

Your ride & drive Guide

Start-to-finish planning for your electric vehicle (EV) ride-and-drive event

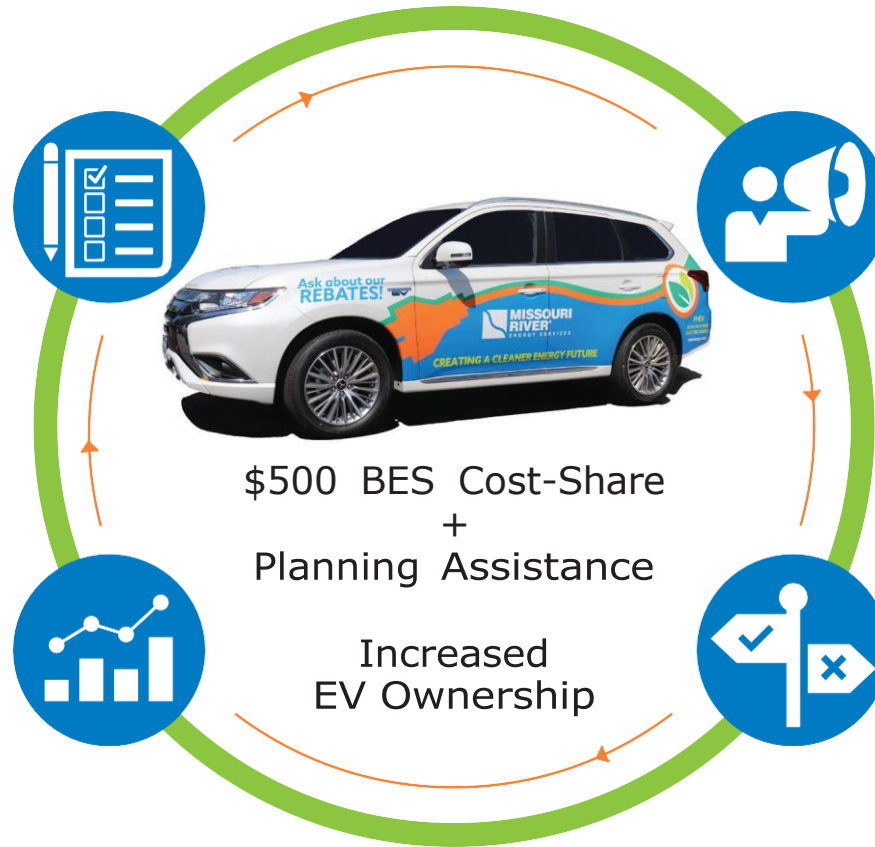


Planning (8 weeks prior)

- Contact partners
- Create budget
- Determine date
- Book event location
- Order food
- Secure EVs
- Create agenda/program
- Choose staff & speaker(s)
- Begin outreach

Follow-up (1-3 days after)

- Evaluate surveys
- Capture event data
- Send thank-yous
- Mail/email post-survey
- Organize staff meeting for evaluation
- Post on social media



Promotion (3-4 weeks prior)

- Involve partner websites
- Send press releases
- Begin social media campaign
- Newspaper/Radio/TV ads
- Print and distribute flyers
- Mail bill stuffer
- Invite newspaper
- Hire photographer/videographer
- Obtain banners and signage

Execution (Event date)

- Staff arrives early to set up
- Greet dignitaries/presenters
- Direct photographer
- Set up tables, tents, traffic cones
- Arrange EVs/queue for drivers
- Organize information table
- Provide waiver and survey
- Execute agenda/program
- Offer prizes, games, etc.
- Clean up



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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), along with a presentation. To increase attendance, it's helpful to tie into an existing event or offer as a lunch and learn for employees. *Depending on the size of your event and whether it's open to the community, some items on this checklist might not apply to you.* Marketing cost for your EV Ride and Drive event may qualify for the [BES Advertising Cost Share Program](#). If you run into any issues with the checklist or if something isn't clear, please contact your Bright Energy Solutions® (BES) representative for assistance.

