

Showcase Ride and Drive Survey

Cover Letter

Dear Plug-in Electric Vehicle Driver,

The U.S. Department of Energy (DOE) would like to thank you for your participation in this ride and drive event. You are about to drive a Plug-in Electric Vehicle (PEV) and DOE would like to understand your perceptions about PEVs before and after your ride. We are asking that you participate in a short voluntary three-part survey – each part of the survey is expected to take less than 10 minutes. We are trying to measure attitudes about PEVs before and after people drive them, and what the impact is on consumers that have had the opportunity to drive one. To that end, after responding to an initial few questions before you drive a PEV and then after you drive a PEV, DOE would like to follow up with you via email in a few months one time to find out what actions, if any, you took to further educate yourself about PEVs, or even purchase one. In this final communication, you will have the opportunity to complete a short, several question survey online.

Your individual responses to each of the three voluntary, under 10-minute surveys will be treated confidentially and will be combined with other data for statistical review. The aggregated results of all the surveys collected will be analyzed to develop an objective understanding about public attitudes regarding PEVs and the total results will be published for researchers and industry. Your email address will not be used for any purposes aside from the follow-up survey communication, and it will not be shared with any outside organizations.

Please see the information provided to you for any additional instruction regarding completion of the final portion of the survey, a few months from now. Thank you for your interest in PEVs and your time. Please contact [EMAIL ADDRESS OF ENTITY CONDUCTING SURVEY], who is conducting this survey, with any questions.
Sincerely,

Linda Bluestein
Clean Cities
Office of Energy Efficiency and Renewable Energy
U.S. Department of Energy

NOTE: Public reporting burden for this collection of information is estimated to average (10 minutes) per response, including the time for receiving instructions. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Office of the Chief Information Officer, Records Management Division, IM-23, Paperwork Reduction Project (1910-XXXX), U.S. Department of Energy, 1000 Independence Ave SW, Washington, DC, 20585-1290; and to the Office of Management and Budget (OMB), OIRA, Paperwork Reduction Project (1910-XXXX), Washington, DC 20503.

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