



Program Report

FALL 2024



City of Colton
ELECTRIC UTILITY



National
Energy
Foundation

rEV Program Report

FALL 2024

Prepared For:

Jessica Sutorus

Environmental Conservation Supervisor

City of Colton Electric Utility

Prepared By:

Alison Pinnock

rEV Director

National Energy Foundation

5505 S 900 E, Ste 300, Salt Lake City, UT 84117



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Program Overview

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TOTAL PARTICIPATION



755 STUDENTS



6 TEACHERS



2 SCHOOLS

PROGRAM DESCRIPTION

rEV, a secondary education EV outreach program, is a collaborative partnership between the utility company and the National Energy Foundation. rEV teaches about the advantages of electric transportation delivered through a “choose your adventure” interactive movie format, with accompanying teacher and student materials. A key component of rEV is the Share Form that collects valuable household information about EV knowledge and attitudes.

PROGRAM ADMINISTRATION

rEV is administered by NEF, a 501 (c)(3) nonprofit organization, founded in 1976. It is dedicated to increasing energy literacy through the development, distribution and implementation of educational programs and materials. These resources relate primarily to energy, natural resources, energy efficiency, energy safety and the environment. Concepts are taught through science, math, art, technology, and writing. NEF recognizes the importance of educating individuals about energy so they can make informed decisions about energy issues and use.

Oversight for program implementation was provided by Alison Pinnock, program director, and Lauren Massey, program coordinator.

Building Collaborations

The target audience for rEV were the middle school and high school in the utility company service territory in Colton. NEF reviewed NexGen Science, Common Core and American Driver and Traffic Safety Education Curriculum Standards. The rEV program supports educational needs of teachers in grades 7-12 for topics in Science (earth and space, physical, and engineering design), Math, English Language Arts (reading, writing, speaking and listening) and Driver’s Education and Automotive classes. Correlations are posted on the website, reved.org/Colton.

Program Implementation

FALL 2024



PROGRAM MATERIALS

Teachers from Colton Middle School and Colton High School were registered via phone or email. City of Colton Electric Utility -branded rEV materials were prepared and delivered to schools for teacher-directed presentations during the fall semester. Program materials included:

TEACHER FOLDER

- » Welcome Letter
- » Rewarding Results flier
- » rEV Challenge Contest flier
- » rEV classroom poster

STUDENT MATERIALS

- » rEV fliers with EV information
- » Branded carabiners

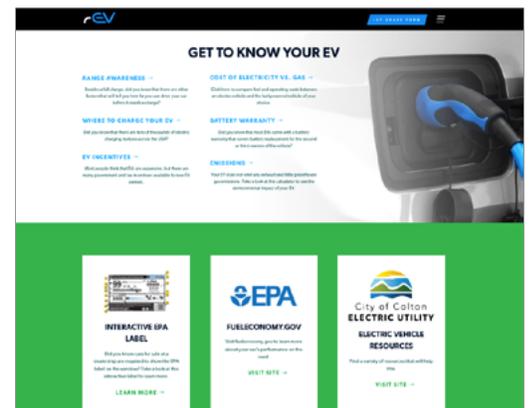
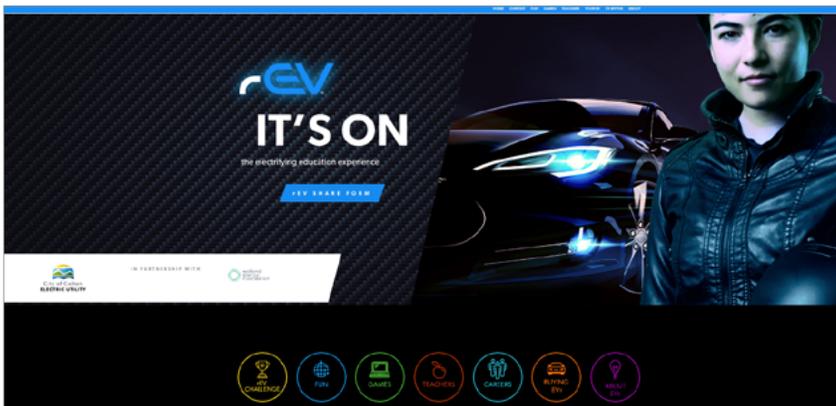


TEACHER-DIRECTED PRESENTATIONS

Teachers were emailed the link to the 35-minute interactive rEV video. The video is a fun, interactive “choose your adventure” dramatization of a rideshare driver experiencing EV for the first time. While teachers and students chose the path of the presentation, information was given on EV technology, batteries, charging, driving performance, environmental and economic benefits.