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Event Information

Getting STARTED



Date	
Host site/location	

Materials needed for a successful event

<input type="checkbox"/>	Waiver forms	Refer to our sample language or use one that your organization already has. You will want to have your legal team approve this language before using it. Please have attendees sign a waiver form before test driving a vehicle (it releases liability for your organization and partners).
<input type="checkbox"/>	Queue cards – varies by event	Design a queue system to ease confusion when people are waiting to test drive vehicles. Here are some tips: <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). OR <ul style="list-style-type: none"> • Use traffic cones, a yardstick, and laminated paper to make queue signs that indicate the vehicle model.
<input type="checkbox"/>	Dealer tally cards	This is for dealers to track how many people drove or rode in their vehicle(s).
<input type="checkbox"/>	Literature for research table	<ul style="list-style-type: none"> • Literature will be included in our toolkit. • Include other resources from your organization.
<input type="checkbox"/>	MRES display materials	Teardrop banners (suited for outdoors and are visible from a distance) BES table cloth and MRES PHEV for test drives or display. view here
<input type="checkbox"/>	Table skirts	Brand the tables you will be using at your event with table skirts if available.
<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 board work great.
<input type="checkbox"/>	Event supplies	<ul style="list-style-type: none"> • Duct tape or other strong tape to post signs • Permanent markers • Clip boards • Binder clips • Sunscreen • Pens • Sidewalk chalk • Water for volunteers
<input type="checkbox"/>	Giveaways	Not necessary, but they will help draw people to your event. Some items may qualify for the BES advertising cost share. Check the BES Cost-Share requirements here . If this is a coordinated event with other partners, see if they are willing to donate something or order branded sunglasses or another fun giveaway.
<input type="checkbox"/>	Table x2	You will need 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, that is even better!
<input type="checkbox"/>		
<input type="checkbox"/>		

Planning & Promotion

Things to do BEFORE the event

Item	Notes	Person responsible
8 weeks prior		
<input type="checkbox"/> Conduct initial 30-minute planning session	<p>Before scheduling an event, determine the following:</p> <ul style="list-style-type: none"> Is this an employee or community event? Do you want a speaker? <ul style="list-style-type: none"> What would you want a speaker to educate your audience about? Are there any charging stations in your community or at the host site? 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 event date? Do you have a venue/host site in mind? What types of EVs are your audience interested in? (i.e. BEVs, PHEVs, specific range, etc.) 	
<input type="checkbox"/> Choose a venue for the event	<ul style="list-style-type: none"> Site should include a large outdoor area where multiple vehicles can be displayed. Sites should have space for food and speakers. Look at Google Maps to view possible test driving routes. 	
<input type="checkbox"/> MRES Letter of Partnership	<ul style="list-style-type: none"> Review with your BES rep. Locate Letter of Partnership 	
5-6 weeks prior		
<input type="checkbox"/> Confirm date, time, and location with host site	<ul style="list-style-type: none"> Midweek events typically work better than weekends Mid-day events allow for more employees to participate. 	
<input type="checkbox"/> Conduct site visit	<p>Things to ask:</p> <ul style="list-style-type: none"> Can I bring in catered food and where will it go? Does the site provide tables and 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 that will work? Is AV equipment available, such as microphone, speakers, screen, podium, etc.? 	
<input type="checkbox"/> Plan event layout	<ul style="list-style-type: none"> Identify a good location for an EV owner display. Identify a good location for test drives. Identify locations for registration and information tables. 	
<input type="checkbox"/> Plan test drive route	Use <i>My Maps</i> via Google to design route (about 5 min drive).	

<input type="checkbox"/>	Reach out to potential speakers (if applicable)	Make sure speaker(s) understand the goals for the presentation.	
<input type="checkbox"/>	Reach out to partners	Who else do you want included in your event? Partners could include city, local organizations, state environmental organizations, exhibitors, etc. Dealer Partner Guide	
<input type="checkbox"/>	Create logistics sheet for dealers	Logistics sheet for dealers located here	
<input type="checkbox"/>	Contact dealerships to secure EVs for test drives	<ul style="list-style-type: none"> Refer to the Dealer Outreach Guidelines for dealership outreach when contacting local dealerships. If additional dealership support is required, reach out to the organizations listed for your State on the Dealer Outreach Guide. Contact your BES rep for additional assistance. 	
<input type="checkbox"/>	Send confirmed dealerships a logistics sheet		
<input type="checkbox"/>	Fill out event worksheet	Event worksheet located here	
<input type="checkbox"/>	Create logistics sheet for owners	Logistics sheet for owners located here	
<input type="checkbox"/>	Ask EV owners to attend event to answer questions and display EVs	<ul style="list-style-type: none"> Send out an email to city/utility employees who may have an EV. Find out if there is a specific EV owner group in your area. Sustainability groups can help establish connections. For public events, utilize organizations which promote EVs in your area. Refer to the Dealer Outreach/Partner Guide or Owners' Group on Facebook. <ul style="list-style-type: none"> Post an inquiry with the following information: <ul style="list-style-type: none"> 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. 	
<input type="checkbox"/>	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			
<input type="checkbox"/>	Create surveys (optional)	Refer to our Ride and Drive Sample Surveys guide for sample language to include.	
<input type="checkbox"/>	Draft press release	Include cars attending, time, and place. Use our Sample Press Release as a guide.	

