



VELOZ Best.Drive.EVer.
2017 Ride and Drive Series
Final Report

Prepared by
Charge Across Town
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Executive Summary

Best.Drive.EVer 2017 was an enhanced ride and drive program consisting of a statewide campaign, along with additional small grant partners, focused on increasing electric car awareness and adoption across the state. The Best.Drive.EVer. (BDE) program provided consumers with the opportunity to test-drive the latest electric cars at consumer friendly events. Over the course of nine months, BDE events were held at 13 different venues, over 18 days, and reached low income and disadvantaged communities that are typically underserved with electric car events and outreach.

It is estimated that over 150,000 people were exposed to the BDE campaign at high profile events such as EV Week, SF Auto Show and the LA Auto Show. Over 1300 waivers were collected, with 1583 pre-surveys and 1291 post-surveys gathered. We collected 432 emails and sent 302 follow-up surveys, with a 46% response rate. A total of 2344 ride and drives were completed; post survey data shows an average of 1.48 ride and drives per respondent. Survey results indicate that while 84% of respondents had a very or somewhat positive perception of EVs before a test drive, this increased to 93% after a test drive.

In the three-month follow-up survey after each event, 78% of respondents shared their EV experience with friends and/or family, and 33% shared it with co-workers. In addition, after the event, 60% of respondents looked at EVs online, 22% visited an EV dealer, and 46% talked to an EV owner. On average, 10% of respondents purchased or leased a PEV, including the following vehicles: BMW i3, Chevy Bolt, Chevy Spark, Ford Focus, Ford C-MAX, Nissan Leaf, Subaru Impreza, and a Tesla Model 3. Four Amazon gift cards will be awarded in a drawing for follow-up survey participants.

Project Goals

Veloz and its contractor, Charge Across Town (CAT), coordinated with California cities, local agencies and organizations, and ALL PEVC/Veloz members to bring 18 days of electric car ride-and-drive events to Californians over nine months. Additionally, Veloz specified up to \$20,000 in small grants to six organizations across the state to provide financial help to conduct a ride and drive. The regions targeted included:

- SF Bay Area
- SoCal/Los Angeles
- San Joaquin Valley
- Central Coast
- San Diego
- NorCal/Sacramento

The BDE campaign achieved its goal of bringing 13 educational and experiential ride-and-drive events to venues across California. The events were held in diverse locations – from a UC campus, an American Lung Association event, National Drive Electric Week events, and the Los Angeles Auto Show – and tapped into socio-economic communities that have been underserved by the electric car revolution.

BDE worked with major utilities across the state including San Diego Gas and Electric, Sacramento Municipal Utility District, Pacific Gas and Electric, and the Los Angeles Department of Water and Power. All provided incentives to help bolster the ride and drive participation at events in their region. Additional partners included the Center for Sustainable Energy (CSE), Project Clean Air, San Francisco Department of the Environment (see Partners section).

The new BDE campaign materials, including new branded banners and flags, sandwich boards, and branded shopping bags, were used at most every event, with BDE signs displayed at the small grant partner events. Event footprints ranged from one-tent setups at smaller venues to more elaborate circus tents at the California State Fair. BDE t-shirts and hats were worn by the BDE event team and interns at all events. The contract was completed on budget and within the contracted timeframe.

Ride and Drives

CAT successfully executed all events, managing onsite staff, logistics, and partner coordination. The event specifics, including date and location, number of ride-and-drives, EVs available, funding, marketing efforts, and other information can be found in the attached Addendums A-1–A-8. Photos from each event are also included.

Oakland EarthEXPO: 1-day event, Thursday, April 6, 2017

This is an annual urban environmental fair in downtown Oakland produced by the City of Oakland with over 150 exhibits and over 2,000 attendees. The BDE ride-and-drive included seven different EVs for test drives and three static EVs, which drew attention to the BDE booth and test drive offer. The new Chevy Bolt was very popular and drew specific attendees intending to purchase. Many of the fair attendees spent time at the static displays with the dealer representatives. Other drivers/riders spent additional time learning about other cars they didn't drive at the curbside supporting the value of having additional cars on static display at events to allow attendees not having the time to drive the ability to sit in and learn about the cars.

UC San Diego Earth Month Celebration: 1-day event, Monday, April 24, 2017

The UCSD BDE ride and drive was held in conjunction with the UCSD Sustainability Showcase in the morning at the University Center and the UCSD Solar & EV Experience in the afternoon at Scripps Institute of Oceanography. University Fleet staff was very supportive of the event. There was an extensive static vehicle display where attendees spent additional time with the dealer representatives learning about other cars they didn't drive at the curbside.

California State Fair: 3-day event, Thursday, July 2017–Saturday, July 22, 2017

This co-sponsored event by the **SMUD Drive Electric** campaign was held over a three-day period at the California State Fair. The event was an extensive ride and drive effort, with eight vehicles available to test-drive and three static displays. The event was staged near the Polo Field and Race Track, with a large circus tent and two smaller tents (including a SMUD branded tent), a registration area, a breathalyzer station, a dealer info table, and extra chairs in the shade for waiting fair attendees and dealer reps. The course was an "S" curve within a demarcated course that was fairly limited in range, but test-drivers were allowed to drive the course more than once to get the feel of driving electric.

Harborfest: 1-day event, Saturday, August 19, 2017

Harborfest is an annual family-friendly festival in Chula Vista at Bayside Park on the shores of San Diego Bay that attracts 40,000. The BDE ride-and-drive was part of the "green zone" which focused on EVs and renewable energy. Seven EVs were offered for test drives and another seven were on static display. San Diego Gas and Electric partnered with us by funding a \$5 food voucher to all test drivers. Additional partners included the Center for Sustainable Energy (CSE) and the US Navy. The Chrysler Pacifica Hybrid minivan was featured in the ride and drive as well as a large static interactive display managed by Chrysler's Charge Across California event team. Due to lack of dealer interest, the sources of the eight vehicles varied for this event: four BMWs from the local dealership, two Chrysler Pacifica vans from their marketing program and a privately owned Tesla and Bolt provided by Electric Car Insider.

NDEW Bakersfield: 1-day event, Saturday, September 16, 2017

The BDE ride-and-drive offered eight EVs for test drives in conjunction with a National Drive Electric Week (NDEW) event that involved several San Joaquin Valley community partners and included other local green transportation exhibits. Test drivers received vouchers for an onsite taco truck. Local EV owners brought additional EVs for viewing. One of the participating dealers expressed their appreciation for the "no sales pressure/community event" and felt that consumer experience and education are valuable. Other static displays included environmental booths, a fun zone for kids, and snacks and treats donated from various businesses. This official NDEW event was hosted by Project Clean Air, Urner's, and EV Perks, with other sponsors including Edison International,

CommuteKern, EIG Solar, PG&E, San Joaquin Valley Air Pollution Control District, the Rose Foundation, and Sunpower by Quality Homes Services.

EV Week 2017: 2-day event, Saturday and Sunday, October 7-8, 2017

The BDE ride-and-drive took place as part of Charge Across Town's annual EV Week 2017 at Pier 27 in San Francisco coinciding with Fleet Week on the waterfront with over 100,000 people passing by the event. This event broke all records with the BDE ride and drive series, delivering 917 rides and drives. The event included a showcase of exhibits from numerous EV manufacturers, charging infrastructure, solar and other clean power organizations. PG&E hosted an onsite taco truck with free tacos and drinks for test drivers. Attendees were a diverse group of people - including families and military personnel from around the greater Bay Area – who rode in and test-drove multiple cars. Twelve vehicles were available for test drives, including four different fuel cell cars, which were very popular. OEMs were pleased, stating that they had more test drives than they expected.

San Francisco International Auto Show: 2-day event, Monday and Tuesday, November 20-21, 2017

BDE once again participated as a co-sponsor in the PG&E Plug-in Electric Vehicle Test Drive event at the San Francisco International Auto Show at Moscone Center over a two-day period. The event was located just outside the auto show's main entrance, with BDE flags and sandwich boards, and visible to all entering the Moscone Center. BDE's participation was limited to conducting surveys of EV test-drivers. CSE had a representative next to the surveying area to provide information on rebates and tax incentives and a representative from Electric Car Insider Magazine assisted with the surveys, passed out incentives to survey participants, which included one free admission ticket to the auto show and one Electric Car Insider Magazine, both funded by PG&E.

Los Angeles International Auto Show: 1-day event, Monday, December 4, 2017

The BDE campaign produced its first one-day ride and drive at the Los Angeles Auto Show, which the auto show promoted as "Electric Monday". Eight vehicles participated in the test drive line-up providing easy access for multiple test drives. The BDE team organized and executed the event, including surveys of EV test drivers. BDE branding was located next to the Pico & Figueroa Street auto show box office, and were positioned throughout the event area calling attention to a "Free ticket with EV test drive" offer, as well as providing visibility to the ride and drive staging area. The free auto show tickets were underwritten by Los Angeles Department of Water and Power (LADW&P).

Small Grant Programs

Veloz established the small grant program to financially assist organizations with \$1,000-\$5,000 grants for test drive events, and to expand the number of statewide electric car test drives. The program fund of \$20,000 was for additional ride-and-drive events over and above those planned and staffed by the Best.Drive.EVer. campaign team. The program goals were to get more people behind the wheels of electric cars, and broaden PEVC's outreach across the state. The organizations receiving funding had to gather key data from drive-to-purchase survey work completed before and after test drives.

Funding Criteria

The criteria for funding included the following: geographic location, previous test drive successes, number of participants, number and diversity of vehicles onsite, partner participation, co-funding needs, marketing plan, ride-and-drive management, staff and volunteers, and insurance.

In order to receive funding, at minimum the grantee had to agree to fulfill requirements relating to insurance, test drive management procedures, use of funding, estimated participants and test drive vehicles, display of banners and materials, pick up and return of campaign materials, use of BDE logo on collateral and advertising, social media promotion, surveying of participants, event photography, and post event final report (see Addendum B).

Administration of Program and Results

After widespread distribution of campaign information, including an application form, 18 applications were received. Six grantees were chosen and the grant amounts of either \$2500 or \$5000 were announced by PEVC. Memorandums of understandings were signed by the grantees and then the funds were distributed. The grants were awarded as follows:

- Redwood Coast Energy Authority, \$2500 for Redding Turtle Bay Exploration Park event on 8/19/17
- Acterra, \$2500 for East Palo Alto workshop event on 8/20/17
- Monterey Bay Alliance, \$2500 for Santa Cruz event on 9/9/17
- Community Environmental Council, \$5,000 for Oxnard farmer's market event on 9/10/17
- Project Clean Air, \$5000 for Tehachapi Apple festival event on 10/8/17
- American Lung Association of CA, \$2500 for Ontario lung force walk event on 11/5/17
- Charge Across Town received \$5,000 for the creation, management and administration of this effort

See Addendum B for the complete list of event reports.

Partners

In 2017, the number and diversity of event partnerships increased significantly. The small grant program included new partnerships to provide critical resources and amplify the BDE events. CAT also secured underwriting from utilities for incentives, including PG&E, LADWP, SMUD, and SDG&E. Working with local organizations across the state, in the planning and execution of events, provided access to resources and boosted local support of and participation in the BDE events.

Here is a list of partners in alphabetical order:

Allterra Solar	SAC EV Association
BAAQMD	Sandbar Solar
Bloomberg NEF	San Diego Gas and Electric
City of Chula Vista	SCAQMD
City of Oakland	SFenvironment
City of Santa Cruz	Shasta Regional Transportation
Clipper Creek	Agency
CommuteKern	Siskiyou Economic Development
Center for Sustainable Energy	Council
Edison International	SMUD
Electric Car Insider Magazine	Social Bikes
EV Advocates of Ventura County	St. Francis of Assisi Catholic Church
EV Perks	Tehachapi Apple Festival
LADWP	Turtle Bay Exploration Park
Los Padres Chapter Sierra Club	UCSD Sustainability and Campus
Monterey Bay Air Resources District	Carbon Neutrality office
Monterey Bay Community Power	Urner's
PG&E	UC Berkeley Labs
Port of San Diego	US Navy
Redding Electric Utility	Ventura County Harbor Department
Rose Foundation	

Staffing

In addition to planning each of the events – from researching, negotiating and reserving venues, to securing OEM/dealership participation to obtaining partners - CAT staff executed and attended every event. The events utilized both paid and volunteer staff, with 25 paid interns and 18 volunteers, many of whom spoke Spanish. The staff was put to work on setting-up all event equipment, registering test drivers, conducting surveys, managing vehicles and sales reps, monitoring the test drive course, supervising volunteers, interns and EV ambassadors, and tearing-down all event equipment. After each event, CAT prepared a comprehensive event report.