After the presentations, all students took home a branded carabiner, and a student sheet with EV information to increase EV awareness with their families. The website URL directed students and families to EV information and interactive activities. Students were asked to fill out the rEV Share Form. All forms were submitted online. Teachers were incentivized with a \$100 mini-grant if 50% or more students submitted a form.



rEV WEBSITE

The **rEV** website, reved.org/Colton, has multiple pages for teachers, students and families. The teacher page contains information on the presentation, lessons, incentives, rEV Challenge contest information, program evaluation as well as information on how electricity is generated and the Smart Grid. Families can find information on EVs and buying EVs. Fun and games pages are included for the students. These pages contain links to a Cost Calculator, Spotify Playlist, games, rEV Challenge contest information, the rEV Interactive Video presentation, and information on how electricity is generated including the Smart Grid. The link to the Share Form appears on all pages.

rEV PRESENTATION

The rEV presentation is a uniquely created method of presenting. Through a series of film clips, information on EVs was relayed to the students. Sarah, the central character of the film, was introduced to EVs as a rideshare operator, as her friend, Noah, tried to help her gain knowledge on EVs. Varying passengers in Sarah's car had different views and information on EVs, often dispelling EV myths and relaying current EV information. Any of the various paths that the students chose for their story ultimately gave the same information.



rEV CHALLENGE CONTEST

This unique national contest asks students to create a 30-45 second video revealing the benefits and future of EVs to their friends. Students can complete a digital entry form and upload their video file. Judging will take place in May 2025. The winning student and their teacher will receive an electric bike of their choice. See the flier in the attachments.

Now you know, time to go  rEved.org/Colton



Enter by April 30, 2025 for
your chance at the grand
prize, an electric bike!

If you win, your teacher also
wins an electric bike!



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Summary & Analysis

FALL 2024



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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. See the attachments for full responses.

- » **84%** have gained general knowledge about EVs.
- » **58%** of students chose “all of the above” when asked which advantages they could see in purchasing an EV, which included environmental benefits, fuel cost, driving performance, and decreased car maintenance.
- » **68%** indicated the roadblocks to owning an EV were cost and availability of charging.
- » **51%** have a more favorable attitude about EVs after participating in the rEV program.
- » **25%** of the students reported that they visited their utility website to learn more about EVs, and another **55%** plan to.
- » **26%** reported they had charging stations near home, **34%** said they don’t know if they do, but want to know

REV SHARE FORM STUDENT COMMENTS

Students Share Forms were given an opportunity for additional comments. Here is a sample of their responses:

- » 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 am looking forward to getting an electric car because it is very efficient.
- » I would like to buy an EV when I get older
- » Looking forward to learning more about EVs.

PROGRAM/TEACHER EVALUATION COMMENTS

Teachers were also asked to evaluate the program after participating. Here is a sample of their responses:

- » The content is engaging and educational.
- » I will use some of the videos like how electricity is generated and what the smart grid is. I will also use some of the lessons [on the website].
- » I definitely will [tell teachers about the program] since this goes with some of the content taught in physics, chemistry, and AP environmental science.

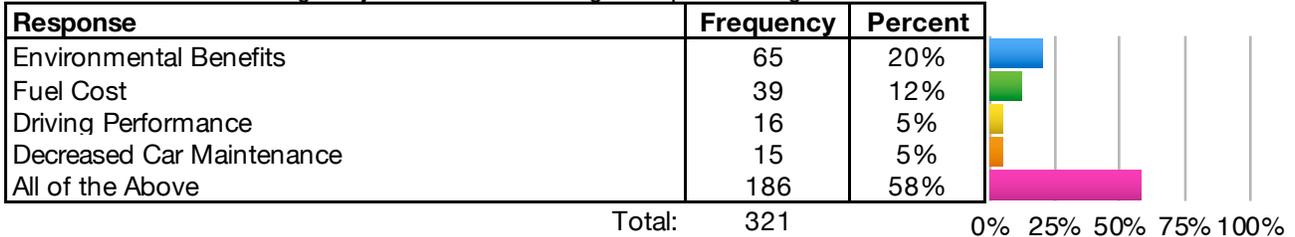
SCHOOL AND TEACHER PARTICIPATION

SCHOOL	STUDENTS	SHARE FORMS RETURNED	% RETURNED	TEACHER GRANT
Colton High School	128	89	70	\$100
	77	41	53	\$100
	100	76	76	\$100
Colton Middle School	175	121	69	\$100
	90	0	0	
	185	0	0	
TOTALS	755	327	43% return	\$400

