



**Dallas-Fort Worth  
CLEAN CITIES**

## **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



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## 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
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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](http://www.driveelectricweek.org) site will make the process much easier.

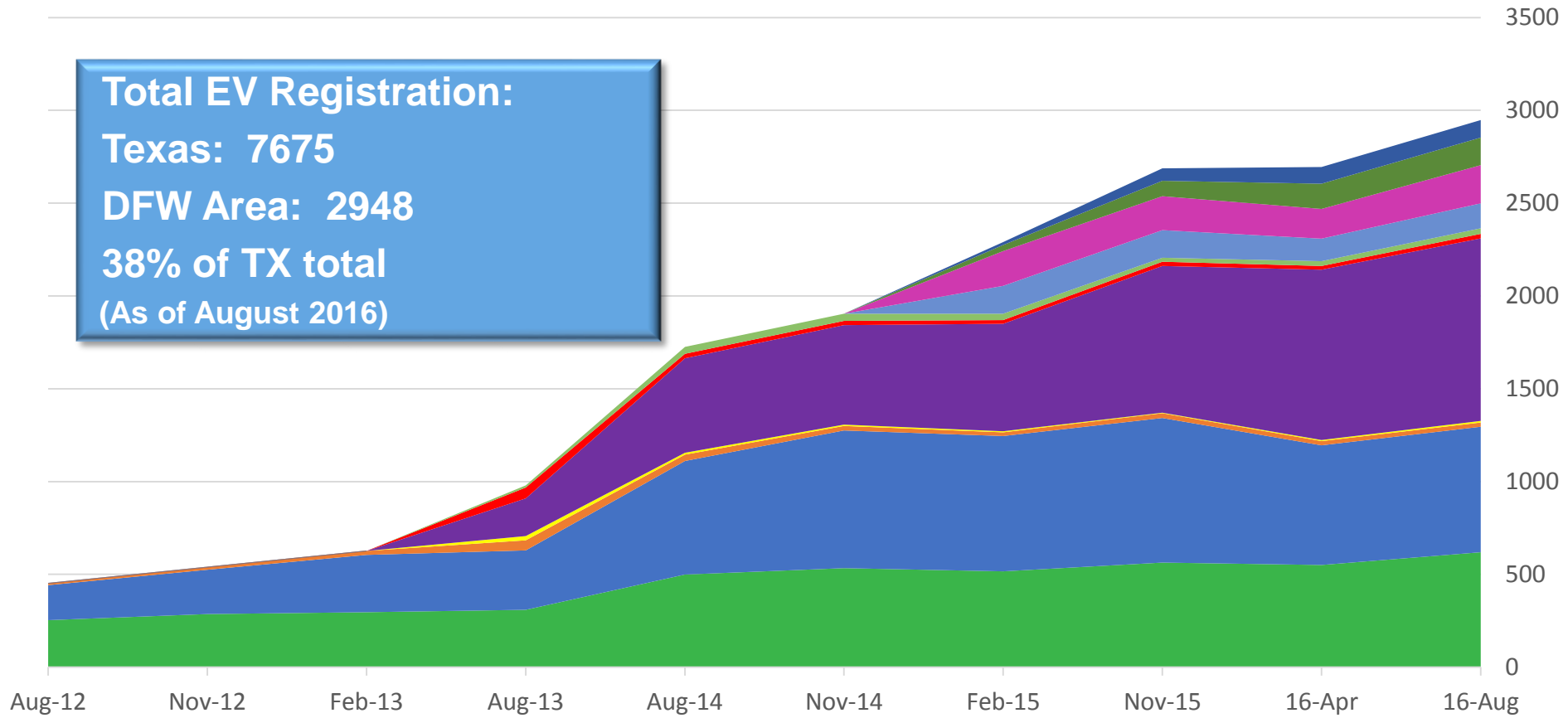
- The suggestion was made to also ensure one vehicle of each type be located near the main tent.
- One participant inquired about the availability of food/a food truck. This year a food truck (Chez Flo, Sandwiches Around the World) has committed to attending the event.
- NCTCOG/DFWCC staff sought input 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:
  - <https://www.facebook.com/events/1626224611022697/> - Facebook event! Please share and promote!
  - [www.dfwcleancities.org/ndew](http://www.dfwcleancities.org/ndew)
  - <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)**



- Chevrolet Volt
- Nissan Leaf
- Mitsubishi i-MiEV
- Tesla Roadster
- Tesla Model S
- Fisker Karma
- Ford Focus Electric
- Ford C-Max
- Ford Fusion Electric
- BMW i3
- BMW i8

\*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