



RIDES Powered by SOPEC

Partner Communications Toolkit

June 2026

Responsive Interregional Deployment of Electrification Solutions (RIDES)
Southeast to Southwest Ohio

Sustainable Ohio Public Energy Council
RIDES@sopec-oh.gov | sopec-oh.gov/rides

About RIDES Powered by SOPEC

The Sustainable Ohio Public Energy Council (SOPEC) is leading a significant electric vehicle infrastructure development project called RIDES (Responsive Interregional Deployment of Electrification Solutions) Powered by SOPEC.

Project at a Glance

- Southeast to Southwest Ohio Responsive Interregional Deployment of Electrification Solutions (RIDES)
- Aims to support the transition to electric vehicles by developing a reliable and accessible network of charging stations
- By strategically deploying chargers in key locations, the project will facilitate EV adoption while supporting local economic growth and transportation resilience

RIDES addresses critical gaps in Ohio's EV charging network, with special attention to rural, underserved, and Appalachian communities that currently have few or no public charging options. The project supports regional travel and tourism, economic development, and Ohio's long-term sustainable energy transition.

SOPEC is a regional council of governments that serves as a shared energy office for member communities across Ohio.

www.sopec-oh.gov



Media Etiquette

When speaking to reporters, attending public events, or representing the RIDES project in any official capacity, please follow these guidelines to ensure consistent, accurate, and professional messaging.

General Principles

1. Correct Name for the Project:
 - Project Name: "RIDES powered by SOPEC"
 - Spell out the acronym if asked: "Responsive Interregional Deployment of Electrification Solutions"
2. Correct Name for SOPEC:
 - "SOPEC" (all caps, not S.O.P.E.C.), Sustainable Ohio Public Energy Council
 - Describe SOPEC as "a regional council of governments" or "a shared energy office"
3. Scope accuracy:
 - The project spans Southeast and Southwest Ohio, including both regions, not just one

Spokesperson Guidance

If contacted by media, follow this protocol:

- If your organization is a project partner, you may speak to your community's role and local benefits. **Defer broader project questions (funding, timelines, technical specs) to SOPEC.**
- Direct media inquiries to SOPEC's public contact: RIDES@sopec-oh.gov or cmusick@sopec-oh.gov
- **Do not speculate about timelines, specific site locations, or charger counts at individual sites unless you have confirmed information from SOPEC.**
- If asked about federal policy (EV mandates, infrastructure funding), stay focused on what this project does locally; avoid making broad policy statements.



Approved & Avoid Language

SAY THIS	AVOID
RIDES powered by SOPEC	RIDES program, SOPEC RIDES, "the EV project"
Southeast and Southwest Ohio	Southern Ohio/rural Ohio (too vague)
SOPEC, a regional council of governments	SOPEC, a utility/SOPEC, a state agency
Level 2 and DC Fast Charging (DCFC)	"Slow" or "fast" chargers without context
Fill critical gaps in the charging network	"Fix Ohio's EV problem" (stay positive!)
RIDES powered by SOPEC	RIDES program, SOPEC RIDES, "the EV project"
Southeast and Southwest Ohio	Southern Ohio/rural Ohio (too vague)



Talking Points

Use these talking points when speaking at community events, council meetings, public forums, or in interviews. They are organized by audience and topic. Adapt the language to your context. The goal is to be accurate and enthusiastic, not to recite a script.

Core Message

RIDES powered by SOPEC is bringing public EV charging stations to Southeast and Southwest Ohio. This means improved infrastructure, more connected communities, and economic opportunity from Athens to Dayton.

Why This Matters

- Ohio lacks expansive public charging infrastructure across SE and SW Ohio. RIDES directly addresses that gap.
- Several communities in this project currently have no public EV chargers at all.
- EV ownership is growing. The average new EV now offers nearly 300 miles of range, but drivers still need reliable public charging for longer trips, tourism, and fleet operations.
- This investment supports local businesses by encouraging travelers to charge and spend money in the community.

For General/Community Audiences

- Think about visitors coming to our area (e.g. Hocking Hills, festivals, downtowns, etc). If they drive an EV, they need to charge somewhere. RIDES makes our community a destination, not a detour.
- EV drivers aren't just city dwellers. More Ohioans in rural and small communities are making the switch, and they deserve reliable infrastructure too.
- Chargers at parks, libraries, downtowns, and government buildings invite people to stay longer and spend locally.



For Local Officials/Elected Leaders

- RIDES is a coalition of Ohio communities. This is regional teamwork at its best. Your participation connects your community to a statewide infrastructure push.
- Public EV charging is increasingly a factor in business location decisions and talent attraction. Communities with infrastructure are better positioned to thrive.
- The project aligns with sustainability goals many of our communities have already adopted.