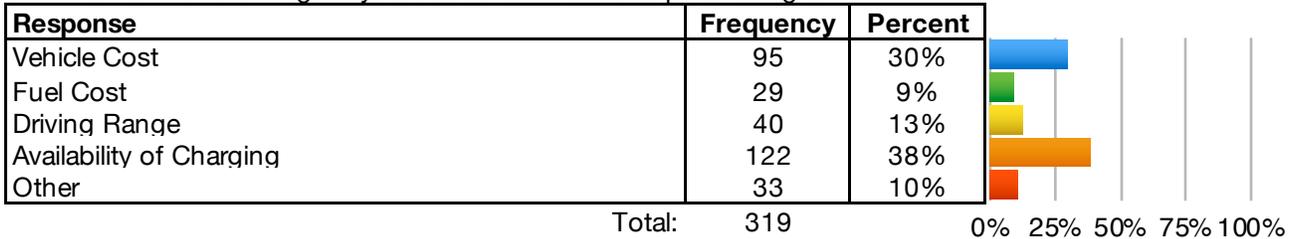
STUDENT SHARE FORM SUMMARY

rEV Colton Program Form Share Summary Report

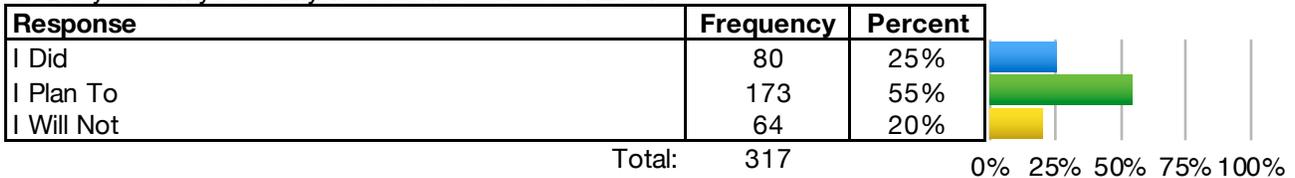
1. Which of the following do you see as advantages of purchasing an EV?



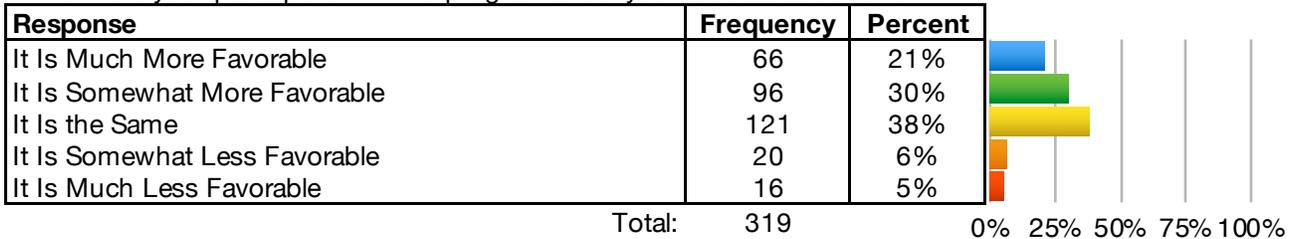
2. Which of the following do you see as roadblocks to purchasing an EV?



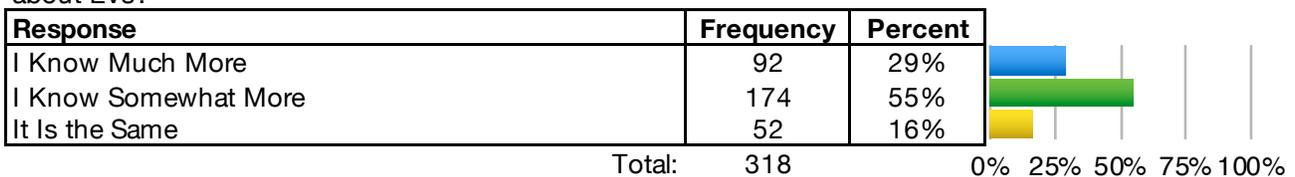
3. Did you visit your utility website to learn about EVs?



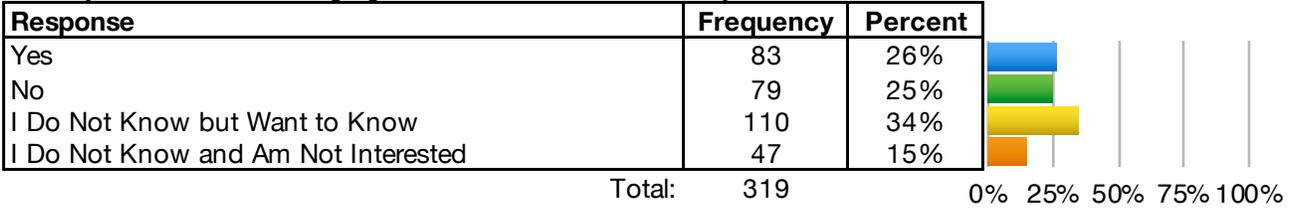
4. How did your participation in this program affect your attitude about EVs?



