



Ride and Drive Checklist

This checklist walks you through the steps needed to conduct a successful Ride and Drive event. Typically, Ride and Drives consist of a test drive (with a mixture of battery electric and plug-in hybrid vehicles) and a static electric vehicle display. To increase attendance, it's helpful to tie into an existing event or include it 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 in the checklist may not apply to you. If you run into any issues with the checklist or if something isn't clear to you, please contact us at driveelectricmn@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/>.

Event Information

Date

Host
site/location

Materials needed for a successful event

- | | |
|--|--|
| <input type="checkbox"/> 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 or business cards with a QR code directing attendees to the survey via their mobile device. |
| <input type="checkbox"/> Hotspot | If your event is outside and you need access to Wi-Fi, it's useful to have a hotspot device. Examples include the TP-Link M7350 and options from Verizon . |
| <input type="checkbox"/> 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). |
| <input type="checkbox"/> Queue system | Design a queue system to use while people are waiting to test drive vehicles. Here are some options: <ul style="list-style-type: none"> • Use sidewalk chalk to mark where people should line up for vehicles. Specify the vehicle model (abbreviations are fine). • Use traffic cones, yardsticks or driveway poles, 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. • Give attendees a paper ticket to test drive a vehicle (give one ticket per test drive). |
| <input type="checkbox"/> Test Drive Tally Cards | Keep track of the number of test drives and rides offered throughout the event with the template included in the toolkit (there are four tally cards per sheet). Print one tally card for each vehicle that will be test-driven. |
| <input type="checkbox"/> Resource table literature | Included in our toolkit. Include other resources from your organization! |
| <input type="checkbox"/> Banners | Teardrop banners work great as they're suited for outdoors and are visible from a distance. |
| <input type="checkbox"/> Table skirts | Brand the tables you'll be using at your event with table skirts! |
| <input type="checkbox"/> 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. |
| <input type="checkbox"/> Event supplies | <ul style="list-style-type: none"> • Binder clips • Clip boards |

- Duct tape or other strong tape to post signs
- First aid kit
- Paper tickets in multiple colors (if using a ticketed test-drive; admit-one carnival tickets work great)
- Pens
- Permanent markers
- Sidewalk chalk
- Signs for registration table indicating alphabet split so attendees can check in at the correct table
- Sunscreen
- Water for event staff and attendees (if offering)
- Wristbands to indicate test drivers who have registered

Giveaways (optional)

Not necessary, but they will help draw people to your event. See if your event partners can donate something or order a fun branded giveaway (e.g., keychains, sunglasses, pens).

Table(s)

One for registration and one for displaying 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	Description	Person responsible
8 weeks prior		
<input type="checkbox"/> Conduct initial planning session	<p>Before scheduling an event, you should think about the following:</p> <ul style="list-style-type: none"> • Who do you want to educate (e.g., employees, community members)? • Do you want to include a presentation? <ul style="list-style-type: none"> ○ Do you have funds to provide an honorarium? ○ What would you want a speaker to educate your audience about? ○ Do you want to include a panel of EV owners to talk about their experiences? • Are there any electric vehicle 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 you know any colleagues or community members who drive an electric vehicle? Would they be interested in displaying it? • Are there dealerships near you that sell EVs? • What is your ideal date? <ul style="list-style-type: none"> ○ Midweek events typically work better than weekends ○ Mid-day events allow for more employees to participate • Do you have a venue/host site in mind? <ul style="list-style-type: none"> ○ Does the venue have indoor space to accommodate people and exhibits in the event of inclement weather? If not, consider identifying an inclement weather date so you can quickly reschedule the event if needed. • What type of EVs is your audience interested in (e.g., battery electric, plug-in hybrids, luxury, family, long-range, etc.)? • What types of vehicles do you want to include (e.g., light-duty, medium- and heavy-duty, e-bikes, etc.)? <ul style="list-style-type: none"> ○ Does your venue have space to accommodate these vehicles? • Do you want to include a display for zero-emission lawn equipment (e.g., lawnmowers, snowblowers, etc.)? 	

