



News Release

For Immediate Release

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Region 1 Planning Council Presents: Drive Electric Week 2021

ROCKFORD, IL — In partnership with ComEd, Region 1 Planning Council invites you to be a part of Drive Electric Week 2021! Drive Electric Week will feature multiple, exciting in-person and virtual events designed to engage the community and provide information on new electric vehicle (EV) technology from [September 3-12, 2021](#). Virtual events will include two online panel discussions and a LIVE EV Ride and Drive, while in-person community events will have electric vehicle test drives, giveaways, food trucks, live music, giveaways, and more! Thank you to our sponsors, ComEd, Schneider Electric, Kishwaukee 350, and Goodwill Industries of Northern Illinois for making this week possible!

PURPOSE: In April 2021, Region 1 Planning Council produced an [Electric Vehicle Readiness Plan](#) to prepare the region for the future of sustainable transportation technology. As an extension of this effort, we are conducting a Drive Electric Week to connect local leadership, government, community members, hobbyists and the private sector to important information on clean transportation, pricing and affordability of electric vehicles, and to obtain feedback on the use of electric vehicles.

CONTACT FOR INTERVIEWS:

Kara Harmet, Region 1 Planning Council: kharmet@r1planning.org 815-310-0115

ComEd Media Relations: 312-394-3500

Full Event Schedule:

City Market

Friday, September 3, 2021 - City Market Booth (3:30 p.m. - 8:30 p.m.)

Come see us at our City Market booth! Ask Region 1 Planning Council staff about Drive Electric Week, see ComEd's Safety Town Demonstration with information on sustainable technology, and demo an electric vehicle charger with Carbon Day Automotive.

Drive Electric Machesney Park

Saturday, September 4, 2021 - Machesney Park Crossings Shopping Center (10:00 a.m. - 2:00 p.m.)

Join us in Machesney Park for electric test drives provided by Lou Bachrodt, play in the bounce house, listen to live music, see ComEd's Safety Town demonstration and learn about sustainable technology, tour RMTD's hybrid bus, enter to win one of our giveaway prizes, demo an electric vehicle charger, and do fun crafts!

Virtual EV Ride and Drive

Thursday, September 9, 2021 –via @R1Planning Facebook Live (10:30 a.m. – 12:00 p.m.)

Watch a live stream of an electric vehicle test drive. This allows viewers to virtually tour an electric vehicle, learn about its components and charging infrastructure while asking questions and receiving answers in real time.

National EV Policy Panel: “EV’s-Charging Mobility’s Future”

Thursday, September 9, 2021 – via Zoom (2:00 p.m. – 3:00 p.m.)

Panelists will discuss new programs, technology, development and policy related to electric vehicles and charging infrastructure on a national level. This panel will also have a question and answer session.

EV’s in the Rockford Region

Thursday, September 9, 2021 – via Zoom (3:00 p.m. – 4:00 p.m.)

Local public and private sector leaders will discuss future sustainability efforts and initiatives in their jurisdiction, potential incentive programs and long-term goals, along with a question and answer session.

Drive Electric Rockford

Saturday, September 11, 2021 – Rockford Public Library: East Branch (10:00 a.m. – 2:00 p.m.)

Come to the Rockford Public Library East Branch where you can test drive electric vehicles and scooters provided by Lou Bachrodt, Tesla, and Bird. Listen to live music, get FREE cold treats, learn about RMTD’s hybrid bus technology, enter to win one of our giveaway prizes, see ComEd’s Safety Town demonstration and learn about sustainable technology, demo an electric vehicle charger, and do fun crafts!

Drive Electric Belvidere

Sunday, September 12, 2021 – Boone County Museum of History (3:00 p.m. – 7 p.m.)

Visit us in Belvidere at the Boone County Museum of History parking lot to test drive electric vehicles provided by Tesla and Lou Bachrodt, see ComEd’s Safety Town demonstration and learn about sustainable technology, demo an electric vehicle charger, learn about RMTD’s hybrid bus technology, enter to win one of our giveaway prizes, check out the bounce house, live music and food trucks from Buchanan Street Strolls, along with the CASA Car Show!

SPONSORS:

ComEd
Schneider Electric
Kishwaukee 350
Goodwill Industries of Northern Illinois

EVENT PARTNERS:

Boone County History Museum
Bird Scooters
ComEd
Carbon Day Automotive
City of Belvidere
Clipper Creek
Lou Bachrodt
Manley’s Belvidere Ford
Anderson Automotive Group
Rockford Mass Transit District
Rockford Public Library
RAMP
Tesla

HELPFUL LINKS:

Electric Vehicle Readiness Plan can be found [here](#).
Drive Electric Webpage can be found [here](#).

ABOUT R1: Region 1 Planning Council (RPC) is a special-purpose, regional government agency. Regional councils are public organizations comprised of local elected officials that promote collaboration among local governments, working across the jurisdictional silos of states, counties, and municipalities.

For more information, visit www.r1planning.org

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