

# Planning an Electric Vehicle Ride-and-Drive

## 01

### **CHOOSE A DATE, TIME AND LOCATION**

Choose a date and time that people will be able to attend your event. Events during lunchtime, after work or on weekends tend to have better attendance. Also, choose a location that is easy for people to find. If test drives will be given, make sure cars can safely and easily get in and out of the location.

## 02

### **INVITE LOCAL CAR DEALERSHIPS**

Find local car dealerships that have electric vehicles in stock and contact a manager to invite them to attend the event and bring a vehicle to showcase or use for test drives. Some dealerships may need to wait until a few days before the event to provide a definite answer because they have a limited inventory.

## 03

### **INVITE LOCAL ELECTRIC VEHICLE DRIVERS**

Having local electric vehicle drivers display their cars provides a great opportunity for people to talk with owners 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.

# Planning an Electric Vehicle Ride-and-Drive

## 04

### **INVITE VENDORS TO EXHIBIT**

Consider inviting vendors to set up booths at your event to further increase educational opportunities. Examples may include charging station companies, home solar and storage installers, electric utilities and environmental nonprofits.

## 05

### **CREATE AN EVENT AGENDA AND MAP**

Think through the event logistics and put together an agenda. Some items to consider are if you'll have any presentations by drivers or vendors and what the recommended test drive route will be. Create a driving route using Google Maps and print it to provide to the vehicle dealerships.

## 06

### **PROMOTE THE EVENT**

Create a robust plan to promote the event. The plan may include social media posts, email invitations, flyers to put around the community and radio, newspaper and television advertisements. Also, consider connecting with local organizations and asking for assistance with spreading the word.