Marketing and Promotion

Social media was heavily utilized for every BDE event in 2017, with targeted Facebook ads running in each market. Ads ran for 7-10 days prior to an event, and usually included the images or event flyer and/or promotional materials and photos. Over 20,000 Facebook followers were reached during these events, with 2000 post engagements. Both Veloz and Charge Across Town tweeted about the events prior to and during the live events.

At the State Fair, the Cal Expo Digital Billboard advertised the SMUD/Veloz ride and drive over three days; in Bakersfield, TV and radio spots ran in the local markets; and a press event was held at the opening of EV Week in San Francisco. The *San Francisco Chronicle* Auto Show insert, which ran over the Thanksgiving holiday, included a listing for the ride and drive.

All events had staff distributing flyers to passersby and attendees; most events had giveaways in the form of food vouchers, auto show tickets, and free tacos. BDE logoed nylon shopping bags were also given away to attendees at all events.

Survey Results

The Veloz survey results drew from three different survey databases utilized over the campaign, including a separate survey database for the Small Grantees. In addition, the data from the Cal State Fair was jointly shared with SMUD, who partnered with Veloz for the event. The three separate surveys – pre-, post, and follow-up – were created in SurveyMonkey and stayed consistent throughout the campaign. The pre- and post surveys were administered on iPads, and filled out by attendees. A Spanish language survey was available and offered to anyone needing assistance, along with a Spanish speaking staff member at many events. The complete survey results can be found in Addendum C, attached.

Observations and Recommendations

The Veloz Test-Drive Series over the past three years has been a valuable and anticipated series of EV events across the state. In three years, Veloz has conducted over 4300 test-drives, and touched hundreds of thousands of people.

Many venues, such as Oakland, Chula Vista and Bakersfield, which get very little EV attention and/or funding for events, appreciated the multi-year effort to come out to their communities with a FREE EV educational and outreach event.

While the small grant program events were not as heavily attended, and did not result in as many test drives as the events managed by the BDE team (anywhere from 14 to 51 reported), the grants were critical towards helping make these events happen in hard to reach and underserved areas.

The level of sophistication of attendees, their knowledge of electric cars, and their questions about PEVs, was noticeably higher in 2017 than in years past.

The paid interns and volunteer staff continue to show increasing knowledge, curiosity and enthusiasm for PEVs in general from previous years. In some cases there was repeat staff which helped to raise the level of the customer experience. Repeat dealers also participated in several events which helped to streamline the planning and production process while again improving the customer experience.

Since 2015, over 90% of people say that the Veloz test-drive experience was vital to their decision to purchase or lease an EV. Ongoing EV education and outreach, and experiential events, are an important component to EV adoption in California!



ADDENDUM A-1

EVENT

Oakland Earth EXPO, Thursday, April 6, 2017, 10:00 AM – 2:00 PM
Frank H. Ogawa Plaza, Oakland, CA
www.oaklandearthexpo.org

DATA

60 - Drivers and Riders

58 -Drivers

2 - Riders

8 - Cars in Ride & Drive: 2 Leafs; BMWi3 & 330e; VW eGolf; Fiat 500e; Chevy Bolt & Volt

3 - Static car displays: 2-BMWi3; Fiat 500e;

58 - Pre-Surveys

41 - Post Surveys (missed some post surveys)

59 - different test-drives itemized by the 41 post survey results

1.44 cars driven on average by each of the 41 post survey respondents

83.5-projected total test-drives of the 58 pre-survey respondents (58x1.44)

RECAP

The launch of the **Best.Drive.EVer** in Oakland was met with a rainy start at the annual environmental fair in the heart of downtown. With a team of six people, a newly rebranded campaign theme, and limited event materials, we were able to have a very strong presence at Earth Expo. We were strategically situated with great access to the street and test-drive vehicles, making the event run smoothly. While the rain scared away people at the 10:00 AM start, the traffic picked up at noon and we conducted the majority of test-drives during the lunchtime window, with many workers from the State of California and City of Oakland offices. Quite a few of the Expo's exhibitors also stopped by for test-drives. The Chevy dealer arrived late, and as many people were interested in test-driving the new BOLT we called and/or texted them when it arrived. While we didn't have a food give-away/incentive this year, the purple BDE bags were very popular!

Many of the fair attendees spent time at the static displays with the dealer representatives. Other drivers/riders spent additional time learning about other cars they didn't drive at the curbside. This supports the value of having additional cars on static display at events to allow attendees not having the time to drive the ability to sit in and learn about the cars.

PARTICIPATING DEALERS

FH Dailey Chevrolet, San Leandro, CA: a Chevy Volt and a BOLT for test-drives.

Weatherford BMW, Berkeley, CA: an i3 for static display, an i3 and 330e for test-drives.

AutoCom NISSAN, Oakland, CA: two LEAFS for test-drives.

Oakland Volkswagen: one eGolf for test-drives.

Fiat of Berkeley, CA: a 500e for static and a 500e for test-drives.

PARTNERS

Partners included City of Oakland and the Center for Sustainable Energy. Oakland was very happy to see the PEVC campaign again for the second year. CSE had a 10X 10 booth next to the BDE staging area and had a good flow of people to their booth. One driver had a printout of their Eligible Vehicle list and drove all eight ride and drive cars, making notes as he spent extended time with dealer representatives. Could indicate the usefulness of such a listing for future events (<https://cleanvehiclerebate.org/eng/eligible-vehicles>).

SURVEY RESULTS:

- 55% of respondents had a very positive perception of EVs in the pre-survey and 95% had a very or somewhat positive perception in the post-survey;
- 44% of respondents had no experience with EVs;
- 44% of respondents use a gas powered car as one of their most frequent modes of transportation; 37% rely on public transportation;
- There was an event split among people living in single family homes and apt/condos;
- Quiet Ride (68%), It Was Fun (60%), Great Performance (53%), No Emissions and Style and Comfort tied (43%), were top features liked by respondents;
- 97% of respondents were very or somewhat familiar with the environmental benefits – no emissions and 93% were very or somewhat familiar with the cost savings on fuel and maintenance with EVs ;
- 52% were familiar with carpool lane access;
- There was a higher level of respondents NOT familiar with special utility charging rates, free charging options, or charging modes;
- 80% of respondents said they were very or somewhat likely to consider buying an EV before driving one; 77% said the same AFTER driving one; 20% felt the same.
- 56% of participants indicated “not sure, just curious” to purchasing or leasing a car in the next 12 months; 23% are already planning to purchase or lease an EV;
- 20 respondents provided an email address for a follow-up survey.

MARKETING:

The Oakland Earth EXPO marketing team sent numerous eBlasts out to media and participants requesting social media outreach. We pushed out many pre-event Facebook posts and tweets, and ran a targeted Facebook ad to the Oakland Community. The ad ran for 22 days, and reached 2257 people, with 541 engagements (clicks, likes, comments, etc.) Twitter posts appeared on the PEVC Twitter page before and during the event, including event links and event photos.

ADDITIONAL COMMENTS

In talking with attendees, electric vehicle prices came up with comments such as “I can’t afford one” or they are “too expensive”. Most were very receptive to hear about the rebates and incentives, and the low cost/longer range models coming on the market. And finally, having done this event in Oakland for four years, this year’s level of engagement was a higher quality in year’s past, with more interest and more knowledge about electric cars.

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ADDENDUM A-2

EVENT

UC San Diego Earth Month Celebration
Community Sustainability Showcase, Monday, April 24
[www.ucsd.edu/ event/2017-uc-san-diegos-earth-month-celebration/](http://www.ucsd.edu/event/2017-uc-san-diegos-earth-month-celebration/)

DATA

- 50 - Cars Driven
 - 37 -Total participants
(22 at morning event; 15 at afternoon event)
- 34 - Pre-Surveys
- 35 - Post Surveys

RECAP

The UCSD BDE ride and drive was held in conjunction with the UCSD Sustainability Showcase in the morning at the University Center and the UCSD Solar & EV Experience in the afternoon at Scripps Institute of Oceanography. At the University Center, we were strategically situated with great access to the street and test-drive vehicles, making the event run smoothly. At Scripps Institute of Oceanography, the location was changed at the last minute. This location allowed for a test drive route that included a significant incline, which we haven't had before and worked out fine. At both locations, the primary participants were faculty and staff. While participation volume was lower than anticipated, participants tended to stay longer, ask more questions and drive multiple cars. There were many couples and in one case a family of three (mom, dad and pre-teen daughter) who drove all three models. One woman stayed over 45 minutes testing all three cars and spent an extended time talking with the Nissan rep sitting in the static Leaf on display.

At the opposite end of the event area there was an extensive static vehicle display where attendees spent additional time with the dealer representatives learning about other cars they didn't drive at the curbside. This again supports the value of having additional cars on static display at events to allow attendees not having the time to drive the ability to sit in and learn about the cars.

PARTICIPATING MANUFACTURERS/DEALERS

- Nissan USA, Valerie Kornahres, EV Fleet Business Development Manager
- Mossy Ford, Max Loynes, Marketing Specialist LA Region
- Mossy Automotive Group provided Nissan Leaf, Ford Focus Electric and C-MAX Energi Smart, UCSD-owned fleet EV with UCSD staff person as ride along
- Penske BMW, Cory Permann

PARTNERS

The event was in partnership with UC San Diego and their Sustainability team and the Campus Carbon Neutrality office.

SURVEY RESULTS:

- 56% of respondents had a very positive perception of EVs in the pre-survey and 97% had a very or somewhat positive perception in the post-survey;
- 70% of respondents had no experience with EVs;
- 80% of respondents use a gas powered car as one of their most frequent modes of transportation;
- There was an event split among people living in single family homes and apt/condos;
- Quiet Ride (91%), It Was Fun (62%), Great Performance (53%), No Emissions (68%) and Style and Comfort tied (48%), were top features liked by respondents;
- 99% of respondents were very or somewhat familiar with the environmental benefits – no emissions and 98% were very or somewhat familiar with the cost savings on fuel and maintenance with EVs ;
- 79% were familiar with carpool lane access;
- There was a higher level of respondents somewhat or NOT familiar with electric car charging (modes and levels);
- 82% of respondents said they were very or somewhat likely to consider buying an EV before driving one; 88% said the same AFTER driving one; 9% felt the same.
- 71% of participants indicated “not sure, just curious” to purchasing or leasing a car in the next 12 months; 11% are already planning to purchase or lease an EV;
- 16 respondents provided an email address for a follow-up survey.
- 52% live in single-family homes; 41% in apartments/condos.

MARKETING:

The UCSD Sustainability team had many events going on so the awareness and marketing of the Best.Drive.EVer. ride and drive event got lost in its website. We send logos and made suggestions as to where to place the information but not sure if it happened. We ran a targeted Facebook ad with links to the UCSD website and social media sites as well as the La Jolla community. The ad ran for 7 days, and reached 4285 people, with 194 engagements (clicks, likes, comments, etc.).

ADDITIONAL COMMENTS

This event demonstrated a very highly aware and educated group of attendees. We noticed more of a purchase research behavior versus a curiosity approach we've seen at other events. UCSD offers additional purchase incentives to faculty, staff and students which participants wanted to learn more about. In these settings it would be valuable to have knowledgeable staff working the registration area or have a table alongside to help supplement the ride and drive experience.

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ADDENDUM A-3

EVENT REPORT

California State Fair, Sacramento, CA

Thursday, July 20 – Saturday, July 22, 2017

11am-5pm

Summary

This co-sponsored event by the **SMUD Drive Electric** campaign, and the Plug-In Electric Vehicle Collaborative (PEVC) **Best.Drive.EVer.** campaign was held over a three-day period at the California State Fair, July 20-22. The event was an extensive ride and drive effort, with eight vehicles available to test-drive and three static displays. The event was staged near the Horse RaceTrack, with a large circus tent and two smaller tents (including a SMUD branded tent), a registration area, a breathalyzer station, a dealer info table, and extra chairs in the shade for waiting fair attendees and dealer reps. The course was an “S” curve within a demarcated course that was fairly limited in range, but allowed test-drivers to get behind the wheel and get the feel of driving electric.

Over the course of three days, 224 individuals signed up, additional passengers and families rode along as passengers, 305 pre-surveys were conducted, 236 post-surveys were completed, and 356 total “in car experiences” were recorded.

The event was co-branded with both SMUD and BDE campaign logos on all marketing materials, a digital billboard, and social media outreach. SMUD and BDE flags, banners, and sandwich boards were placed around the exhibit area, and all staff and volunteers wore either the SMUD or BDE t-shirts and/or hats. We utilized 8-9 paid volunteers each day – from SAC EV Assoc - and had 2+ CAT event team members on site all three days.

