Ride and Drive Checklist

This checklist will walk you through the steps needed to conduct a successful 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.

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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/*

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Event Information

Date	
Host site/location	

Materials needed for a successful event

☐	Tablets or iPads	If issuing surveys at your event, it's useful to offer multiple ways for attendees to take them onsite. Tablets/iPads work great for both pre- and post-surveys. We recommend having two to five handy, depending on the size of your event. Alternatives to tablets include paper surveys, a laptop station, or a poster/business cards with a QR code directing attendees to the survey via their mobile device.
☐	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 system	Design a queue system to use while people are waiting to test drive vehicles. Here are some options: • Use sidewalk chalk to mark where people should line up for vehicles. Specify the vehicle model (abbreviations are fine). • Use traffic cones, a yardstick, and laminated paper to make queue signs that indicate the vehicle model • Use an online queue system such as https://waitwhile.com/event-waitlist/ that allows participants to join a virtual queue and will alert participants via SMS or email when their test drive time is approaching. • Use a ticketing system that allows attendees to test drive a vehicle (one ticket per test drive).
☐	Test Drive Tally Cards	Template included in the toolkit. Have available for all cars that will be offering test drives.
☐	Resource table literature	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 boards work great.
☐	Event supplies	• Duct tape or other strong tape to post signs • Permanent markers • Clip boards • Binder clips

☐		• Sunscreen • Pens • Sidewalk chalk • Water for volunteers • Paper tickets in multiple colors (if using a ticketed test-drive; admit-one carnival tickets work great) • Signs for registration table indicating alphabet split so attendees can check in at the correct table
☐	Giveaways (optional)	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(s)	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
	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 speaker?
	  o What would you want a speaker to educate your audience about?
	• Are there any charging stations in your community or at the host site? If folks are traveling to your event, they'll appreciate knowing where to charge.
	• Do any of your colleagues drive an electric vehicle? Would they be interested in displaying it?
	• Are there dealerships near you that sell EVs?
	• What is your ideal date?
	  o Midweek events typically work better than weekends
	  o Mid-day events allow for more employees to participate
	• Do you have a venue/host site in mind?
	• What type of EVs is your audience interested in? (e.g., all-electric, plug-in hybrids, specific range, etc.)	

☐ Choose a venue for the event	• Site should include a large outdoor area where multiple vehicles can be displayed. • Good to have space for food/speaker as well • Look at Google Maps to view possible test driving routes	

		- Choose a route that will allow for different driving conditions (ie: highway, city, etc) - Choose a route with mostly right-hand turns to limit time waiting at stoplights	
☐	Send letter of agreement template to host site (Optional)	- Only necessary if event is being hosted by an organization not organizing the ride and drive - Request social media handle of host site to be used before and during event - Located here	
	5-6 weeks prior		
☐	Confirm date, time, and location with host site		
☐	Conduct site visit	Things to ask: - Is there Wi-Fi? - Can I bring in/cater food? Where will it go? - Can the site provide tables/chairs? - In the event of rain, can part of the event be moved inside? - If having a presentation, does the site have a suitable space with AV equipment and a sound system that will work?	
☐	Plan event layout	- Identify a good location for EV owner display - Helpful to have close to the test drive location so attendees can explore the display while waiting for a test drive - Identify a good location for test drives - Locate near on-site charges so test drive vehicles can charge between rides if needed - Helpful to have a way for test vehicles to get to the test drive route without crossing a lot of foot traffic from the event - 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 given the host site conversation	
☐	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 • If additional dealership support is required, contact Drive Electric MN. A staff person may be able to provide you with more personal dealership contacts. • Check http://www.carsoup.com for EV's near the event. You can search for available EVs in a specific radius from the event location.	
☐	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 employees who may have an EV
		• Find out if there is a specific EV owner group in your area—sustainability commissions can help establish connections
		• If there are no employees that own EVs, or for public events, 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 location, date, and time
		      ▪ Identify any specific vehicle models you're seeking
		• Obtain contact information from owners and insert on Auto Dealer Contact Sheet	

c ☐	Send confirmed owners a logistics sheet	Include EV owner conduct requirement form that owners need to sign and return prior to event	
	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 printable versions or a QR code for attendees to take the survey on their mobile devices.	

☐	Update waiver template	• 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.
		   o Simple waiver located here
		   o Detailed waiver located here	

☐	Draft press release	Include cars attending, time, and place. Use our [Sample Press Release](#) as a guide.	
☐	Create Photo Release Form	Use your organization's photo release form that allows you to use the photos you take at the event. Be sure to have your legal team review.	
☐	Plan out test drive sign-up or on-site queue system	**Registration:** • You can use the information individuals submitted through a registration site to pre-schedule them for test drives. Half hour increments work well. • With a 5-minute test drive route, a test drive vehicle will likely only be able to provide one test drive every 12-15 minutes (loading/unloading, talking through vehicle features, etc). • If you experience a high number of registrations, you can limit attendees to one test drive or use a ticketing system for high-demand vehicles. • Additionally, be sure to offer a way for walk-ins to sign-up at the event. **Ticketed System:** • You can give each attendee a ticket that allows them to test drive a vehicle (one ticket per test drive). Write the time of the test drive on the ticket and use the [Ride and Drive Sign-up Sheet Template](#) to help schedule. • Have different colored tickets for the different vehicles. If there is a high-demand vehicle, you can limit the number of tickets for that vehicle. • Limit the number of total tickets depending on your vehicle to attendee ratio. o With a 5-minute test drive route, a test drive vehicle will likely only be able to provide one test drive every 12-15 minutes (loading/unloading, talking through car features, etc). • Have the dealers return tickets to you at the end of the event; they can be used to tally total rides. **Online Queue:** • Use an online queue system such as https://waitwhile.com/event-waitlist/ that allows participants to join a virtual queue and will alert participants via SMS or email when their test drive time is approaching.	

