# COVID-Safe In-Person Ride and Drive Checklist

This checklist will walk you through the steps needed to conduct a successful, COVID-safe in-person Ride and Drive event. Typically, Ride and Drives consist of vehicles available to test drive (mixture of all-electric and plug-in hybrid), electric vehicle owner display, and a presentation. To increase attendance, it's helpful to tie into an existing event or include as part of a lunch and learn for employees. Depending on the size of your event and whether it's open to the community, some items may not apply to you. If you run into any issues with the checklist or if something isn't 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/*

## COVID Safety Resources

Before you start planning your in-person event, please check out the resources below:

- **The [Center for Disease Control and Prevention](#) (CDC).**
  - o The CDC also has more recommendations if you are in an area of substantial or high transmission. To check if your area falls under these conditions visit the CDC's [COVID data tracker](#).
- **Your local and regional health departments:**
  - o [Minnesota Department of Health](#)
  - o Find your [local health departments here](#).

## Event Information

| Date | |
|---|---|
| Host site/location | |

## Materials needed for a successful event

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| ☐ | **Hotspot** | **If your event is outside and you need access to Wi-Fi, it's useful to have a hotspot device. Verizon Jetpacks are one example and can usually offer Wi-Fi for up to five devices.** |
| ☐ | Waiver forms | Refer to our [sample language](#) or use one that your organization already has. You'll want to have your legal team approve this language before using it. Have attendees sign a waiver form before test driving a vehicle (it releases liability for your organization and partners). |
| ☐ | Queue cards | Design a queue system to ease confusion when people are waiting to test drive vehicles. Here are some tips:<br>• Use sidewalk chalk to mark where people should line up for vehicles. Specify the vehicle model (abbreviations are fine).<br>• Use signs and chalk to remind attendees of social distancing.<br>OR<br>• Use traffic cones, a yardstick, and laminated paper to make queue signs that indicate the vehicle model |
| ☐ | Dealer tally cards | [Template](#) included in the toolkit. |
| ☐ | Literature for resource table | Included in our toolkit. Include other resources from your organization! |
| ☐ | Banners | Teardrop banners work great as they're suited for outdoors and are visible from a distance. |
| ☐ | Table skirts | Brand the tables you'll be using at your event with table skirts! |
| ☐ | Signs | • Help direct people to your event. This is particularly useful if planning a larger community event. Sandwich boards and large, laminated poster board work great.<br>• Remind people of mask and social distance requirements. |
| ☐ | Event supplies | • Duct tape or other strong tape to post signs<br>• Permanent markers<br>• Clip boards<br>• Binder clips<br>• Sunscreen<br>• Pens<br>• Sidewalk chalk |

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| | | • Water for volunteers<br>• Hand sanitizer<br>• Disinfectant wipes/spray and paper towels<br>• Disposable masks for those who may have forgotten theirs<br>• Disposable gloves |
| ☐ | Giveaways | Not necessary, but they will help draw people to your event. See if your event partners are willing to donate something, or order branded sunglasses or another fun giveaway. |
| ☐ | Table x2 | One for registration and one to display resources. You may want additional tables depending on the needs of your event. If the event site provides tables, even better! |

## Things to do BEFORE the event

| Item | | Notes | Person responsible |
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| | | **8 weeks prior** | |
| ☐ | Conduct initial 30-minute planning session | Before scheduling an event, you should think about the following:<br>• Is this an employee or community event?<br>• Do you want to arrange a speaker?<br>    ○ What would you want a speaker to educate your audience about?<br>• Are there any charging stations in your community or at the host site?<br>• Do any of your colleagues drive an electric vehicle? Would they be interested in displaying it?<br>• Are there dealerships near you that sell EVs?<br>• What is your ideal date?<br>• Do you have a venue/host site in mind?<br>• What type of EVs is your audience interested in? (i.e., BEVs, PHEVs, specific range, etc.) | |
| ☐ | Choose a venue for the event | • Site should include a large outdoor area where multiple vehicles can be displayed.<br>• If having a speaker, be sure to have a space for them to speak, such as a platform.<br>• Look at Google Maps to view possible test driving routes—look for about a 5 minute route.<br>• Review COVID recommendations from local, state, and regional health authorities and be sure your venue will work.<br>• Double check that venue capacity abides with COVID recommendations.<br>https://staysafe.mn.gov/capacity-calculator/ | |
| ☐ | Conduct site visit | Things to ask:<br>• Is there Wi-Fi?<br>• Can I bring in/cater food? Where will it go?<br>• Do Covid restrictions in the area allow serving food at events?<br>• Can the site provide tables/chairs?<br>• In the event of rain, can part of the event be moved inside? | |

