Webinar about EVs for Interfaith Power and Light

Project: “Become an EV Evangelist,” A webinar about the environmental, ethical and financial benefits of switching to an electric vehicle, produced for California Interfaith Power and Light with Golden Gate Electric Vehicle Association

I collaborated with Dale Miller of Golden Gate Electric Vehicle Association to produce a 30-60 minute webinar for members of Interfaith Power and Light who are interested in switching from internal combustion engine cars to zero-emission electric vehicles. The webinar addressed charging at home/work, federal/state tax incentives, and other benefits.

Achievements

Electric Vehicle Webinar.
• Strengthened partnership between Golden Gate Electric Vehicle Association and California Interfaith Power and Light.
• Generated lively dialogue about the benefits of switching to electric vehicles on various social media channels.
• 95 people registered for the webinar with a peak of 43 live attendees.
• 30 minute webinar was followed by a 25 minute question/answer period.
• Created social media collateral for GGEVA.

Lessons Learned

Successful Strategies:
1. Know your audience. It’s important to understand demographic of your target audience and provide content that addresses their needs, interests and concerns.
2. Do your research. The world of technology is constantly changing, so it’s important to know your facts are up-to-date and relevant.

Recommendations for Improvement / Program Expansion:
1. Our presentation was targeted towards Californians, but could easily be targeted towards a national audience.
2. The spiritual aspect might alienate non-religious drivers, so the presentation could be modified for a secular audience.

Acknowledgements:

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Intern background: Second year of certificate program in Sustainability. Background in media production and filmmaking. Certified in GRI sustainability reporting. Professional goal is to produce climate change communications resulting in behavioral and social change.

Interns: Dale W. Miller, Golden Gate Electric Vehicle Association, Danielle Robinson, Strategic Energy Innovations, Allis Druffel, Interfaith Power and Light. Special thanks to EV drivers Eric Bentley, Devin Jindrich, Kate Kariouichina, Adam Powell, Pat Carlone, and Ali Sheikholeslami for providing photos and testimonials.