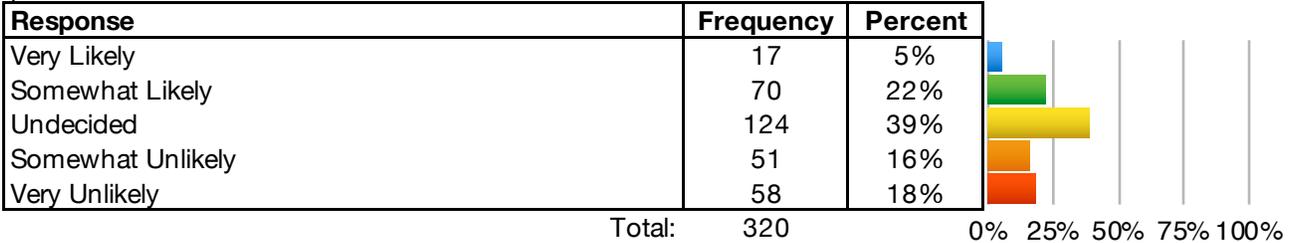
5. How did your participation in this program affect your general knowledge about EVs?



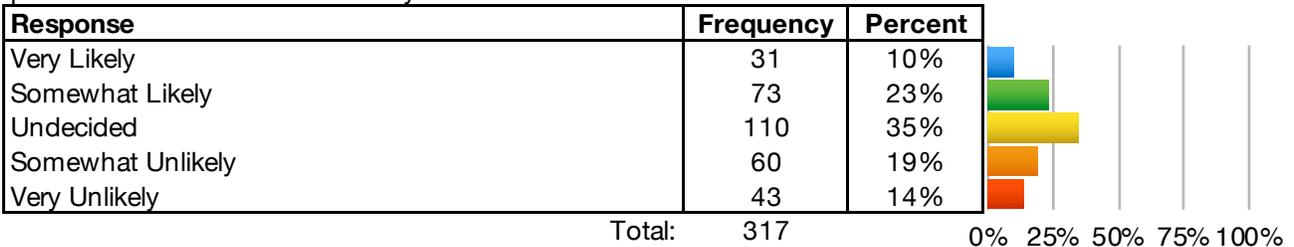
6. Do you have an EV charging structure within one mile of your home?



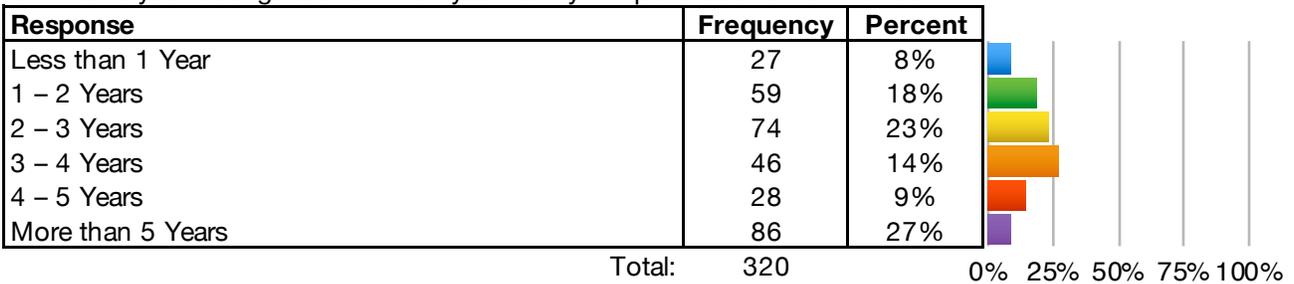
7. Prior to participation in this program, how likely were you, or your family, to purchase an EV?



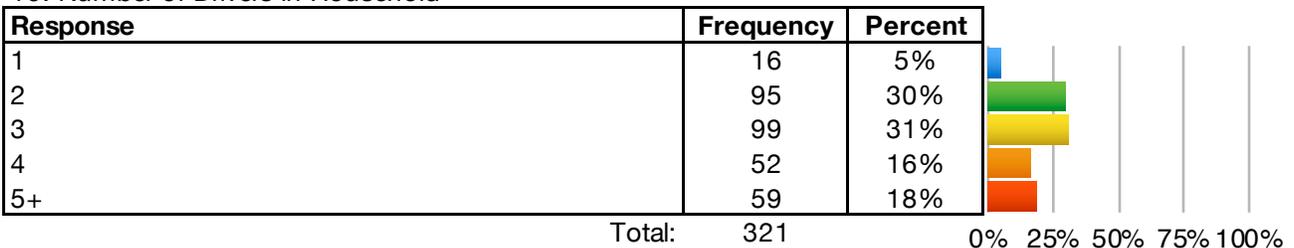
8. Having participated in this program, how likely are you, or your family, to purchase an EV in the next three years?



