Webinar Agenda

• NDEW this year
• Helpful docs and tips
• Petition to distribute at your events
• Toolkit - Best Practices
• Guest Speaker: Dick Muri – elected official and long-time City Captain
Presenters

MK Campbell
Plug In America's National Drive Electric Week Program Manager

Katherine Stainken
Policy Director
Plug In America

Mary Lunetta
Campaign Representative
Electric Vehicles Initiative
Sierra Club

Guest Speaker:
Dick Muri (R-WA)
NDEW City Captain
<table>
<thead>
<tr>
<th>Year</th>
<th>2017 Goals</th>
<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
<td></td>
<td>250 events</td>
<td>235 events</td>
<td>196 events</td>
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<td></td>
<td>230 cities, 50 states</td>
<td>212 cities, 46 states</td>
<td>186 cities, 41 states</td>
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<td></td>
<td>550 media hits</td>
<td>448 media hits</td>
<td>231 media hits</td>
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<td></td>
<td>10,000+ test drives</td>
<td>7,500 test drives</td>
<td>9,000+ test drives</td>
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<td>150,000 attendees</td>
<td>120,000 attendees</td>
<td>133,900 attendees</td>
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http://driveelectricweek.org/

#NDEW2017  #DriveElectric
197 events as of today!
NDEW Event Features

- Ride & Drives
- Exhibitor Booths
- Conversion Car Displays
- Film Viewings
- EV Parade
- Drag Races
- Ribbon-Cutting Ceremony

- Electric Bus Rides
- Live Music
- Local Food Trucks
- Workshops
- Speakers
- Elected Officials
- City Proclamations, new EV programs
How can we make NDEW last all year?

Building a clean transportation future today starts with YOU!

4 easy steps:
1. Invite + **encourage local elected officials** to attend your event
2. Have attendees **sign the NDEW petition**
3. **Build relationships** with your local elected official
4. Use the **AchiEVe Best Practices Policy Toolkit** to continue the conversation

DRIVEELECTRICWEEK.ORG

September 9-17, 2017
Step 1: Invite Elected Officials

Why invite local elected officials to your event?

- Elected officials and government agencies want to share their successes and future plans
- Their involvement helps attract media attention and build public interest
- It is a great opportunity to influence pro-EV policy changes and building relationships with local leaders
Dear [NAME],

As the [City Captain/Leader] of the National Drive Electric Week (NDEW) event in [CITY], I invite you to attend and speak at our event, which educates the public about electric vehicles and celebrates their many environmental and economic perks. The event takes place on [DATE] at [LOCATION].

National Drive Electric Week, co-presented by the Sierra Club’s Plug In America and the Electric Auto Association – in collaboration with local partners – will be held on September 9th – 17th. We are in our seventh year of increasing public awareness for these vehicles, and we are excited about the increasing availability of fully electric and plug-in hybrid electric vehicles on the market. Local supporters of our event [IN LOCATION] include [additional information about local business, environmental nonprofits, etc.], and we will be offering [rallies and drives and solar and charging exhibits]. In addition, our event will include [EV parade, notable speakers, a film viewing, workshops, press conferences for local city agencies to announce new policies and programs, electric vehicle and demonstration rides with vouchers for first X number attended, meet or geeks, etc.].

Last year, with 235 events in 212 cities in the U.S. and beyond, our city captured 120,000 people and demonstrated the electric vehicle experience through over 7,300 test drives and rides. NDEW 2016 received wide media coverage, with more than 440 media hits on television, print, radio, and web outlets. NDEW 2015 was also a record-breaking success with 196 events in 187 cities, reaching 130,000 people and providing 9,000 test drives. In light of these successes, we are on track for 2017 to be the biggest and best year yet for National Drive Electric Week.

To help fuel this exciting momentum, we would be honored to have you attend our NDEW event and speak briefly on any new or planned local policies or programs to be highlighted or launched; issues around clean air or transportation; clean energy; the federal and state rebates that are available to people who lease or buy a plug-in electric car (city/communities, etc.).

Thank you for considering our speaking request, and we look forward to hearing from you!

Sincerely,

[SIGNATORY]  
[TITLE]  
[EMAIL]  
[PHONE]

Find it at:

NDEW site > Resources Page > Additional Resources > Files > Local Support

- Inviting local elected officials to speak at your NDEW event is quick + easy, with big upside!
- Replace the yellow sections with your specific info

DRIVEELECTRICWEEK.ORG  
September 9-17, 2017
Events in Somerville, Wellesley, and Southboro, MA gave state officials, a mayor, and an auto dealer an opportunity to announce EV programs.

The mayor of Boise, ID issued a proclamation, displayed his EV and spoke to the crowd about Boise’s city fleet electrification.
Step 2: Ask attendees to sign the NDEW petition

• Utilize the excitement from NDEW to gather support for pro-EV policies
• Ask attendees to sign the NDEW petition to Congress
• The petition:
  – draws awareness to the fact there is a $7,500 federal tax credit
  – gives attendees a way to support electric vehicle adoption
  – shows elected officials that consumers support EVs and EV policy

To: U.S. Congress
As a vehicle driver in the United States, I support plug-in electric vehicles (EVs) and want to see more of these vehicles on the road! Supporting these vehicles means keeping America as the leader of technology and innovation, while bringing significant investments back into our local communities and Main Street America. The list of benefits from these vehicles is long, both for our economy and the American consumer. Benefits include lower fuel and maintenance costs, cleaner air, reduced healthcare costs, more jobs in the American electric and car manufacturing sectors, and reduced reliance on foreign fuels. As our elected leaders, you have the power to support smart policies for EVs at the federal level. I urge you to support innovation and the future of transportation!
Step 3: Build relationships with local electeds

Share with the local elected what your community has now and what it still needs for widespread EV adoption:

• EV Charging Stations
• City Fleet Electrification
• HOV Lane Access
• Electric Bus Adoption
• Electricity Rate Reduction for EVs
• Reduced Registration Fees for EVs

… and more

Ron Roberts, Board Member, California Air Resources Board | San Diego NDEW 2016
Step 4: Utilize the “AchiEVe Best Practice Policy Toolkit”

• New EV Best Practice Policy Toolkit on programs your city/town/state can adopt to accelerate EV adoption - COMING SOON

• Best practices covered:
  a. HOV lanes
  b. Sales tax exemptions
  c. Fleet mandates
  d. Building codes
  e. Multi-unit dwellings
  f. Alternatives to EV registration fees
  g. Rebates

• Easy to click on the policy, copy in your city/town/state
Representative Dick Muri (R-WA 28) for Washington State

- NDEW City Captain for Steilacoom for the 4th year in a row
- EV driver
- Supportive of smart EV policies
Questions?

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