

A man with short brown hair, a beard, and glasses is driving a car. He is wearing a white button-down shirt and a black seatbelt. He is smiling and looking towards the camera. The background is a blurred city street seen through the car window.

EVOLVE

**ELECTRIC
RIDE & DRIVE**
HOST INFORMATION PACKET



EVOLVE HOUSTON

**EVOLVE HOUSTON IS UNIQUELY SITUATED AT THE
HEART OF TRANSPORTATION ELECTRIFICATION
WITHIN THE ENERGY CAPITAL.**

Evolve Houston is a public-private coalition that convenes public entities, industry, and community residents to accelerate EV adoption and deliver real benefits to society through the shared values of environment, economy, and equity.

Together with the leadership and collaboration of Evolve's Founding Member organizations, Evolve is working to improve air quality and reduce GHG emissions throughout the Greater Houston area.

FOUNDING MEMBERS



MANAGED BY



LET'S ACHIEVE ZERO EMISSIONS, Y'ALL.

By 2030, Evolve Houston targets regional EV sales to reach 50% share of annual new car sales.

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The future of transportation.

With over 30 electric trucks and SUVs hitting the U.S. market before 2025, consumers are looking to EVs now more than ever. 71% of U.S. drivers would consider purchasing an EV in the future.

A unique experience.

Evolve Houston works with you and your team to customize the Ride & Drive event for your organization. Our goal is to create a tailored and fun event that aligns with your company's values and provides a truly unique test drive experience.

HOST AN ELECTRIC RIDE & DRIVE EVENT

Evolve Houston & the Houston Automobile Dealers Association are ready to bring you an Electric Ride & Drive at a minimal cost and planning commitment.

An Electric Ride & Drive event is an opportunity for curious Houstonians to get behind the wheel of an electric vehicle, discover the benefits of driving electric, and learn how easy, efficient, and affordable it is. Let's collaborate to bring the future of transportation to your front door step.



ANYONE CAN HOST AN ELECTRIC RIDE & DRIVE EVENT



Private Organizations



Public & Private Schools



Public & Nonprofit Organizations

RIDE & DRIVE OVERVIEW

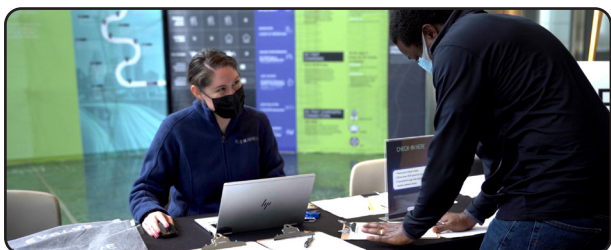
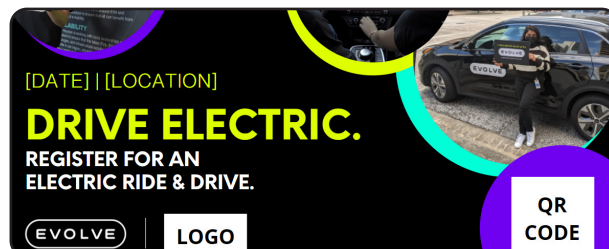
**TEST DRIVE
EXPERIENCE**

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THE **EVOLVE** EXPERIENCE

STEP 1: PROMOTION & REGISTRATION

Receive promotions from Evolve and the host (your organization) via email and physical flyers to register for an **EV** test drive.

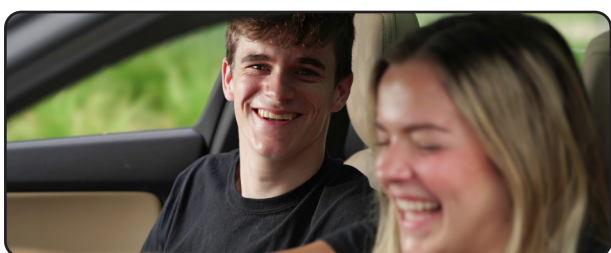


STEP 2: CHECK IN

Attend the Evolve Ride & Drive and check in for your **EV** test drive using an efficient digital check-in process.

STEP 3: ON-SITE **EV** EDUCATION

Watch a 10-minute live presentation on **EV**s to become familiar and knowledgeable about the future of transportation.



STEP 4: DRIVE AN **EV**

Get behind the wheel of an **EV** and test drive it along a pre-approved and marked route with an Evolve representative.

STEP 5: SURVEY & SWAG

After your **EV** test drive, complete an online survey and pick up your swag bag.



