

EVENT PLANNING

Activity Suggestion

Goal II: Strengthen partnerships among industry related organizations.

- Distribute flyers or lists of salespeople for each local fueling option and for local AFV dealers.
- Ride-and-drive - Invite local dealers to display their AFVs and allow attendees to test drive them on a predetermined route.
- Use a car care clinic to draw participants then invite them to test drive AFVs and compare mileage and emissions of AFVs to their own cars.
- Develop and display a chart comparing BTUs per price and driving ranges for various fuels and vehicles.
- Demonstrate cost effectiveness of AFVs by having a locally knowledgeable individual demonstrate the Clean Cities Fleet Managers Guide (available at <http://www.eere.energy.gov/afdc/fleets/> using local volunteers and local data on fuels and tax credits).
- Demonstrate that O&M costs are lower for AFVs by showing jars containing oil from gasoline or diesel-powered vehicles alongside oil from various AFVs.
- For fair format, turn this into a matching game asking participants to identify which vehicle produced which oil.
- Testimonials--ask a happy AFV owner to talk about O&M costs as part of a seminar or as part of an interview on a live radio broadcast.
- Distribute literature on O&M costs/effectiveness for AFVs -- from OEMs/dealers, perhaps fuel providers, etc
- Distribute information on federal and state tax incentives for owning AFVs
 - Poster charts
 - Brochures
 - Panel of agency experts
- Demonstrate clean tailpipe emissions.
 - Place a handkerchief over the tailpipes of various AFVs versus gasoline and diesel vehicles and display the “soiled” handkerchiefs.
 - For fair format, ask participants to match the handkerchief to the vehicle.
- Show the video produced by the CNG Cylinder Company of North America, “CNG Cylinder Company: Severe Abuse Test”. Related photos and information can be found at http://ngvcommunity.com/documents/118_engva%20safety%20tests.pdf
- Demonstrate CNG AFV safety.
 - Contact NAFTA Headquarters for available information.
- Operate a glass engine on natural gas and/or propane to demonstrate their properties.
- Create and play an answer-and-question game focusing on the environmental aspects of AFVs.

- Test and compare emissions. Use a gas analyzer to test emissions from participants' vehicles and then compare those emissions to those from the AFV of their choice
- Create and play an answer and question game focusing on the energy aspects of AFVs.
- Use a gas analyzer to demonstrate emissions from various AFVs vs. gasoline vehicles.
 - Place the analyzer probe near the refueling site of the AFVs and gasoline vehicles to demonstrate volatile emissions released during refueling.
- Have a picture contest. Ask participants to draw vehicles of the future.
 - This works especially well with young children who may be attending a fair type event with their parents.
 - Have small prizes for those who participate (candy, crayons, stickers, etc.)
- Spin an AFV Fact.
 - Create a spinning wheel with clicker.
 - Sections of the wheel are outfitted with facts about energy and air quality as related to vehicle emissions and fuel independence and the impact AFVs could have.
 - Ask participants to spin the wheel and win or lose points depending on which "fact" they land. (Positive facts have high points; negative facts lose points or turn, etc.)
 - Award prize points toward a prize.
- Play "hang man" or similar word game.
 - Have participants guess the letters in a phrase having to do with AFVs and energy or the environment.
 - Award points toward a prize.
- Have a booth or a presentation featuring the AFDC (Alternative Fuels Data Center) Alternative Fuel Station Locator found at <http://www.afdc.energy.gov/afdc/locator/stations/>
- For each fuel available in your area, create local map(s) showing the location of refueling stations to distribute to participants.
- Demonstrate various connectors for refueling stations in your area and explain how they work.
- Fueling station ring toss game.
 - Take a large map of your area and cover the toss board; affix pins and name tags to the map to show where all local fueling stations are located. Or, display a map with locations marked and simply use a tag with fuel name and location on the toss board.
 - Have participants toss rings over the pins. Earn points toward a prize for ringing stations.
 - For a more challenging game, match the rings (color coded) to type of fueling station and have participants toss the designated "fuel" ring onto the matching fuel station pin. You can use car parts for rings and pins.
- Use the AFDC Station Locator at <http://www.afdc.energy.gov/afdc/locator/stations/> to print tables of the fuels available in your area.
- Distribute to attendees
- "Scavenger hunt" for refueling sites for a fair format or event with displays.

- Distribute blank maps of your area to attendees.
- Distribute a list of clues to sites that they are to mark on the map. For example:
- “Find 8 CNG sites — 2 on the City’s north side, 2 on the west side, 2 on the east side, 2 on the south side); find 2 LNG sites near a major transportation hub; find 4 EV recharging sites at popular shopping areas;” etc. (Embellish with details as desired.)
- Assign a refueling site to each display booth; have display booth attendants reveal where their refueling site is when attendees ask. For example, “Do you have a CNG site on the north side?” The attendant will show them the place to mark on the map and can even distribute a color-coded sticker (e.g., green for natural gas) as markers. This will also enhance interaction between the participants and those who have displays. Note: As an alternative, you can also provide answers silently; just have answers posted at various places at your event.
- Instruct attendees to turn in completed maps for a prize.
- Obtain a speaker who has positive, first-hand experience with owning and operating an AFV or interview an AFV owner as part of a live remote radio broadcast.
- Make a poster with pictures and quotes from satisfied AFV owners.
- Invite a panel of speakers consisting of individuals, fleet owners, and business or government decision-makers to discuss their experience with shopping for, owning, and operating AFVs.
- Invite AFV owners to be part of an AFV car show or ride-and-drive event; give them the option to showcase their AFV.