SMUD’s booth provided many giveaways and incentives to fair attendees, including backpack-type bags, tire gauges, paper fans, and information on its NISSAN LEAF sweepstakes campaign. Additionally SMUD had two “wrapped LEAF’s” on display, and an EV charging station as part of its incentive program. PEVC was most prominent in the ride and drive tent, with a registration table, campaign materials and signage, and a giveaway of colorful BDE bags upon the completion of the test-drive post-survey. The SAC EV Association was present all three days with paid and unpaid volunteers who filled many of the jobs from event registration, flyering, pre- and post surveying, and breathalyzing and wristbanding drivers. Additionally, many were EV drivers who provided valuable insight to fair attendees considering the purchase of an EV.

The logistics for this event went smoothly, with water barriers erected around a portion of the R&D course, cones marking the route, and EV charging outlets set up for charging the vehicles on an as-needed basis. Every driver had to attend the Breathalyzer station before they were given a wristband to test-drive a car. The reading had to be 0.00 in order for drivers to pass, and we had less than six people who did not qualify.

There were no security issues for the most part, and set-up and load out of cars and dealers went smoothly. Thursday was the busiest of the three days and Friday was the slowest. We believe the triple digit heat had something to do with turnout on Friday and Saturday. Meals and drinks were provided to all staff, volunteers, and dealers all three days.

Results:

Ride and Drives: 356

Waivers: 224

Pre-Surveys: 305

Post Surveys: 236

Emails Collected: 60 (25%)

Electric Vehicles: The space could accommodate a limited number of cars but we had a strong turnout of dealer vehicles and were able to accommodate them all.

Cars available for test- drive:

- BEV: BMW i3; Volkswagen e-Golf; Nissan LEAF, KIA Soul EV (Thurs only)

- PHEV: MINI Countryman; Ford C-MAX & Fusion Energi; KIA Optima Hybrid (Fri & Sat)

Static Displays:

BMW 740 e XDRIVE Plug-In Hybrid

Nissan LEAF

Audi e-tron

Dealerships: Our outreach to EV dealers including all PEVC members and local dealerships that had participated last year.

- The most prominent dealer was NIELLO, who provided the BMW i3, Audi e-tron, VW e-Golf, and MINI Countryman.
- NISSAN of Elk Grove provided two LEAFs,
- Harrold Ford Sacramento provided the C-MAX and Fusion Energi
- KIA USA (Michele Hurney) reached out to Roseville KIA and provided two cars – the Soul EV and the Optima Hybrid.
- NOTE: GM/Chevy did not respond to numerous requests for vehicles.

Additionally BMW NA arranged for the first showing of their PHEV 740 e sedan.

The most popular cars driven were:

94 BMW i3

66 MINI Countryman

56 VW e-Golf

23 Ford C-MAX Energi

21 KIA Soul EV (impressive since only in the lineup on Thursday)

Surveys:

The results include:

- 76% of respondents had *a very or somewhat positive* perception of EVs in the pre-survey and 93% had *a very or somewhat positive* perception in the post-survey;
- 60% of respondents had *no experience* with EVs;
- 85% of respondents use a gas powered car as their most frequent mode of transportation;
- Quiet Ride (72%), It Was Fun (54%), Great Performance (51%), and Nice Style & Comfort (48%) were top features liked by respondents;
- Over 90% of respondents were *very or somewhat* familiar with the cost savings and no emissions of EVs; 26% were NOT familiar with federal tax credits and 28% were NOT familiar with state rebates;
- 52% knew that EVs were allowed carpool lane access!
- 61% were *very or somewhat familiar* with SMUD rebates and incentives;
- Over 40% of respondents were NOT familiar with charging options;

- 68% of respondents said they were *likely or somewhat likely* to buy an EV AFTER riding in one while 61% were *likely or somewhat likely* BEFORE riding in one; 59% would buy or lease a PHEV; 46% a BEV;
- 36 participants (16%) who participated in the event were already planning on purchasing or leasing an EV;
- 77 people (25%) were SMUD customers;
- 76 respondents provided an email address for a follow-up survey.

Marketing: The Ride and Drive was advertised on the CAL Expo Billboard at the entrance to the fair all three days, as well as in the online State Fair schedule of events. Onsite marketing efforts included distributing flyers throughout the fairgrounds, which drew people to the event site especially before the start of the horse races at 1pm. A targeted Facebook ad was placed two weeks before the event as well as tweets on both SMUD and Best.Drive.EVer Twitter sites. We tweeted the event with photos during the fair. SMUD's press release generated media coverage in the SACBEE (<http://www.sacbee.com/news/politics-government/capitol-alert/article159821544.html>) and one attendee said they heard about the event on the morning news.

Additional Comments/Recommendations:

Qualitative:

Many attendees drove ALL the cars, and several drove more than one. The number of "in car experiences" is conservative due to several "drivers" with passengers, and many dealers taking "riders" as passengers. The quality of interactions between driver/riders and dealer reps was very high. Dealer reps were extremely energetic, professional and thorough with attendees. The quality of event staff and supporting information on hand for attendees was extremely high.

Observation: Attendees for the most part have moved from "what is an EV" to being fairly directed in their interests. Several attendees knew specifically which vehicle(s) they wanted to drive and many dedicated and took the time to drive all vehicles available while comparing them to the vehicle comparison handout SMUD provided.

The lack of a food giveaway this year didn't seem to impact the interest in EVs, and the quality of the attendee was much higher. The event looked like a fun and engaging fair booth and many people wandered in due to the colorful signage and cars on display.

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ADDENDUM A-4

EVENT

HarborFest Chula Vista

Bayside Park, Saturday, August 19, 10:00 AM – 6:00 PM (BDE was 11:00 AM – 4:00 PM)

<http://www.cvharborfest.com/>

DATA

150 Ride and Drives

- 88 Cars Driven
- 67 Passengers
- 73 Pre-Surveys
- 47 Post Surveys**

RECAP

The Chula Vista HarborFest was a little slower than last year, with regional dealer challenges, and a few technical glitches but we felt it was a very successful event. The BDE ride and drive was held as a major attraction at Chula's Vista's annual city event, Harborfest, which attracts people from around the National City, Chula Vista, and Imperial Beach area. It is sponsored by the City of Chula Vista and the Port of San Diego, and takes place right on the water at Bayside Park. We were pleased to have San Diego Gas and Electric partner with us on food incentives, providing a \$5 food voucher to all test-drivers. Additionally, the Center for Sustainable Energy (CSE) had a booth next to BDE, and had two staff fielding questions from the public. The US Navy sent a Ford Fusion Energi and display, which was situated near our booth. This entire area was marketed to passersby as the 'green zone', with energy displays, many static car displays, and the electric car test-drives as a main focus. This test-drive area was located right outside the booth in a cul-de-sac, allowing for cars to lineup and safely pull out into a quiet street for a test-drive. Once again, we had 5 young college-age Police Explorers working the booth, and they were on time and great workers. The crowd was very family -ocused, many Spanish-speakers, with lots of interest in electric cars.

The biggest disappointment was that the City of Chula Vista did not get any local dealers to participate in this event, citing lack of staff, timing, and lack of cars. Give the long run-up to the event, and that BDE was a sponsor, we were very surprised that the City had such little success. Additionally, we introduced Chrysler's Pacifica activation team to this event, and they came in as an additional sponsor. They put two Pacifica Hybrid's in the ride and drive. BMW called a dealership up in Encinitas (same from last year) and they brought four cars. And finally, Bill Bright reached out to Chris Alan, the publisher of Electric Car Insider, and he arranged for a Chevy Bolt and Tesla Model S to be included in the ride and drives! So in total we managed 8 vehicles.

**We had a few technical glitches with the iPads – with two not working, and sketchy internet/Wi-Fi connectivity throughout the event. While all pre-surveys were captured, we missed many post surveys due to slow connections, stuck iPads, and poor data speed.

PARTICIPATING MANUFACTURERS/DEALERS

Chrysler's EventNext Team, Jonathan Gewertz

- Pacifica Hybrid (2) and (1) static
 - Fiat 500e (static)
- BMW Encinitas, Matt Gelardo
- i3 (wrapped in Batman costume!)
 - X5 eDrive (2)
 - i8 (static)
- Chris Alan, Electric Car Insider
- Chevy Bolt
 - Tesla Model S

PARTNERS

San Diego Gas and Electric, Megan Rigby

- Nissan Leaf and Chevy Volt (static)
- Center for Sustainable Energy, Lauri Walker
- US Navy, Helen Haase
- Ford Fusion ENERGI (static)

SURVEY RESULTS:

- 65% of respondents had a very positive perception of EVs in the pre-survey and 100% had a very or somewhat positive perception in the post-survey;
- Almost 60% of respondents had no experience with EVs;
- 85% of respondents use a gas powered car as one of their most frequent modes of transportation;
- 65% of people live in single family homes and 20% in apt/condos;
- Quiet Ride (70%), It Was Fun (70%), Great Performance (57%), and Style and Comfort (53%), were top features liked by respondents;
- 95% of respondents were very or somewhat familiar with the environmental benefits – no emissions - and 97% were very or somewhat familiar with the cost savings on fuel and maintenance with EVs;
- 88% were familiar with carpool lane access;
- There was a higher level of respondents somewhat or NOT familiar with electric car charging (free, modes and levels);
- 70% of respondents said they were very or somewhat likely to consider buying an EV before driving one; 82% said the same AFTER driving one; 9% felt the same.
- 55% of participants indicated “not sure, just curious” to purchasing or leasing a car in the next 12 months; 17% said they are already planning to purchase or lease an EV;
- 9 respondents provided an email address for a follow-up survey.

MARKETING:

The Harborfest program Guide had a ¼ page ad for BDE and mentioned the test-drives on their webpage. We ran a targeted Facebook ad with links to Harborfest website and their social media tags, and the ad ran for 14 days, and reached 5983 people, with 173 engagements (clicks, likes, comments, etc.). We also tweeted the event on the BDE Twitter page prior to and during Harborfest.

ADDITIONAL COMMENTS

While the event was challenging from start to finish, the general feeling was that this is a very much appreciated event in a low income, diverse community. While the City of Chula Vista has very little budget for EV programs and charging infrastructure, they are very pleased to have us come to Harborfest with this campaign. They expressed a desire to plan next year’s event earlier – in order to engage local dealers – and brainstorm on how to make it more successful.

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ADDENDUM A-5

EVENT

National Drive Electric Week, Bakersfield, CA
Saturday, September 16, 2017
10:00 AM – 2:00 PM

Summary

Best.Ride.EVer. teamed up with partners in San Joaquin Valley to bring test-drives to Bakersfield during National Drive Electric Week (NDEW). As an official NDEW event, the team took over the parking lot of Urner’s in southwest Bakersfield with EV test-drives and static displays, booths, a fun zone for kids, and snacks and treats donated from various businesses.

The event was hosted by Project Clean Air, Urner's, and EV Perks. Other sponsors addition included: Edison International, CommuteKern, EIG Solar, PG&E, San Joaquin Valley Air Pollution Control District, the Rose Foundation, and Sunpower by Quality Homes Services.

Results:

Ride and Drives: 123
Drivers: 84
Riders: 22
Pre-Surveys: 84
Post Surveys: 80

The campaign utilized two 10X10 tents on-site for pre- and post- surveying. BDE flags and banners were placed around the ride and drive area, and all staff and volunteers wore BRE t-shirts and hats. We had 4 paid staff (the same team from last year - they were great!) They knew what to do and were positive and professional. Plus there were several other young students who helped out, working for volunteer hours.

Electric Vehicles:

The cars/dealers included:

BMW - i3, 330e; BMW of Bakersfield
Fiat - 500e; Bakersfield Chrysler/Jeep/Fiat
Chevrolet - Bolt; Three-Way Chevrolet Cadillac
Ford - Fusion Energi; Jim Burke Ford
Toyota - Prime; Bill Wright Toyota
Hyundai - Sonata PHEV; Bakersfield Hyundai

Ride and Drives: There were 7 vehicles available – the Chevy Bolt was the most popular, followed by the Ford Fusion Energi, and tied for third was the BMW i3 and Toyota Prime.

