



COLORADO
Energy Office

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Ari Rosenblum | ari.rosenblum@state.co.us | (720) 910-1190

Colorado Energy Office launches ‘EV CO’ Education and Awareness Campaign to Increase Adoption of Electric Vehicles in Colorado

The campaign promotes the benefits of electric vehicles to help move Colorado closer to its goal of 940,000 EVs on the road by 2030

DENVER - Monday, Nov. 14, 2022 - The Colorado Energy Office (CEO) announced a transformative initiative Monday to increase the purchase of electric vehicles (EVs) across Colorado. “EV CO” is a public awareness and education campaign designed to promote the convenience and financial and environmental benefits of driving electric, and answer common questions about incentives and charging. The campaign is the first of its kind by the state and reflects the Polis administration’s commitment to reducing greenhouse gas (GHG) emissions from the transportation sector while allowing Colorado consumers to make choices that best meet their lifestyle and budget needs.

The EV CO campaign includes a [newly launched website](#), a partner toolkit, social media outreach, and other materials. Together, these resources will connect Coloradans with the accurate and up-to-date information they need to choose electric for their next vehicle purchase or lease, while generating excitement about joining Colorado’s EV community.

According to the Colorado [Greenhouse Gas Pollution Reduction Roadmap](#), transportation is the largest source of GHG pollution in Colorado, with light-duty vehicles accounting for nearly 60% of transportation sector emissions. To reduce emissions from this sector, the Polis administration has set a goal of 940,000 EVs on Colorado roads by 2030. Not only will this transition to EVs make the transportation sector cleaner, but driving electric will also save Coloradans money on car maintenance and fuel. EV maintenance costs are expected to be approximately [60% of the maintenance costs of traditional gas vehicles](#), and at 80-120 miles per e-gallon, EVs can save Coloradans [66-75%](#) off their fueling costs.

Since the [Colorado Electric Vehicle Plan](#) in 2018 outlined this target of 940,000 EVs on Colorado roads by 2030, the state has made significant strides in the adoption of electric vehicles. In the first nine months of 2022, [9.6%](#) of all new vehicles sold in Colorado were electric vehicles, placing the state fifth in the nation for EV market share to date. According to the state’s [EValueCO dashboard](#), Colorado is on track to surpass total 2021 registrations this month.

To encourage the rapid adoption of EVs in Colorado, the Colorado Department of Transportation (CDOT) and CEO have coordinated to install publicly accessible EV infrastructure across the state. As of October 1, 2022, there were [3,646 Level 2 plugs and 719 DC fast-charging plugs](#) throughout the state. Ongoing investment in EV infrastructure will ensure convenient and reliable electric vehicle travel throughout Colorado.

“CDOT and CEO are working together to rapidly expand our network of public charging stations so that all Coloradans can feel confident choosing an electric vehicle ,” said CDOT Executive Director Shoshana Lew. **“We’re proud to support our CEO partners and the EV CO mission to help bring awareness to the positive impacts of electric vehicles and their role in creating a sustainable transportation future for all Coloradans.”**

The EV CO campaign focuses attention on driving electric as increasingly able to meet the needs of Coloradans’ daily lives, including tangible economic benefits, such as fuel price savings and purchase incentives from the state and federal governments. The campaign also showcases the many ways electric vehicles improve driving and vehicle ownership experiences, including lower maintenance requirements and better performance, while reducing carbon footprints.

“Whether you’re looking for information on state or federal EV tax credits, how at-home or public charging works, or what electric vehicle best suits your personal needs, the EV CO website is a one-stop shop to connect Coloradans to the most current resources and answer all your EV-related questions,” said CEO Executive Director Will Toor. **“EV CO highlights just how versatile electric vehicles can be, whether you live on the Front Range, Eastern Plains, Western Slope or other areas of the state.”**

For additional details on the EV CO campaign, please visit our newly launched website, <https://evco.colorado.gov/>, and follow us on social media:

- **Facebook:** [EV CO: Electric Vehicles Colorado](#)
- **Instagram:** [@ElectricVehiclesCO](#)
- **Twitter:** [@Colorado_EV](#)

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About the Colorado Energy Office

To deliver on the vision of a prosperous, clean energy future for Colorado, the Colorado Energy Office works to reduce greenhouse gas emissions and consumer energy costs by advancing clean energy, energy efficiency and zero-emission vehicles to benefit all Coloradans. Go to energyoffice.colorado.gov to learn more.

About the Colorado Department of Transportation

The Colorado Department of Transportation's mission is to provide the best multi-modal transportation system that most effectively and safely moves people, goods and information. CDOT maintains more than 23,000 lane miles of highway, more than 3,400 bridges and 35 mountain passes. Our team of employees works tirelessly to reduce the rate and severity of crashes and improve the safety of all modes of transportation. CDOT leverages partnerships with a range of private and public organizations and operates Bustang, an interregional express bus service. Find more details at [codot.gov](https://www.codot.gov).