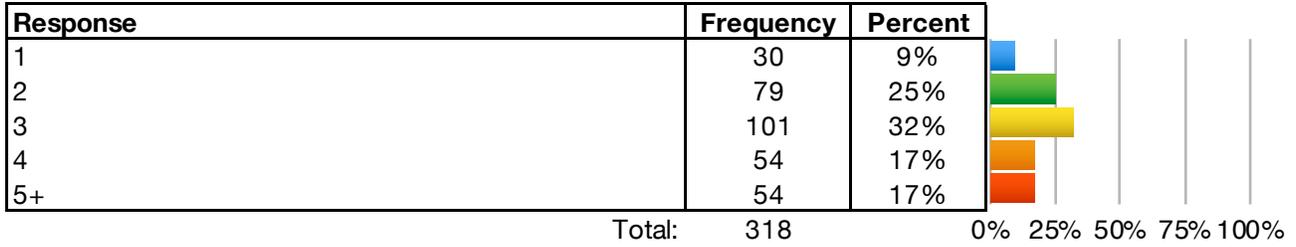
9. What is your best guess for when your family will purchase its next vehicle?



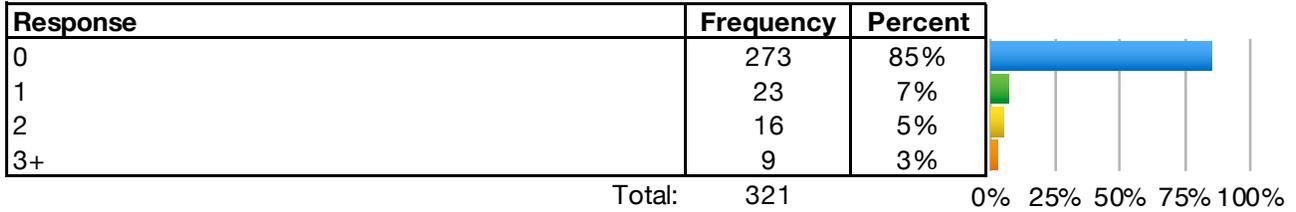
10. Number of Drivers in Household



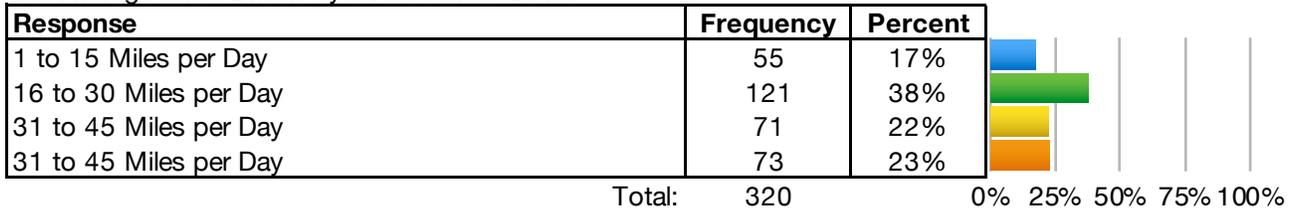
11. Number of Vehicles in Household



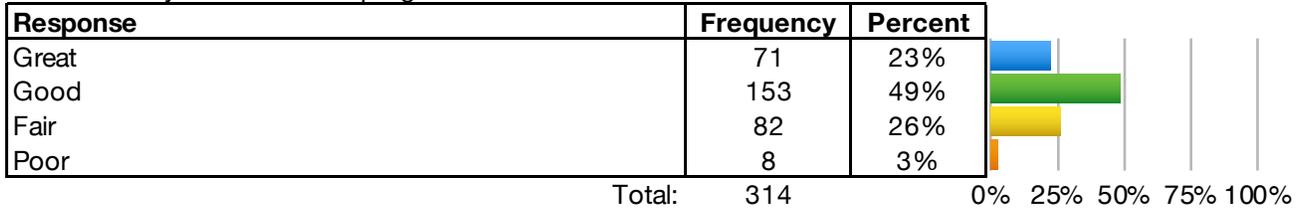
12. Number of EVs in Household



13. Average Miles Driven by a Household Driver

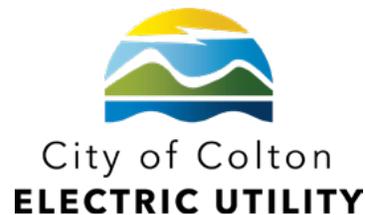


14. How do you rate the rEV program?



Program Attachments

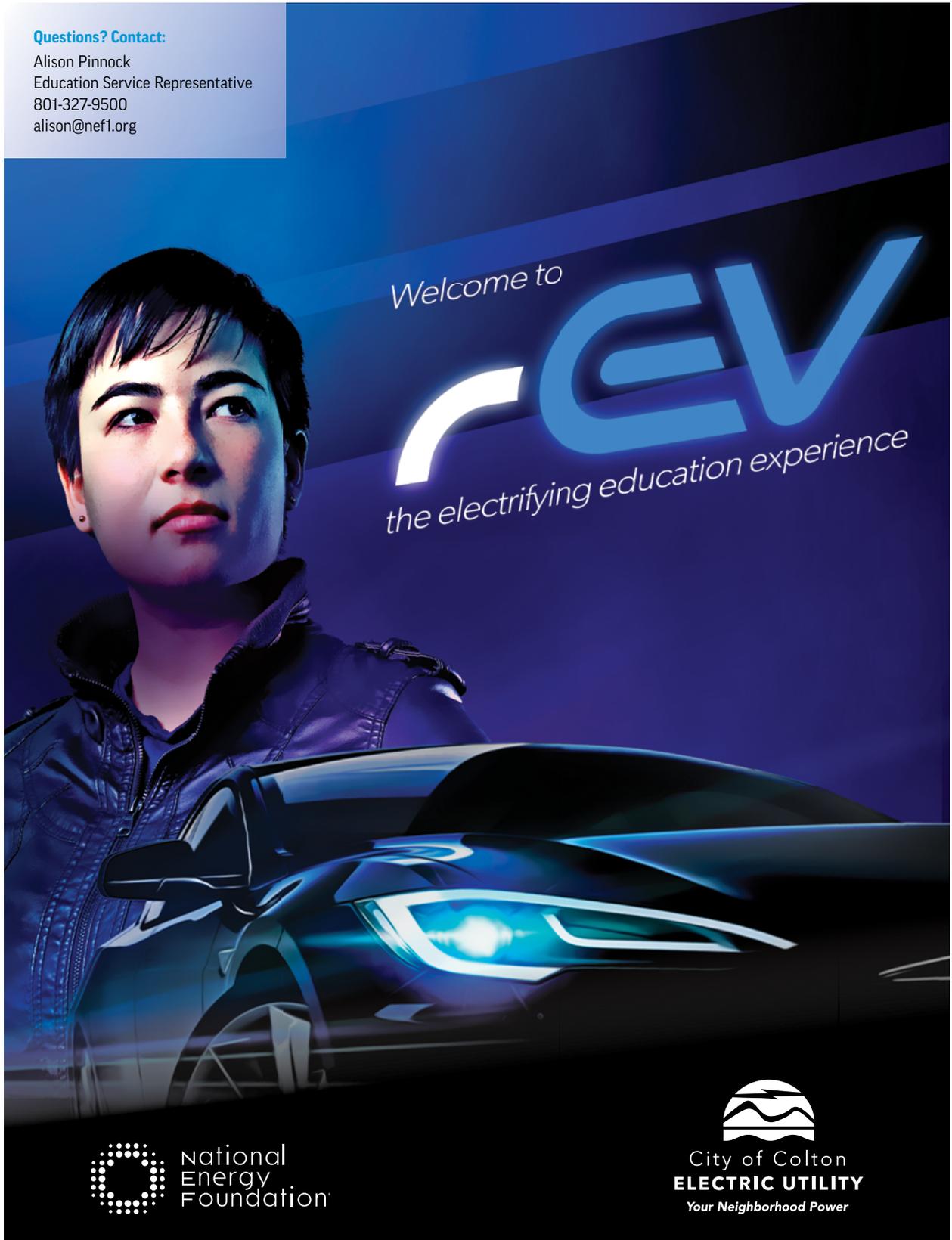
FALL 2024



WELCOME LETTER

Questions? Contact:

Alison Pinnock
Education Service Representative
801-327-9500
alison@nef1.org



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City of Colton
ELECTRIC UTILITY
Your Neighborhood Power



Now you know, time to go  rEVed.org/Colton

Ready, set, rEV!

Three easy steps to educate and earn your \$100 eGift Card:

- 1.** Show your classes the 35 minute “rEV Interactive Experience” at rEVed.org/Colton on the “Fun” or “Teachers” page. Students choose the direction of the story during pivotal parts of the film.
- 2.** Visit the program website at rEVed.org/Colton. Send home the rEV carabiners and the *Student Sheets* as a reminder to visit the website. Students can enter the rEV Challenge, experience e-learning and use emissions and fuel cost calculators. You can also access EV lessons and resources from the “Teachers” page.
- 3.** Give program feedback. After the presentation, have your students visit rEVed.org/Colton to complete the rEV Share Form. When 50% or more of your enrolled students share feedback and you submit feedback through the link found in your teacher email, you earn your \$100 eGift Card. Participating students will be entered into a drawing for a \$50 eGift Card.





Reward Your Students



All students receive a carabiner and *rEV Student Sheet*.



