## 2017 Elk Grove EVent

About 15 SacEV members plus numerous SMUD and Charge Across Town staff came together put on an EVent at the Nugget Market in Elk Grove.

SacEV ambassadors showcased a variety of EVs and were able to engage event participants throughout the course of the event.



to encourage attendees to participant in a ride and drive. Gift cards were distributed to all participants for successfully completing the pre-survey, a ride and drive, and post-survey. Regional dealers provided EVs with their trained sales reps for test drives. The vehicles included: Nissan LEAF (Nissan of Elk Grove), Toyota Prius Prime (Elk Grove Toyota), Chevy Bolt (Maita Chevy) and test drives were pretty evenly spread across the EVs.



A Blue Nissan LEAF attested to the artistic creativity of our youth.

The event drew people from the Elk Grove community as well as Nugget Market shoppers and SMUD customers. Attendees also heard of the event through a live segment of Good Day Sacramento. SMUD's funding of a \$10 Nugget Market gift card incentive was a great motivator



The SMUD Ride and Drive event in Elk Grove kicked off at 10:00 am. The time shift to an hour earlier was a great idea and should be followed for future events at similar locations. The ride and drive concluded at 3:00 pm with a steady stream of participants throughout the day. Dealers were pleased with the number of ride and drives and the quality of each ride. Notably, several reps said



they learned quite a bit from the SacEV members. Support from the SMUD Energy Team in both their booth space and the ride and drive was a tremendous asset.



Thomas Hall, Jenny Machall, Mark Williams, Brian Guerdat, Katrina Sutton, Larry Bernadette, Peter Mackin, Randal Friedman, Richard Hart, Stephanie Hart, Victoria Hall, Alex Campbell, Maureen Blanc, and others made for a very busy day with about 100 test drives and 323 EV conversations.

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throughout the day.

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Thanks to Charge Across Town for providing much of the text for this summary. Their report can be found <u>here</u>.

## ~100 Test Drives





323 Conversations

**Information Sharing** 

