charge stop, 4+ options	1 charge stop each way, 4+ options
CALGARY (airport)	One-way, 1 charge stop, 4+ options	1-2 charge stops each way, 4+ options
RADIUM	One-way no charge necessary, charge for return trip	One-way no charge stop is possible, 3+ charging options en route and in Radium
NEW DENVER	Roundtrip no charge necessary, but options at destination	Roundtrip no charge stop is possible, charge at destination for safety
KASLO	One-way no charge necessary. Charge for return, 3+ options	One-way no charge necessary. Charge for return, 3+ options
NELSON	One-way no charge necessary. Charge for return, 4+ options	One-way no charge necessary. Charge for return, 4+ options
VERNON	Roundtrip no charge necessary but 4+ options available	One-way no charge necessary. Leave with full charge, no stops necessary
KELOWNA	Roundtrip 1 charge stop recommended, 4+ options available	One-way no charge necessary. Leave with full charge, no stops necessary
KAMLOOPS	Roundtrip 1 charge stop recommended, 4+ options available	One-way no charge necessary. Leave with full charge, no stops necessary

10 - A list of common road trips originating from Revelstoke. Since the target audience is one that enjoys adventure, freedom and exploring, it was important to show that you can still get out of town on an adventure!

Where can I go (one way) without stopping for a charge?

The map below shows fast charging stations that are currently available, and should give new EV drivers an *idea* of what common roadtrips from Revelstoke look like in summer and winter. Please note more stations are frequently being built, and we have not included Tesla Superchargers. To see all charging stations available, visit [Plugshare.com](https://www.plugshare.com).

For this map we are assuming that most EVs coming to market in 2021 and beyond have at least 400kms in range in the summer. But some have up to 600km of range while used EVs may have less. So exact distances will vary.



9 - A map shows the general distance that a Revelstoke resident can travel from home before needing to stop to charge their EV. To see a higher resolution image of this map, [click here](#).

A longer workshop for the community of Rossland, BC, allowed participants to really get specific when thinking about materials to create. Participants agreed that there was local momentum to adopt ZEVs and envisioned a future state where a variety of sectors have collaborated to offer residents a range of low carbon transportation options. To that end, participants decided they wanted to speak to the “Rossland Lifestyle” in general – adventure as well as connecting to the local community. The two key recommendations for materials were:

- 1. Provide community members with easy, convenient access to locally-relevant information about EVs:**
 - Where to charge – a map of the area around Rossland showing how far can you drive (summer & winter) before needing to charge. The map will identify key recreation spots.
 - Incentives available
 - Benefits of EV
 - Easy access to relevant videos
- 2. Create video showcasing benefits and Rossland lifestyle**
 - Build off the momentum that is already started and highlight Rossland residents benefiting from e-mobility

Materials created

When creating the videos, we wanted to leverage the large group of local EV drivers and showcase a variety of lifestyles. In creating the stories, we asked five families to explain how and why they “Electrified their Rossland Life”. In this way we could challenge a misconception identified during the workshop that EVs are only for those who are focused on the environmental benefits.

The five videos could be used independently, but the production team also stitched them together to show a day in Rossland.

The frequently asked questions document created with local information can be found [here](#).



11 - Rossland residents have embraced e-biking, and participants agreed they wanted to include this technology in the conversation. This still image from one of the videos produced shows an e-biker riding by the local fast charger and a BEV.

