

# Social Media Guidance: Montgomery County EV Purchasing Cooperative Pilot

Embargoed: Jan. 20, 2022

## Overview

Montgomery County Executive Marc Elrich announced the launch of the Montgomery County Electric Vehicle Purchasing Cooperative Pilot (EVPC) on Thursday, Jan. 20. The program is designed to accelerate the adoption of EVs by residents and businesses throughout the community. The program will support the County's goal to achieve an 80 percent reduction in greenhouse gas emissions by 2027, and 100 percent by 2035, as outlined in the Montgomery County Climate Action Plan (CAP).

In order to achieve the goals of the CAP, Montgomery County will need to completely transition its transportation system away from fossil fuels, and it must start right away. The Montgomery County EV Purchasing Cooperative Pilot will make it easier for residents and businesses to adopt this new technology and realize the benefits, including lower emissions and operating costs.

During the pilot phase of the program, scheduled to span the first half of the year, the County will promote resident and business participation. As a centerpiece of the pilot, Elrich issued a challenge to all residents and businesses in Montgomery County, asking them to sign an online pledge that their next vehicle will be electric. The County has set a goal that 1,000 Montgomery County residents and 50 businesses will "Lead the EV Charge" by taking the Montgomery County EV Pledge this year.

Community members who take the pledge will help demonstrate consumer demand for EVs in Montgomery County. The show of support will serve as the foundation for future phases of the purchasing cooperative, whereby the County will seek to negotiate favorable pricing for EV purchases and leases on behalf of community members who have taken the pledge. The pledge is available on the County website at [www.montgomerycountymd.gov/green/zev](http://www.montgomerycountymd.gov/green/zev).

## Purpose/Goals

1. Publicize the program to Montgomery County residents and businesses
2. Spur residents and businesses to take the online pledge
3. Generate interest among auto dealerships to partner in the program

## Hashtag(s)

#MCEVPC

#DriveElectricMC

#LeadTheEVCharge

#PlugInMC  
#MCClimateAction

## Social Media Posts

Use the following handles to tag photos and graphics on Twitter:

- @MontgomeryCoMD
- @MontCoExec (Montgomery County Executive Marc Elrich)
- @climateczarina (Climate Change Officer and Acting DEP Director Adriana Hochberg)
- @ElectricRoadmap
- @MyGreenMC
- @MCDOTNow
- @WANADA
- @Pvillegreen
- @EVAofDC

### Sample Tweets

- Help [@MontgomeryCoMD](#) lead the charge on #EVs. Sign the pledge to make your next vehicle purchase electric! [www.montgomerycountymd.gov/green/zev](http://www.montgomerycountymd.gov/green/zev) #LeadTheEVCharge
- [@MontCoExec](#) Marc Elrich just kicked off the Montgomery County Electric Vehicle Purchasing Cooperative Pilot, which will support the County's work to reduce GHG emissions. Find out how you can help #LeadtheEVCharge! [www.montgomerycountymd.gov/green/zev](http://www.montgomerycountymd.gov/green/zev)
- The Climate Action Plan calls for an 80 percent reduction in greenhouse gas emissions by 2027. To meet these goals, we need transportation to go electric. Sign the pledge to make your next vehicle an #EV. [www.montgomerycountymd.gov/green/zev](http://www.montgomerycountymd.gov/green/zev) #LeadTheEVCharge
- You can help us accelerate the adoption of #EVs in [@MontgomeryCoMD](#). Join the Electric Vehicle Purchasing Cooperative Pilot, which will support the County's work to reduce GHG emissions. Sign the pledge to make your next vehicle purchase electric! [www.montgomerycountymd.gov/green/zev](http://www.montgomerycountymd.gov/green/zev) #LeadTheEVCharge

### Sample Facebook Posts

- Montgomery County is Leading the Charge on EVs. We just launched the Montgomery County Electric Vehicle Purchasing Cooperative Pilot, which will support our work to reduce GHG emissions 80% by 2027. Join our efforts by pledging that your next vehicle purchase or lease will be electric! [www.montgomerycountymd.gov/green/zev](http://www.montgomerycountymd.gov/green/zev)

- You can help our community Lead the Charge on electric vehicles. Learn about the Montgomery County Electric Vehicle Purchasing Collaborative Pilot and pledge to make your next vehicle an EV. [www.montgomerycountymd.gov/green/zev](http://www.montgomerycountymd.gov/green/zev)
- We're challenging Montgomery County residents and businesses to go electric! We just launched the Montgomery County Electric Vehicle Purchasing Cooperative Pilot, which will support our work to reduce GHG emissions 80% by 2027. Join our efforts by pledging that your next vehicle purchase or lease will be an EV. [www.montgomerycountymd.gov/green/zev](http://www.montgomerycountymd.gov/green/zev)