Virtual Ride and Drive Checklist

This checklist will walk you through the steps needed to conduct a successful virtual ride and drive event. If you run into any issues with the checklist, or if something is not clear to you, please contact Hannah Haas at hhaas@gpisd.net for assistance.

Contents

Facilitated by the Great Plains Institute, Drive Electric Minnesota (DEMN) is a partnership of electric vehicle (EV) champions, including automakers and auto dealers, utilities, charging companies, environmental groups, and state and local government. DEMN paves the way for the deployment of EVs and charging infrastructure through public-private partnerships, financial incentives, education, technical support, and public policy. Learn more at http://www.driveelectricmn.org/

Event Information

Date & Time	
Registration link	

Things to do BEFORE the event

	Item	Notes	Person responsible
		8 weeks prior	
☐	Conduct initial 30-minute planning session	Before scheduling an event, you should think about the following: • Is this an employee or community event? • Do you want to arrange a panel of EV owners? o What would you want a panel to educate your audience about? • Do any of your colleagues drive an electric vehicle? Would they be interested in speaking at the event? • Are there dealerships near you that sell EVs that you could direct event attendees to? • What is your ideal date? • What type of EV is your audience interested in? (i.e., BEVs, PHEVs, specific range, etc.) • Do you want to tie in important policy measures? If so, which policies, and who would be ideal speakers? • Are there other tools you want to highlight in the ride and drive such as EV shopping assistants or buying guides?	
		5-6 weeks prior	
☐	Reach out to partners	Who else do you want included in your event? Partners could include utilities, environmental organizations, exhibitors, etc.	

☐	Reach out to EV owners to attend and answer questions	• Send out an email to employees or community members who have an EV.
		• Find out if there is a specific EV owner group in your area—sustainability commissions can help establish connections.
		• If you don't know of anyone that drives an EV, you can utilize the MN Electric Vehicle Owners' Group on Facebook
		    o Gain access here: https://www.shift2electric.com/evowners
		    o Post an inquiry with the following information:
		        ▪ Event date and time
		        ▪ Identify any specific vehicle models you're seeking
		• Obtain contact information from owners and register them for your event.	

		3-4 weeks prior	
☐	Create registration using Zoom or preferred software	• Include description • Indicate vehicle models highlighted in the event	

☐	Schedule practice session with EV owners and other speakers	Schedule practice session to occur one week prior to your event. Be sure to use the same software as the event to help orient speakers.	
☐	Send out registration information	Share registration links on social media if it's a public event. If it's an employee event, share using your intranet or other internal communication network.	
☐	Invite local VIPs	Ride and drives provide a great opportunity to educate local decision makers on EVs. • Find local legislators here: https://www.gis.leg.mn/iMaps/districts/ • City council, fleet managers, other city decision makers • Utility representatives	
☐	Send info to Drive Electric Minnesota website (if public event)	Submit event information to be posted on the Drive Electric Minnesota website. We will help promote it!	
☐	Prepare slide deck	Prepare the slide deck with information you want to cover, such as EV model types, existing infrastructure, at-home and community charging, EV owners introduction slides, etc.	

☐	Record video of test drive	• Partner with a dealership or an EV owner to show what it is like to charge and drive an EV.
		• Video can be filmed by you or partner dealership or EV owner
		• Send the EV driver ahead of time the video clips you are looking to show. Most common examples include:
		   o An overall shot of the car
		   o A video clip of the plug
		   o A clip of how to charge at home
		   o A clip of how to charge at a public location
		   o A clip of the car accelerating onto the highway
		   o A clip of the driver sharing why he/she purchased the vehicle
		   o A clip of the driver sharing how climate (cold/hot) affects the vehicle
		   o A clip sharing the purchase story at a dealership or online	

☐	Consider accessibility guidelines	• Consider making your event accessible to attendees with accessibility requirements. Best practices may include:
		   o Offer to have an ASL interpreter
		   o Be mindful of color choices for attendees that may be color blind
		   o Request that attendees let you know if they require an accommodation, and give them a contact person and deadline
		   o Offer on-screen captioning. If your software doesn't have this, look into third-party vendors.	

	Item	Notes	Person responsible
		• Other guidelines can be found here: https://mn.gov/mnit/about-mnit/accessibility/meetings.jsp	
	One week prior		
☐	Follow-up with EV owners to confirm attendance		
☐	Hold practice session with EV owners and other guest speakers	Walk through the agenda of the event and practice transition of screen-share if necessary. Make sure that videos are working (if using) and audio works for all users.	
☐	Send reminder to attendees	Via Zoom or other software	
	1-2 days prior to event		
☐	Send reminder to EV owners and other guest speakers	Via Zoom, email, or other platform	
☐	Send reminder to attendees	Via Zoom, email, or other platform	
☐	Send reminder via social media (if public event)		

Things to do DURING the event

Item	Notes	Person responsible
Launch webinar software 10 minutes prior to start of event		
☐ Post event reminder on social media (if public event)	• Start slideshow at title slide when you launch the event so attendees know they are at the correct event. • Mute all attendees upon entry and if an attendee has background noise or is otherwise disruptive when they are not actively participating. • Encourage panelists to use video when speaking/presenting. Video not required for attendees. • Use the chat or Q&A functions to moderate discussion or to seek questions from attendees.	

Things to do AFTER the event

	Item	Notes	Person responsible
☐	Thank EV owners for attending		
☐	Create a spreadsheet of participating vehicles	• Make note of what vehicles and dealerships participated in the event—it's helpful to have a record of this for future events.	
☐	Send out video recording to attendees and registrants	• Thank for attending	