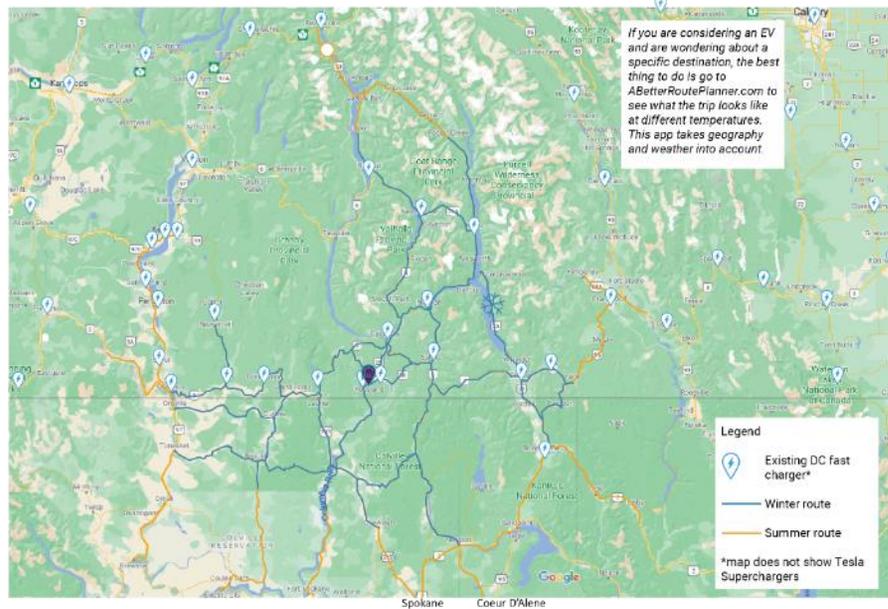


12 - As a small mountain town, participants felt that highlighting the local downtown would tap into the audience's local pride.

Roadtrips from Rossland: How far can an EV travel?

The map below shows approximately how far you can travel from Rossland in **summer** and **winter** in an EV*. Routes in **yellow** are accessible from Rossland in the summer (20°C), routes in **blue** are possible in the winter (-15°C, wet/snowy roads). For example, an outbound trip to Cranbrook is no problem in the summer, but in the winter if it's -15°C and snowing, you'd have to stop to charge up for about 20 minutes (depending on car make and model).

*Disclaimer: For this map we are assuming that most EVs coming to market in 2021 and beyond have at least 400kms in range in the summer. But some EVs have up to 600km of range while used EVs and those with smaller batteries may have less. Your EV's range is impacted by driving speed, geography, cargo, and weather conditions. Exact distances will vary. This map was created using ABetterRoutePlanner.com and verified by Rossland EV drivers.

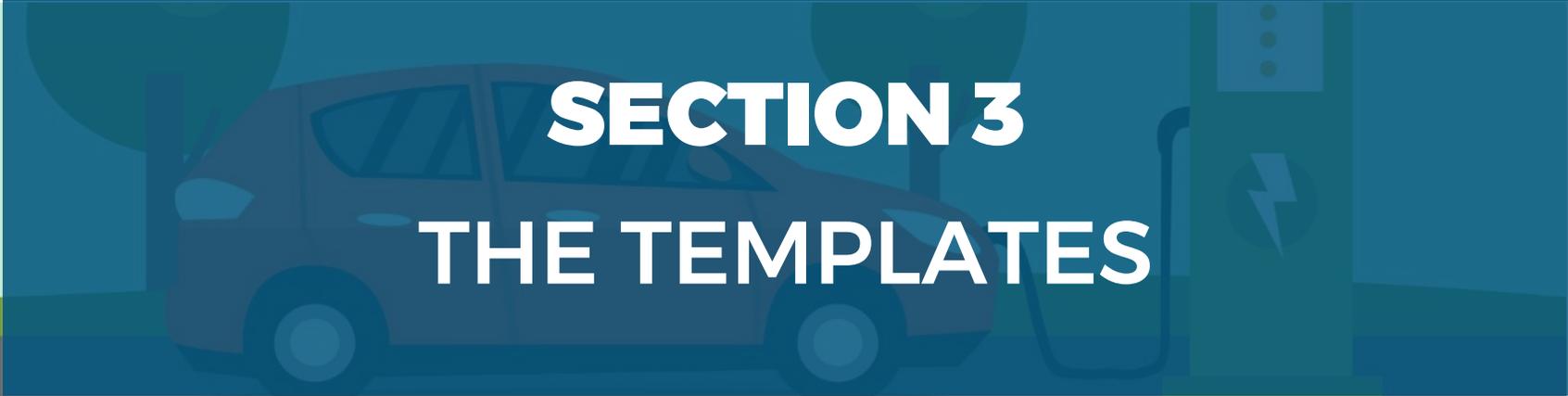


What does charging look like for common destinations from Rossland?