Students who complete the [rEV Share Form](#) on the website are entered into a drawing for a \$50 eGift Card.

Giving a completion grade or extra credit may encourage students to complete the form.

Reward Yourself



Earn a \$100 eGift Card when 50% or more of your class completes the [rEV Share Form](#) by the due date in your program emails. Direct your students to the website to fill out the form online.*



Now you know, time to go [▶ rEVed.org/Colton](https://rEVed.org/Colton)

*Offer available for teachers participating in the rEV program. Classes must submit 50% or more of the [rEV Share Forms](#) by the deadline to earn the \$100 gift card.

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ARE YOU IN?

You have learned about electric vehicles (EVs), now it is time to take the rEV Challenge!

- 1** Create a 30 to 45 second video that reveals the future of EVs to your friends. Get out your camera (even if it is your phone) to record a compelling message about the benefits of EVs. Entries will be judged on accuracy, engagement and presentation. Review rEVed.org/Colton/about for examples of accurate EV facts.
- 2**  Review the rEV Challenge official rules. rEVed.org/Colton/contest
- 3**  Complete the digital entry form (including an electronic signature from your parent/guardian) and upload your video file. form.jotform.com/210687005879161

Now you know, time to go  rEVed.org/Colton



Enter by April 30, 2025 for
your chance at the grand
prize, an electric bike!

If you win, your teacher also
wins an electric bike!



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Picture yourself in an EV and find your future career in this growing industry!



rEVed.org/Colton

What Is an Electric Vehicle (EV)?

- A vehicle powered by electricity or a combination of electricity and gasoline (PHEV)
- The growing technology of tomorrow
- A truck, scooter, self-driving car, mass transit, bus or SUV

Price Is Right

- Wide range of decreasing purchase prices
- New or used
- Fewer moving parts equals less maintenance cost
- EV fueling is generally less expensive than fueling a similar, conventional vehicle

Driving Experience

- Smooth and quiet
- Zero to 60 mph possible in under 3 seconds
- Batteries can last over 200,000 miles
- Locate chargers and plan trips with ease

Take Charge

- Like plugging in a toaster
- Charge while you shop or at work or home
- Potential to charge when electricity is cheaper
- Up to 300 miles on a single charge

Easy Bein' Green

- Potential to fuel with electricity generated with renewable resources
- Can improve local air quality and reduce carbon
- EVs can store electricity for an efficient grid
- Electricity costs are more stable than gasoline

Workforce Development

- This growing industry will create new job needs, which means more opportunities for you

Now you know, time to go rEVed.org/Colton

rEV Share Form

Share your voice to earn your reward.

What is the rEV Share Form? It is a way to share insights that shape the future of your community. Visit rEVed.org/Colton and find the form on any page. Two minutes is all it takes to earn a chance at a \$50 Amazon eGift Card.



On the website, you can learn more about the smart grid, charging, careers in energy and the economics of EVs.



"rEV Interactive Experience"

Watch "rEV Interactive Experience" on the "Fun" page. YOU choose what Sarah does next.



Games and Information

Play EV games.



Discover Your Future EV or Your Future Career

Calculate EV purchase and fuel costs. Learn about careers in energy.



rEV Challenge

Create a 30 to 45 second video to teach your friends about EVs. Entry details and information about the electric bike grand prize are on the program website. Are you in?

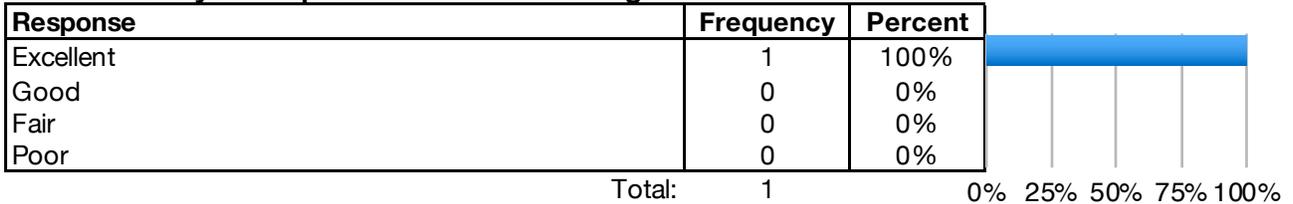


How Do You rEV?