For Business/Economic Development Audiences

- Chargers are a draw for foot traffic, since charging takes time. EV drivers get out of their vehicles and explore the area.
- Corridor stations along I-75, US-33, and I-70 connect our region to major travel routes, making it viable for EV drivers to pass through.
- Fleet electrification is accelerating. DC Fast Chargers along major corridors support commercial and fleet operators making the transition.

Common Myths about EVs

- MYTH: EVs don't have enough range.
 - BUSTED: The average range of new EVs is almost 300 miles, and some EVs have more than 400 miles of range.
- MYTH: There aren't enough places to charge.
 - BUSTED: More public charging stations are being built each year, with approximately 5,000 public charging ports available in Ohio.
- MYTH: EVs don't work in cold weather.
 - BUSTED: EVs, like gas and diesel cars, lose range in cold weather. However, they still have more than enough range to get around: vehicles average about 70% of their range in cold conditions.
- MYTH: EVs catch fire all the time.
 - BUSTED: While EV fires tend to get a lot of media attention, they occur rarely. In fact, a gas or diesel car is 100 times more likely to catch fire than an EV.
- MYTH: EVs are worse for the environment than gas and diesel cars
 - BUSTED: While EVs have a higher upfront emission profile, due in part to more energy and material input for building battery and vehicle components, these emissions are quickly made up for during vehicle operation. By year three on the road (~20,000 miles), EVs have net



emissions savings against gas and diesel cars, including emissions during the manufacturing process.

- MYTH: EVs need to be powered by clean electricity to reduce emissions.
 - BUSTED: Even if an EV is powered completely by electricity generated by fossil fuels, it still will only produce one quarter of the emissions of a gas or diesel car, in part because electric motors are simply more efficient.
- MYTH: EVs will crash the grid.
 - BUSTED: If all new cars were EVs in 2035, that would only require an annual increase of 1% in electricity generation (compared to the typical average annual increase of 3.2%). Far from crashing the grid, some EVs can even serve as backup sources of power during blackouts.
- MYTH: EVs are luxury vehicles and are too expensive for the average Ohioan.
 - BUSTED: There are several EVs on the US market for under \$35,000, well below the average price of \$49,000 for a new gas car. On the used car side, now EVs cost roughly the same as similar gas and diesel cars.
- MYTH: EV batteries wear out quickly and need to be replaced every few years
 - BUSTED: Most EV batteries last for 15 years or more, and the oldest EVs are showing us just how far they can go—there are many examples of EVs that have driven 300,000 miles or more and are still on the road today.



Social Media Copy

Ready-to-use posts for Facebook, Instagram, LinkedIn, Bluesky, Threads and X (Twitter). Customize the bracketed placeholders before posting. Tagging SOPEC and using the hashtags below extends reach across the network.

TEMPLATE: Click this link to open the social media template. Select “USE TEMPLATE” and edit the [NAME] category with your community’s name and change the waterfall photo to a photo of your community.

Recommended Hashtags: #RIDESpoweredbySOPEC #EVCharging #OhioEV #SOPEC #RIDES

Tag SOPEC where available:

- Facebook: www.facebook.com/SOPEC
- Instagram: @sopec_energy
- LinkedIn: <https://www.linkedin.com/company/sopec-sustainable/>
- Website: www.sopec-oh.gov

Announcement/Launch Posts

Facebook/LinkedIn (Long Form)

[Our community/organization name] is proud to be part of RIDES powered by SOPEC, a significant electric vehicle infrastructure development project bringing new public EV charging stations to Southeast and Southwest Ohio.

From Athens to Dayton, this project fills critical gaps in Ohio's EV infrastructure, connects communities along major travel corridors, and opens new economic opportunities for the region.

Learn more at sopec-oh.gov/rides.

#RIDESpoweredbySOPEC #EVCharging #OhioEV #SOPEC #RIDES

X/Twitter (Short Form)

We're partnering with SOPEC on the RIDES project, bringing public EV charging stations to SE and SW Ohio. Learn more at sopec-oh.gov/rides
#RIDESpoweredbySOPEC #RIDES



Instagram

Big news for Ohio!

[Our community] is joining the RIDES powered by SOPEC network, an effort to build out EV charging infrastructure across Southeast and Southwest Ohio.

This means more public chargers in communities that need them most, better access for EV drivers, and investment in our region's future.

Link more at www.sopec-oh.gov/rides.

#RIDESpoweredbySOPEC #EVCharging #OhioEV #SOPEC #RIDES

Engagement/Awareness Posts

"Did You Know" Post

Did you know? Several communities in Southeast and Southwest Ohio currently have zero public EV charging stations.

RIDES powered by SOPEC is changing that by building out EV charging infrastructure from Athens to Dayton.

#RIDESpoweredbySOPEC #EVCharging #OhioEV #SOPEC #RIDES

Tourism/Economic Development Angle

EV drivers choose destinations where they can charge. With RIDES powered by SOPEC, [our community/region] is becoming that destination.