<input type="checkbox"/>	Create registration using EventBrite or preferred software	<ul style="list-style-type: none"> Indicate vehicle models available for test drives and display. Include a question that asks for preferred test drive time (half-hour increments work well). Include pre-survey link in description and event reminders if applicable. 	
<input type="checkbox"/>	Launch EventBrite or preferred software	Share invitation links on city/utility website and social media if a public event. If an employee event, share using your intranet or other internal communication network.	
<input type="checkbox"/>	Create flyer/poster	<p>Include specific event information and participating dealers/vehicles whenever possible.</p> <ul style="list-style-type: none"> A sample flyer is included in the toolkit for your use. Feel free to get creative and design your own. Include pre-survey link if applicable. 	
<input type="checkbox"/>	Distribute flyers/posters		
<input type="checkbox"/>	Pitch story to local radio and print news	Use a press release. Sample Press Release	
<input type="checkbox"/>	Send info to Ride-and-Drive Partners if applicable.	Submit event information to applicable partners. Outreach/Partner Guide	
<input type="checkbox"/>	Schedule social media posts on city/utility social media pages	Tag partners and host site in social media posts. See our Social Media Toolkit for guidance and sample posts.	
<input type="checkbox"/>	Secure staff and volunteers	Staff and volunteers are particularly needed for larger community events. You might be able to rely on your coworkers to assist at your event. Volunteers can help direct attendees to vehicles, issue surveys, staff the registration table, and more.	

Two weeks prior

<input type="checkbox"/>	Update waiver template	<ul style="list-style-type: none"> Choose the template that works best for your organization or use one that your organization already has created. Make sure your legal team reviews this language before distributing the waiver. <ul style="list-style-type: none"> Detailed waiver is located here 	
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One week prior

<input type="checkbox"/>	Develop logistics plan for test drives	<p>Here are some tips:</p> <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). <p>OR</p> <ul style="list-style-type: none"> Use traffic cones, a yardstick, and laminated paper to make queue signs that indicate the vehicle model. 	
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<input type="checkbox"/>	Follow-up with dealerships and EV owners to confirm attendance	Update Event Worksheet as needed.	
<input type="checkbox"/>	Confirm speaker(s) (if applicable)		
<input type="checkbox"/>	Send reminder to attendees	Via EventBrite or other software	
1-2 days prior to event			
<input type="checkbox"/>	Send reminder to dealerships		
<input type="checkbox"/>	Send reminder to EV owners		
<input type="checkbox"/>	Send reminder to attendees	Via EventBrite, email, or other platform <ul style="list-style-type: none"> • Include time slot for test-driving if utilizing pre-scheduled sign-ups 	
<input type="checkbox"/>	Send reminder to speaker(s) (if applicable)		
<input type="checkbox"/>	Send reminder to volunteers with an assigned role		
<input type="checkbox"/>	Send reminder via social media (if a public event)		
<input type="checkbox"/>	Print waiver forms for test drivers		
<input type="checkbox"/>	Print dealer tally cards	Located here	
<input type="checkbox"/>	Print Auto Dealer Contact Sheet		
<input type="checkbox"/>	Gather event materials and load into vehicles	<ul style="list-style-type: none"> • Paper copies of surveys (if using) • Waiver forms • Queue line materials • Dealer tally cards • Any applicable banners or table skirts • Signs • EV Informational Handouts here • Event supplies <ul style="list-style-type: none"> ○ Duct tape or other strong tape ○ Permanent markers ○ Clip boards & binder clips ○ Sunscreen ○ Pens ○ Sidewalk chalk ○ Water for volunteers • Giveaways (if available) • Table (if not provided) • Tablets and hotspot (if applicable) 	

Execution

Things to do DURING the event

Item	Notes	Person responsible
Arrive 60 minutes prior to start of event		
<input type="checkbox"/> Post event reminder on social media (if a public event)		
<input type="checkbox"/> Set up registration/information table	Paper copies of survey (if using), liability waiver, and EV informational handout	
<input type="checkbox"/> Set up banners and signs		
<input type="checkbox"/> Contact dealerships if any are late		
<input type="checkbox"/> Take photos throughout event		
<input type="checkbox"/> Attend the event and help ensure everything is running smoothly		
<input type="checkbox"/> Hand out tally cards to dealers	Track number of test drives and people in car	
<input type="checkbox"/> Coordinate post-drive surveys (optional)	Via tablet, cell phones, or paper copies	
<input type="checkbox"/> Collect dealer tallies at end of event		