Just like gas cars, how far you can travel is impacted by your EV model, weather, road conditions and cargo like a roof box. This list is based on EV driver experience, but can vary.

	 summer	 winter
NELSON	Roundtrip no charge needed.	Roundtrip no charge needed.
CASTLEGAR	Roundtrip no charge needed.	Roundtrip no charge needed.
NEW DENVER & KASLO	Roundtrip no charge needed.	Roundtrip no charge needed.
NAKUSP	Outbound no charge needed.	Charge stop needed for return trip.
CRESTON	Roundtrip no charge needed.	Roundtrip no charge needed.
CHRISTINA LAKE	Roundtrip no charge needed.	Roundtrip no charge needed.
OSOYOOS	Outbound no charge needed. Charge for return, 3+ options.	Outbound no charge needed. Charge for return, 3+ options.
CRANBROOK/ KIMBERLEY	Outbound no charge needed. Charge for return, 3+ options.	One charge stop needed each direction.
KELOWNA	Outbound no charge needed. Charge for return, 3+ options.	Outbound possible (at very cold temps, 1 stop may be necessary). Charge for return, 3+ options.
KELOWNA (airport)	Outbound no charge needed. Charge at airport. Charge for return, 3+ options.	One-way possible (at very cold temps, 1 stop may be necessary). Charge for return, 3+ options.

13 - Similar to Revelstoke, the Rossland workshop participants identified the need for more localized materials that residents can incorporate into their lifestyle. The local EV ambassadors who ground-truthed this material requested a different layout than Revelstoke. In this map, routes are highlighted rather than general range circles. To see a larger image of the map, [click here](#).

A stylized illustration of a dark-colored electric car parked at a charging station. The car is positioned on the left side of the frame, facing right. To its right is a charging station with a lightning bolt symbol on its side. The background features silhouettes of trees and a building, all rendered in various shades of blue and green. The overall scene is set against a dark blue background.

SECTION 3

THE TEMPLATES

Section Three: The Templates

As noted in section 2, we have documented all examples and templates on the following website: <https://www.communityenergy.ca/zev-toolkit/>. However, the templates are also hyperlinked below, and organized by module:

Module 1: Getting sorted

1. [Workplan](#) – a general outline of tasks to guide planning and timing.
2. [Agenda](#) – full day, online workshop.
3. [Invite](#) – a PowerPoint template suggesting text and information to include.

Module 2: Participants

1. [Pre-read](#) – Optional document to ensure participants have general knowledge about ZEVs and the purpose of the workshop.

Module 3: Workshop

1. [Powerpoint presentation slide deck](#) – For in-person workshop, slides to guide facilitation.
2. [Miro Boards](#) – You should be able to view these boards as a guest. If you decide to use Miro for online facilitation, please contact info@communityenergy.bc.ca to see if we can help you easily add the template to your Miro account.

Module 4: Materials

1. [FAQ](#) – Adapt the content for your province/jurisdiction.
2. [Video treatment](#) – a general guideline to help you create a video storyline (often completed by or in partnership with video production team).

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This project is made possible by a financial contribution from Natural Resources Canada.

We also would like to thank and acknowledge the cities of Rossland and Revelstoke for taking part in this exciting pilot project. In particular, we thank the municipal staff who supported the planning and facilitation of the workshops.

If you have any questions about implementing a similar project in your community, please connect with the project team at Community Energy Association. We are more than happy to support your effort so increase ZEV understanding and awareness in your community.

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