- Choose a venue for the event
 - The site should include a large outdoor area where multiple vehicles can be displayed.
 - Ensure there is enough space for food trucks, presentations, or other event elements.
 - Use Google Maps to view possible test-driving routes (about 5 minutes)
 - Choose a route that allows different driving conditions (i.e., highway, city, etc.)
 - Choose a route with mostly right-hand turns to plan an efficient route
 - Consider holding the ride-and-drive at a venue that can easily accommodate a portion of the event indoors in the case of rain or other inclement weather.

- Send letter of agreement template to the host site (Optional)
 - Only necessary if the event is being hosted by an organization not organizing the ride and drive
 - Request social media handle of the host site to be used before and during the event
 - Located [here](#)

- Develop an inclement weather plan
 - If the venue can accommodate a portion of the event indoors (e.g., electric bike test track, exhibits, speakers, queue lines), develop a plan to do so in the event of rain or inclement weather.
 - If the venue cannot accommodate a portion of the event indoors, identify a backup date for the event so that you can quickly reschedule if needed.

5-6 weeks prior

- Confirm date, time, and location with the host site

- Plan test drive route
 - Use Google My Maps to design the route (about 5 minutes):
 - Choose a route that allows different driving conditions (i.e., highway, city, etc.)
 - Choose a route with mostly right-hand turns to plan an efficient route

- Plan event layout
 - Take a screenshot of a satellite map via Google or other mapping application of the event site. Once captured, you can use it to plan out event elements. If you have access to a drone camera, you could use that to capture a more accurate aerial image.
 - Identify a good location for a static display of electric vehicles

- Having local electric vehicle owners on-site to display and talk about their vehicles is a great way to educate the community!
- It's helpful to have the static display 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
 - Prioritize safety by ensuring there is a way for test vehicles to get in and out of the event site without impeding pedestrian traffic.
- Identify locations for registration and information tables
- Identify locations for any other event elements:
 - Portable toilets
 - Food trucks
 - DJ
 - Presentations
 - E-bike display/test loop
 - Lawn equipment display

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?

While you're at the site visit, test out the possible test drive routes. Choose the one that makes the most sense for your event.

Update waiver template

Use our [template](#) OR use one that your organization already has. Make sure your legal team reviews this language before distributing it.

Develop an emergency plan

Consider creating an emergency plan so you can quickly mobilize in the event of an emergency. Identify potential risks associated with the event and location, such as weather events, medical emergencies, missing persons, or security threats. Things to include in an emergency plan could be:

- Locations of nearby hospitals

- Locations of nearby AED kits
- Evacuation procedures, including where to shelter indoors in the event of inclement weather or security threats
- Emergency contact numbers
- Names of staff responsible for mobilizing the emergency plan and their contact information
- Names of staff trained in first aid and CPR and their contact information

You may also want to bring a well-stocked first aid kit to the event.

Contact potential speakers (if applicable) Make sure the speaker understands the goals for the presentation. If you are organizing an EV owner panel, draft questions you want them to answer.

Contact partners Who else do you want to include in your event? Partners could include utilities, environmental organizations, exhibitors, etc. Reach out and invite them.

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 EVs near the event. You can search for available EVs in a specific radius from the event location.

Contact EV owners to attend and answer questions/display EVs

- If organizing a workplace event, invite employees who have an EV
- Find out if there is a specific EV owner group in your area—sustainability commissions can help establish connections
- If organizing a community event, use the MN Electric Vehicle Owners’ Group on Facebook
 - Gain access here: <https://www.shift2electric.com/evowners>
 - 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](#)

Create logistics sheet for test drive Located [here](#)

<input type="checkbox"/> Create logistics sheet for static electric vehicle display	Located here
<input type="checkbox"/> Create logistics sheet for vendors/exhibitors if applicable	Located here
<input type="checkbox"/> Create surveys (optional)	Refer to our Ride and Drive Sample Surveys guide for sample language to include. We recommend creating them on SurveyMonkey , Google Forms , Microsoft Forms , or your preferred survey platform along with having printable versions or a QR code for attendees to take the survey on their mobile devices.
<input type="checkbox"/> Draft press release	Include cars attending, time, and place. Use our Sample Press Release as a guide.
<input type="checkbox"/> Plan out test drive sign-up or on-site queue system	<p>Registration:</p> <ul style="list-style-type: none"> • Have participants sign up for test drive time slots when registering for the event. Offer half-hour increments and request that people pick their top three time slots. Try to give people their first preferred time slot when possible. • 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 due to time spent 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 (see below). • Additionally, consider offering a way for walk-ins to sign up at the event. <p>Ticketed System:</p> <ul style="list-style-type: none"> • Give each attendee one ticket to test drive one vehicle. 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 each vehicle. If a vehicle is in high demand, you can limit the number of tickets for that vehicle. • Limit the number of total tickets depending on your vehicle-to-attendee ratio. <ul style="list-style-type: none"> ○ 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 due to time spent loading/unloading, talking through car features, etc.