Survey Results:

- 86% of respondents had a very or somewhat positive perception of EVs in the pre-survey and 96% had this perception in the post-survey;
- Over 50% of respondents had no experience with EVs;
- 77% of respondents use a gas-powered car as one of their most frequent modes of transportation;
- Quiet Ride (78%), It Was Fun (61%), Nice Style & Comfort (57%), and Great Performance (51%) were top features liked by respondents;
- Over 97% of respondents were VERY or SOMEWHAT familiar with the cost savings on fuel and maintenance of EVs, followed by 97% with environmental benefits – no emissions;
- Over 30% of respondents were NOT familiar with charging levels or with free charging options; 82% were very or somewhat familiar with home charging options.
- 64% of respondents said they were very or somewhat likely to consider buying an EV before driving one; 87% said the same AFTER driving one;
- 28% of participants who participated in the event are planning on purchasing or leasing a car in the next 12 months; 21 participants (28%) came to the event planning to purchase or lease an EV;
- 35 respondents (48%!) provided an email address for a follow-up survey.

Marketing:

Project Clean Air and EV Perks heavily marketed the event before and during the event through their networks. They ran TV spots on local cable during CNN and MSNBC shows, radio spots and digital marketing. Two ads ran in the local newspaper and a Chamber of Commerce e-blast was sent out in the week prior to the event. Live interviews were conducted on two radio talk shows and one local morning television news broadcast. Two event vendors promoted the event, one in a radio interview and the other in an email blast to its mailing list. Other nonprofits posted the event on social media. Urner's also sent an email to its customer list of several thousand individuals. Additionally, we ran a targeted Facebook ad, which reached 1,332 people with 97 click throughs/post engagements; we also tweeted numerous times before and during the event.

EV owners who signed up to participate in the EV Perks Zone (an area specifically for local EV owners to mingle with guests) received a basket of goodies and discounts. We provided free drinks and snacks donated from various businesses (Coca-Cola, Grimmway Farms, Frito-Lay, and Byrdie's Bake Shop). Those who did test drives received a free lunch of two tacos and a drink from Curbside Kitchen, who brought their food truck to the event (powered by electricity from Urner's). Additionally, we had a Kids Zone with free activities and face painting (performed by the California State University, Bakersfield CNSA program). Dignity Health was also available to provide free health screenings. Our volunteers were from the Bakersfield College MESA program.

Additional Comments/Recommendations:

Dealer representatives were very pleasant to work with. Most of them brought branded tents and really added to the ride-and-drive area. Most of the reps were knowledgeable about EVs and seemed to genuinely enjoy interacting with attendees.

- Attendees represented a broad diversity of nationalities with a wide spectrum of familiarity with EVs from one family who had their deposit down for a Tesla Model 3 to the family who had knew very little. One attendee was very serious about buying a Bolt and spent a lot of time working on details with a Chevy rep.
- Many families came to the event allowing for teenagers and pre-teens to ride along and be introduced to EVs.
- A few college age attendees came to learn about EVs as part of college projects
- The attendees were very receptive and appreciated the wide selection of pure EVs and PHEVs to look over.

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ADDENDUM A-6

EVENT

EV Week 2017, San Francisco, CA

Saturday and Sunday, October 7th & 8th , 11:00 AM – 5:00 PM

Summary

Charge Across Town's EV Week 2017 broke all records with the Best.Drive.EVer ride and drive series, delivering 917 rides and drives. Staged over the busy Fleet Week weekend at Pier 27 in San Francisco, EV Week (EVW) is a showcase of electric transportation with EVs and related informational booths and demonstration areas. With excellent weather and large crowds on the Embarcadero, EV Week attracted a diverse group of people - including families and military personnel from around the greater Bay Area – who rode in and test-drove multiple cars.

Honda and Toyota brought their latest fuel cell vehicles for display and test drives; Honda also had the Clarity Electric and Clarity PHEV available for test drives; Ford offered test-drives in the C-Max Energi, Fusion Energi and Focus Electric; and BMW had a wide array of cars on display, with an i3 in the test-drive. The event featured informational booths from San Francisco Department of the Environment, PG&E, Social Bikes, and the latest app technology from mygreencar.org. The Electric Car Insider magazine provided 8-10 informational free-standing exhibits displayed around the exhibit area, adding a high level of educational content to the event. Envision Solar provided its EV ARC – a portable mobile solar charging station, available to charge vehicles and promote off-grid charging. And finally, the famed El Tonayense taco truck served up delicious tacos and drinks to all the test-drivers.

Charge Across Town invited Berkeley Lab's mygreencar.org to participate and drum up initial beta users for its virtual test drive app. The mygreencar booth attracted interested parties, and signed up participants to continue their test-drive experience.

This year, Charge Across Town partnered with Bloomberg NEF to host an EV Week kickoff panel and reception on Thursday evening, October 5, with Veloz chair David Hochschild participating in a lively panel. A networking reception followed with EV leaders and policy makers engaged in discussion around the future of electric drive transportation.

Results:

Ride and Drives: 917

Drivers: 497 Waivers

Riders: 100

Pre-Surveys: 556

Post Surveys: 500

The campaign utilized two 10X10 tents (one with the BDE banner) for on-site registration and pre-surveying, and the other for post-surveying, and incentives. BDE flags and banners were placed around the ride and drive area, and dedicated staff and volunteers wore BDE t-shirts and hats. In addition to CAT staff, we had five paid interns working the event, and an additional 4-6 unpaid volunteers distributing flyers to those walking by the pier.

Electric Vehicles: There was a total of 10 vehicles available for test-drives – BMW i3, Honda Clarity Electric, Honda Clarity Plug-in Hybrid Electric, Honda Clarity Fuel Cell, Ford C-Max Energi, Ford Fusion Energi and Ford Focus Electric, and Toyota Mirai.

Static Displays: We had a Tesla Model S and BMW i3 parked in and under the Envision Solar EV ARC, and both Honda and Toyota had one of their fuel cell vehicles on display in their booth. BMW SF provided an i8 for display at the entrance to Pier 27 on the embarcadero, which was a showstopper and excellent draw for getting people into the test-drive area. BMW also displayed the 740e and 330e in their exhibit booth.

eBikes: Social Bikes, also known as JUMP, was piloting and test-riding their electric bike share program – and people loved it! The bikes had hundreds of riders taking them for a spin around the parking area, and provided another dimension to urban mobility.

Surveys:

- 85% of respondents had a very or somewhat positive perception of EVs in the pre-survey and 92% had a very or somewhat positive perception in the post-survey;
- 52+% of respondents had no experience with EVs;
- 67% of respondents use a gas-powered car as one of their most frequent modes of transportation; 21% listed public transportation;
- Quiet Ride (70%), It Was Fun (59%), Great Performance (43%) and No Emissions (44%) were top features liked by respondents;
- 95% of respondents were very or somewhat familiar with the environmental benefits – no emissions and 95% were very or somewhat familiar with the cost savings on fuel and maintenance with EVs; 85% familiar with carpool lane access benefits;
- 73% of respondents were very or somewhat familiar with special utility charging rates; home charging options and availability of chargers outside the home;
- 71% of respondents said they were very or somewhat likely to consider buying an EV before driving one; 75% said the same AFTER driving one; 20+% were unchanged;
- 75% of participants indicated “yes” or “maybe” to purchasing or leasing a car in the next 12 months; 23% are already planning to purchase or lease an EV;
- 83 respondents provided an email address for a follow-up survey.

Marketing and Media: A teaser EV Week ad ran on Facebook in the prior 30 days with a second event promotion running for 45 days; the ads had a total reach of 6405, and post-engagement of 603. Day-of event tweets went out to BDE’s Twitter account.

SF Environment attempted to hold a press event on Saturday morning with invited media but it quickly became more of a photo op. They issued a media alert on Thursday, October 6, 2016, but due to all the many activities in San Francisco over the weekend, they were unable to attract media participation.

Additional Comments/Recommendations:

Once again Pier 27 and the Fleet Week crowds served us well with tremendous visibility to the general public and many people remembering EVW from last year. This year also saw fewer crowd disruptions, with beefed-up security detail on site. Both days were equally busy (and loud).

The only area for improvement was garbage – next year we will be providing all the correct recycling bins!

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ADDENDUM A-7

EVENT

San Francisco International Auto Show, Moscone Center North,
San Francisco, CA
Monday and Tuesday, November 20-21, 2017, 10:00am-3:00pm

Summary

The Best.Drive.EVer. campaign once again participated in the PG&E Plug-in Electric Vehicle Test Drive event at the San Francisco International Auto Show at Moscone Center for two days. PG&E hosted (with BDE as a co-sponsor) the event, which was organized and executed by Integrated Event Marketing. BDE's participation was limited to conducting surveys of EV test-drivers. The event was located just outside the main entrance to the auto show and visible to all entering the Moscone Center.

Results:

Pre-Surveys: 247

Post Surveys: 227

Test-drives reported on post-surveys: 257 (including multiple drives)

This was a PG&E/BDE branded event with a PG&E tent at the registration area/starting point and a CSE tent next to it for surveying and distributing the incentives to the test drive participants. BDE flags and signboards were placed in the area with a CAT team member wearing a BDE t-shirt. CSE had a representative next to the surveying area to provide information on rebates and tax incentives. and a representative from Electric Car Insider Magazine took surveys and passed out incentives to survey participants. Each survey participant received one free admission ticket to the auto show (tickets were supplied by PG&E) and one Electric Car Insider Magazine.

Electric Vehicles: The PG&E test drive was tandem to the Fiat Chrysler and Kia test drive areas, so there were a few crossover test-drivers from both events. Vehicles available in the PG&E area included the Audi eTron, Ford Focus Electric, Ford Fusion Energi, Chevy Volt, smart fortwo, with the Kia Soul EV, and Chrysler Pacifica available in the adjacent area. Test-drives were done on surface streets around the Moscone Center. Sales representatives from all of the car company participants were present and accompanied all test drivers.

Survey Results:

- 85% of respondents had a very or somewhat positive perception of EVs in the pre-survey and 95% had a very or somewhat positive perception in the post-survey;
- 40% of respondents had no experience with EVs; 67% had been a passenger in or had driven an EV;

- 70% of respondents use a gas-powered car as one of their most frequent modes of transportation;
- Quiet Ride (76%), It Was Fun (52%), Style and Comfort (42%), Great Performance (39%), and No Emissions/No Pollution (39%) were top features liked by respondents;
- 97% of respondents were very or somewhat familiar with the environmental benefits – no emissions, and 97% were very or somewhat familiar with the cost savings on fuel and maintenance with EVs;
- 78% of respondents were very or somewhat familiar with special utility charging rates, 84% were very or somewhat familiar with home charging, and 81% were very or somewhat familiar with charging outside the home;
- 70% of respondents said they were very or somewhat likely to consider buying an EV before driving one; 71% said the same AFTER test-driving one;
- 76% of participants indicated “yes” or “maybe” to purchasing or leasing a car in the next 12 months; 20% are already planning to purchase or lease an EV;
- 53 respondents provided a valid email address for a follow-up survey.

Marketing

Both the PG&E section of the auto show website and the Chronicle’s Special Section highlighted the PG&E EV test drive event by mentioning the free ticket offer and ECI magazine by participating in the BDE survey. The website featured nicely the BDE logo. Jason King, PG&E’s representative, used Twitter to promote the event and called-out BDE and CVRP with photos showing the BDE branding. CSE retweeted.

Additional Comments:

The quality of questions was much higher than in years past, and many people showed up with the test-drive ad hoping to drive in preferred cars.

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ADDENDUM A-8

EVENT

Los Angeles Auto Show, LA Convention Center
Los Angeles, CA
Monday, December 4, 2017, 10:00am-3:00pm

Summary

The Best.Drive.EVer. campaign had its first electric car test drive at the Los Angeles Auto Show for one day, which the auto show called "Electric Monday". The BDE team organized and executed the event, including surveys of EV test drivers. The event was located next to the Pico & Figueroa Street auto show box office. Participant traffic flow was consistent throughout the day with enough cars available to provide easy access for multiple test drives.

Results:

Waivers: 82

Pre-Surveys: 92

Post Surveys: 88

Test drives reported on post-surveys: 159 (53% driving 2 or more cars)

One BDE staff member distributed fliers to people coming up to purchase auto tickets at the Pico Blvd & Figueroa Street auto show box office. BDE signage and flags were positioned to direct people to a tent where a "Free ticket with EV test drive" banner was displayed at the top of the tent. Here BDE staff performed the breathalyzer test, checked drivers licenses, obtained signed waivers and put on wrist bands. Then the approved participants were directed down the walkway to the second tent positioned at the curb next to test drive cars. At this tent, the BDE staff performed all surveys prior to and after the test drives and after the surveying was completed, gave each participant a free auto show ticket underwritten by Los Angeles Department of Water and Power (LADW&P).

Electric Vehicles: Eight vehicles participated in the test drive - Chevy Bolt (2 in test drive, one static), Honda Clarity (2), Nissan Leaf (1), BMW 530e (1) and Toyota Prius Prime (1). The test drive route was on surface streets and took an all right turn circle around the convention

center with two length options available. The BMW was the most popular car and ended up taking the shorter route exclusively while the other cars varied their routes depending on the flow of attendees. Sales representatives from all of the car company participants were present and accompanied all test drivers.