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| | | • If having a presentation, does the site have a suitable space that will work? | |
| | **5-6 weeks prior** | | |
| ☐ | Confirm date, time, and location with host site | • Midweek events typically work better than weekends (less event competition).<br>• Mid-day events allow for more employees to participate. | |
| ☐ | Plan event layout | • Identify good location for EV owner display<br>• Identify good location for test drives<br>• Identify locations for registration and information tables | |
| ☐ | Plan test drive route | Use My Maps via Google to design route (about 5 min drive) | |
| ☐ | Reach out to potential speakers (if applicable) | Make sure speaker understands the goals for the presentation | |
| ☐ | Reach out to partners | Who else do you want included in your event? Partners could include utilities, environmental organizations, exhibitors, etc. | |
| ☐ | Create logistics sheet for dealers | Located here | |
| ☐ | Contact dealerships to secure EVs for test drives | • Refer to our guide for dealership outreach when contacting local dealerships<br>• If additional dealership support is required, contact Drive Electric MN. Hannah Haas at hhaas@gpisd.net can provide you with more personal dealership contacts.<br>• Check with the dealers to make sure they are okay with sanitation protocol for vehicles. | |
| ☐ | Send confirmed dealerships a logistics sheet | | |
| ☐ | Fill out event worksheet | Located here | |
| ☐ | Create logistics sheet for owners | Located here | |
| ☐ | Reach out to EV owners to attend and answer questions/display EVs | • Send out an email to EV drivers you know<br>• Find out if there is a specific EV owner group in your area—sustainability commissions can help establish connections<br>• If there are no employees that own EVs, or for public events, utilize the MN Electric Vehicle Owners' Group on Facebook<br>  o Gain access here: https://www.shift2electric.com/evowners Post an inquiry with the following information:<br>    ▪ Event location, date, and time<br>    ▪ Identify any specific vehicle models you're seeking<br>• Obtain contact information from owners and insert on Auto Dealer Contact Sheet | |

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| ☐ | Send confirmed owners a logistics sheet | Include [EV owner conduct requirement form](#) that owners need to sign and return prior to event | 5 |
| | **3-4 weeks prior** | | |
| ☐ | Create surveys (optional) | Refer to our [Ride and Drive Sample Surveys](#) guide for sample language to include. We recommend creating them on SurveyMonkey, Qualtrics, or your preferred survey platform along with having printed versions. | |
| ☐ | Draft press release | Include cars attending, time, and place. Use our [Sample Press Release](#) as a guide. | |
| ☐ | Create safety protocol | Create a written plan on how you will mitigate the spread of COVID-19.<br>• Include temperature checks, free masks, crowd control, hand sanitizers, etc.<br>• Share with staff, volunteers, and EV owners at the event. | |
| ☐ | Create registration using EventBrite or preferred software | • Include pre-survey link in description and event reminders<br>• Indicate vehicle models attending for test drives and display<br>• Include a question that asks for preferred test drive time (half-hour increments work well)<br>• Include safety protocol. | |
| ☐ | Launch EventBrite or preferred software | Share invitation links on city website/social media if public event. If 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.<br>• Find local legislators here: https://www.gis.leg.mn/iMaps/districts/<br>• City Council, fleet managers, other city decision makers<br>• Utility representatives | |
| ☐ | Create flyer/poster | Include specific event info and participating dealers/vehicles when possible<br>• [A sample editable flyer](#) is included in the toolkit for your use—feel free to get creative and design something of your own though!<br>• Include pre-survey link if using | |
| ☐ | Distribute flyers/posters | | |
| ☐ | Pitch story to local radio and print news | Use press release you drafted above. | |
| ☐ | Send info to Drive Electric Minnesota website (if public event) | Submit event information here: https://forms.office.com/Pages/ResponsePage.aspx?id=7-ZzCfkWTECm_vPVTEAUEYoqW05P6yBJmK7yDwCVxTBUOTFZSFdXSUxDTVRUTUtZRIRNWkI4WjRCVy4u | |
| ☐ | Schedule social media posts on city social media pages | Tag partners and host site in posts. See our [Social Media Toolkit](#) for guidance and sample posts. | |

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| ☐ | Create talking points for staff and volunteers on safety precautions. | <ul><li>We are following guidance to ensure attendee safety and prevent the spread of COVID-19 or a resurgence of the virus throughout the state.</li><li>The health and safety of our community remain the top priority.</li><li>The medical community has been monitoring new variants of the virus, which may spread more easily and, in some cases, put the health of our loved ones at greater risk.</li></ul> | |
| ☐ | Secure volunteers | This is particularly needed for larger community events. Volunteers can help direct attendees to vehicles, issue surveys, staff the registration table, and more. Think through tasks you may want assistance with and create a sign-up using SignUpGenius.com or another platform. You may be able to rely on your coworkers to assist at your event, which is great! | |
| **Two weeks prior** | | | |
| ☐ | Update waiver template | <ul><li>Choose the template that works best for your organization OR use one that your organization already has. Make sure your legal team reviews this language before distributing it.<ul><li>Simple waiver located here</li><li>Detailed waiver located here</li></ul></li></ul> | |
| **One week prior** | | | |
| ☐ | Plan out test drive sign-up or use on-site queue system | Having people sign-up for test drives ahead of the event works well, and it also helps with guaranteeing social distancing. You can use the information individuals submitted through the registration site to pre-schedule them for test drives. Half hour increments work well. If pre-scheduling, be sure to communicate this information to attendees before the event. Additionally, be sure to offer a way for walk-ins to sign-up at the event.<br><br>If designing your own queue system, here are some tips:<ul><li>Use sidewalk chalk to mark where people should line up for vehicles. Specify the vehicle model (abbreviations are fine).</li><li>Include signs or chalk reminders of social distancing requirement.</li></ul>OR<ul><li>Use traffic cones, a yardstick, and laminated paper to make queue signs that indicate the vehicle model</li></ul> | |
| ☐ | Follow-up with dealerships and EV owners to confirm attendance | Update Event Worksheet as needed | |
| ☐ | Confirm speaker(s) (if applicable) | | |
| ☐ | Send reminder to attendees | Via EventBrite or other software | |