- Have the dealers return tickets to you at the end of the event. You can use them to count the total number of 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 you design 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).
- Use traffic cones, yardsticks or poles, and laminated paper to make queue signs that display the vehicle model.
- For large events, consider using only one queue line. When attendees get to the front of the line, they hop in the first available car. This improves efficiency and flow but also takes away an individual's ability to test drive the vehicle they want to drive.

Create registration using EventBrite or preferred software (Optional)

- Include a pre-survey link in the description and event reminders if using one.
- Indicate the vehicle models that will be available for test drives and on display when possible.
- If pre-selecting when attendees will test drive, include a registration question that asks people to select their top three test drive slots (half-hour increments work well).

Launch EventBrite or preferred software (Optional)

- For public events, share the registration link on your organization's website and social media. Consider creating a Facebook event with information about the event and a link to register.
- For employee events, share the registration link using your intranet or other internal communication network.

Invite local VIPs

Ride and Drives provide a great opportunity to educate local decision makers about EVs.

	<ul style="list-style-type: none"> Find local legislators here: https://www.gis.leg.mn/iMaps/distEVss/ Invite the City Council, fleet managers, and other city decision makers like the mayor Invite electric utility representatives
<input type="checkbox"/> Create flyer/poster	<p>Include specific event information and participating dealers/vehicles when possible</p> <ul style="list-style-type: none"> Use our flyer template or create your own! Include a pre-survey link or QR code if using If requiring pre-registration for test drives, be sure to include the registration link or QR code on promotional materials.
<input type="checkbox"/> Distribute flyers/posters	Hang posters around the community or at the workplace to market the event to your audience.
<input type="checkbox"/> Pitch story to local radio and print news	Use the press release you drafted above.
<input type="checkbox"/> Send event information to Drive Electric Minnesota website (if public event)	<p>Submit event information here: https://driveelectricmn.org/event-request/</p>
<input type="checkbox"/> 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.
<input type="checkbox"/> Secure volunteers	This is particularly helpful 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 also be able to rely on your coworkers to assist at your event.
3-4 weeks prior	
<input type="checkbox"/> Fill out event worksheet	Located here
<input type="checkbox"/> Send confirmed dealerships a logistics sheet and waiver to sign	
<input type="checkbox"/> Send confirmed static electric vehicle display participants a	

logistics sheet and waiver to sign

- Send confirmed vendors/exhibitors a logistics sheet and waiver to sign

One week prior

- Follow-up with dealerships, organizations participating in the static display, and partners to confirm attendance Update the Event Worksheet as needed

Confirm speaker(s) (if applicable)

- Send reminders to attendees Via the software you used for registration or your email provider.

1-2 days prior to event

- Send reminders to dealerships

Send reminders to static display participants

- Send reminders to attendees Via the software you used for registration or your email provider. Indicate when attendees will be test driving vehicles if applicable.

Send reminders to speaker(s) (if applicable)

- Send reminders to volunteers with their assigned roles

Send reminders via social media (if public event)

- Charge tablets for surveys (optional)
 - Any tablet or iPad will work
 - Pre-load pre-and post-surveys if using
 - Make sure devices are fully charged

Alternatively, or in addition to, attendees can use their mobile devices 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 to the survey!