Survey Results:

- 84% of respondents had a very or somewhat positive perception of EVs in the pre-survey and 96% had a very or somewhat positive perception in the post-survey;
- 30% of respondents had no experience with EVs; over 70% had been a passenger in or had driven an EV;
- 75% of respondents use a gas-powered car as one of their most frequent modes of transportation;
- Quiet Ride (56%), It Was Fun (46%), Style and Comfort (38%), Great Performance (53%), and No Emissions/No Pollution (34%) were top features liked by respondents;
- 98% of respondents were very or somewhat familiar with the environmental benefits – no emissions; 100% were very or somewhat familiar with the cost savings on fuel and maintenance with EVs; and 92% were aware of carpool lane access.
- 81% of respondents were very or somewhat familiar with special utility charging rates, 89% were very or somewhat familiar with home charging, and 91% were very or somewhat familiar with charging outside the home;
- 60% of respondents said they were very or somewhat likely to consider buying an EV before driving one; 74% said the same AFTER test-driving one;
- 80% of participants indicated “yes” or “maybe” to purchasing or leasing a car in the next 12 months; 26% are already planning to purchase or lease an EV;
- 28 respondents provided a valid email address for a follow-up survey.

Marketing

The auto show website page on test drives included the BDE logo and then referred viewers to a separate page with more specifics regarding the BDE test drive. A targeted Facebook ad ran the week before the show and garnered 135 post engagements. Many promoted tweets were put on Twitter, including day-of tweets with photos.

Additional Comments:

The quality of attendees was very high. While the event was on a Monday with moderate traffic, participants had the opportunity to comfortably drive more than one car without a long wait. The BMW 530e was the model with the highest demand. This frustrated some attendees who ended up leaving before they could test drive the BMW. Working with the LA Auto Show staff, once we made the right contacts, was easy and excellent. This should bode well for 2018!

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ADDENDUM B SMALL GRANT PROGRAM



Grant Recipient: Redwood Coast Energy Authority

Date: Saturday, August 19th.

Time: 11:00 AM – 3:00 PM

Location: Turtle Bay Exploration Park, Redding CA

Vehicles (Dealership): Nissan Leaf (Crown Nissan), Chevrolet Bolt (Lithia Chevrolet), Fiat 500e (2 vehicles, one for exposition only) (SJ Denham)

Partners: Turtle Bay Exploration Park, Shasta Regional Transportation Agency, Siskiyou Economic Development Council, Redding Electric Utility (REU had a booth at the event as well, to promote their new EV rebate program).

Ride-and-drive participants: Fourteen drivers. Many participants took drives in multiple vehicles. Many participants brought family members with them in the vehicles.

Impressions: 150+

Incentives: Free popsicles

Considerations: Air quality in Redding was **very** bad on the 19th, and it was **very** hot. These factors most-likely negatively affected participation. That said, Turtle Bay Exploration Park was an excellent venue and host for the event. They were welcoming and accommodating of our requests to hook up electricity to power a laptop, for example. The ride-and-drive location was directly adjacent to the Exploration Park Museum and the Sundial Bridge, a regional landmark and tourist destination.

Participant feedback: Most participants stated that they did not plan to buy an electric vehicle before the test drive. Most participants still did not plan to buy an EV after the test drive. Many participants expressed disappointment that there was not a Tesla vehicle present.

Key outcomes: The fleet manager for the City of Redding attended the event and test drove the Nissan Leaf and Chevrolet Bolt. He expressed the City's intent to make a large purchase of plug-in electric vehicles from a local dealership and his interest in doing business with all three dealerships present. The dealership representatives expressed that the event was worthwhile because of this and the fact that they were almost always busy either talking to interested people or giving test drive



East Palo Alto EV Workshop and Ride & Drive Event

August 20, 2017: Follow-up Report

Ride-and-Drives: 26

Estimated Touches: 70

EVs for R&D: 8 – Nissan Leaf (2), Kia Soul (1), Ford Focus Electric (1), Chevy Bolt (2), Chevy Volt (1), Fiat 500e (1)

Static EVs: 8 – Nissan Leaf (2), Kia Soul (1), Fiat 500e (2), Chevy Bolt (2), Ford Focus Electric (1)

Partners: Charge Across Town, PEVC, St. Francis of Assisi Catholic Church, Bay Area Air Quality Management District

PEVC Partner Funding: \$2,500

Incentive/Giveaway: Coffee and cookies; free childcare

Marketing: Online: press release, Acterra website, fb, enewsletter, NextDoor, Palo Alto Online, El Ravenswood; Grassroots: flyers distributed by community leaders throughout the city, Acterra attendance at EPA events leading up to ride & drive

Survey Highlights:

- 1) 80% of pre-survey respondents were “unsure” about buying/leasing an EV; after test drive, 85% of post-survey respondents were “very” or “somewhat” likely to consider buying/leasing an EV

- 2) 58% of pre-survey respondents had “no previous experience” with EVs (including driving as passengers); Acterra was delighted to give these drivers their first hands-on introduction to the Best.Drive.EVer!

Event Highlights:

Acterra’s Electric Vehicle Workshop and Ride & Drive at St. Francis of Assisi was the first EV event to be brought to the city of East Palo Alto, an ethnically and culturally diverse, but financially disadvantaged, community. The event drew approximately 50 attendees who were curious to view the vehicles and learn about financing options. An informational workshop was conducted in both Spanish and English at the start of the event. This session focused on the extra financial incentives available to low-to-moderate income earners. Several Spanish speaking volunteers were able to assist with the registration process and many of the informational materials were translated into Spanish. EV Ambassadors and two local dealers provided vehicles for display and test driving. Most of the attendees were curious to view the cars and ask questions; a smaller subgroup actually took test drives. (One explanation for the low test drive response may be that these attendees have had less prior exposure to EVs and thus are not as far along their path toward awareness/adoption as the attendees of our other events.) Several community leaders informed us that they were very impressed with the event and were excited to support future EV promotion in this city. This was a great first opportunity to introduce EVs to low-to-moderate income earners and hear their questions and concerns about this new mode of transportation. We hope to use this experience to further refine our approach to low income consumers in this and other under-served communities.

National Drive Electric Day – Monterey Bay
Charge Across Town Small Grants Program
Final Report Summary

Summary Highlights:

- Event Date: Saturday, September 9th
- Number of Ride-and-Drive Vehicles: 5
- Vehicle Types for R&D: Tesla S, Nissan Leaf, Chevy Bolt, Chevy Volt, VW eGolf
- Static EVs: 20
- Static EV Types: Tesla Model S and Model X; Chevy Bolt, Spark and Volt; Fiat 500e; Nissan Leaf; Ford Cmax Energi, Fusion, and older converted pickup truck; Kia Soul; BMWi3 Rex, Volkswagen eGolf; Porsche
- Electric bike test rides: 40
- Estimated Number of Participants: 800
- Incentive/Giveaway: Clipper Creek Charge Unit (\$600 value): In-kind donation solicited from Clipper Creek
- Marketing Overview: Printed collateral including posters and event flyers, print advertising, online ads, radio service announcements, press releases, community calendars, social media and website promotions
- Additional Event Sponsors: PG&E, City of Santa Cruz, Monterey Bay Air Resources District, Allterra Solar, Sandbar Solar, Monterey Bay Community Power, Clipper Creek, Chevrolet of Watsonville
- Grant Amount Received: \$2,500

Survey Notes:

Test drive participants were surveyed using hard copy surveys due to lack of internet access. A total of 21 surveys were input into the online Survey Monkey database on September 12, 2017. In addition, testimonials were collected from attendees. Here are two notable ones:

1. "I never drove an electric car before today so this was a big opportunity for me. I was nervous because I don't consider myself a tech person but I found the Bolt to be easy to drive, amazingly quiet, convenient and to think how good for the environment it is. I am definitely looking to lease now!" Lydia Cartwright, Santa Cruz resident
2. "I spoke with at least 10 different electric vehicle owners today and got to poke around many different types. This was so helpful to have the side by side comparison. I also did a test drive and am completely sold. We have definitely caught the electric bug!" John Bergman, Aptos resident



Oxnard Drive Electric *Best.Drive.EVer.*
Sunday, September 10, 2017 (9:00 AM – 3:00 PM)
Channel Islands Harbor Farmers' Market
3610 Harbor Blvd, Oxnard, CA 93035

Ride-and-Drives: 31

Estimated Touches: 500

EVs for R&D: 4 – BMW i8 (1), BMW i3 (1), Ford Focus Electric (1), Tesla Model S P100D (1)

Local Owners' Static EVs: 41 – Tesla Model X (4), Chevy Volt (13), Tesla Model S (5), Honda Clarity (1), Nissan Leaf (2), Tesla Roadster (1), Fiat e-500 (1), Mercedes Benz B-Class (2), Chevy Bolt (2), Ford Focus Electric (1), Audi A3 (1), Ford CMax Energi (1), BMW I3 (1), VW e-Golf (2), BMW I3 Rex (2), Toyota RAV4 (1), 67 VW Conversion (1)

Partners: Los Padres Chapter Sierra Club, Ventura County Harbor Department, Steve Thomas BMW, EV Advocates of Ventura County

PEVC Partner Funding: \$5,000 -- covered venue permitting (\$300), marketing and outreach (\$950), event materials and rentals (\$225), travel (\$160), and staff time for coordination, planning, and day-of test drive management (\$3,365)

Information Session: 11:00am workshop on EV incentives and financial benefits with an estimated 20 people attending

Marketing: Public radio spots, press release and media alert, onsite and offsite flyer and poster distribution, digital advertisements, print advertisements (Spanish language), social media posts, and outreach to local community-based organizations

Survey Highlights:

- More than half of surveyed participants (60%) indicated that they did not come to the event already planning to lease or buy an electric vehicle, but 100% of respondents indicated that they were 'Very Likely' (60%) or 'Somewhat Likely' (40%) to consider buying or leasing an EV after test driving one.
- More than half of the surveyed participants (13 out of 23 total) had never driven an electric vehicle before and 9 of the surveyed participants indicated that they had no experience with electric vehicles prior to the event.



Tehachapi

Veloz's Best.Drive.EVer. campaign offered free electric car test drives in Tehachapi during the city's annual Apple Festival celebration. This is the first time an electric car event has been conducted in Eastern Kern County, and the annual Apple Festival draws a diverse mix of attendees from both Kern and Los Angeles counties.

The Oct. 8 event covered an entire block and featured static displays, information booths, a zone for kids with activities and giveaways, and snacks donated by various businesses. Test drive participants also received a free taco lunch from one of the Apple Festival food vendors located adjacent to the Best.Drive.EVer. event.

The Center for Sustainable Energy, which administers the Clean Vehicle Rebate Project, provided information on state rebates. Edison International was an event sponsor and gave information about the \$450 rebate offered to Southern California Edison customers with EVs.

The event was organized Project Clean Air with partners EV Perks and the Tehachapi Apple Festival. Other sponsors included Veloz members Edison International and Pacific Gas and Electric Co., as well as CommuteKern and the Rose Foundation.

Results:

- **Ride-and-drives:** 51
- **Available for test drive:** Total of seven vehicles from four dealerships, including a Chevrolet Bolt, Ford Fusion Energi, Ford Fusion CMAX Energi, Hyundai Sonata Plug-in Hybrid and Ioniq Hybrid.
- A majority of the survey respondents (56%) had no experience with electric cars.
- More than a third (37%) of those surveyed indicated they came to the event intending to buy or lease an EV, and 56% said they were likely to consider buying or leasing an EV after the test drive.

Grantee event: Project Clean Air's Oct. 8 Apple Festival Best.Drive.EVer. in Tehachapi.



