



Learn more about IP3 Strategy [here](#)

Can My Family Buy an EV?

Your Name, Class of _____

School, School District, City

Make it your own!

- Click "File" and [Copy](#) or [Download](#) this template
- Replace any [orange text](#) with your own details
- Adjust the procedure to achieve your goals
- Swap out sample data with your own
- Storytelling is the key! Get creative with it

1. Impact Design

Impact Statement - If I do the math to convince my family to buy an EV, we will save money and reduce our carbon footprint.

Community Alignment	
Group	Goal/Action
City of Seattle - The city has a robust climate action plan to reduce carbon emissions.	The City of Seattle works alongside Seattle City Light which advocates for the ownership of EVs providing a cost benefit list as well as a fact sheet for what an owner of an EV needs to know.
Climate Solutions - Northwest-based clean energy economy nonprofit.	Climate Solutions is working to integrate electric vehicles across economic sectors, including but not limited to; personal vehicles, medium and heavy-duty trucks, construction and agriculture equipment, buses, and more.
Seattle Electric Vehicle Organization (SEVA) - Non-profit organization serving Puget Sound area.	SEVA is a volunteer group passionate about EVs and as participants in car shows, educational, and political events they provide informative, community led goals to promote the latest press information on EVs for interested buyers.

Procedure - Steps for implementation!

1. Open up the [EV Savings Calculator](#) and get started!
2. Keeping a car in your household in mind, move the bar from left to right for estimating the miles per year driven, your car's mile per gallon, and what you pay per gallon for gas.
3. Select the state you live in, type of car, type of EV car your family is interested in, and whether your home has its own private driveway.
4. Scroll down to find out how much your family could save on fuel per month, year, and the next 5 years!
5. Do the math for how many carbon emissions are avoided by purchasing an EV (remember, burning 1 L of gasoline produced approximately 2.3 kg of CO₂).
6. Have a conversation with your family about what your possibilities might be. Can my family buy an EV?

7. Tell the story through your peers, clubs, and classrooms about your calculations! Use these impact storytelling tips to create an engaging and fun story about your impact. There are [lots of different styles](#), get creative!
8. If your family ends up purchasing an EV, tell that story next!

2. Impact Data Tracking - Quantify your impact!

You can track the amount of money, gas and CO₂ saved with the [EV Savings Calculator](#). You can calculate how much your family saves with one EV, but you can always save more if you get multiple EVs. A typical passenger vehicle emits about **4.6 metric tons of carbon dioxide annually**.

Calculate your potential savings:

How far does \$4.95 drive your car?

Gas: **24** miles

EV: **127** miles

EV gets you this many more miles for the price you pay for a gallon of gas: **103** miles

How much does it cost to drive 15,000 miles per year?

Gas: **\$3093**

EV: **\$586**

Switch to EV and save big on fuel. Estimated annual savings: **\$2,506**

How much carbon can be saved by using an EV to drive 15,000 miles per year?

My car drives **15,000** miles per year and 1 mile of gasoline burned is 348 grams of CO₂ (0.767209 pounds)
(**15,000** miles per year)(0.767209 pounds) = **11,508** pounds CO₂

What are your conclusions?

With an EV, I would save **11,508** pounds of CO₂ per year!

3. Impact Storytelling - Share your data with who needs to know! See more [tips](#)

Think on different scales of stakeholders... Family, School, Community, and Aligned Groups

Stakeholder	Interests	Approach
Family — Parents	Saving Money	Show your Data: Tell your family how much money and carbon would be saved when switching to an EV.
School — Student Clubs and PTA	Saving Money	Email PTA: Email PTA Director to reserve a meeting time. Discuss the upsides of owning an EV and create a plan to encourage parents to switch.
Community — Neighborhood	Staying Educated	Creating Flyers: Send online flyers to your neighborhood about the benefits of going electric.
Aligned Groups — City Council	Reduce GHG emissions	Newsletter: Send out an email for the city newsletter about why we should have more charging stations to emphasize why people should get an EV. Create a series of infographics and short video testimonials to share with social media channels.

Add your project to our website under "[Submit your Impact](#)"! Contribute to collective impact...