#RuralEV Mobile Showcase
Bringing the experience of driving an Electric Car to people across the Kootenays

1 year ● 2 electric cars ● 26 community events

The Cars
A primary barrier to EV adoption by Kootenay residents is the absence of opportunities to see, feel and experience an EV in a neutral, pressure-free environment.

With demand outpacing availability at local car dealerships, there are few, if any, opportunities for residents to get behind the wheel of an EV. Therefore, the showcase needed an EV to tour through the region and to provide test drive opportunities.

In June 2018 we brought the #RuralEV Bolt home to the Kootenays, and in July 2018 we established a partnership with Cranbrook Mitsubishi which added a PHEV Outlander to our program through the summer and early fall.

In the classroom
The Rural EV Showcase also visited some school groups to talk about clean electricity and zero emissions travel.

At the office
The first EV 101 lunch n’ learn session and test drive event was done in partnership with the Regional District of the East Kootenay after they purchased their first electric fleet vehicle. More lunch n’ learns are in the works!
#RuralEV Mobile Showcase

**Impacts**

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<th>In person</th>
<th>Online</th>
<th>In the News</th>
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<td><strong>Go where the people are!</strong> By joining existing community events, staff were able to expose a wide range of people to EV technology and the charging network.</td>
<td><strong>Let the EV Experience Take You Up!</strong> Our online presence was focused on showcasing Kootenay experiences and integrating EVs as a travel option to lead an engaged, adventurous life.</td>
<td><strong>Kootenay EVs in the news!</strong> While the showcase was featured in a number of newspapers (online and print) throughout 2018, the largest audience was achieved April 2019 when our Rossland EV Test Drive day was featured on CBC’s The National.</td>
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## Project Deliverables - the Mobile Showcase

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<thead>
<tr>
<th>Deliverable</th>
<th>Details</th>
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| Produced display material including "Charging 101", a charging network map, Winter driving brochure, EV Test Drive sandwich board and Top 10 reasons to own an EV. | • Vibrant visuals for booth displays encourage engagement from passers-by  
• Take-away materials for visitors |
| 2018 Chevrolet Bolt. This car was parked onsite during festivals and was the primary car for test drive events. | • Funder branding on both sides and rear bumper.  
• Drove over 28,000 kms across the Kootenays, as well as to Lower Mainland, Portland, OR, and Calgary. |
| 2018 Mitsubishi Outlander. When 2 staff were available, this car was added to the showcase set up during festivals and was used during test drive events when 2 staff were available. | • No cost to project to use throughout the summer  
• Popular vehicle among Kootenay residents and available for purchase at most local dealerships |
| Events, festival and market attendance. The map on page 5 shows the various events that were attended. If no test drives were offered, the Bolt was parked next to the booth so guests could sit in it, plug it in, look under the hood, etc. | • The network map and charging poster were the most useful materials at booth set up; they sparked a great deal of conversation and encouraged guests to ask all their questions about EV.  
• Visitor stats were taken and surveys when possible |
| Test Drive events. Early in July staff learned that while many booth visitors were eager to ask questions, they were reluctant to sign up for a test drive onsite. Therefore, stand alone test drive events were organized so people could prepare. | • Partnered with local groups (e.g., Wildsight, local governments) for support in reaching out to established groups  
• Complimented the broad outreach of event booths by honing in on those who were already interested in EVs. |
| Demo L2 charger. FLO manufactured a ‘dummy’ Level 2 charger that was added to the showcase. It allowed visitors to plug the car in, and see the adapter they would have on a home charger. | • Visual compliment to booth set up  
• Children were eager to check it out, bringing their parents to the booth.  
• Added experiential learning opportunity to compliment Charging 101 poster |
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| #RuralEV Fall Experience Video. Produced by Birr Agency and filmed in Revelstoke. This video featured EV Ambassador and local mountaineer, Greg Hill. | • almost 3,000 views on Facebook and YouTube  
• Shown at the Fernie Mountain Film Festival (with plans to submit to other local mountain film festivals this fall) |
| Launched Instagram account. The @acceleratekoots profile was an opportunity to engage an even wider audience than those in person at events. A focus was on Kootenay-based tourism and local businesses. | • 221 followers  
• daily posts during summer  
• connected with new EV drivers  
• higher engagement with more varied audience than Facebook |
| Partnership with Kootenay Rockies Tourism. Ongoing relationship to cross-promote and integrate messaging where possible. | • DCFC markers were included on their circle route map  
• Attended the Portland Roadmap conference in June to promoted Kootenay EV travel opportunity  
• KRT-sponsored photoshoot of mountaineer at an Accelerate Kootenays DCFC Electrafest, Vancouver. Attended the electric mobility showcase in downtown Vancouver with full RuralEV Mobile Showcase display. | • Bolt parked onsite  
• Charging network poster on display  
• Charging 101 poster was photographed by a number of visitors.  
• Great opportunity to showcase progress in Kootenays to supporting EV travel |
| #ChargeUpKootenays Online contest. Social media contest asking participants to post a 'selfie' in front of any Kootenay EV charger in order to enter contest | • Two FLO at home chargers were given - one to a resident near Vernon and the other in Fernie.  
• Limited entries were a result, we believe, of the absence of signage at EV chargers. |
| Spring social media contest. Facebook and Instagram contest. | • Over 100 entries  
• Successfully grew audience and increased engagement with profile |
Accelerate Kootenays gratefully acknowledges the support of BC Hydro and FortisBC to bring the #RuralEV showcase to life. Their innovation and commitment to community engagement allowed the project to bring the experience of driving an EV to thousands of residents throughout the Kootenay region.