**LUNG FORCE Walk Inland Empire
Sunday, November 5, 2017**

Ride and Drive Hours

7:30 am- 8:40 am

10:30 am-11am

Ride-and-Drives: 27

Estimated Touches: 500

EVs for R&D: (1) Nissan Leaf, (1) Chevy Spark, (1) Chevy Volt, (1) BMW i3, (1) BMW 530e iPerformance (1) Mercedes Benz B Class

Partners: CSE, SCAQMD

PEVC Partner Funding: \$2,500

Incentive/Giveaway: Entry to win Starbucks gift basket and 2 AMC movie passes

Marketing: Email blast, ride and drive posted on walk website, onsite announcements via dj and volunteers, on site signage

Survey Highlights:

- Most participants liked the great performance and quiet ride of the electric vehicles
- Two participants came already planning to purchase an electric vehicle

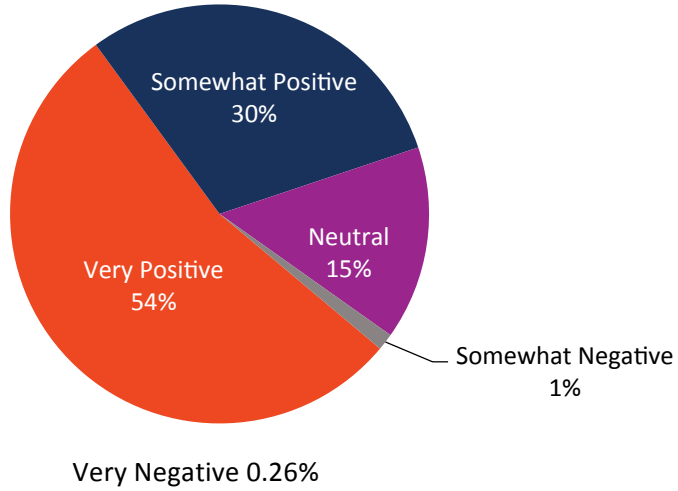


ADDENDUM C

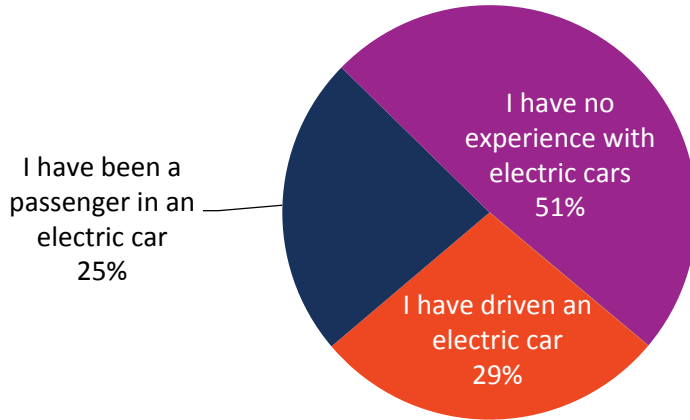


Pre Survey results

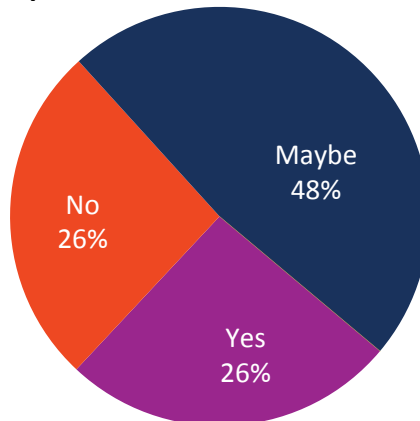
Q1. What is your perception of electric cars?



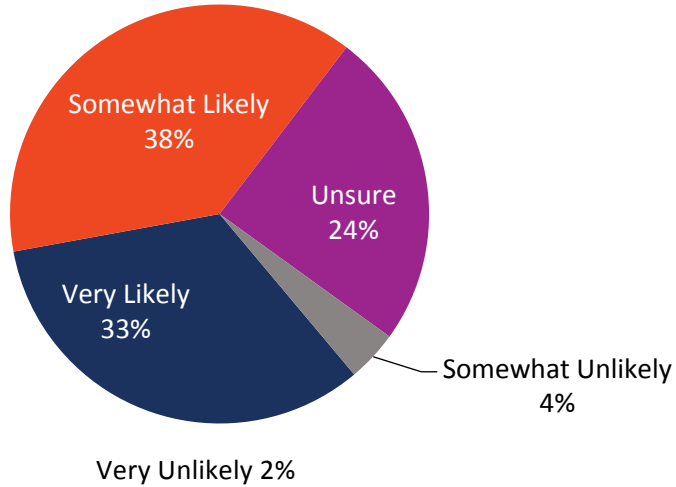
Q2. What is your experience with electric cars?



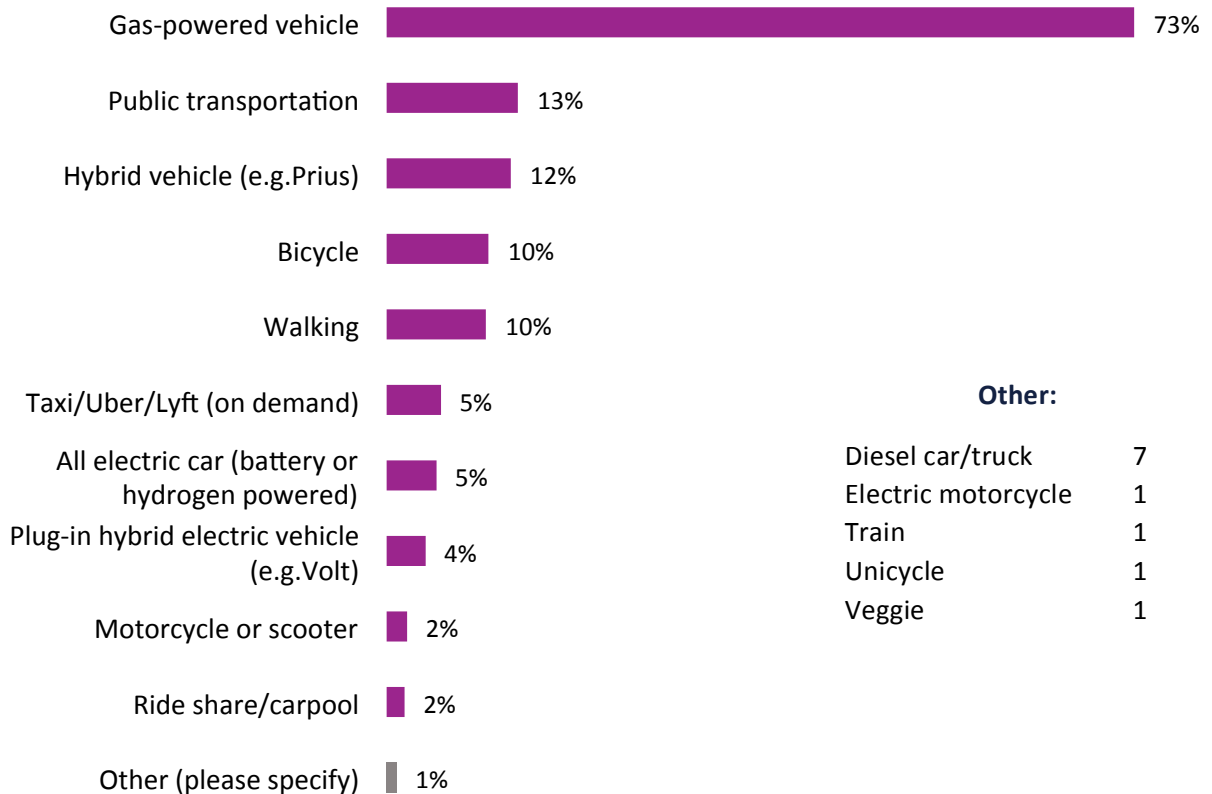
Q3. Are you planning to purchase or lease a new car within the next year?



Q4. How likely are you to consider an electric car as your next vehicle?

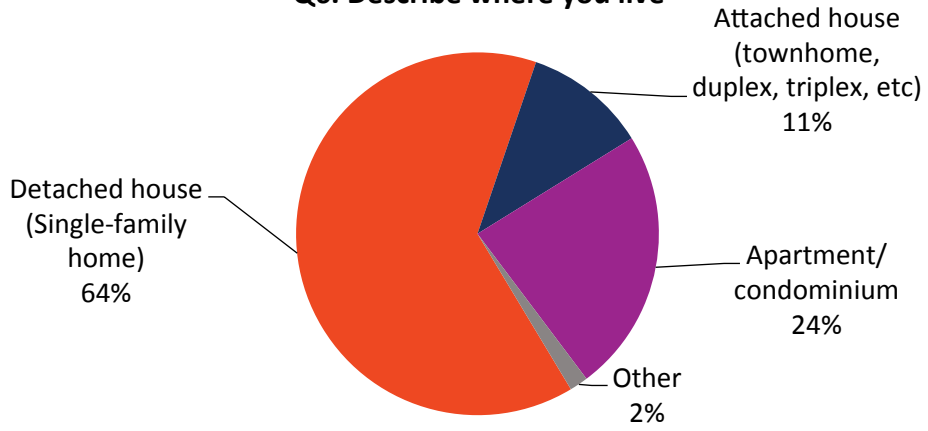


Q5. What is your most frequent mode of transportation?



Pre Survey results

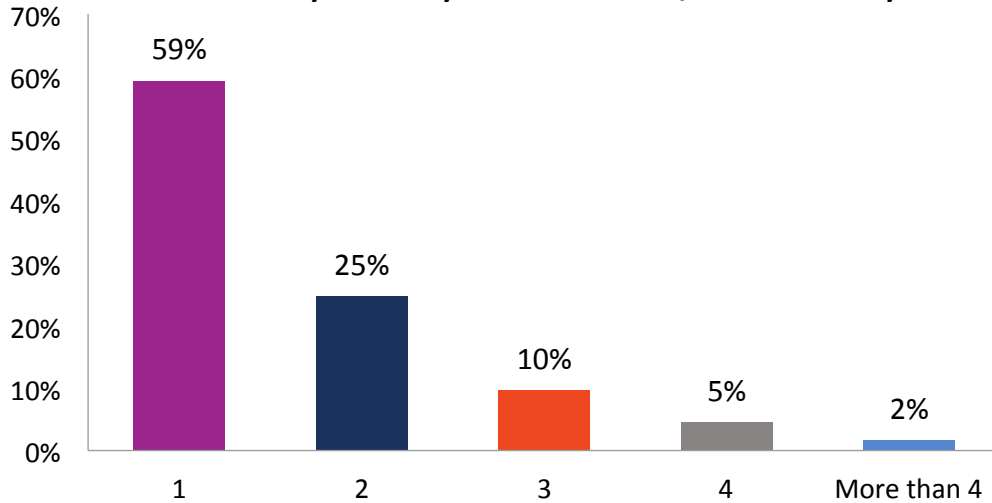
Q6. Describe where you live





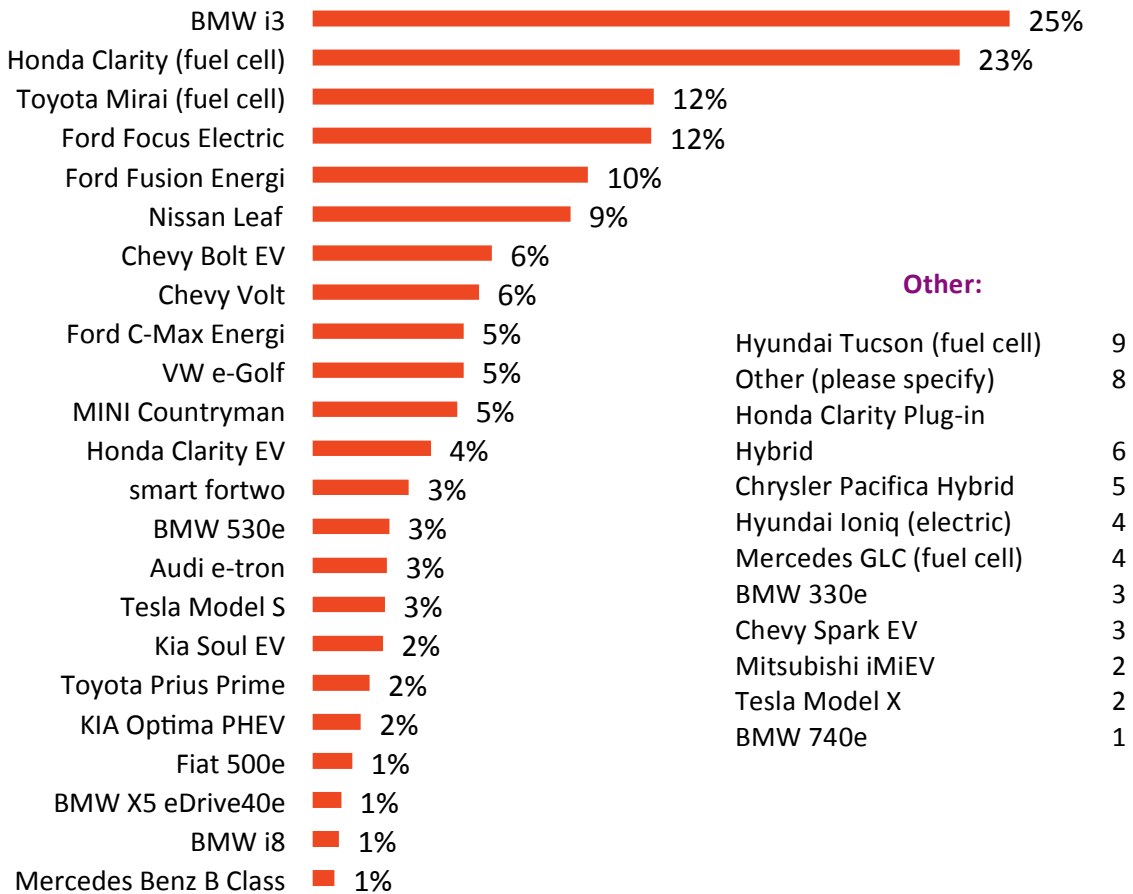
Post Survey results

Q1. How many cars did you test drive and/or ride in today?



