

Charge Ready NY 2.0

Ride-and-Drive Toolkit



Gain more EV adopters with a Ride-and-Drive event

What is a Ride-and-Drive Event?

A common barrier to electric vehicle (EV) adoption is a need for knowledge and experience with EV models on the market. One way to bridge this gap is through a ride-and-drive event. A ride-and-drive is an educational event where attendees can test drive electric vehicles of all varieties in a low-pressure environment. Attendees can come to the event and drive an EV a short distance to get a feel for what the vehicle is like while also getting educated on the benefits of EVs. Following the event, attendees are more knowledgeable about EVs and more apt to consider purchasing one.

Ride-and-drives can be large or small, and we recommend having a well-thought-out route for drivers in addition to different vehicle options. This document outlines planning recommendations for pre-, during-, and post-event.

How do I plan a Ride-and-Drive?

The Electrification Coalition (EC) is here to help you plan and execute your Ride-and-Drive. This document includes a rough outline and step-by-step process to guide you from beginning to end. If you have questions about any part of the process, feel free to contact the EC via email or set up a time to meet virtually and discuss your questions.

General outline:

- Planning the Event.
 - Set a date and location.
 - Secure vehicles (from local dealerships, EV interest groups, or vehicle manufacturers, the EC can support this).
 - Choose a test drive route (the EC can support this).
 - Secure event volunteers/staff.
 - Determine materials needed for the event.
 - Market the event to recruit attendees (the EC can support this).
- Executing the Event.
 - Confirm vehicle pickup and drop-off times.
 - Set up venue and signage along test drive route.
 - Assign roles to volunteers/staff.
 - › Recommended roles include an event manager, staff coordinator, co-pilots, table staff, and photographer/social media manager (the EC can support this).
- After the Event.
 - Clean event location.
 - Ensure vehicles are returned.
 - Send follow-up to participants.
 - Complete reporting form and send to Electrification Coalition.



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Detailed outline:

Step 1: Pre-Event Planning

- Set event date and location.
 - Consider other events and weather conditions.
 - Host at or near your facilities if possible.
 - › Consider locations nearby driving routes conducive for test driving (e.g. higher percentage of right-hand turns, provides for 35+ MPH speed limit driving, etc.).
- Create a planning committee.
 - Schedule regular meeting times.
 - Confirm the roles of each committee member.
- Vehicle queue reservation.
 - Begin securing vehicle reservations with local dealers or local EV interest groups.
 - Check out this list of EV-friendly dealers in New York State.
- Establish the run of show.
 - Set an agenda for the day's events.
 - Include an external agenda and an internal agenda.
 - Set the test drive route.
 - › The test drive route will depend on the event duration, number of available vehicles, and space capacity. Our recommendation is to set a route with a minimum drive time of five minutes, and a maximum duration of 15 minutes, depending on the event duration, number of vehicles available, and number of attendees expected.
- Create a marketing plan.
 - Create a signup link on Eventbrite, Signup Genius, etc.
 - Email residents/employees to notify them of the event at a frequency that makes sense.
 - Create posters/fliers to hang up around the office/building.
 - Send calendar invite to the team.
 - Update website.
 - Post to public calendars.
 - Create the event on social channels.
- Secure volunteers (if needed).
 - Assign someone on the event planning committee to manage volunteers.
 - Send out an email to the volunteer network with upcoming event information.
 - › Date, time, volunteer time, location, and registration link to manage volunteer registrations.
 - › Local EV interest groups and Clean Cities Coalitions are a potential source of volunteers.
 - Volunteer follow-up.
 - › Send follow-up emails to registered volunteers one week prior and the day before to confirm roles and attendance; inform them of rules and safety guidelines.
- Secure the day-of materials.
 - Tents and tables.
 - Food/drinks, if applicable.
 - Check-in device (iPad, printed sheet, etc.).
 - Signage for the check-in area and the test drive route.
 - Printed materials:
 - › Route maps.
 - › iProgram brochures.
 - › Vehicle FAQ sheets.
 - › Volunteer orientation and sign-in sheets.
- Consider safety protocol. Some ideas of what to consider include the following:
 - Route safety:
 - › Avoid left turns as much as possible.
 - › Avoid streets with parallel parking.
 - › Avoid higher speed limit zones.
 - › Avoid putting the start and end zones near where crowds may gather.
 - Inform the driver of basic safety items:
 - › Differences between driving an ICE vehicle versus an electric vehicle.
 - › Seatbelts.
 - › Obeying the speed limit.
 - › Insurance.

Step 2: Week of Event Planning

- Call dealers/interest groups to confirm vehicles.
 - Confirm what models they will provide and the pickup/drop-off times.
- Send reminder emails to volunteers and registrants with day-of details.
- Gather all materials needed for the day of the event.

Step 3: Day of Event

- Volunteers arrive 1.5–2 hours before the event.
- Pick up vehicles (all vehicles will ideally arrive one hour before the event start).
- Begin event setup one hour before the event start.
 - Set up the tent, tables, and marketing materials.
 - Set up sign-in process (tablets or paper).
- Volunteer orientation to take place one hour before the event start.
 - Discuss the purpose of the event (Connect to overall program goals).
 - Hand out and review route map.
 - Delegate and confirm roles for co-pilots, staff, and volunteers.
 - Discuss the co-piloting procedure, including safety and important items to mention about EVs.

Step 4: During Event

Roles:

- Overall event supervisor: Ensures event is running smoothly and aesthetic presentation is maintained; answers questions from volunteers, dealership, and attendees.
- Volunteer coordinator: Delegates roles to volunteers and runs volunteer orientation.
- Co-pilots: Ride with event attendees, demonstrating how to operate the vehicle, answering questions, and showcasing features. These volunteers could be:
 - Dealership staff, EV owners, or volunteers that demonstrate a high level of EV knowledge.
 - Number needed is based on the number of vehicles (one co-pilot per vehicle).
- Table staff: Encourage event attendees and coordinate sign in.
- Runners: Volunteers who can escort people from the sign-in table to vehicles.
- Social media manager and photographer: Manages social media presence for the event; takes photos that can be shared with the overall team and submitted to NYSERDA.

Step 5: After the Event

- Clean up: take down and store all tables/signs.
- Return vehicles.
- Post photo gallery to social media (within a week).
- Send out information to Ride-and-Drive participants within a week of the event.
- Fill out reporting form for the Electrification Coalition.

Ready to get started?

For more information, please contact the Electrification Coalition Charge Ready NY 2.0 Team at chargereadyny@electrificationcoalition.org.

