



Henri B. Marchand  
Director  
Office of Cultural Affairs and Special Events

**DATE:** July 5, 2018

**TO:** Eileen Donoghue, City Manager *EMD*

**FROM:** Henri B. Marchand

**SUBJECT:** MOTION OF 6/26/18 by C. Elliott - Req. City Council Work With Plug In America To Set Up An Event In Lowell For National Drive Electric Week.

The Office of Cultural Affairs and Special Events (CASE) would be happy to assist Plug In American to bring an electric car event to downtown Lowell.

Based on initial information provided the Sierra Club, they are hoping for a mid-September, Saturday event of approximately 8 hours. Event would be on Middle Street between Central and Palmer. There was a request to include a children's play space and food trucks.

City services to support this preliminary program would include police details for traffic control, Public Works for barrier set up and breakdown and cleanup and possibly Recreation Department for children's activities. As is safety protocol with street closures where the street becomes a pedestrian way, hard and rolling barriers would be required. In addition, parking meters are normally rented and bagged for the duration of the event.

A preliminary estimate of City costs for these services is \$2,800 however specific numbers will be determined once organizers outline all elements, schedule and needs along with other possible activities such as an electric car parade through downtown. As with other such events, CASE will work to identify ways to minimize costs.

Typically event organizers reimburse the City for these costs.

CASE would schedule a meeting with organizers and city departments to review a final scope of the event to determine event specifics and finalize cost numbers and subsequently work out logistics.

CASE would also work with organizers to notify Middle Street businesses and institutions of the event and work out any impacts to their Saturday operations.

Please let me know if you have any questions regarding this matter.