

EV Fair Scope of Work

The number of hours it takes to plan an annual community event can vary greatly depending on several factors. City staff estimate it can take about 200-300 hours conservatively to plan the EV Fair. Planning efforts begin almost one year in advance. This breakdown provides a more detailed estimate of the total time commitment. However, it is not intended to capture every single task involved.

Pre-Planning Requirements:

Define Event Goals & Target Audience (4-6 hours):

- Identify the purpose of the event (e.g., education, promotion, community engagement).
- Determine the target audience (e.g., existing EV owners, potential buyers, families).
 - Note: The event is constantly evolving, meaning we use feedback from each year to improve the experience for future attendees. For example, based on feedback from the 2023 event, we expanded our target audience to include cyclists and micromobility users and added e-bike test rides to promote alternative transportation options.

Set Budget & Funding Sources (4 -6 hours):

- Estimate event costs (venue, marketing, activities, etc.).
- Explore potential funding sources (sponsorships, grants, city funds).

Develop Event Concept & Theme (4-6 hours):

- Brainstorm creative and engaging event ideas that align with the event goals.
- Choose a theme that resonates with the target audience (i.e. Destination Electric).

Secure Event Date & Location (4-8 hours):

- Research and choose a date that minimizes conflicts with other events, weather, staff availability, etc.
- Coordinate with Parks team for Community Center availability and other logistics.

Planning & Logistics:

Work with Planning Committee to Delegate Tasks (2-4 hours):

- Assign roles and responsibilities for each team member.

- Coordinate meetings, in-person meeting locations, meeting notes, manage action items, send follow-up emails, and manage excel planning document (collective).

Develop Marketing & Promotion Strategy (8-12 hours):

- Update event branding materials (banners, posters, flyers).
- Make banner reservations through the City.
- Create a website or landing page on City website for event information.
- Create Eventbrite for registration (if desired).
- Utilize social media platforms to promote the event and engage the audience (City FB, City Manager Weekly News, Newsletters, etc.).
- Craft press releases and Town Crier Ads to inform the community about the event.

Coordinate with Exhibitors & Vendors (20-30 hours):

- Identify and contact potential EV/home electrification brands, dealerships, and relevant businesses.
- Secure booth space allocations and manage vendor logistics.
- Create and send pre-event emails regarding parking information and other important information.

Coordinate with EV owners (50 – 100 hours):

- Identify and contact potential vehicles desired for the event.
- Coordinate participation of approximately 20 electric vehicle owners by contacting them directly. Manage a master vehicle list for logistical purposes.
- Provide instructions and details and other liaison duties until the day of the event.
- Send pre-event details.

Permits & Legal Considerations (4-8 hours):

- Research and obtain necessary permits (i.e City Special Events Permit) for the event location and activities.
- Secure any needed insurances or create legal waivers.
- Review city ordinances and regulations relevant to public gatherings.

Plan Event Activities & Entertainment (4-8 hours):

- Organize activities that educate and engage attendees (e.g., test drives, demonstrations, presentations).
- Consider interactive elements like quizzes, contests, or giveaways.

Volunteer Coordination (20-30 hours):

- Recruitment: Determining the number of volunteers needed, their roles, and the best channels to reach them (e.g., social media, volunteer platforms, community outreach).
- Develop application materials: This can be a simple online form or a more detailed application with screening questions.
- Promote volunteer opportunities: Utilize chosen channels to spread the word about volunteer opportunities.
- Scheduling & Logistics: Create a detailed schedule assigning volunteers to specific tasks and shifts throughout the event.
- Send pre-event emails: Keep volunteers informed about the event schedule, their designated roles, and any important updates.
- Have backup plans in case volunteers don't show up or unexpected situations arise.

Logistics & On-Site Management (40-80 hours):

- Develop a detailed event schedule.
- Coordinate snacks/lunch for volunteers.
- Plan volunteer and staff schedules for event day.
- Work collaboratively with City staff, the planning committee, and vendors to ensure the timely procurement of all necessary materials for the event.
- Create, prepare, print all signage, information sheets, QR codes, etc.
- Conduct a pre-event walkthrough with City facilities staff to outline the event setup requirements.
- Coordinate waste management with MTWS.

Event Execution & Post-Event:

Event Set-Up & Coordination (4-8 hours):

- Oversee the set-up of booths, displays, trash bins, and activity areas.
- Ensure event logistics run smoothly according to the pre-planned schedule.
- Manage volunteer assignments and address any unforeseen issues.

Event Execution & Monitoring (8 hours):

- Be present at the event to manage overall operations and provide attendee support.
- Monitor exhibitor activities and ensure advertised services are delivered.
- Cleanup and take down.

Post-Event Evaluation & Follow-Up (4 hours):

- Collect feedback from attendees/participants through surveys or questionnaires.
- Send thank you emails to sponsors, volunteers, and attendees.