- Print materials
 - Auto Dealer Contact Sheet
 - Literature—a sampling of Drive Electric Minnesota and partner resources are listed below. Find additional resources using Drive Electric Minnesota’s [Electric Vehicle Resource Database](#).
 - [DC Fast Charging FAQ](#)
 - [EV charging FAQ](#)
 - [Clean Vehicle Credits](#)
 - [Key Things to Know about EV Battery Performance](#)
 - [Key Things to Know about EV Battery Production](#)
 - [EV greenhouse gas reduction info sheet](#)
 - [Why Choose an Electric Vehicle?](#)
 - [Shift2Electric EV Info List](#)
 - [Electric Vehicle Residential Infrastructure Costs](#)
 - [Fleet Electric Vehicle Infrastructure Costs](#)
 - Paper copies of surveys (if using)
 - Queue system cards (if using)
 - Registration lists (one for each registration line)
 - Registration table signs (it can be helpful to split the alphabet and have multiple lines for registration.)
 - Signs with survey QR codes or URLs (if using)
 - [Test drive tally cards](#)
 - Waiver forms for test drivers and vendors

- Gather event materials and load in vehicles
 - Any organization banners and table skirts
 - Event supplies
 - Binder clips
 - Clipboards
 - Duct tape or other strong tape to hold down signs
 - First aid kit
 - Paper tickets (if using)
 - Pens
 - Permanent markers
 - Sidewalk chalk
 - Signs (sandwich boards or others)
 - Sunscreen
 - Water for event staff (and attendees if offering that)
 - Giveaways (if available)
 - Printed items from above

-
- Table(s) (if not provided)
 - Tablets and hotspot (if using)
-

Things to do DURING the event

Item	Description	Person responsible
Arrive at least 60 minutes prior to the start of the event		
<input type="checkbox"/>	Post an event reminder on social media (if public event)	
<input type="checkbox"/>	Set up banners and signs	
<input type="checkbox"/>	Set up the registration table	
<input type="checkbox"/>	Greet static display participants	<ul style="list-style-type: none"> • Have them sign the waiver if they haven't already done so
<input type="checkbox"/>	Greet dealerships and hand out tally cards to them	<ul style="list-style-type: none"> • Review the event logistics: <ul style="list-style-type: none"> ○ test drive route ○ expected time per test drive ○ how they will know who is next in line ○ tracking the number of test drives • Have them sign the waiver if they haven't already done so
<input type="checkbox"/>	Contact dealerships if any are late	
<input type="checkbox"/>	Greet other vendors as they arrive	<ul style="list-style-type: none"> • Have them sign the waiver if they haven't already done so
<input type="checkbox"/>	Attend the event and help ensure everything is running smoothly	
<input type="checkbox"/>	Take photos throughout the event	<ul style="list-style-type: none"> • Be sure to only use the photos if you have permission
<input type="checkbox"/>	Register walk-up attendees	<ul style="list-style-type: none"> • Have walk-up attendees fill out the waiver and pre-drive survey (if using) • Check in pre-registered guests and have them fill out the pre-drive survey (if using)
<input type="checkbox"/>	Issue post-drive surveys (optional)	<ul style="list-style-type: none"> • Via tablet, cell phones, or paper copies • Have volunteers with clipboards issue post-drive surveys to test drivers as they leave the test drive area. • Completed post-drive surveys can be entered into a prize drawing if you have giveaways.

- Collect ride and drive tally cards at the end of the event

Things to do AFTER the event

Item	Description	Person responsible
<input type="checkbox"/>	Thank dealerships for providing vehicles	
<input type="checkbox"/>	Thank static display participants for attending	
<input type="checkbox"/>	Thank volunteers for helping	
<input type="checkbox"/>	Thank other vendors for attending	
<input type="checkbox"/>	Record paper surveys (if using)	
<input type="checkbox"/>	Scan waivers and send PDF to host site (if applicable)	<ul style="list-style-type: none"> • Include names and emails • Share with the host site (if not you) • Include statistics from event (using dealer tallies)
<input type="checkbox"/>	Create a spreadsheet of participating vehicles	<ul style="list-style-type: none"> • Record which vehicles were on display, available to test drive, and dealerships that attended • It is helpful to have a record of this for future events
<input type="checkbox"/>	Send out the post-drive survey (if using) and thank you to attendees	<ul style="list-style-type: none"> • Thank them for attending • Most attendees should have taken the post-drive survey at the event, but there may have been some who didn't have time.
<input type="checkbox"/>	Send the follow-up event survey (if using)	2-3 months after event