HOW WE WORK TOGETHER

Both Evolve Houston and the Host have defined roles to help plan a successful event. The responsibilities are outlined below.

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- Coordinate and manage the event from start to finish.
- Manage OEM/Dealership relationships to coordinate EV procurement.
- Staff and operate the event.
- Support the host to internally promote the event with a promotional toolkit.

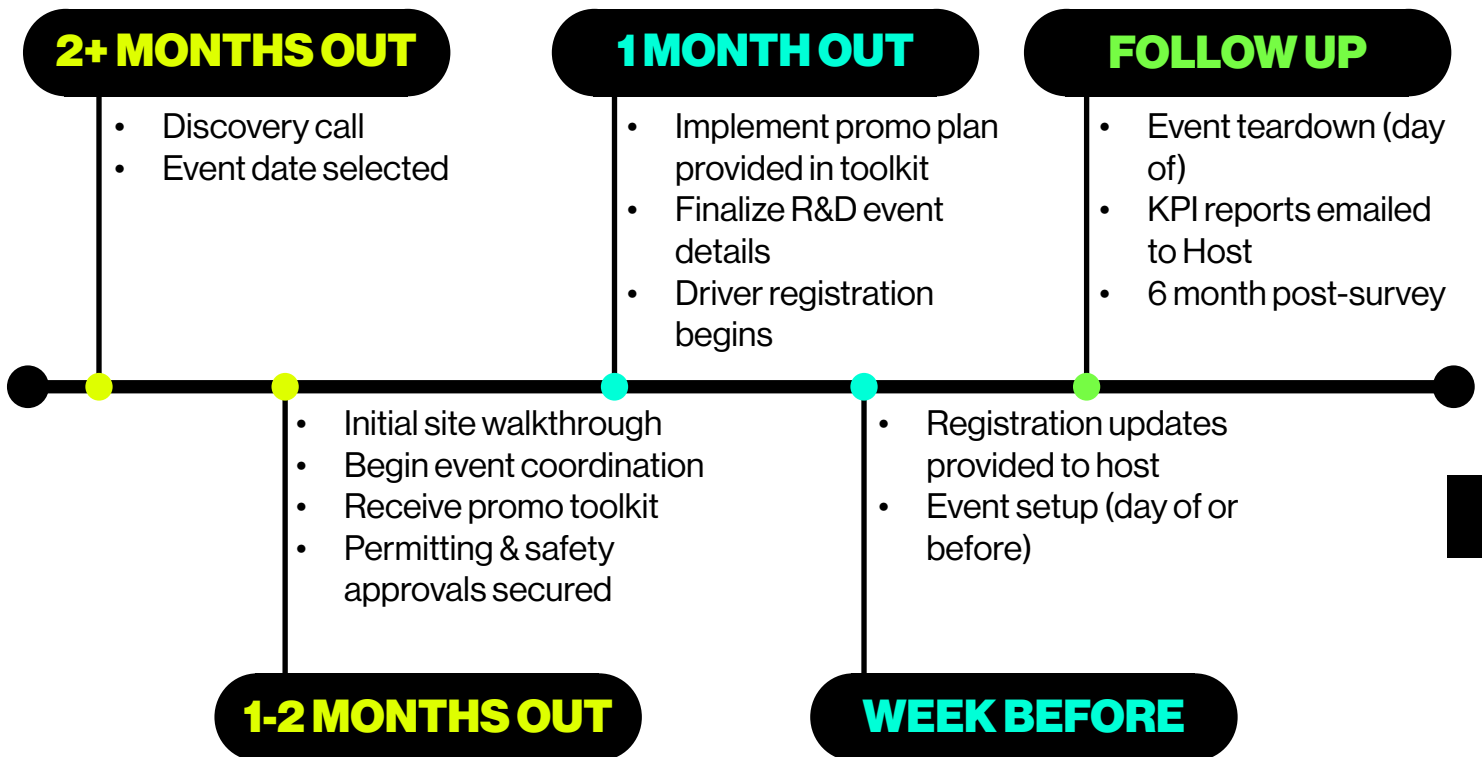
THE HOST

- Support coordinating the following:
 - » Finalize event date, time, and onsite location
 - » Plan test drive routes
 - » Manage internal stakeholder relationships at your organization
- Implement the promotional plan provided in the toolkit.

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LOGISTICS & TIMELINE

Depicted below is a timeline for planning a Ride & Drive event. This timeline includes all the information and action items needed to ensure a successful event.



START PLANNING TODAY.

communications@evolvehouston.org

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