Follow Up

Things to do AFTER the event

Item	Notes	Person responsible
<input type="checkbox"/> Thank dealerships for providing vehicles		
<input type="checkbox"/> Thank owners for attending		
<input type="checkbox"/> Thank volunteers for helping		
<input type="checkbox"/> Tell your event success story	Post pictures from the event and number of participants on various social media sites. Send story or summary and statistics from event to local radio and print news if they did not attend.	
<input type="checkbox"/> Record paper surveys (if using)		
<input type="checkbox"/> Input waiver information into spreadsheet	<ul style="list-style-type: none"> • Include names and emails • Share with host site (if it is not you) 	
<input type="checkbox"/> Create a spreadsheet of participating vehicles	<ul style="list-style-type: none"> • Make a note of what 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 post survey (if using) and summary to attendees	<ul style="list-style-type: none"> • Thank them 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) 	
<input type="checkbox"/> Send follow-up event survey (if using)	2-3 months after event	

Appendix

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Appendix A

<<City/Utility Logo Here>>



Electric Vehicle Ride-and-Drive Partnership Plan

Missouri River Energy Services (MRES) is excited to partner with <<Member Utility>> to plan a successful and educational Ride-and-Drive event! A successful event will have:

- A great turnout (based on member size)
- Press coverage
- Presenters and/or educational materials
- A range of electric vehicles (EVs) to drive/view

Converting utility customers from gas vehicles to EVs is the ultimate goal of this event. It may not happen overnight, but events like this one will educate, persuade and create ambassadors for EVs and the Bright Energy Solutions® EV charger rebate program.

In order to meet these stated goals, MRES and <<Member>> will work together to plan and create the best possible event. MRES is committed to providing:

- A planning kit including marketing materials
- Funding (up to \$500 cost-share for food and beverage)
- MRES Energy Services field staff assistance
- Promotion of event on BES website (brightenergysolutions.com)
- Introductions to local groups that can assist with planning, education and staffing (CERTs, Midwest Evolve, Drive Electric MN, etc.)

<<Member>> responsibilities include:

- Securing the location, and setting a date and time for the event
- Marketing the event with at least three of the provided marketing options (*Paid advertising qualifies for BES Advertising cost-share*)
- Sending personal invitations (mail, email or phone) to VIPs such as city council members, utility commission members, the mayor, Chamber of Commerce president, etc.
- Ordering and serving light food & refreshments
- Staffing the event

MRES and <<Member>> are dedicated to making this event impactful and fun! Together, these organizations will *drive* change and *efficiently electrify* the community in which we serve.

www.brightenergysolutions.com

Program can be changed at any time without notice.



Appendix B

Ride-and-Drive Event by <<Host Site>>

<City/Utility Logo Here>

Logistics Information for Auto Dealers

<<Date>> <<Time>>

Event Location



- <<Venue name | Address>>

Prior to event

- Please have your vehicle washed and polished so it looks its best!
- Be sure to have ample electric range available. There are <<X#>> of chargers on site, but they may be in high demand. The nearest public DC Fast Chargers are located at <<location (plugs available)>> and <<location (plugs available)>>.
- We will be having test drivers sign liability waivers prior to driving your vehicle. However, if your dealership requires an additional liability waiver to be signed by drivers, please have those with you, or send them to <<(ride and drive coordination lead)>>.

Timing

- Plan to arrive at <<time>>.
- Plan to leave event site shortly after <<time>>.

Location

- Pick-up and drop-off for test drives will take place at the <<location>>.
- See attached map for location detail and for suggested driving route.
- Suggested driving route should take approximately <<X>> minutes and is about <<X>> miles.

