

June 6, 2016

Media Contact: Brenna McCabe
(401) 222-2277
Brenna.McCabe@doa.ri.gov



DEM, OER, PARTNERS KICK OFF 'DRIVE CLEAN' CAMPAIGN AT FORT ADAMS STATE PARK

NEWPORT, R.I. – The Rhode Island Department of Environmental Management (DEM), the Rhode Island Office of Energy Resources (OER), and its partners kicked off the State's "Drive Clean" campaign this past Saturday during the [World Match Racing Tour](#) at Fort Adams State Park. As part of the event, the public was invited to test drive some of the latest electric vehicles (EVs) on the market.

"Rhode Island continues to work at the local and regional level to reduce carbon emissions and address the challenge of climate change," said DEM Director Janet Coit. "Promoting cleaner transportation alternatives is an important part of the equation. We're pleased to partner with OER and others on this exciting initiative and hope people will be encouraged to learn more about EVs and their environmental and economic benefits."

Eighty-five members of the public test drove an EV at Saturday's event, and an additional 29 participated as passengers. The transportation sector accounts for 40 percent of total carbon emissions in Rhode Island. As part of its efforts to promote cleaner transportation modes and reduce emissions, the state offers a suite of purchase incentives for EVs through its [DRIVE](#) program. As part of today's event, several new generation EVs were on display, including Tesla, Nissan and Chevrolet models.

"Our 'Drive Clean' campaign serves as an exciting opportunity for members of the public to experience firsthand the power and smoothness of electric vehicles," said Rhode Island Energy Commissioner Marion Gold. "Electric vehicles come with a host of benefits for both the environment and the consumer. They reduce consumer fuel costs, mitigate emissions from the transportation sector and reduce our dependence on foreign fuels. The Office of Energy Resources and its partners are excited to kick off this campaign and spread the word on how Rhode Islanders can move toward cleaner transportation solutions and save money in the process."

Wendy Lucht, Ocean State Clean Cities Coordinator, added: "Our planning team was thrilled to educate the public about electric vehicles at the World Match Racing Tour. Educating new audiences and allowing people to experience electric vehicle driving firsthand is a critical first step towards consumer adoption."

"The event at Fort Adams State Park was a very successful launch for the 'Drive Clean' Rhode Island campaign," said Amanda Scarborough, a representative of Plug In America. "Plug In America and the Rhode Island partners exposed more than 2,000 attendees to the benefits of driving electric vehicles, including the excellent programs supported by the state, such as free charging. We look forward to more events in the near future."

Drive Clean is funded through the John Merck Fund, with support from Ocean State Clean Cities and Plug In America. Each event is produced in partnership with REACH Strategies. For more information, visit www.drive.ri.gov. Follow @RhodeIslandDEM, @EnergyRI and @PluginAmerica on Twitter for timely updates.