This question not included in Cal State Fair and Small Grants Program.

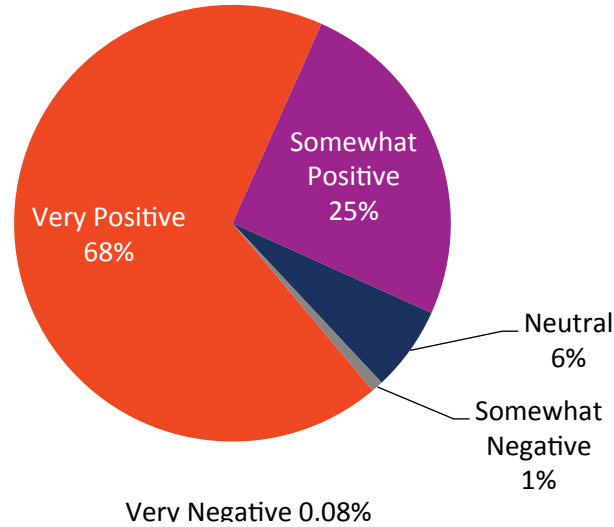
Q2. Which electric vehicles ("EVs") did you test drive?



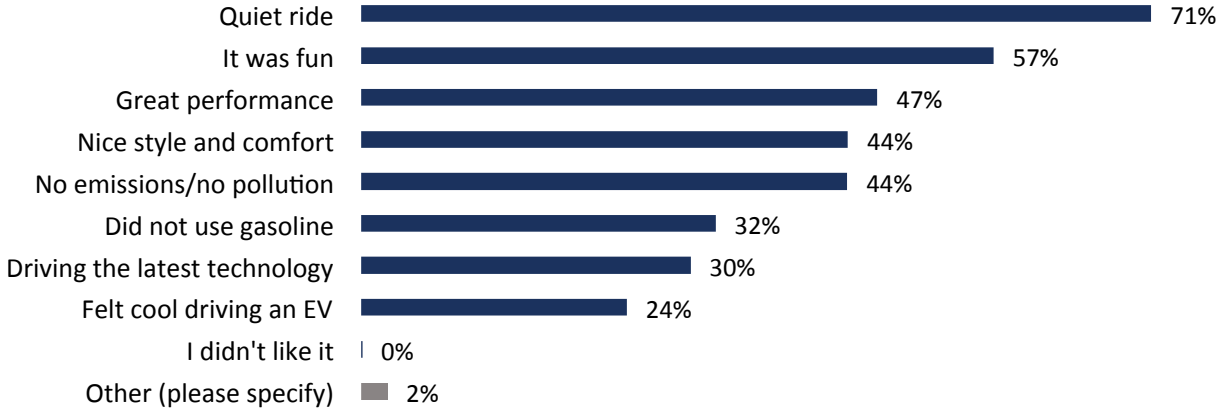


Post Survey results

Q3. After your test drive, what is your perception of EVs?



Q4. What did you like about driving an EV? (check all that apply)



Other:

Great (2)
Smooth (3)
It was pretty lit
Awesome (2)
Incentives
No maintenance and no gas
BMW keeps their luxury/sports heritage in their EVs as much as their internal combustion cars

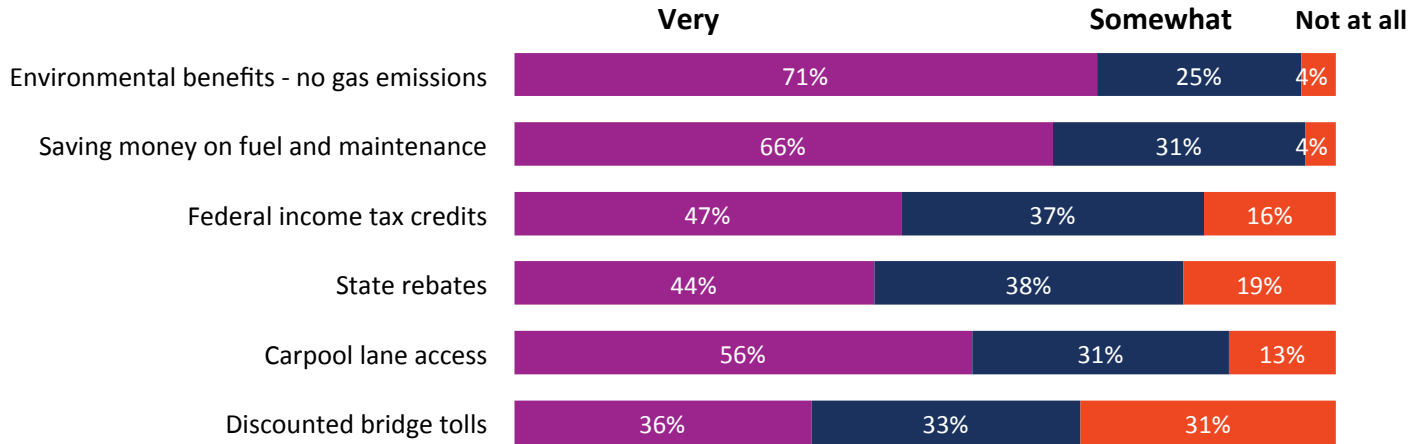
Should have more range
Handling (2)
Very sport
Good pick-up
Loved it
Regenerative braking
The turning

Felt same as gas
All wheel drive
Very luxurious
Both electric & gas option
We need EV commercial trucks
Wow, that accelerate in the Tesla
Mileage, price

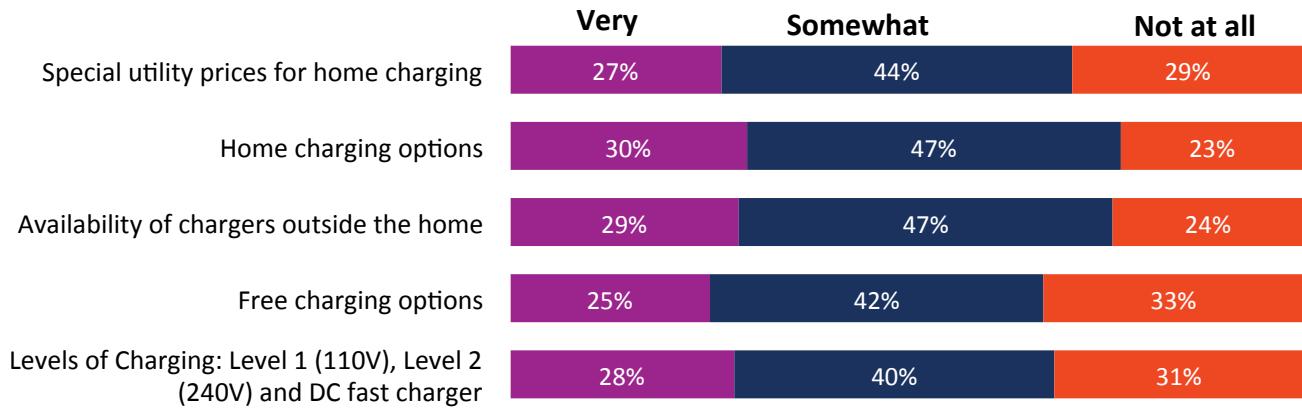


Post Survey results

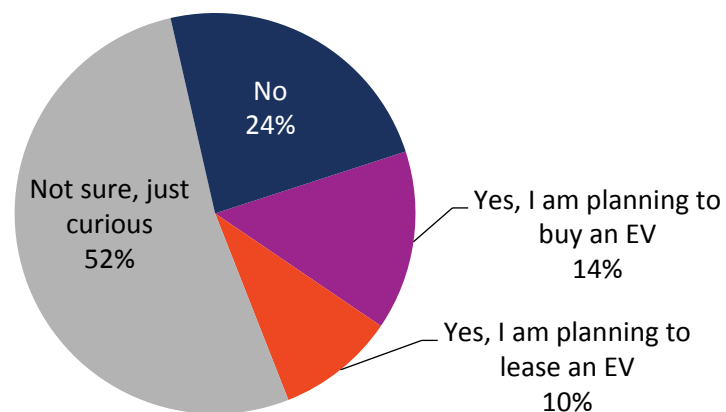
Q5. How familiar are you with the benefits of driving an electric car?



Q6. How familiar are you with electric car charging?

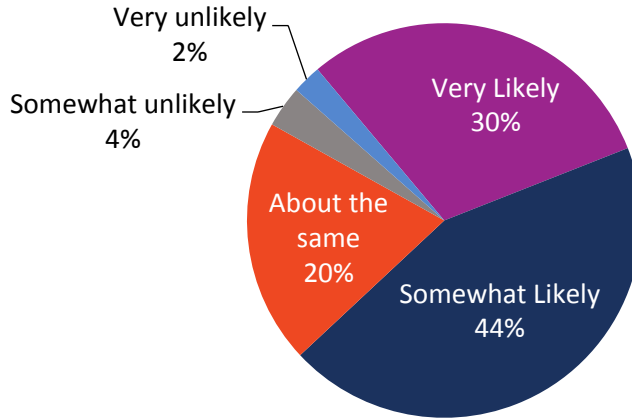


Q7. Did you come to today's event already planning to buy or lease an EV?

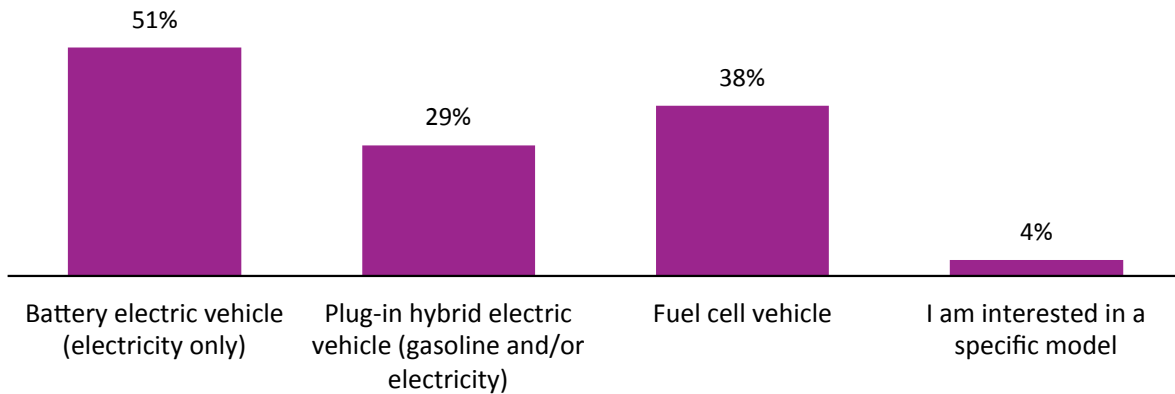


Post Survey results

Q8. How likely are you to consider buying or leasing an EV after driving one?



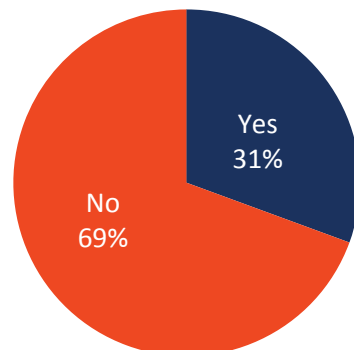
Q9. If you were to buy/lease an EV in the next year, which do you think you would buy/lease?



I am interested in a specific model: (please specify)

Tesla Model 3	8
Chevy Bolt	7
Tesla/Tesla Model S/Tesla Model X	6
BMW i3	4
Nissan Leaf	4
BMW/BMW 740	3
Chevy Volt	3
Fiat 500e	3
Ford Fusion/Ford C-max	2
Mini Cooper	2
Pacifica	2
VW	2
Kia	1

Q10. Can we follow-up with you in 3 months?

