Organizing a Great 2020 Electric Vehicle Event
Today’s Presenters

Kylie Morgan
Plug In America
Program Coordinator

Guy Hall
Electric Auto Association
Board Secretary
What is Drive Electric Earth Day?

About

- International event to promote electric vehicles.
- Events organized by individuals and organizations.
- Sponsors
  - FLO, the exclusive national charging sponsor

2019 Results

- 187 events
- 5 Countries
- 44 US states
- 100,000+ attendees
- 2,000+ test drives and rides
Partnering with existing Earth Day events

- 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?

- Local Earth Day events
  - Find events on EarthDay.org
  - Eventbrite and Google search
- Museum / Zoo / Library
  - Ask to use their parking lot for an EV display
  - Benefit for them: draw more visitors!
- Parks and Recreation Department
- Local Business
  - E-scooter company, bike shop, Whole Foods, etc.
- Others
  - Education: High School, Colleges
  - Religious: Churches, Synagogues, Mosques, ...

Build partnerships for future engagements
FAQs

● 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 should be recognized as a national sponsor 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, such as e-bicycles may be included.

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

● Can I do more than one Earth Day event?
  ○ Absolutely. Some teams have done more than 10 events.
EV Event Activities

Activities

● EV Display / Showcase
● EV Parade or Scenic Tour
● EV Test Drives (with local dealerships)
● Ribbon Cutting - new public charging station
● Charging Station Demonstration

Exhibitors

● Local utility
● Certified electrician
● Local dealerships
● Municipal / Government organizations
Managing EV Event Activities

- Safety First, Second and Third
  - Public, Volunteers, Attendees
- Distribute written material near EVs
- If tabling, table near the EV Showcase
- Place energetic EV Expert near any line, waiting area or gathering of attendees
Managing Volunteers - Event Prep

● Get the word out to potential volunteers
  ○ Why should they come? Fun, Family, Change the world
  ○ Use the DEED Tools to communicate

● Hold a conference call with volunteers
  ○ Goals, Behaviors

● Provide email logistics two days ahead
  ○ Map, arrival time, your cell number
  ○ What to bring (chairs, sun screen, hat, coat, ...)
  ○ Can arrive late? Can depart early?

● Train and support
  ○ Build on excitement and enthusiasm
  ○ Education and cold contact is new for many
  ○ Show available literature

Photo Credit: Johan Verink
Managing Volunteers - Tasks

- Specific roles to specific volunteers
  - Keep the event very simple for the volunteers
- Event setup and tear down
- Taking photos and videos of the event
  - Don't be afraid to ask attendees to pose and smile for a picture
- Counting the number of test rides and drives
- Walking around the event to monitor attendee and volunteer safety
- Welcoming attendees and providing directions to various activities
- Provide refreshments for volunteers
- Thank your volunteers

Photo Credit: Hoble Zoo, Utah
Managing Volunteers - EV Display

- Feature a variety of EVs, including used EVs
- Hoods up and doors open!
- Make sure owners are near the vehicle to answer questions
- Position EV display near heavy pedestrian traffic
- Staff table with educational materials near EVs
- Make the display welcoming:
  - Badges or t-shirts for volunteers saying “Ask me about driving electric!”
  - Sign encouraging people to check out the EVs and talk to the owners
  - Consider placing snacks and refreshments nearby for a tailgate atmosphere

Photo Credit: Mike Pace
Photo Credit: Anastasia MacDonald
Resources

- Templates
- Event kits
  - Vinyl banner
  - EV Educational Materials
- Press contacts
- Social media tips
- Webinars
  - Marketing, Event Coordination, ...
- EV owner network
- Safety tips
- Feather Flag (for new EAA chapters)
- Event Coordinator’s Handbook (EAA Members)
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.
  - Host may ask for a certificate of insurance
- Require Dealers to provide insurance for their test drives
- EAA Members can be covered with the EAA Policy
DEED Website

Drive Electric Earth Day - Account

Sign Out  Kylie Morgan <kmorgan@example.com>

2020 Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Role</th>
<th>Date</th>
<th>Hours</th>
<th>Location</th>
<th>Description</th>
<th>Event Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>City Captain</td>
<td>n/a</td>
<td></td>
<td></td>
<td></td>
<td>unconfirmed</td>
</tr>
</tbody>
</table>

History

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Los Angeles</td>
<td>City Captain</td>
</tr>
</tbody>
</table>

Change Password

Current Password:
New password must be 8 to 30 characters long and not all lower case, upper case, or numbers.
New Password:
Confirm New Password:
Change Password

Account Information

Transferring accounts: Please do not edit the account information to transfer your account to someone else. If someone is taking over for you, please have them submit an offer to help with your event or organize a new one. They should not be logged into your account when they submit their information.

Email: kmorgan@example.com
First Name: Kylie
Last Name: Morgan
Address 1:
Address 2:
Drive Electric Earth Day - Los Angeles

Notes for City Captains

This event is currently listed as **pending** and shown on the event map as a gray dot ⬤ on the events map.

Once the event details are finalized, please **fill in** the event date, hours and location, and fill in a least a basic **event description** to be listed as confirmed and shown as a green dot ⬤ on the events map.

See the **Event Page Guide** to make your event page pop with example pages, tips and instructions for using the Event Description editing control.

You are signed up as a city captain at this event. You can edit the event details and information below.

**Day:** TBD  
**Time:**  
**Location:** 6380 Wilshire Boulevard, #1010  
Los Angeles, CA 90048
DEED Online Event Page - Volunteer

For a chance to win $250, register to attend or participate and complete a short survey.

