

GREEN VEHICLE GUIDE OVERVIEW

The **Green Vehicle Guide (GVG)** is EPA's public-facing website aimed at educating and encouraging the public to make greener transportation choices.

Goal: Provide the public with accurate, accessible information about electric vehicles (EVs), fuel economy, emissions, transportation decarbonization and a range of forward leaning concepts to move people and goods more efficiently.

Decarbonizing Transportation Focus:

- EV Myth-Busting
- EV Basics
- EV Charging
- Your Car Compared to an EV
- Hydrogen in Transportation
- Fast Facts on Transportation Emissions



For specific vehicle information, visit EPA/DOE's [fueleconomy.gov](https://www.fueleconomy.gov) website.

ENGAGING CONTENT

Charging My Electric Vehicle

Fast Facts on Transportation Greenhouse Gas Emissions

We Have Done Big Things. We Can Do Big Things.

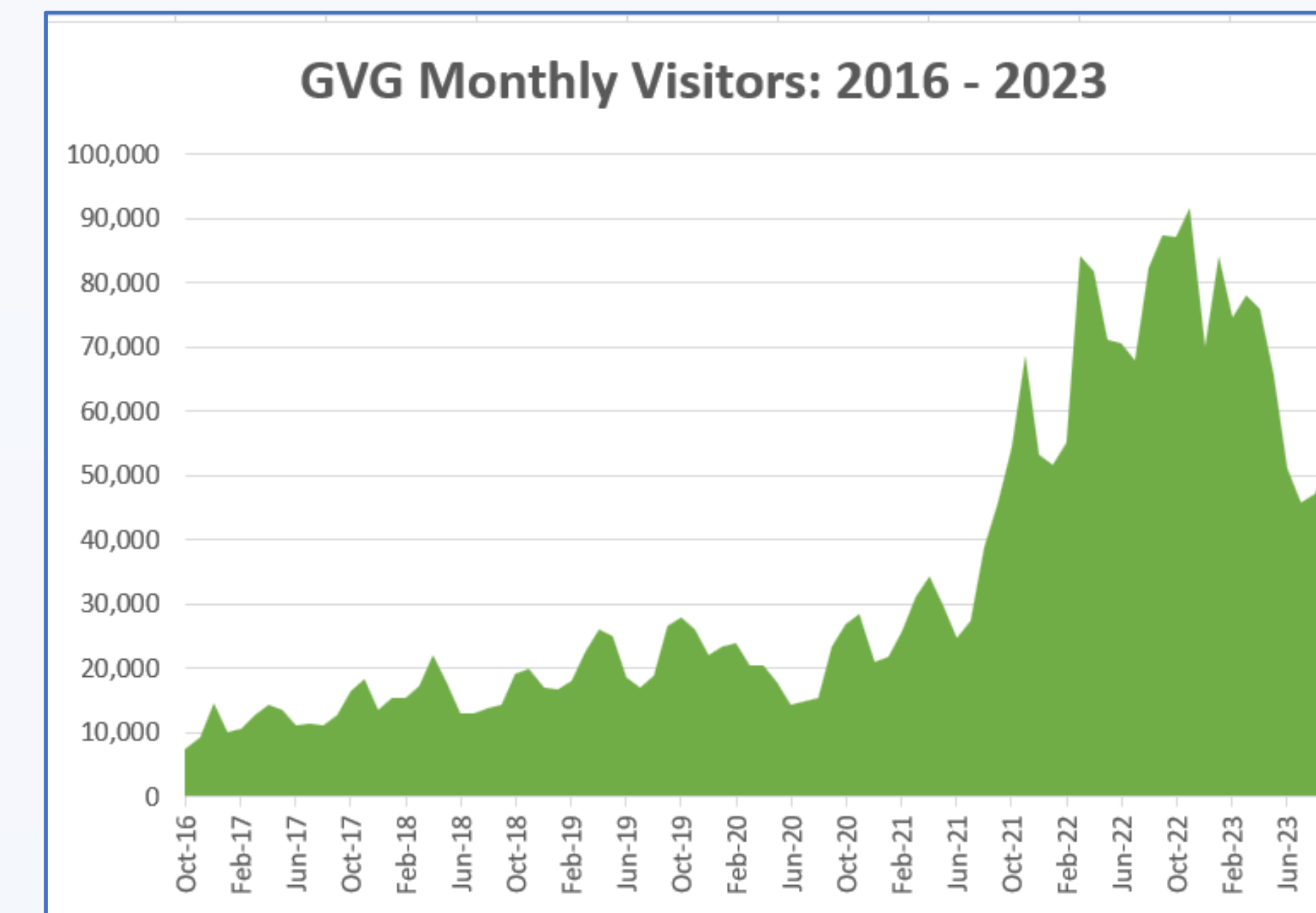
Comparison: Your Car vs. an Electric Vehicle

WHAT IF? What If Electric School Buses Could be Used to Supply Power When Off Duty?

Our *What If?* scenarios are brief thought starters, exploring technologies, fuels, and strategies that may be far off or seem farfetched, but can help get us on the path to decarbonization.

GREEN VEHICLE GUIDE DATA TRENDS: WEBSITE VISITORS

- The GVG has been sustaining interest over the last 20+ years, with exponential growth in recent years. Proactive and targeted outreach efforts resulted in a nearly 200% increase in annual website visitors between 2021 and 2022, with over 900,000 website visitors in 2022 alone.
- GVG updates are based on market research, including the latest transportation and climate news/policies, email inquiries, and by tracking website analytics data.
- Content has been picked up by media, newspapers, journals, and universities, including Consumer Reports, the New York Times, Carbonfund.org, and National Academy of Medicine.
- Extensive amplification via website visitors sharing GVG content on Facebook, Twitter (X), Instagram, Reddit, and LinkedIn. In the first 9 months of 2023, we've seen over 10,000 referrals!



