

SUSTAINABLE PRINCETON.

Electric Vehicle Ride-and-Drive Planning Checklist

CHOOSE A DATE, TIME AND LOCATION

- ☐ Choose a date and time that people will be able to attend your event. Events during lunchtime or after work tend to have better attendance. **Note:** In New Jersey, car dealerships are closed on Sundays (and unable to work events) and Saturdays are their high traffic days.
- ☐ Choose a location that is easy for people to find and if possible, within walking/biking distance or accessible via public transportation to reduce the number of cars.
- ☐ If test drives will be given, make sure cars can safely and easily get in and out of the event location.

☀️ **TIP: Locations with large parking lot surfaces and multiple entrances are ideal for test-drive locations. You may need to work with local police to block entrances or roads for the test-drive.**

REGISTER YOUR EVENT

- ☐ Register your event with [National Drive Electric Week](#) (NDEW) to receive free EV educational materials, training webinars, online and in-person event resources, press contacts, and more!

☀️ **TIP: NDEW also has funding for ride and drive events and giveaway items for attendees.**

INVITE LOCAL CAR DEALERSHIPS

- ☐ Contact local car dealerships that have electric vehicles in stock and invite them to attend the event and bring a vehicle to showcase and/or use for test drives. Most dealerships may not know EV availability until a few days before the event because of limited inventory.
- ☐ Consider promoting additional alternative transportation options such as electric bicycles and scooters, electric motorcycles, etc.

☀️ **TIP: Create Ride and Drive waivers and a standardized sign-up for test drives.**

INVITE LOCAL ELECTRIC VEHICLE OWNERS

- ☐ Invite local electric vehicle owners to display their cars and allow people to talk with them about their experience with driving electric. Reach out to friends or colleagues who have electric cars and invite them to display their vehicles at the event.

☀️ **TIP: Registering your event with NDEW will help advertise your event to EV owners.**

INVITE VENDORS AND ORGANIZATIONS

- ☐ Invite vendors and organizations to set up booths at your event to further increase educational opportunities. Examples include charging station companies, home solar and storage installers, electric utilities, environmental nonprofits, etc.

- ☐ Ask your vendors/organizations to donate giveaway items to an event raffle
- ☐ Invite local food vendors and entertainment. Reach out to local schools to invite student musical groups or bands.

☀️ **TIP: Hosting your event in a location near restaurants can help increase foot traffic and reduce your need to host food trucks or other food vendors.**

CREATE AN EVENT SCHEDULE AND MAP

- ☐ Think through the event logistics and put together an event schedule. Consider if you'll have any speakers, presentations, entertainment, or other offerings.
- ☐ Create a test drive route using Google Maps and print it to provide to the vehicle dealerships.

☀️ **TIP: Consider creating an event map or passport to help attendees locate and visit organizations and vendors.**

ADVERTISE THE EVENT

- ☐ Create a robust plan to promote the event using multiple forms of media:
 - ☐ Digital: social media/email/newsletters
 - ☐ Print: flyers/ Newspaper
 - ☐ Promotional media kits ([example](#)) for vendors and community partners
 - ☐ Partners: ask local institutions/organizations to spread the word

☀️ **TIP: [Canva](#) is a free website that's great for making graphics!**

BUILD THE BUZZ

- ☐ Send invitations to local politicians/public figures (recommend at least one month in advance)
- ☐ Write and send two different press releases that make it easy for reporters to cover the event BEFORE and AFTER the event happens

☀️ **TIP: Always include an image in your press releases**

DAY OF THE EVENT

- ☐ Volunteers - schedule volunteers in shifts to help with set-up, event logistics and clean-up
- ☐ Roadblocks/cones - Set-up in advance to mark your EV Owner parking spaces and the test-drive route
- ☐ Signage - Hang or display signage around your event location to advertise

☀️ **TIP: Have fun!**