- **RSVP**
  - Register to attend.
  - Share your experience and/or show your EV.
- **Participate**
  - Help organizers plan the event.
- **Volunteer**
  - Contact the event organizers.

We're working on finalizing the details for this event. Check back later for more information.

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**Drive Electric Earth Day Volunteer Sign-up**

Thank you for your interest in volunteering for Drive Electric Earth Day. There are several ways you can help:

- **Attend an Event**: Learn about electric vehicles or share your experience using one.
- **Help Organize an Event**: Offer to help plan and promote an event.
- **Register a New Event**: Tell us about an event you are organizing that isn't already in our list. This will not add you to any mailing list. See our privacy policy below.

First tell us your contact information so we can link up any existing events you may have. You will not be signed up for anything until you specifically submit an offer. This will add you to any mailing list. See our privacy policy below.

**Account Information**

- **Email**: kmorgan@example.com
  - Warning: kmorgan@example.com is already in use. If that's the case, please log in before proceeding.
- **Password**: **********
- **Confirm Password**: **********

**Contact Information**

- **First Name**: Kylie
- **Last Name**: Morgan
- **Country**: Select
- **State**: Select
- **City**: Los Angeles
- **Postal Code**:
- **T-Shirt Size**: Select
  - Optional: Some events may offer t-shirts to volunteers
- **Daytime Phone**:
- **Evening Phone**:
- **Mobile Phone**:
- **Organization**: (Include title, if any)

**Are you affiliated with, or would you like to register as a supporter of, any of the Drive Electric Earth Day national organizers?**

- Electric Auto Association
- Plug In America
- Sierra Club

**Submit**
DEED Online Event Page

REGISTERED ATTENDEES

There are currently 2 attendees registered.

Owners of These Vehicles Have Registered To Attend

<table>
<thead>
<tr>
<th>Vehicle</th>
<th>Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nissan Leaf (2018+)</td>
<td>1</td>
</tr>
<tr>
<td>1 Model</td>
<td>1</td>
</tr>
</tbody>
</table>

Registered attendees report 10,000 electric miles driven.

VOLUNTEER CONTACT INFO

This information is only visible to event volunteers.

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Email</th>
<th>Daytime</th>
<th>Evening</th>
<th>Mobile</th>
<th>T-Shirt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kylie Morgan</td>
<td>City Captain</td>
<td><a href="mailto:kmorgan@example.com">kmorgan@example.com</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
VOLUNTEER MANAGEMENT

Kylie Morgan  City Captain
Kylie Morgan  Pending

Assign As City Captain  Assign As Volunteer  Reject

REGISTERED ATTENDEES

Edit or delete an attendee's record: click on the \( \) character to the left of the attendee's name.

Email Dealers, Participants and Attendees: All • New • With EV • Without EV

Click on an attendee's name to email that individual.

View messages sent to attendees.

Note: The ability to contact event attendees ends on May 7, 2020.

Registered Dealers

Email Dealers: All • New • With EV • Without EV

<table>
<thead>
<tr>
<th>Name</th>
<th>Vehicle</th>
<th>People</th>
<th>E-Miles</th>
<th>Comments</th>
<th>Signed Up</th>
<th>Contacted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Three</td>
<td>2019 Nissan LEAF</td>
<td>2</td>
<td>10,000</td>
<td>Feb 05</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1 Vehicle</td>
<td>2</td>
<td>10,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

✓ Indicates attendee you have marked as selected

Download List of Attendees (tab separated text file, suitable for spreadsheets, etc.)

Contacting Attendees

Our privacy policy for people who register to attend an event prevents us from sharing their email with the event organizers. You can send them email through the NOEWeb site until about a week after your event is over. If you'd like to give attendees a choice to share their email address so you can add them to a local EV group, mailing list, Facebook group, etc., you can make that offer by giving the name of the list or group in the field below. Once this option is set and anyone has accepted it, it cannot be changed.

The Group You Are Inviting Attendees To Join: [input field]
Name of group or list, should not be a link or email address.
PRESS LINKS

If you've noticed a cool press story about Drive Electric Earth Day, please tell us about it! We'll add them to your event page and collect them to share with others.

Title or Headline:

Link: http://

Type of article: -- Select --

Submit Press Link
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/
Next Steps

Drive Electric Earth Day Volunteer Sign-up

Find an event near you

Attend an Event Learn about electric vehicles or drive your registered driving devices.

Help Organize an Event Offer to help plan or promote Earth Day in your area.

Register a New Event Tell us about an event you are organizing that isn’t on our list.

Your Contact Information

First, tell us your contact information so we can look up any existing event ideas you may have. You will not be signed up for anything until you specifically submit an offer. This will not add you to any mailing list. See our privacy policy below.

Submit

Where are you interested in volunteering?

Country* United States
State* California
City* Los Angeles

Search

Nearest Events

Here is information on the 5 events nearest you. You can RSVP to attend or offer to help organize any of these events. You can also use the event map or the event list to see all events.

Claremont, CA
Memorial Park
April 18, 2020

Thousand Oaks, CA
First UMC Library
April 11, 2020

Fresno, CA
Harvest Connection
May 20, 2020

Attend or Volunteer

Register An Event You Are Organizing

If you are organizing an event that’s not listed on our site, use the button below to register it.

Register To Organize A New Event
Questions?

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

- For EVent Coordinator’s Handbook or EV Educator, go to ElectricAuto.org or contact Guy Hall at Guy.Hall@SacEV.org.