More public EV chargers across Southeast to Southwest Ohio. More visitors who stay longer.

Learn more at www.sopec-oh.gov/rides

#RIDESpoweredbySOPEC #EVCharging #OhioEV #SOPEC #RIDES



Partnership Pride Post

[Our community] is one of the many Ohio local governments and partners working together on RIDES powered by SOPEC to build out EV charging infrastructure in our region.

This is what regional collaboration looks like.

#RIDESpoweredbySOPEC #EVCharging #OhioEV #SOPEC #RIDES

Milestone/Update Posts

Construction/Installation Update

Update: EV charging stations are coming to [location]!

As part of RIDES powered by SOPEC, [our community] will be getting new public charging [ports/stations] at [general location].

This is what community investment looks like on the ground.

#RIDESpoweredbySOPEC #EVCharging #OhioEV #SOPEC #RIDES

Ribbon Cutting/Grand Opening

Today, [our community] officially joined the RIDES powered by SOPEC network!

New public EV charging is now live at [location]. This station is part of a significant EV charging infrastructure effort connecting Southeast and Southwest Ohio.

Come charge up and explore [community name]!

#RIDESpoweredbySOPEC #EVCharging #OhioEV #SOPEC #RIDES



Press Release Template

Use this template for local press release distribution when announcing your community's participation in RIDES or a station installation milestone. **Fill in all bracketed fields before distributing.** Review with SOPEC communications staff by emailing RIDES@sopec-oh.gov before sending to media outlets.

FOR IMMEDIATE RELEASE

[Date]

Contact: [Name, Title]

[Phone] | [Email]

[COMMUNITY/PARTNER NAME] JOINS RIDES POWERED BY SOPEC, BRINGING PUBLIC EV CHARGING TO [REGION/LOCATION]

[CITY, Ohio] — [Community name] has joined RIDES powered by SOPEC, an electric vehicle (EV) charging infrastructure initiative that will deploy new public charging stations across Southeast and Southwest Ohio. The project is led by the Sustainable Ohio Public Energy Council (SOPEC) and will span communities from Athens to Dayton.

[Community-specific sentence: e.g., "As part of the RIDES project, [community name] will receive [#] Level 2 charging ports at [general location]."]

"[Quote from local official. Focus on local benefit, community pride, or the project's fit with existing sustainability goals.]", said [Name], [Title], [Community Name].

The Responsive Interregional Deployment of Electrification Solutions (RIDES) project brings together communities and partners spanning from Athens to Dayton. The initiative addresses critical gaps in Ohio's public EV charging network, with particular focus on rural, small, and Appalachian communities that currently have limited or no public charging access.

The project aims to support the transition to electric vehicles by developing a reliable and accessible network of charging stations in communities and corridors along Interstate 75 in Dayton, U.S. Route 33 in Athens and Logan, and Interstate 70 in New Concord. By strategically deploying chargers in key locations, the project will facilitate EV adoption while supporting local economic growth and transportation resilience. RIDES by SOPEC supports regional travel and tourism, economic development, and Ohio's long-term sustainable energy transition.

"[Optional second quote from SOPEC or a regional partner organization.]", said [Name], [Title], SOPEC.

[Optional paragraph: Add local context (e.g. tourism assets, commuter patterns, existing sustainability initiatives, or economic development goals relevant to your community.)]

For the latest updates on the RIDES project, visit sopec-oh.gov/rides or contact RIDES@sopec-oh.gov.

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About SOPEC

The Sustainable Ohio Public Energy Council (SOPEC) is a regional council of governments that serves as a shared energy office dedicated to providing innovative and sustainable energy solutions to member communities across Ohio. Learn more at sopec-oh.gov.

About RIDES Powered by SOPEC

RIDES (Responsive Interregional Deployment of Electrification Solutions) is SOPEC's electric vehicle charging infrastructure initiative. The project will deploy public charging stations across Southeast and Southwest Ohio, aiming to support the transition to electric vehicles while bolstering local economic growth and transportation resilience.

TEMPLATE NOTE: Review all bracketed fields and confirm factual details with SOPEC before distribution. Send drafts to RIDES@sopec-oh.gov for review.



RIDES Media Kit Memorandum of Understanding

By signing below, the undersigned representative confirms that they have:

1. Received and reviewed the RIDES Powered by SOPEC Partner Communications Toolkit in its entirety.
2. Agreed to use the recommended language, messaging, and framing provided in the kit when publicly discussing, promoting, or referring to the RIDES Powered by SOPEC project in any communications channel, including but not limited to press releases, social media, newsletters, signage, and public statements.
3. Agreed not to make representations about the project that contradict, mischaracterize, or materially deviate from the approved messaging without prior written approval from SOPEC.

Questions about approved communications should be directed to SOPEC prior to publication or distribution. Please sign and return this page to SOPEC at rides@sopec.gov.

Partner Community:

Representative Name (Print):

Title:

Signature:

