



Montgomery County Electric Vehicle Purchasing Cooperative (EVPC)



To support the goal of eliminating carbon emissions by 2035, Montgomery County is launching an electric vehicle purchasing cooperative to support residents and local businesses in their journey towards owning electric vehicles (EVs). The [Electrification Coalition](#), a nonprofit organization that works to facilitate widespread adoption of EVs across the country, is the program's lead implementation partner, under a contract with the [Metropolitan Washington Council of Governments \(MWCOG\)](#) and the direction of Montgomery County.

The EVPC's [online education and resource hub](#) -- together with a network of community partners, participating organizations, and auto dealers -- will answer consumer questions, support unique local benefits for EV drivers, and make EV ownership attractive, convenient, and cost-effective. Together, we can reduce greenhouse gas emissions and expand electrified transportation across the county!

The initial phase of this program will run through Spring 2022, with the **goal of securing public commitments from County residents and businesses to make their next vehicle purchase an EV.**

GOAL: 1,000 Residents/50 Businesses [take the EVPC pledge](#) and commit to make their next vehicle an EV.

Electrified Dealer Program

The Electrified Dealer Program will position local dealers as 'EV Experts' who can provide the best possible experience to residents and businesses as they navigate the transition to EVs and the ecosystem of supporting resources. Participating dealers will be able to leverage the EVPC to lower the soft costs of acquiring sales leads by organically connecting with consumers who have pledged to buy EVs.

The virtual training module is the centerpiece of the Electrified Dealer Program, but engagement with the EVPC will also provide other benefits and collaboration opportunities, including:

- Recognition of dealer on the main EVPC webpage, an information and resource hub
- Increased foot traffic to dealerships and increase in web traffic to dealer website
- Additive staff EV sales training, including reviewing of federal, state, and local incentives and resources for customers
- Co-marketing opportunities (promotional videos, interviews, website articles, social media, etc.)
- Connecting to opportunities to support the development of EV charging at dealer locations

Are you interested in supporting the EVPC as an Electrified Dealer? Contact us for more information:

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