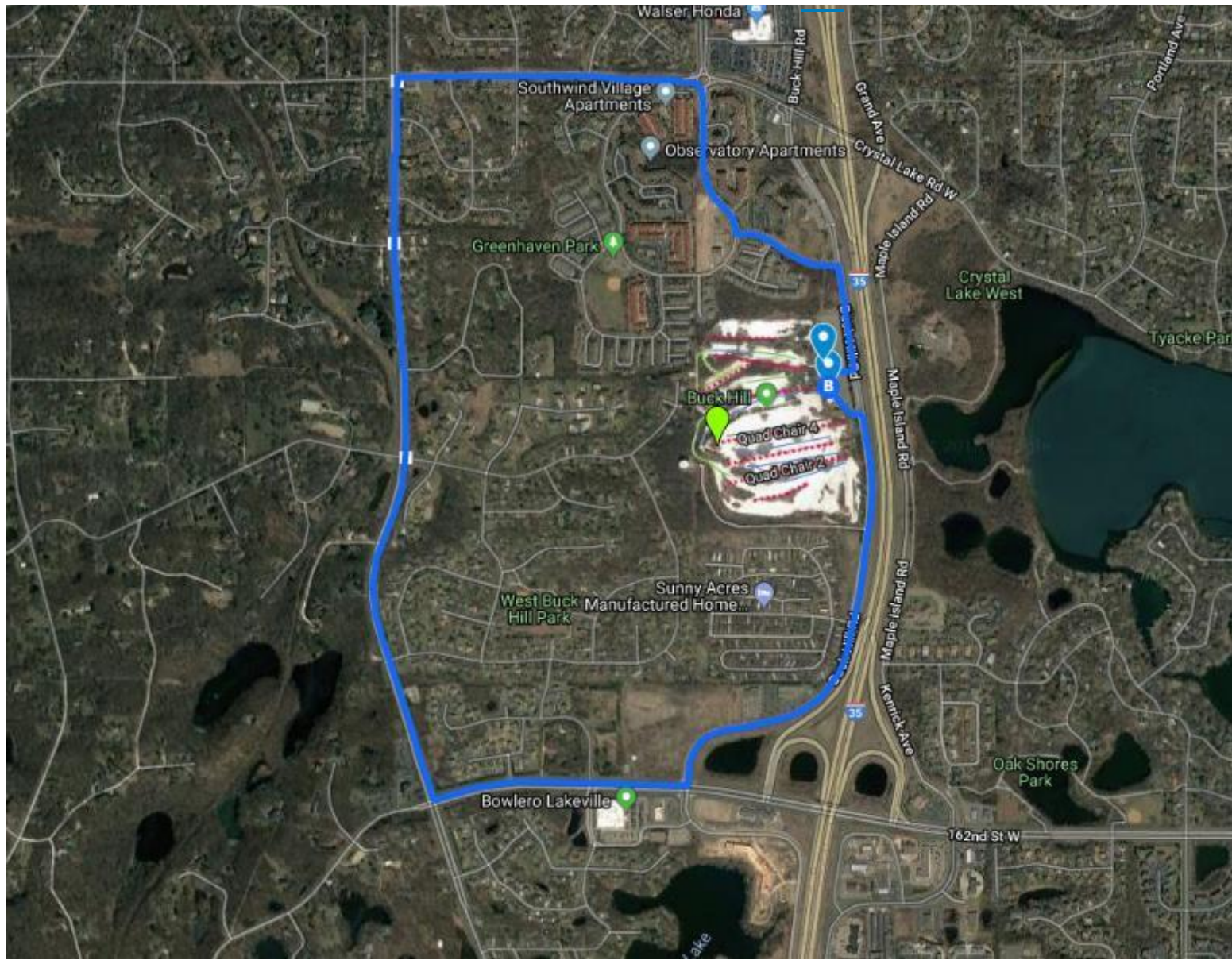
During event

- Event organizers will be coordinating test drive sign-ups and will send riders/drivers to your vehicle.
- Check drivers' licenses and insurance cards prior to the test drive.
- If there is a long line for your vehicle, we encourage you to stop mid-way through the route and switch drivers!
- Remind drivers to take the post-survey after their test drive.
- Keep a tally of the number of test drives you provide and the number of people that ride along (we will provide a tally sheet).

Day of Contact

- Name: <<Ride and drive coordinator>>
- Phone: <<Phone number>>

Suggested Driving Route <<update>>



Location Details <<update>>



Dealer Outreach Guidelines

- **Contacting Dealerships Procedures and Guidelines**
 - The first step is to locate dealerships in your area that have electric vehicles (EVs) for sale.
 - Check <https://carsoup.com> or a similar site for availability of EVs at dealerships
 - For a list of EVs available in the Midwest, look here <https://EVInfoList.com>
 - Before making your pitch to the dealership, ensure you are talking to management or someone who can provide your event with EVs. Most of the time, sales representatives cannot guarantee you this service.
 - Explain why you are reaching out and be sure to state that you're trying to secure EVs for test drives.
 - Let them know your objective, which is to raise awareness and get residents of the town excited about EVs. Eventually, this may lead to increased EV sales at local dealerships.
 - Ensure the commitment on their end is clear. EVs are needed for test drives and one sales rep per EV.
 - Attach the auto dealership logistics sheet with the email.