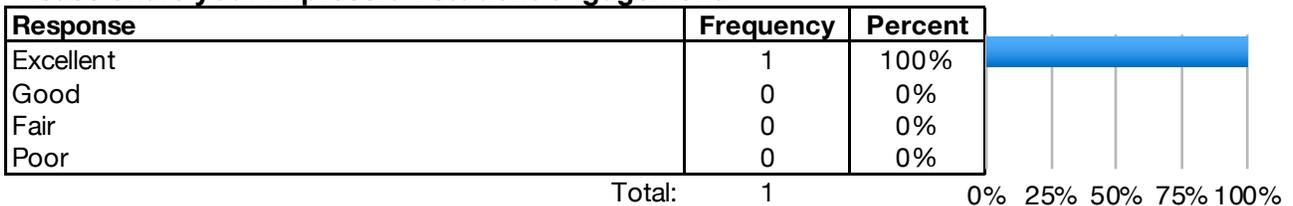
Bust an EV myth, share the Spotify playlist or encourage your friends to complete the rEV Share Form.

rEV Colton Program
Program Evaluation Summary Report

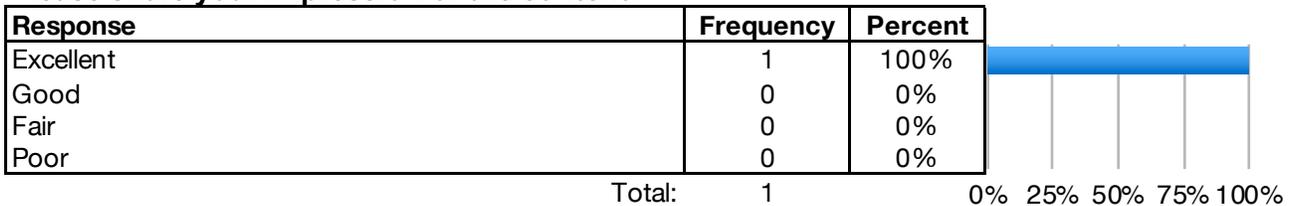
Please share your impression of the teaching materials.



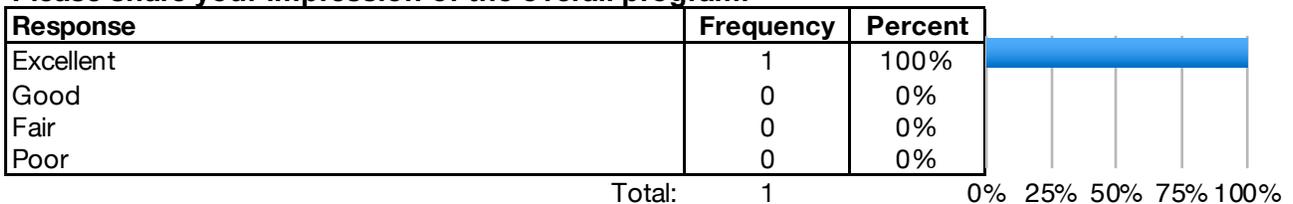
Please share your impression student engagement.



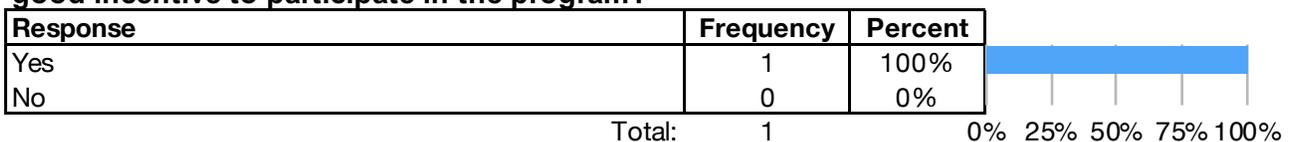
Please share your impression of the content.



Please share your impression of the overall program.



Was the electronic gift card a good incentive to participate in the program?



STUDENT COMMENTS

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

El VE ha Sido un excelente opcion para reducir costos de combustible y apoyar el medio ambiente, y seria ideal contra con mas estaciones de carga rapida en areas publicans .

EV cars seem like a good idea.

EV vehicles are cool

I Am looking forward to getting a electric car because it is very efficient

I feel very interested on learning about EVs

I like this website:)

I like this.

I love the style of this Electric vehicle. Most other Electric vehicles have designs that I dislike.

I love it

I love it

I really hope to win the \$50 card

I think that EV's are a good manufacture for humanity because the environment is being endangered by pollution, but with EV this project/idea can change everything

I want to win. I like EV

I will tell my dad about EV's and their benefits

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

In my view I would not like a Ev

It help me

It was a really good experience

It was cool

STUDENT COMMENTS

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

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In my view I would not like a Ev

It help me

It was a really good experience

It was cool

It was good to watch

It was informational but I already knew most of the content

STUDENT COMMENTS

It's nice to know more

Looking forward to learning about a EV more.

Me personally I don't want an ev car but I do want a ev scooter

Not looking for that type of car

Selling my house for a Tesla

Thank you

That electric cars are very good but they cost a lot and charge slowly

The car is fast

The EV website was so awesome sauce

Very good, will be buying in future.

Wanted a ev when I was 8