Molokai Electric Parade

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Problems

- Gas powered vehicles are environmentally unsustainable and harmful to the environment.
- Molokai’s goal is to be fossil fuel independent by 2025.
- People are resistant to drastic and immediate change.
Source of Project

We attended the Blue Planet Energy Summit in November 2017. This inspired us to focus on Molokai’s transition to fossil fuel independence by 2025.
Project Goals

Our goals were to:

• provide the opportunity for residents to see electric vehicles and talk to owners.

• educate the community about the cost and benefits of electric vehicles.

• help Molokai residents become more comfortable with the idea of fossil fuel independence by 2025.

• collect data to help MECO in their efforts to promote EVs on Molokai
MOLOKAI ELECTRIC PARADE

FOSSIL FUEL INDEPENDENCE
1. After specifying our problem, we decided the best method to reach our goals was to host an electric car show and parade.

2. We reserved Molokai Community Health Center for the event.

3. We knew we would need funding to host the event and bring EVs from off-island so we completed a Kokua Foundation grant application.

4. We formed partnerships with Blue Planet and MECO. We collaborated in person and via conference calls. MECO reps trained us in using the EV Watt tool.
Procedures

5. We contacted local EV owners and car dealerships to participate, and asked Blue Planet and MECO to bring over an EV each.

6. We created a survey to collect data for MECO.

7. We created flyers for bulletin boards, posted event signs, and placed an ad in the local paper.

8. On the day, we made sure we were on-site to answer questions, facilitate the various activities, and make sure the event stayed on time and ran smoothly.
Car Show
Car Show
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Car Show
SWOT stands for Strengths, Weaknesses, Opportunities, and Threats

Along with our high school classmates, we generated a survey to collect data for MECO. The questions focused on obstacles to the purchase and use of EVs on Molokai.
SWOT Data

Of the people we talked to:

- 80% were considering the purchase of an electric vehicle prior to attending.
- 50% were more willing to consider an electric vehicle after using the EV Watt Tool.
- 20% already owned an EV and all of them purchased it because EVs are environmentally friendly.
- Of the 80% who did not own EVs- 50% said EVs are too expensive, 25% said they already have a working vehicle, 15% want a truck, and 10% are waiting for technology to improve.
- 90% said there should be an on-island mechanics’ program focusing on electric vehicles.
To what extent does lack of infrastructure affect willingness to purchase EVs?

- Very Much: 25%
- Moderately: 60%
- Slightly: 15%
To what extent does the initial cost keep you from purchasing an EV?

- 70% Very much
- 15% Moderately
- 10% Slightly
- 5% Not at all
What is the most you would pay for a new EV?

- $10,000
- $12,000 - $15,000
- $15,000 - $20,000
- $20,000 - $25,000
- $25,000 - $30,000

• 20% said they could not afford a new car
Willingness to lease an EV

- Yes: 75%
- No: 5%
- Maybe: 20%
Evaluation

- We needed to start on this project earlier. Next year we will start at the beginning of the school year.

- We need to get more of our classmates involved in the planning and hosting of this event.

- We needed to contact EV owners sooner. Next year we will send them a Save the Date notice and monthly reminders.
What’s Next

We plan to continue working with MECO and Blue Planet by participating in their events, such as the installation of the charging station on Molokai and next year’s energy summit. We look forward to building on what we were able to accomplish this year.