TRANSPORTATION DECARBONIZATION

The GVG highlights the importance of tackling climate change in the transportation sector, the largest source of GHG emissions in the U.S.

The **U.S. National Blueprint for Transportation Decarbonization**, developed by the EPA, Department of Energy (DOE), Department of Transportation (DOT), and Housing and Urban Development (HUD), is a landmark strategy for cutting all GHG emissions from transportation by 2050.

The Blueprint provides a comprehensive, system-level perspective of the entire transportation system across all passenger and freight travel modes and fuels, and lays out three key strategies to achieve decarbonization:

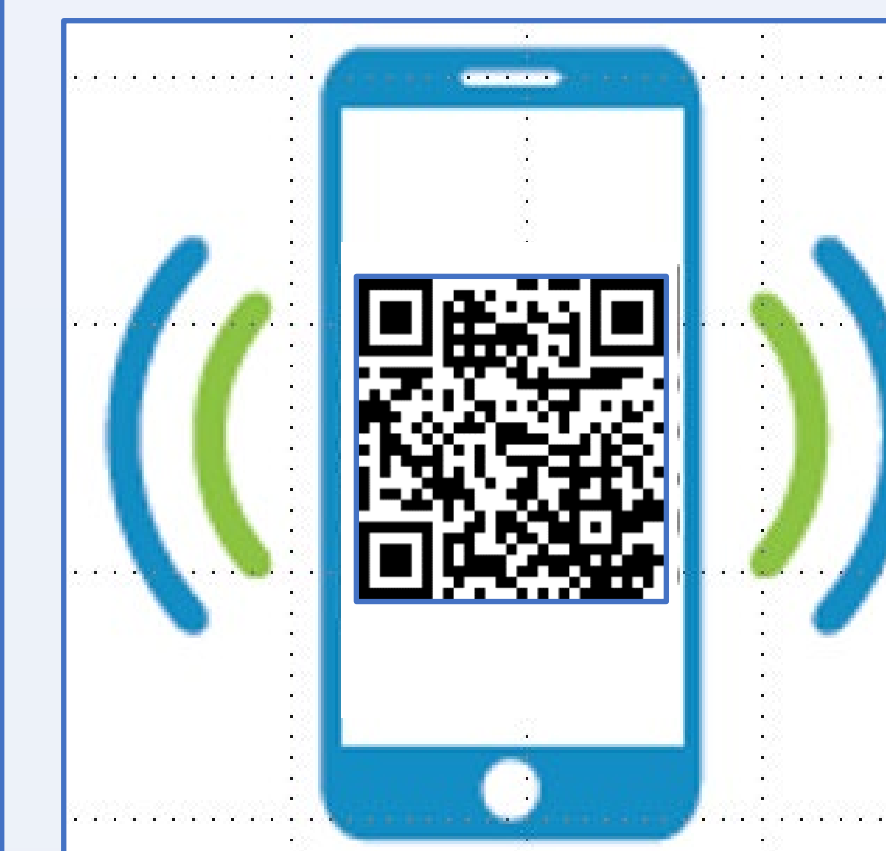


Learn more about the blueprint, and what you can do to help reduce transportation emissions on the GVG Website.



CONNECT WITH US!

TAKE A PHOTO OF THE QR CODE TO LINK TO THE GVG



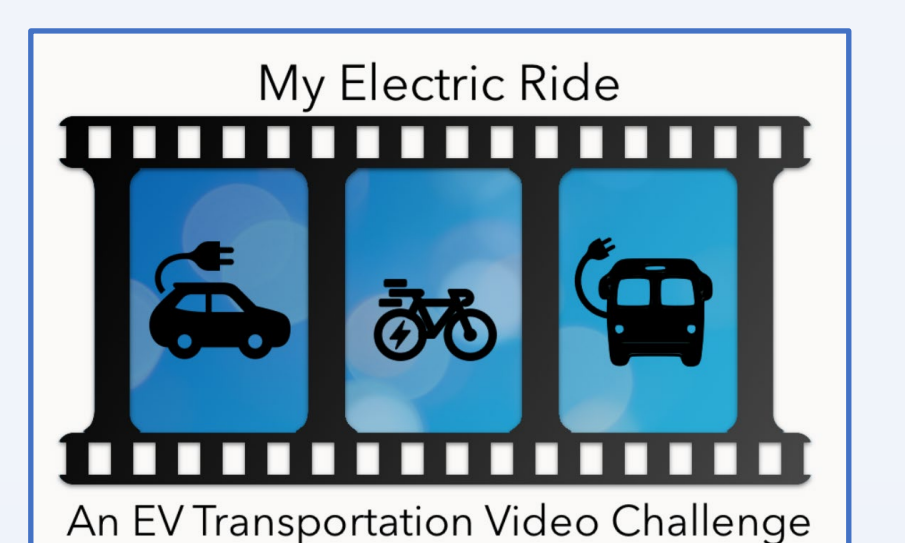
Sign up for e-updates to get notified about new content.

POSITIVE PUBLIC FEEDBACK

Popular GVG topics on social media include EV myths, green vehicles, and our What If? scenario papers.

ELECTRIC VEHICLE VIDEO CHALLENGE: HELP SPREAD THE WORD!

EPA is pleased to announce the first **Electric Vehicle Video Challenge!**



New technology can be intimidating. Help educate your family, communities, friends, and neighbors by sharing your positive electric transportation experience with us in a 1- to 2-minute video.

- Submit a video for a chance to **win up to \$3,000!**
- 3 categories:

The EV Video Challenge closes on **January 23, 2024.**

Learn more about *My Electric Ride: An EV Transportation Video Challenge.*

