

Mass Development Ride & Drive Event Devens, MA

Mass Drive Clean
June 2, 2015

COME TEST DRIVE ELECTRIC CARS!

AND MORE!



Mercedes-Benz



ON THE ROAD
TO CLEAN AIR

11AM-2PM • JUNE 2ND
ROGERS FIELD
DEVENS, MA

ON THE ROAD TO CLEAN AIR
OPEN TO THE PUBLIC • DRIVER'S LICENSE REQUIRED



MOR-EV
Massachusetts Offers Rebates
for Electric Vehicles

*Plug In
America.*



MassDEP
Commonwealth of Massachusetts
Department of Environmental Protection

Get up to \$2,500 back in rebates!
www.mor-ev.org/MassDriveClean

Event Overview

The Mass Development Electric Vehicle Ride and Drive served as the launch event of the eight event Mass Drive Clean campaign. The first Mass Drive Clean event took place on June 2, 2015 in Devens, MA. The Ride and Drive event was a public event highly promoted through various outlets. The event included a three hour ride and drive component, information fair, and a brief speaking engagement featuring Martin Suuberg, Massachusetts Department of Environmental Protection Commissioner, Thatcher Kezer, MassDevelopment Senior VP of Devens, and Melissa Fetterhoff, Nashoba Valley Chamber of Commerce President & CEO.

June 2 | Mass Development

11:00 – 2:00 PM

Test Drives

12:00 – 12:30 PM

Speaking Program

Production Notes

This event was held at Rogers Field in Devens, MA. Although the event was originally scheduled to be held outdoors, rain required an alternative solution. The information fair was held within in the hallway of the community center while registration was set up in the entryway. The building offered an overhang under which the vehicles taxied through to pick up test drivers. This allowed the participants to stay dry while taking the pre and post surveys and awaiting their test drive turn.

OEMs & Vendors

Extensive outreach was performed for this event, and four OEMs participated in the test drive. Two attendees also provided vehicles for static display, including a Chevrolet Volt and a Tesla Model S, totaling 5 varying types of vehicles.

- Four OEMs participated with a total of four test drive vehicles
- Participants included: Mercedes, BMW, Tesla, and Cadillac
- Three static display vehicles included: BMW i3, Tesla Model S, and Chevrolet Volt

Test Drive Tally

Vehicle	Test Drives (recorded)	Passengers
Mercedes-Benz B-Class Electric Drive	11	0
BMW i3	20	13
Tesla Model S P85D	20	24
Cadillac ELR	18	25
Itemized Totals	69	62
Total Test Drives	131	

Survey Results

Survey	Response (recorded)
Pre-Surveys	46
Post-Surveys	32
Number Opted In for Follow-Up	11

Key Insights

- The opportunity to drive a Tesla was a highlight.
- The extensive promotion by the partners produced a high turnout, despite weather challenges.
- Many attendees completed 2-4 test drives
- There was no hesitation from attendees in completing the surveys.

Cumulative Campaign Survey Results:

The raw data shows that perceptions of EVs improved dramatically after test drives. Data analysis and reporting will be performed before EOY 2015.

Pre-Surveys: [here](#)

Post-Surveys: [here](#)

Photos

Please find all photos here: <https://www.dropbox.com/sh/w2hznvn0l4x3q9t/AACIV77ovxxWyc1JvaE-kcR1a?dl=0>

Media Coverage

Funded by the Mass Department of Environmental Protection and the John Merck Fund, the Devens “Mass Drive Clean” event was the first in eight electric vehicle test drive events in 2015. The event showcased the benefits of electric cars in the context of Devens’ sustainability initiatives and allowed the attendees to explore the EV expo, test drive electric vehicles, and learn about other green technologies. Department of Environmental Protection Martin Suuberg, Mass Development’s Thatcher Kezer, and Melissa Fetterhoff, Nashoba Valley Chamber of Commerce President & CEO, attended the Devens “Mass Drive Clean” event. DEP Commissioner said that test-drive events are an effective way to promote EVs.


Twitter:

The collage displays several tweets related to the 'Mass Drive Clean' event. Key tweets include:

- LowellSunNews** (Jun 02, 10:05am via Hootsuite): RT @MassDev: There goes @SatoLowellSun for the electric car test drive! @MercedesBenz @ReachStrategies
- MassDev** (Jun 02, 8:14am via Twitter for iPhone): Fun fact from our @MercedesBenz rep - first electric car was a Mercedes in 1900! @MassDev @ReachStrategies
- MassDev** (Jun 02, 10:16am via Twitter for iPhone): Out in the @MercedesBenz In #Devens! #electriccar @MassDev @ReachStrategies
- MassDev** (Jun 02, 8:55am via Twitter for iPhone): @Kelsey_pchillor taking @TeslaMotors out for a spin for the first test drive! @MassDev @ReachStrategies
- MassDev** (Jun 02, 7:13am via Twitter for iPhone): Thanks to @MassDev & @ReachStrategies for organizing today's event! More cars, and news to come...
- MassDev** (Jun 01, 11:50am via Hootsuite): Come to #Devens tomorrow to test drive electric cars from @BMW @MercedesBenz & more! bit.ly/1G5bw0f @MassDev @ReachStrategies
- MassDev** (Jun 02, 9:41am via Twitter for iPhone): Kezer announces Devens Utilities will have a @TwinCityVeh thanks to state grant @Polignoramica @ReachStrategies
- MassDev** (Jun 02, 9:15am via Twitter for iPhone): There goes @SatoLowellSun for the electric car test drive! @MercedesBenz @ReachStrategies
- MassDev** (Jun 02, 8:08am via Twitter for iPhone): Melissa Fetterhoff of @NashobaVChamber trying out the @BMW here in #Devens @MassDev @ReachStrategies
- MassDev** (Jun 02, 7:59am via Twitter for iPhone): Drawing a crowd of eager electric car test drivers. @MassDev @ReachStrategies @BMW @MercedesBenz @TeslaMotors
- MassDev** (Jun 02, 7:34am via Twitter for iPhone): @MercedesBenz electric car just arrived. Come test drive in #Devens from 11-2! @MassDev @ReachStrategies

Tout:

John Love
@Jlovephotograph




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John Love 1d
Senior vice President of Devens Thatcher Kezer III talks about t...



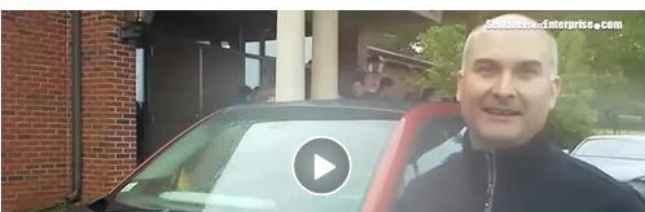
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John Love 1d
Marty Poutry talks about his test drive of the electric cars on Dev...



John Love 1d
sales manager Marc Huaman explains the new BMW3 all elect...



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Mass Drive Clean in Devens - Electric Car Show & Test ...

nashoba.preview.gochambermaster.com/.../mass-drive-clean-in-devens-e... ▾

Mass Drive Clean in Devens - Electric Car Show & Test Drive Event. Share: ...

Devens, Massachusetts 01434. Phone: (978) 772-6976. Fax: (978) 772-3503

^[PDF] Mass Drive Clean in Devens - Devens Community

www.devenscommunity.com/.../MassDriveCleanin... ▾ Devens, Massachusetts ▾

12 hours ago - RSVP by Friday, May 29 to Sheri Corbell at

scorbell@massdevelopment.com. Driver's License Required. **Mass Drive Clean in**

Devens.

Ontario's Drive Clean - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Ontario's_Drive_Clean ▾ Wikipedia ▾

Ontario's Drive Clean is an automobile emissions control program in Ontario, It is by far the least-funded mass transit system in North America and one of the ...

SDIP and Your Auto Insurance Policy - Massachusetts ...

<https://www.massrmv.com/.../SDIPandYou...> ▾ Massachusetts Driver's Manual ▾

The Safe Driver Insurance Plan (SDIP) encourages safe driving by providing

incentives to drivers with clean driving records and ensuring that drivers who collect ...

SDIP Incentives and Your Policy - Merit Rating Board ...

<https://www.massrmv.com/.../SDIPIncenti...> ▾ Massachusetts Driver's Manual ▾

The Safe Driver Insurance Plan (SDIP) sets the specific credits and ... Information for

Massachusetts Auto Insurers ... If your insurer uses the SDIP, the following incentives

are given to ensure that drivers with clean driving records pay less for ...

Electric Car test drive was held on Devens on June 2, 2015 ...

photos.lowellsun.com/.../electric-car-test-drive-was-held-on-devens-on-j... ▾

16 hours ago - DEVENS-- Mass Drive Clean event sponsored by Mass DEP and John

Merck Fund to promote electric car use was held on Devens Tuesday ...

Getting a Massachusetts Driver's License - Mass.Gov

www.mass.gov/.../getting-a-massachusetts-drivers-license.h... ▾ Massachusetts ▾

In order to legally drive a passenger car or truck in Massachusetts, residents need a ...

for at least six consecutive months and maintaining a clean driving record.

Energy, Utilities & Clean Technologies - Mass.Gov

www.mass.gov/eea/energy-utilities-clean-tech/ ▾ Massachusetts ▾

The Massachusetts Clean Cities Coalition focuses on promoting the adoption of

alternative fuel vehicles (AFVs), as well as supporting development of the ...

Photos

