Webinar Agenda

NDEW 2018 Goals

Tips and Resources

Model EV Policy Toolkit

Guest Speakers

Q + A
Presenters

Kylie Morgan
Communications Associate
Plug In America

Mary Lunetta
Campaign Representative
Electric Vehicles Initiative
Sierra Club

Guest Speaker:
Raejean Fellows
President
Electric Auto Association

Guest Speaker:
Patrick Lawson
CEO
Wild West EV

National Drive Electric Electric Week™
#NDEW2018 Goals

2018
- 300 events
- 285 cities, 50 states
- 800 media hits
- 9,000+ test drives
- 150,000 attendees
- 175 public leaders

2017
- 276 events
- 262 cities, 50 states
- 688 media hits
- 8,200+ test drives
- 120,000 attendees
- 150 public leaders

2016
- 235 events
- 212 cities, 46 states
- 448 media hits
- 7,500 test drives
- 120,000 attendees
160 events as of today!
NDEW Event Features

Rides and Drives

Conversion Car Displays

Film Viewing or Panel Discussion

DRIVEELECTRICWEEK.ORG

September 8-16, 2018
NDEW Event Features

Ribbon Cutting Ceremony

Exhibitor Booths

Private and Public Fleet Displays
NDEW Event Features

- Electric Bus Rides
- School Bus Displays
- Live Music
- Local Food Trucks
- Workshops

- Speakers
- Public Officials
- Ribbon-cutting
- City Proclamations
- Policy Announcements
Electric Driveway Party Guide:

https://pluginamerica.org/lets-party/

Resources for Event Organizers:

https://driveelectricweek.org/resources.php

– Nissan City Captain Kit for all City Captains
How can we make NDEW last all year?

Building a clean transportation future today starts with YOU!

3 easy steps:

1. Invite + encourage local elected officials to attend your event

2. Build relationships with your local public officials

3. Use the AchiEVe Model EV Policy Toolkit to work with public officials and accelerate EV adoption in your community.
The “AchiEVe Model EV Policy Toolkit”

• Templates and examples for your city/town/state to adopt

• Best practices covered:
  a. Expanding Perks & Incentives
  b. Electrifying Vehicles Fleets
  c. Expanding Charging Access
  d. Evaluating EV Registration Fees
  e. Expanding Equity and Access
  f. Promoting Consumer Education & Protection
Inviting local elected officials to speak at your NDEW event is quick + easy, with big upside!

Replace the yellow sections with your specific info

Find it at:

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

Dear [NAME],

As the [City Captain | Organizer] 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] in [LOCATION].

National Drive Electric Week, co-presented by the Sierra Club, Plug In America, and the Electric Auto Association, is 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 [list company/local business/social groups, environmental nonprofits and/or local car dealerships, etc.], which will be offering rides and drives and solar and charging exhibits. In addition, our event will include [EV Parade, notable speakers, a film viewing, workshops, press conference for local city agencies to announce new policies and programs, electric vehicle bus demonstration, food vendors with vouchers for first X number attended, music or performers, etc.].

Last year, with 335 events in 212 cities in the U.S. and beyond, our city captains brought NDEW to over 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 400 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 commitments, etc.].

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

Sincerely,

[SIGNATORY]  
[TITLE]  
[E-MAIL]  
[PHONE]
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.
Guest Speaker

Raejean Fellows
President, Electric Auto Association
San Diego NDEW Participation
EV driver
Guest Speaker:
Patrick Lawson
CEO, Wild West EV
National Drive Electric Week City Captain
Questions?

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kmorgan@pluginamerica.org