Sample e-mail

Hi John,

I am working with XYZ Organization to host a Ride and Drive event on September 12 from 4-7 pm. We are hoping that your dealership would provide either a Ford Fusion Energi or Ford Focus Electric (or both) to give test drives at the event. We have over 125 people registered, so it is a great opportunity to generate interest for these vehicles! Would your dealership be interested and able to participate? More information about the event is attached.

- **Program Temporarily Suspended for 2021 - Work with your BES Rep for additional assistance.**
- **To secure Nissan Leafs, send the following information to the contacts listed below:**
 - Date, time, and location of event
 - Number of EVs you want to give test drives
 - Number of sales representatives you want to accompany EVs
 - All States
 - Marcus English, EV Operations Manager for Nissan in the Midwest
 - Marcus.English@nissan-usa.com
 - Ph: 331-220-5089

- **Other organizations to assist in securing EVs for your event:**
 - IA
 - MK Anderson, Iowa Clean Cities Coalition
 - Mk.anderson@iowaeda.com
 - Ph: 515-348-6223
 - MRES
 - Member BES Representative
 - MN
 - Lisa Thurstin, Midwest Evolve/American Lung Association
 - Lisa.Thurstin@lung.org
 - Ph: 651-223-9568
 - Diana McKeown, Metro Clean Energy Resource Teams
 - dmckeown@gpsid.net
 - W: 612-278-7158
 - MRES
 - Member BES Representative
 - ND
 - Robert Moffitt, North Dakota Clean Cities/American Lung Association
 - Robert.Moffitt@Lung.org
 - MRES
 - Member BES Representative
 - SD
 - MRES
 - Member BES Representative

Appendix D



Ride & Drive Event by <<Host Site>>

Vehicles and Partners Attending Location:

Date:

Time:

Site Contact:

Test Drive Vehicles			
Manufacturer	Dealership	Vehicle	Representative
Audi			
BMW			
Chevy			
Chrysler			
Ford			
Honda			
Kia			
Mitsubishi			
Nissan			
Tesla			
Toyota			
Volvo			
Other			

Display Vehicles		
Name	Vehicle Make	Vehicle Model

Participating Partners		
Sector	Organization	Representative
Utility		
Electric Vehicle Supply Equipment		
Other		

Volunteers	
Name	Organization

Appendix E

<<City/Utility Logo Here>>



Ride & Drive Event by <<Host Site> >

Logistics Information for EV Owners

<<Date>>

<<Time>>

Event Location

- <<Venue name | Address>>

Prior to event

- Please have your vehicle washed and polished so it looks its best!
- Remove any valuables from your vehicle.
- Remove anything you don't want the public to see.
- Sign and return the attached EV Owner Conduct Requirements form.

Timing

- Plan to arrive at <<time>>.
- Plan to leave event site shortly after <<time>>.

Location

- Owner vehicles will be located outside <<location>>.
- See attached map for location details.

During event

- Please remain with your vehicle throughout the event. There will be many attendees with questions about EV technology, so we will need you on site to help answer those questions.
- Attendees will be viewing the outside and inside of the vehicles.

Day of Contact

- Name: <<Ride and drive event contact lead>>
- Phone: <<Lead phone>>

Location Details <<update>>



Appendix F

<<City/Utility Logo>>



<<Event name>>

Auto Dealer Contact Sheet

<<Date | Time>>

<<Venue (address)>>

Name	Dealership	Vehicle Bringing	Cell Phone Number

Appendix G

ELECTRIC VEHICLE OWNER CONDUCT REQUIREMENTS

<<City/Utility>> ELECTRIC VEHICLE RIDE & DRIVE

<<Address>>

I understand and acknowledge that my use of my privately-owned vehicle at the <<location>> as a display vehicle is subject to the following provisions:

1. I possess an operator's license valid in the United States, the District of Columbia, or a US territory and will comply with all license restrictions.
2. I will obey all applicable motor vehicle laws, codes, and regulations.
3. I will ensure the proper use of safety belts.
4. I will obey all signs posted at the <<host site>>.
5. I will not drive the vehicle once it has been parked in the display area for the duration of the event.
6. I will not display the vehicle in an unsafe manner.
7. I release, waive, and hold harmless the <<host site>>, the <<City/Utility of Placeholder>> and Missouri River Energy Services and their officers, directors, employees, agents, representatives, successors, assigns or affiliates (herein collectively referred to as the "Event Hosts") from any and all claims, demands, actions, causes of action, suits, costs, charges, liabilities, judgments or loss arising directly or indirectly from my use of the vehicle (whether caused by the negligence of the Event Hosts or otherwise).
8. I assume full responsibility for any risk of bodily injury, death or property damage arising out of or related to my use of the vehicle.
9. I understand that this document and my acknowledgment hereunder shall be governed by the laws of <<State Name>>.