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| ☐ | (Recommended) Print and laminate vehicle cards | • Download from www.fueleconomy.gov<br>• Be sure to have cards for vehicles that will be on display | 7 |
| | **1-2 days prior to event** | | |
| ☐ | Send reminder to dealerships | | |
| ☐ | Send reminder to EV owners | | |
| ☐ | Send reminder to attendees | Via EventBrite, email, or other platform<br>• Include time slot for test driving if utilizing pre-scheduled sign-ups | |
| ☐ | Send reminder to speaker(s) (if applicable) | | |
| ☐ | Send reminder to volunteers with assigned role | | |
| ☐ | Send reminder via social media (if public event) | | |
| ☐ | Print waiver forms for test drivers | | |
| ☐ | Print queue system cards (if using) | | |
| ☐ | Print dealer tally cards | Will help you keep track of how many test drives took place during your event. Located here | |
| ☐ | Print Auto Dealer Contact Sheet | | |
| ☐ | Gather event materials and load in vehicles | • Paper copies of surveys (if using)<br>• Waiver forms<br>• Queue line materials<br>• Dealer tally cards<br>• Literature (most are available in the toolkit)<br>  o EV list of available models (most recent)<br>  o Minnesota EV fact sheet (Dept. of Commerce)<br>  o Cities Charging Ahead! EV FAQ<br>  o Drive Electric MN FAQ<br>  o EV GHG handout<br>  o Fast Facts<br>• Any applicable banners or table skirts<br>• Signs<br>  o Display pre- and post-survey URLs on signs if using so attendees can use their mobile devices<br>• Event supplies<br>  o Duct tape or other strong tape to hold down signs<br>  o Permanent markers<br>  o Clip boards<br>  o Binder clips<br>  o Sunscreen<br>  o Pens<br>  o Sidewalk chalk | |

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| | o Water for volunteers<br>o Hand sanitizer<br>o Disposable masks<br>o Disinfectant wipes/spray and paper towels<br>o Disposable gloves<br>• Giveaways (if available)<br>• Table (if not provided)<br>• Hotspot (if applicable) | |

## Things to do DURING the event

| Item | Notes | Person responsible |
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| **Arrive 60 minutes prior to start of event** | | |
| ☐ Post event reminder on social media (if public event) | | |
| ☐ Set up registration/information table | Paper copies of survey (if using), liability waiver, EV literature | |
| ☐ Set up banners and signs | | |
| ☐ Contact dealerships if any are late | | |
| ☐ Take photos throughout event | | |
| ☐ Attend the event and help ensure everything is running smoothly | | |
| ☐ Hand out tally cards to dealers | Track number of test drives and people in cars | |
| ☐ Coordinate post-drive surveys (optional) | Via mobile devices or paper copies | |
| ☐ Collect dealer tallies at end of event | | |
| ☐ Disinfect cars between test drives | • Wipe down any hard surfaces (steering wheel, touch screen, buttons, interior and exterior door handles, etc.) with a disinfectant.<br>• See the CDC's recommendations for wiping down surfaces and for disinfecting vehicles. | |

## Things to do AFTER the event

| Item | Notes | Person responsible |
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| ☐ Thank dealerships for providing vehicles | | |
| ☐ Thank owners for attending | | |
| ☐ Thank volunteers for helping | | |

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| ☐ | Manually enter responses from paper surveys into survey software (if using) | | |
| ☐ | Input waiver information into spreadsheet | • Include names and emails<br>• Share with host site (if not you) | |
| ☐ | Create a spreadsheet of participating vehicles | • Make note of what vehicles were on display, available to test drive, and dealerships that attended<br>• Helpful to have a record of this for future events | |
| ☐ | Send out post survey (if using) and summary to attendees | • Thank for attending<br>• Most attendees should have taken the post survey at the event, but there may have been some that didn't have time.<br>• Include statistics from event (using dealer tallies) | |
| ☐ | Send follow-up event survey (if using) | 2-3 months after event | |