		If designing your own queue system, here are some tips: • Use sidewalk chalk to mark where people should line up for vehicles. Specify the vehicle model (abbreviations are fine). OR • Use traffic cones, a yardstick, and laminated paper to make queue signs that indicate the vehicle model	
☐	Create registration using EventBrite or preferred software (Optional)	• Include pre-survey link in description and event reminders • Indicate vehicle models attending for test drives and display • Include a question that asks for preferred test drive time (half-hour increments work well) • Include Photo Release form as part of registration. • If requiring pre-registration for test drives, be sure to include the registration link on promotional materials.	
☐	Launch EventBrite or preferred software (Optional)	Share invitation links on organization's 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. • Find local legislators here: https://www.gis.leg.mn/iMaps/districts/ • City Council, fleet managers, other city decision makers • Utility representatives	
☐	Create flyer/poster	Include specific event info and participating dealers/vehicles when possible • A sample editable flyer is included in the toolkit for your use—feel free to get creative and design something of your own though! • Include pre-survey link or QR code if using	
☐	Distribute flyers/posters		
☐	Pitch story to local radio and print news	Use the press release you drafted above.	
☐	Send info to Drive Electric Minnesota website (if public event)	Submit event information here: https://driveelectricmn.org/event-request/	
☐	Schedule social media posts on organization's social media pages	Tag partners and host site in posts. See our Social Media Toolkit for guidance and sample posts.	

☐	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!	
One week prior			
☐	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	
☐	(Recommended) Print and laminate vehicle cards	• Download from www.fueleconomy.gov • Be sure to have cards for vehicles that will be on display by EV owners	
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 • 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)		
☐	Charge tablets for surveys (optional)	• Any tablet or iPad will work • Pre-load pre-and post-surveys • Make sure devices are fully charged • Attendees can use their mobile devices as well to take surveys. Be sure to have pre- and post-survey URLs or QR codes displayed on signs or business cards to help attendees navigate there!	
☐	Print needed documents	• Waiver forms for test drivers • Queue system cards (if using) • Test Drive tally cards • Auto Dealer Contact Sheet • Signs with survey QR codes or URLs (if using)	

		• Paper copies of surveys (if using)
		• Photo Release Forms, for walk-up attendees or
		• Registration table signs (it can be helpful to split the alphabet and have multiple lines for registration.)
		• Registration lists
		• Literature
		    ○ [Commerce MN EV Fact Sheet](#)
		    ○ [EV Fast Facts](#)
		    ○ [Drive Electric MN EV FAQ](#)
		    ○ [Shift2Electric EV Info List](#)	

☐	Gather event materials and load in vehicles	• Printed items from above
		• Any applicable banners or table skirts
		• Event supplies
		    ○ Signs (sandwich boards, etc, if using)
		    ○ Duct tape or other strong tape to hold down signs
		    ○ Permanent markers
		    ○ Clip boards
		    ○ Binder clips
		    ○ Sunscreen
		    ○ Pens
		    ○ Sidewalk chalk
		    ○ Water for volunteers
		    ○ Paper tickets (if using)
		• Giveaways (if available)
		• Table(s) (if not provided)
		• Tablets and hotspot (if using)	

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Things to do DURING the event

Item	Notes	Person responsible
Arrive 60 minutes prior to start of event		
☐ Post event reminder on social media (if public event)		
☐ Attend the event and help ensure everything is running smoothly		
☐ Set up banners and signs		
☐ Connect with EV Owners		
☐ Connect with dealerships	• Go over event logistics: o test drive route o expected time per test drive o how they will know who is next in line o tracking number of test drives	
☐ Contact dealerships if any are late		
☐ Hand out tally cards to dealers	• Track number of test drives and people in car	
☐ Take photos throughout event	• Be sure to only use the photos if you have permission	
☐ Register walk-up attendees	Have walk-up attendees fill out the waiver, photo release and pre-drive survey (if using)	
☐ Coordinate post-drive surveys (optional)	• Via tablet, cell phones, or paper copies • Have volunteers with clipboards catch people as they leave vehicle. • Completed post-surveys can be entered into a prize drawing if you have giveaways.	
☐ Collect dealer tallies at end of event		

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Things to do AFTER the event

Item	Notes	Person responsible
☐ Thank dealerships for providing vehicles		
☐ Thank owners for attending		
☐ Thank volunteers for helping		
☐ Record paper surveys (if using)		
☐ Input waiver information into spreadsheet	• Include names and emails • 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 • Helpful to have a record of this for future events	
☐ Send out post survey (if using) and summary to attendees	• Thank for attending • Most attendees should have taken the post survey at the event, but there may have been some that didn't have time. • Include statistics from event (using dealer tallies)	
☐ Send follow-up event survey (if using)	2-3 months after event	