I HAVE READ THESE ELECTRIC VEHICLE OWNER CONDUCT REQUIREMENTS, FULLY UNDERSTAND THE TERMS, AND I ACKNOWLEDGE THEM FREELY AND VOLUNTARILY WITHOUT ANY INDUCEMENT, ASSURANCE OR GUARANTEE BEING MADE TO ME.

Printed Name

Signature

Email Address

Date



Appendix H

<<City/Utility Logo>>

RELEASE OF LIABILITY AND WAIVER OF RIGHTS

Event: _____

Date of Event: _____

I desire to participate in the event described above (the "Event"), including, without limitation, to drive or be a passenger in any vehicle associated with the Event. In consideration of being permitted to participate in the Event, I hereby agree to all the terms of this Release of Liability and Waiver of Rights (this "Release and Waiver").

This Release and Waiver shall be binding upon and enforceable against me, my personal representatives, spouse, assigns, heirs, and next of kin without limitation. If any portion of this Release and Waiver is held invalid, the remainder shall not be affected and shall continue in full legal force and effect. This document constitutes the entire agreement between Missouri River Energy Services and me and supersedes any previous or contemporaneous discussions or agreements between us in respect of these matters.

I hereby irrevocably and unconditionally agree for myself, my personal representatives, my heirs, next-of-kin, insurers, successors, and assigns, as follows:

1. **ASSUMPTION OF RISK.** My choice to participate in the Event is knowing, voluntary, and made for my personal enjoyment. I understand that participation in the Event involves inherent risks and dangers, including death and serious personal and bodily injury. I have considered the risks involved, and I voluntarily and freely choose to assume these risks.
2. **RELEASE FROM LIABILITY.** I fully and forever release and discharge Missouri River Energy Services and its respective affiliates, directors, employees, members, agents, and insurers (collectively referred to in this Release and Waiver as "Sponsor") from any and all injuries (including death), losses, damages, claims, demands, lawsuits, expenses, and any other liability of any kind, of or to me, my property, or any other person or property, directly or indirectly arising out of or in connection with my participation in the Event.
3. **INDEMNITY.** I will defend, indemnify, hold harmless, and reimburse Sponsor from and for all damages, losses, costs, or expenses (including legal fees) incurred by Sponsor or paid by them to any person (including me or my insurers) in respect of any accident, injury (including death), loss, or property damage, however caused resulting from, arising out of, or otherwise in connection with my participation in the Event.
4. **COVENANT NOT TO SUE.** I will not initiate any claim, lawsuit, court action, or other legal proceeding or demand against Sponsor, nor join or assist in the prosecution of any claim for money or other damages which anyone may have, on account of injuries (including death), losses, or damages sustained by me, other parties, or my (or others') property in connection with my participation in the Event, and I waive any right I may have to do so. I waive my insurers' right to make a claim against Sponsor based on payments by insurers to me or on my behalf for any reason.
5. **MEDICAL EXPENSES.** I hereby consent to receive medical treatment which may be deemed necessary in the event of any illness, accident, or injury, or medical emergency resulting from or in connection with my participation in the Event and understand that I am solely responsible for all costs related to such medical treatment, medical transportation, and/or evacuation.
6. **REPRESENTATIONS.** I am over 18 years of age and I have a valid driver's license. My automobile insurance policy meets applicable law relating to insurance minimum coverage requirements for bodily injury, death, and property damage, and such insurance is primary to and will not seek contribution from any other insurance of Sponsor. I will provide Sponsor with proof of valid insurance upon request. I am in good health and I do not have any medical or other conditions that would impair my ability to drive or ride in a vehicle or otherwise participate in the Event. If at any time I believe conditions to be unsafe or that I am no longer in proper physical condition to participate in the Event, I will immediately discontinue further participation in the Event.