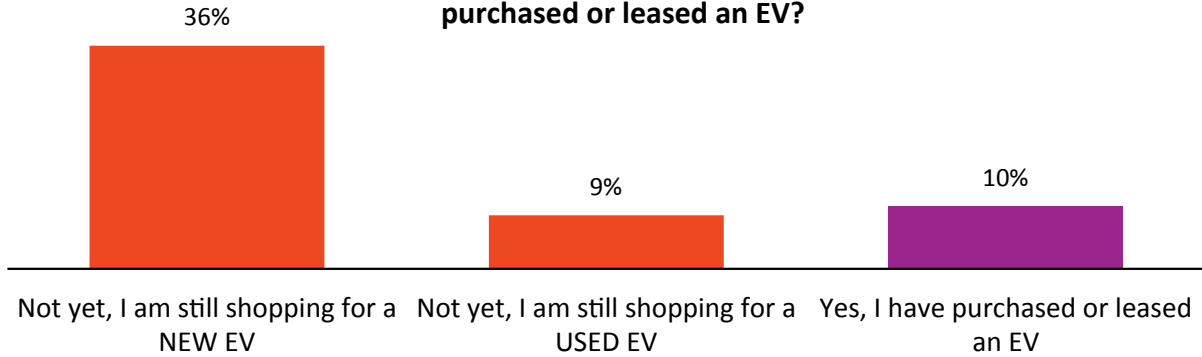


*Not all emails provided were valid



Follow-Up Survey results

Q1. Since participating in the electric vehicle (EV) ride-and-drive, have you purchased or leased an EV?



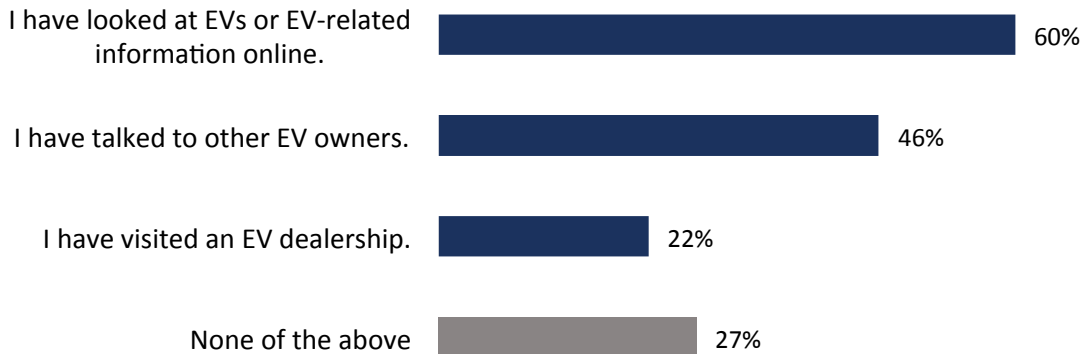
Yes, I have purchased or leased an EV:

Yes, purchased or leased a NEW all-electric vehicle	6%
Yes, purchased or leased a USED all-electric vehicle	1%
Yes, purchased or leased a NEW plug-in hybrid vehicle	2%
Yes, purchased or leased a USED plug-in hybrid vehicle	1%

Purchased or leased:

BMW i3
Alfa Romeo
Tesla Model 3
Chevy Bolt LT
Spark EV
Subaru Impreza
Ford Focus
Ford CMax Energi
Nissan Leaf
Ford Edge

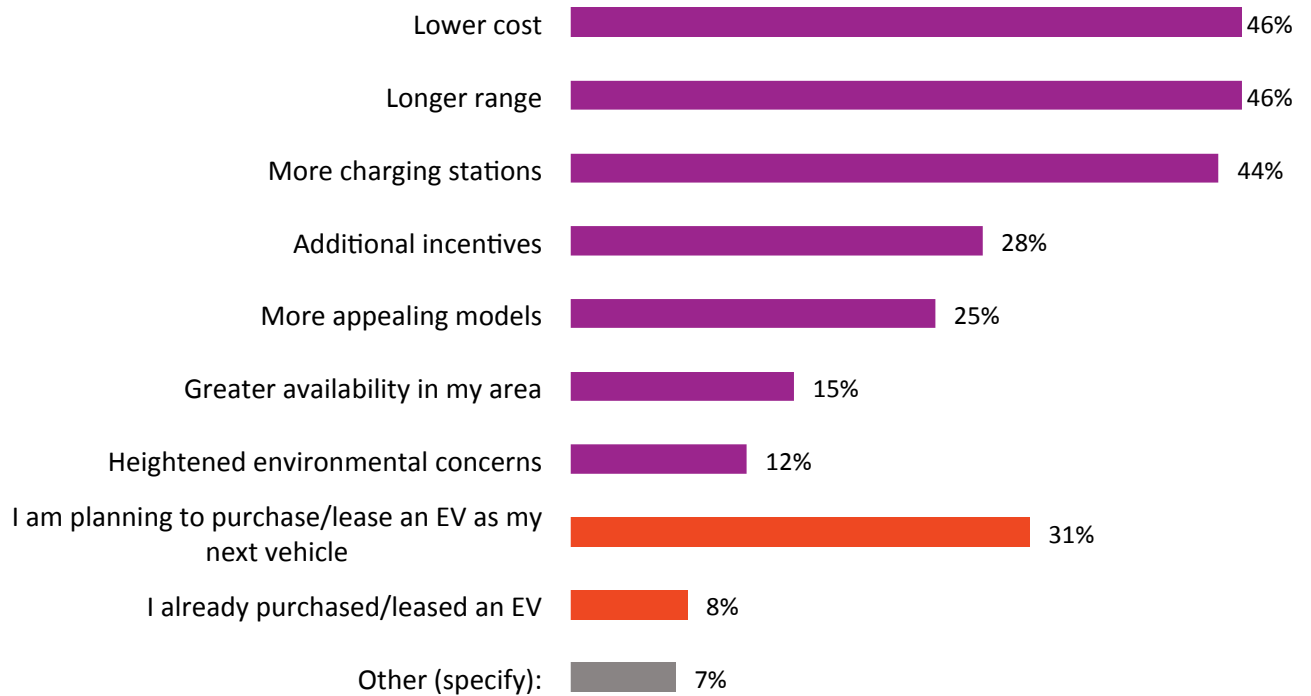
Q2. Since participating in the EV ride-and-drive, please indicate if you have done the following.





Follow-Up Survey results

Q3. What would persuade you to buy or lease an EV?



Other (specify):

Access to electric charging

Don't need a new car yet.

Eco vegan options

Level 3 charging included

waiting for EV/Hybrid truck to come out

Not living in an apartment complex.

Still doesnt make enough sense to me. Gasoline is still pretty cheap

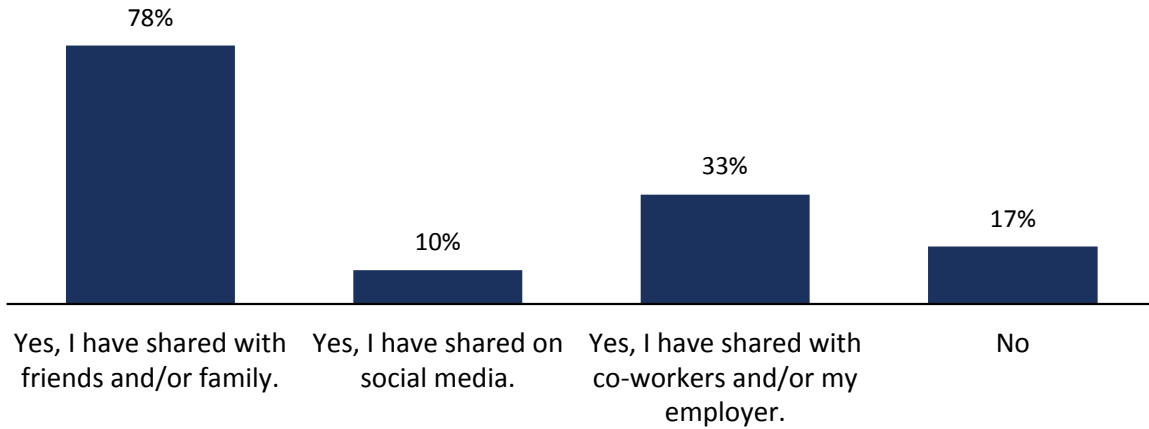
Because of the work we do the Bollinger Motors B1 will be our next purchase.

Nothing has

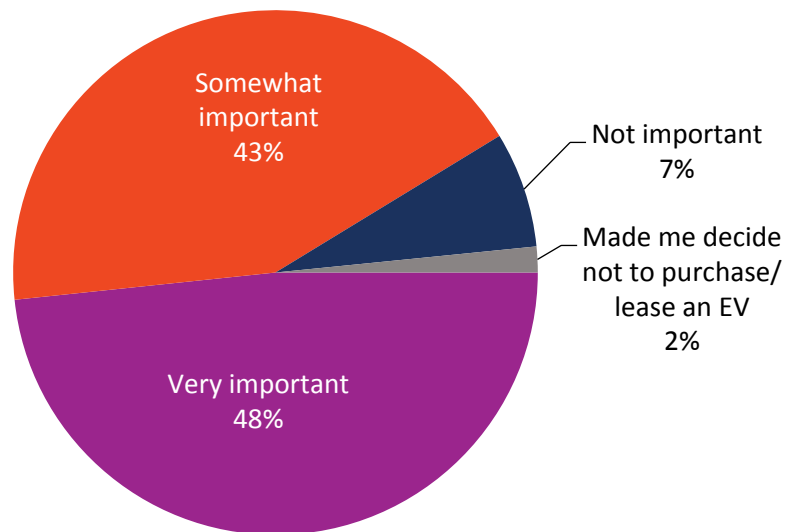


Follow-Up Survey results

Q4. Have you shared your EV experience with others?



Q5. Was test driving an EV an important part of your decision to consider purchasing or leasing an EV?





Follow-Up Survey results

Additional comments

Bring an i8 next year :)

The Kia plug in showed it doesn't have to be overly different from regular gas cars.

We need more options with vegan materials.

It was a great event and learning experience and I would love to be involved in any upcoming/future events.

Will certainly buy an EV as my next car, but currently don't have a good place to charge overnight and only drive a couple times per week.

Will be looking forward to purchasing an EV!

Dealers not well versed in EV issues

It seems an EV is a very good option for a two-car household. I need a more all-purpose vehicle

Because of the UCSD event, I spent a lot of time researching vehicles. I almost bought a Nissan Leaf, but for some reason the dealership would not give me the \$10k discount on a lease (only a purchase). Then I tested the Chevrolet Bolt, but that was too expensive for us. I was surprised that UCSD did not seem to be offering any discount or incentive directly. For example, a free parking pass. That might have clinched the deal for me.

The Ford dealer gave me the runaround. Showed me prices that were FAR higher than the UCSD deal.

Really nice that you made it easy and came to our worksite

While I love my Leaf, it is a lifestyle change. It can be rather tricky to need to charge at work and have an emergency at home and not be able to drive. Certainly will be looking at longer range or possibly plug in hybrids for the next round.

I have a 2014 Prius C hybrid. I will be looking to trade it in for a plug-in sometime in the next 5 years. Not in a hurry and will keep looking as new models come out.

We are planning to move in the near future, so deferring a new purchase until then. Currently own a Chevy Volt hybrid; Honda Clarity & Toyota Mirai are also considered if we move to the right area.. Definitely want an EV when our situation is settled.

Dislike the event staff at San Francisco. Not very friendly and did not feel welcome.

I had previously driven prototype EVs. Range and lack of enough charging stations along with the time it takes to charge fully electric vehicles also factor in my decision to not buy at this time.

The future looks good.

Still trying to save the down payment.

Thank you for the work you are doing.



Follow-Up Survey results

Nothing just not for me

I am currently on the "waiting list" for a Tesla 3. I need some actual feedback from new recipients. I am cautious about being among the first few owners of a new car model. I am disappointed that the Tesla 3 is still considered a "entry level luxury car" as I was hoping for more of an "everyday" car as they initially advertised. I just want a basic, reliable, longer range all-electric car ... my 2001 Toyota Camry has almost 300,000 miles (and I hate putting gas in it!) - I just want to replace it !

The ev event really persuaded me to consider EV cars over gas vehicles

Looking fwd to next gen vehicles.

I appreciated the opportunity to drive an EV separate from going to a dealership and dealing with high-pressure sales tactics. I just wasn't sure if I would be interested in an EV. But after driving a couple, my interest level increased significantly.

Civic gets 40 mpg highway when not congested, 36 otherwise, so not worth it to buy new car, will keep civic for 6 more yrs

Thank you for organizing those events