2018 North Texas
National Drive Electric Week
Planning Call

April 24, 2018, 1:30 - 2:30 pm
Conference Call Line
1800-250-3900
Participant PIN: 55197039#

Kenny Bergstrom and Kristina Ronneberg
North Central Texas Council of Governments (NCTCOG)
Agenda

Summary of NDEW 2017 event
• Recap video
• New record set
• Survey results on how attendees found out about event

Planning for 2018 NDEW event
• Time and place
• Website and promotional materials
• “1 Big Thing” to make 2018 a success: Prizes? Food? Music?
• Exhibitors
• After party
• Other events: Webinar(s)? Workshop(s)?

Other
• Other feedback
• Regional EV stats
• Questions
Summary of NDEW 2017
RECAP VIDEO

https://youtu.be/-SVc6aR4KvQ
Summary of NDEW 2017
NEW RECORD & HIGHLIGHTS

- 2\textsuperscript{nd} largest event in the country
- 515 individuals registered to attend
- 155 EV count
- 4,800,000 electric miles driven
Summary of NDEW 2017
ATTENDEE SURVEY RESULTS

- Social media
- Online advertising
- EV owner association
  - Mall advertising
  - Billboards
  - Community calendar
  - NBC5 Weather App
2018 NDEW Planning

TIME & PLACE

Grapevine Mills Mall

10 am - 1 pm

You can register now at
www.driveelectricweek.org

Search for the Grapevine event
2018 NDEW Planning
WEBSITE & PROMOTIONAL MATERIALS

- New website design for 2018
  - URL: www.DriveElectricDFW.org

- Promotional assistance via marketing toolkit
- Social Media Messages
- Share and comment on sponsored posts
- Graphics
- NDEW Postcard
- NDEW Poster

- 2017 Video
- Promote via social media
2018 NDEW Planning
1 BIG THING = SUCCESS!?

MUSIC??

Food trucks??

Weekend with a Tesla??

200 EVs??

PRIZES??

Toyota??

Ice Cream???
# Previous NDEW Exhibitors

<table>
<thead>
<tr>
<th>Organization</th>
<th>Type</th>
<th>Year</th>
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</thead>
<tbody>
<tr>
<td>AirCheck</td>
<td>internal</td>
<td>2016 &amp; 2017</td>
</tr>
<tr>
<td>Bill Utter Ford</td>
<td>car dealership</td>
<td>2017</td>
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<tr>
<td>Byron Nelson Solar Car Team</td>
<td>education</td>
<td>2017</td>
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<tr>
<td>Carvana</td>
<td>other</td>
<td>2017</td>
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<tr>
<td>ChargePoint</td>
<td>EVSE</td>
<td>2016 &amp; 2017</td>
</tr>
<tr>
<td>Citizens Climate Education</td>
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<td>2017</td>
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<tr>
<td>City of Arlington</td>
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<tr>
<td>City of Lewisville</td>
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<td>2016</td>
</tr>
<tr>
<td>Classic BMW</td>
<td>car dealership</td>
<td>2016</td>
</tr>
<tr>
<td>Classic Chevrolet of Grapevine</td>
<td>car dealership</td>
<td>2016</td>
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<tr>
<td>Earth X</td>
<td>event planning</td>
<td>2016 &amp; 2017</td>
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<tr>
<td>Evgo</td>
<td>EVSE</td>
<td>2016</td>
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<tr>
<td>Fort Worth Sierra Club Chapter</td>
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<td>Nissan North America</td>
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<tr>
<td>North Texas Electric Auto Association</td>
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<tr>
<td>North Texas Renewable Energy Group</td>
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<td>Revitalize Charging Solutions</td>
<td>EVSE locator</td>
<td>2016 &amp; 2017</td>
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<td>Robin</td>
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<tr>
<td>Tesla Motors</td>
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<td>Winston Solar Team</td>
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<tr>
<td>Phi Theta Kappa</td>
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</table>
## 2018 NDEW Planning

### EXHIBITORS, 2018 IDEAS

<table>
<thead>
<tr>
<th>Organization</th>
<th>Category</th>
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<tbody>
<tr>
<td>Solar Car Challenge</td>
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<td>Adventure Electric Bicycles</td>
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<td>Clipper Creek</td>
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<tr>
<td>Toyota</td>
<td>manufacturer</td>
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</tbody>
</table>
2018 NDEW Planning

AFTER PARTY & OTHER EVENTS

2017 AFTER PARTY

- Lunch at Uncle Buck’s

2017 WEBINAR SERIES

- EV101
- Workplace charging
- Opportunities for utilities
- Municipalities & EVs
- How to sell an EV
North Texas EV Registrations Growth

As of April 1, 2018
TX Registration: 11,895
DFW Area: 4,347 (37% of TX)

*Other EV includes the BMW i3, Chevrolet Bolt, Fisker Karma, Ford Focus Electric; Other PHEV includes the BMW i8, Ford C-Max Energi, Ford Fusion Electric, Chevrolet Bolt, Chevrolet Spark EV, Fiat 500e, and Mercedes B250e
Other

REGIONAL EV STATS & NEWS

Vehicle Registration by ZIP Code and Infrastructure Availability

Nonattainment Area

EV Charger Types
- Tesla Only Charging Stations
- DC Fast Charging* Stations
- Level 2 Charging** Stations

EV Registration by ZIP Code
- 1-7
- 8-18
- 19-33
- 34-53
- 54-89
- 90+
- None

*Note: DC Fast Charging Stations may include Level 2 Charging Stations
**Note: Level 2 Charging Stations may include Level 1 Charging Stations

April 2018
REGIONAL EV STATS & NEWS

Volkswagen Settlement

- Draft Mitigation Plan expected end of May
- Public comment period to follow
- Consent Decree allows up to 15% set-aside available for EV charging

<table>
<thead>
<tr>
<th>EV Charging Availability</th>
<th>Maximum Funding Threshold</th>
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</thead>
<tbody>
<tr>
<td>Public access on government-owned property</td>
<td>100%</td>
</tr>
<tr>
<td>Public access on non-government-owned property</td>
<td>80%</td>
</tr>
<tr>
<td>Private access at workplace or multi-unit dwelling</td>
<td>60%</td>
</tr>
</tbody>
</table>
Other
FEEDBACK, QUESTIONS, EFFORTS
Contacts & Important Links

Contact
Cleancities@nctcog.org

Register at
www.driveelectricweek.org

North Texas NDEW website
www.DriveElectricDFW.org