AGENDA

National Drive Electric Week Event Coordination

North Central Texas Council of Governments
Conference Call
Tuesday, August 5, 2016
10:30am-11:30am

1. Introductions

2. NDEW Websites and Registration

3. Changes from 2015

4. Current Exhibitor Participation

5. Marketing/Publicity Strategies

6. Alternative Fuel Data Center – PEV Readiness Scorecard
Conference Call Summary

National Drive Electric Week Event Coordination

North Central Texas Council of Governments Conference Call
Tuesday, August 5, 2016
10:30am-11:30am

Attendees:
Kenny Bergstrom – NCTCOG
Rick Bollar
Lori Clark – NCTCOG
Damian Herd – Nissan
Jerry Jorgensen
Rachel Linnewiel – NCTCOG
James Orenstein
Mark Peters
Fran Witte – City of Irving

Agenda Items:
1. Introductions
2. NDEW Websites and Registration
3. Changes from 2015
4. Current Exhibitor Participation
5. Marketing/Publicity Strategies
6. Alternative Fuel Data Center – PEV Readiness Scorecard

Notes:
- NCTCOG/DFWCC staff asked for feedback on in-mall advertising strategies at Grapevine Mills. Given cost constraints, staff is trying to decide between “sky banners” and/or a vehicle display. Call participants suggested that sky banners in the weeks leading up to the NDEW event would be more effective and less complicated than a vehicle display.
- Feedback was requested regarding changes participants would like to see at this year’s event:
  - A request was made to facilitate parking by vehicle make/model (grouping Teslas together, Nissans together, etc). NCTCOG/DFWCC staff will make every effort to support
this request, and advanced registration on the www.driveelectricweek.org site will make the process much easier.
  o The suggestion was made to also ensure one vehicle of each type be located near the main tent.
  o One participant inquired about the availability of food/a food truck. This year a food truck (Chez Flo, Sandwiches Around the World) has committed to attending the event.

- NCTCOG/DFWCC staff sought input on activities for the event. It was suggested that perhaps Plano Solar Advocates might be able to provide/facilitate building solar car kits.
- When staff asked for additional publicity/promotion ideas, participants recommended publicizing the event on the Art&Seek online calendar. The planning team already had intended to advertise on KERA, and will follow up on this suggestion as well.
- In addition to the “standard hashtags” used to promote the event (#texasEV, #NDEW2016, and #DFWCleanCities), one more has been suggested in light of last year’s NDEW rankings in which Texas came in third after California and Florida: #BeatFlorida. Let’s do our part to get Texas to the number two spot!
- NCTCOG staff shared the updated regional EV registration data. That slide is shared at the bottom of this document.

**Action Items**

- NCTCOG/DFWCC staff will draft a summary of the call and distribute to participants and other stakeholders.
- Participants and stakeholders will continue promoting the event, particularly through social media. The relevant websites to promote are:
  o https://www.facebook.com/events/1626224611022697/ - Facebook event! Please share and promote!
  o www.dfwcleancities.org/ndew
  o https://driveelectricweek.org/event.php?eventid=611 – this page has the “official” registration, including the car sign-up.
- Participants and stakeholders will continue to reach out the industry and interest groups to promote and enlist exhibitors for the event.
Registration by Electric Vehicle (EV) Model in North Texas

Total EV Registration:
Texas: 7675
DFW Area: 2948
38% of TX total
(As of August 2016)

*NCTCOG staff plans to include additional models including: Cadillac ELR, Chevrolet Spark, Fiat 500e, Honda Accord Plug-In & Fit EV, Toyota Plug In Prius, & RAV4 EV