Getting Started: Your Earth Day EV Event
Today’s Presenters

Kylie Morgan  
*Plug In America*

Stan Hanel  
*NDEW/DEED City Captain*  
*Secretary/Board of Directors*  
*Member of the Las Vegas Electric Vehicle Association*

Guy Hall  
*Electric Auto Association*
What is Drive Electric Earth Day?

- International event to promote electric vehicles.
- Events organized by individuals and organizations.
- Sponsors:
  - FLO, the exclusive national charging sponsor
  - Audi of America, national silver level sponsor
Is Drive Electric Earth Day Just Another NDEW?

- DEED is new opportunity for EV enthusiasts

- DEED teams can:
  - Create their own EVent (similar to NDEW)
  - DEED teams can join up with existing Earth Day Events
Why Should DEED Teams Partner?

● Earth Day Events bring value to EV advocates and educators
  ○ Bring an audience of an interested demographic
  ○ Handle much of the administrative and event management workload
  ○ Cover event costs
  ○ Helps draw your volunteers

● DEED brings value to existing Earth Day Events
  ○ Showcase EV sustainability solution to Earth Day Events
  ○ Brings excitement to Earth Day Event
  ○ Increases event promotion and awareness
Who Are Possible DEED Partners?

- Non-Profit Organizations
  - Environmental groups / chapters
  - Transportation Advocates
- Local Government
  - Air Districts
  - Park Districts
  - City / County
- Businesses
  - Workplace
  - Utilities
  - Hospitals, Medical Organizations
- Others
  - Education: High School, Colleges
  - Religious: Churches, Synagogues, Mosques, ...

Build partnerships for future engagements
**Sacramento APRIL 2018 EAA**

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Reaching Out To Potential Partners

How to find potential partners

- Friends and Family
- Newspaper Event Calendars
- Government Leaders
- Eventbrite.com
- Local chapter of ElectricAuto.org

Understand Their Priorities and How to Integrate

- Date, Time, Venue
- EV Information Center, EV Showcase, or EV Test Drives
- Promotion Plans
- Other EV Plans / Activities
FAQ

● Who can sponsor my event?
  ○ Events can be sponsored locally by any automaker, charging company, or other organization. Local sponsors can be promoted on your event’s marketing materials.
    ■ FLO and Audi of America should be recognized as national sponsors on all marketing materials

● What vehicles should I showcase at my event?
  ○ Drive Electric Earth Day focuses solely on plug-in electric vehicles.
  ○ Emphasis should be given to freeway-capable production vehicles although others may be included.

● When is Drive Electric Earth Day?
  ○ The whole month of April!
Resources

● Templates
● Event kits
  ○ Vinyl banner
  ○ EV Educational Materials
● Press
● Social Media tips
● Webinars
  ○ Marketing, Event Coordination, ...
● EV owner network
● Event Coordinator Guide
Insurance - How we can help

- May be required by some hosts / venues
- Existing Earth Day event may already have insurance - benefit of co-locating
- Insurance: what’s covered
  - Doesn’t cover test drives, owner ride along, fingers in doors, etc.
- Require Dealers to provide insurance for their test drives
- EAA Members ($35/year) can be covered with the EAA Policy
Stan Hanel - NDEW/DEED City Captain

National Drive Electric Week Event

- Book and reserve location/date/time
- Security requirements for traffic control
- Insurance requirements
- Food and beverage
- Provide 10 booths
- Total visitation: 200-plus attendees
- Total plug-in vehicles participating: 42
- Marketing Outreach: Social Media + some Press coverage

Photo by Stan Hanel. Springs Preserve museum parking lot with photovoltaic solar canopy that provided power to ChargePoint CT2020 AC Level 2 stations and refueled four Nissan LEAFs shown in right foreground.
Stan Hanel - NDEW/DEED City Captain

Drive Electric Earth Day Event

- Part of GreenFest 2019 event
- Better opportunities to work with local automotive dealerships on Saturday
- No cost for food and beverage, tables/chairs, or security.
- Lots of free advertising
- Anticipated foot traffic GreenFest 2019 event + co-located Farmers Market = 10,000 +
- Event site has photovoltaic solar + charging ports + parking for static electric car show display + electric car procession participants
Next Steps

Register

- Visit DEED website to find an event near you or register to organize one
- Sign up / join
  - Sierra Club
  - EAA - ElectricAuto.org (join or sign up on mailing list)
  - PIA - pluginamerica.org/take-action/

Webinars

- EVent Coordination - Saturday, February 16th, 10 AM Pacific
- EVent Promotion / Outreach? - February/March TBD

Download EAA's Event Coordinator Guide (from ElectricAuto.org)
If you’re thinking of organizing or helping at an event, please join us for a Drive Ele Webinar:

**Drive Electric Earth Day: How To Participate** Tuesday, January 22nd, 2019 at 1 EST

Drive Electric Earth Day 2019 celebrations will take place across the US and other countries. The map below shows all of the event locations. Click on a pin to get more information on 30 2019 events (plus 13 more working on finalizing the specifics).

**No Event Near You?** | **Organizing An Event?**
---|---
Volunteer to organize an event | Register your event now
Learn about hosting an event
Questions?

- Email Kylie Morgan at kmorgan@pluginamerica.org with questions regarding Drive Electric Earth Day or National Drive Electric Week.