

Electrify Heartland Plan

Appendix K: Electric Vehicle Hangtag



Project title: Kansas – Missouri
Community Readiness for EV and EVSE

Funded by: US DOE DE-EE0005551

By: Metropolitan Energy Center
and Kansas City Regional Clean Cities Coalition

With: Black & Veatch





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Electrify Heartland Project Abstract

Electrify Heartland is an electric vehicle planning project managed by Metropolitan Energy Center. It is a product of the Greater Kansas City Plug-In Readiness Initiative, co-chaired by Kansas City Regional Clean Cities Coalition. Our goal is to produce a regional plan to prepare public resources and secure the economic and environmental benefits of plug-in vehicles within targeted metro areas with estimated 2.7M population. The targeted metro areas include Kansas City, MO & KS; Jefferson City, MO, Wichita, KS; Salina, KS; Lawrence, KS; and Topeka, KS. (14 Counties: Cass, Clay, Cole, Douglas, Jackson, Johnson, Leavenworth, Miami, Platte, Ray, Saline, Sedgwick, Shawnee, Wyandotte).

Electrify Heartland Steering Committee

Team	Organization	Name
Charging Stations	Initiatives	Troy Carlson
Charging Stations	LilyPadEV	Larry Kinder
Charging Stations	Logios	Gustavo Collantes
Government Policy	Polsinelli Shughart PC	Alan Anderson
Government Policy	Black & Veatch	Bill Roush
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Project Administration	Metropolitan Energy Center	Kelly Gilbert
Public Education	Nation Ranch Marketing, Inc.	Bill Patterson
Training	Kansas City Kansas Community College	Bob McGowan
Training	National Electrical Contractors Association	Jim Cianciolo
Utility Grid	Black & Veatch	Sam Scupham
Vehicle & Fleet	University of Missouri at Kansas City	Henry Marsh

Exhibit i-i. Electrify Heartland Steering Committee Members



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Appendix K: Electric Vehicle Hangtag

Synopsis:

For consumer outreach purposes, a hangtag was developed by the Vehicle Team to assist auto dealerships in addressing concerns of “why buy electric?” The sales cycle for this new technology is longer than with conventional vehicles and half of consumers’ buying decisions are now made online rather than the sales room floor. A QRC is provided to direct consumers to the Electrify Heartland Website for links to more information. The hang tag is printed two sided and die cut.

Section Authors:

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Exhibit K-1. Rear-view mirror hang tags, front and back design with die cut outlines, for use in electric vehicles and conventional vehicles that can be ordered with an electric drive train. Especially useful in dealerships.