

Colton Students Get Charged Up about Electric Vehicles with



THE PROBLEM

Electric Vehicle (EV) adoption remains a challenge, and resources to inform the next generation of car buyers about the pros of EV adoption and demand-side charging management are lacking.



PILOT PROGRAM & RESEARCH

The City of Colton Electric Utility partnered with **rEV**, a secondary education EV outreach program, which is a collaborative partnership between the Utility and the National Energy Foundation.

PROGRAM COMPONENTS

- Utility-branded materials (flier, poster, etc)
- 35-min interactive video
- Branded carabiner & take-home info
- rEV website
- Student video contest



RESULTS & TAKEAWAYS

Participation in the program gave Colton Electric Utility some useable impressions about the current state of students' EV education and awareness, what they were able to learn from the program, and some goals for the future.

Participation



2 schools



755 students



6 teachers

What students are saying

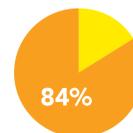
EV cars seem like a good idea.

After what I learned, I think differently about EVs and think they are more practical than gas.

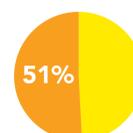
I would like to buy an EV when I get older.

rEV Share Form Data

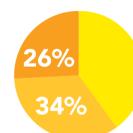
There were several interesting responses from the high school students regarding their participation in the rEV program and EVs in general.



84% have gained general knowledge about EVs.



51% have a more favorable attitude about EVs after participating in the rEV program.



26% reported they had charging stations near home, 34% said they don't know if they do, but want to know.