7. COVENANTS. I will follow any and all instructions and recommendations of Sponsor at all times during the Event, including, without limitation, in respect of my operation of any vehicle at the Event or other participation in the Event. I will comply with all applicable laws while participating in the Event. I will operate all vehicles at the Event in a safe manner and will observe all traffic laws. I will not operate or be a passenger in any vehicle at the Event while under the influence of any alcohol or illegal drug, or any intoxicant, narcotic, prescription medicine, or other drug which would impair my ability to operate or ride in a vehicle.

8. PUBLICITY. I hereby grant Sponsor, without limitation, the right to use my name and likeness in connection with the Event for any publicity without further compensation or permission.

BY SIGNING, I ACKNOWLEDGE THAT I HAVE READ AND UNDERSTOOD ALL OF THE TERMS OF THIS RELEASE AND WAIVER AND THAT I AM VOLUNTARILY GIVING UP LEGAL RIGHTS, INCLUDING THE RIGHT TO SUE THE SPONSOR.

Signature

Date

PERSONAL INFORMATION

Please fill in the information below.

My Full Legal Name:

Address:

Date of Birth:

Email Address:

Phone:

Emergency Contact Name and Phone:

My driver's license is valid and there are no restrictions (circle): YES or NO

I have automobile insurance (circle): YES or NO

Driver's License No.:



Appendix I

Ride and Drive Social Media Toolkit

Goal

Increase attendance, outreach, and success of your Ride and Drive Event.

Audience

Tailor your message by thinking through questions such as:

- Who do you want to attend your event?
- What would motivate your target audience to attend?
- Is this event open to the public or just for city employees?

Timeline

- **1-2 months** before the event: if you have secured a location and time, create a Facebook event, Eventbrite, or other webpage that includes the details. If you want attendants to pre-register, include the link in your communications. Begin sharing on your social media channels. Tag your partner organizations and have them share or re-tweet. Encourage your entire staff to retweet and share on social media as well.
- **1-3 weeks** before the event: continue to share via social media channels at least once a week. Include any additional details about parking, food, weather, etc. and make sure to keep your event site updated with key details. Highlight sponsors, vehicles, venues, etc.
- **1-7 days before** the event: last big push for attendance. Post more frequently. Continue to share pictures or videos of the site and event information (and keep your event page updated).
- **Day of** the event: Post a last call for attendance. Live tweet and schedule post for Facebook.

Facebook posts:

- **1-2 months out**
- Join [utility name] for our Ride and Drive Event on [day, month, and date] from [time] at [location]. Test drive electric vehicles, learn about charging options, and say “Hello” to your utility employees! Visit our website for more details: www.brightenergysolutions.com/electric-vehicles
- Join [utility name] for our Ride and Drive Event on [day, month, and date] from [time] at [location]. Test drive electric vehicles, chat with local electric vehicle owners, and learn how you can make the switch! Visit our website for more details: www.brightenergysolutions.com/electric-vehicles

- **1-3 weeks**
- Don't forget to attend our upcoming Ride and Drive! This is your chance to get behind the wheel of the electric **[make and model]**! **[URL]**
- Curious about electric vehicles but not sure where to start? Join **[utility name]** for a chance to test drive the **[make and model]**. This event is FREE and will be hosted at **[location]** from **[time]**. **[URL]**
- Next week, **[utility name]** will host a free Ride and Drive event for **[audience(s)]**. Stop by anytime from **[time]** at **[location]** to test drive the **[make and model]**! **[URL]**
- **2-7 days**
- Electric vehicles are better for the environment and better for your wallet. Test drive one TODAY at the Ride and Drive event happening at **[location]** until **[time]**! **[URL]**
- Check out these awesome electric vehicles that are ready to be driven by YOU! Don't miss **[utility name]**'s Ride and Drive Event happening today until **[time]** **[include image from event]** **[URL]**

Tips

- Share educational resources from: www.brightenergysolutions.com/electric-vehicles to help answer questions beforehand and create interest in your event.
- Respond to Facebook comments and inquiries as soon as possible.
- If you created a Facebook event, make sure to update it with additional details as they are finalized. Periodically share and post in the event page.
- When taking photos at the event, make sure to get permission to use the image on social media from the people prominently featured in the shot.

Twitter templates

- **1-2 months**
- Join the **[@utility handle]** for our Ride and Drive Event on **[day, date, from time]** at **[location]**. Test drive #EVs, learn about charging at home and work, and say hello to your utility employees! **[URL]**
- Join the **[@utility handle]** for our Ride and Drive Event on **[day, date from time]** at **[location]**. Test drive #ElectricVehicles, chat with local #EV owners, and learn how you can make the switch! **[URL]**
- **2-3 weeks**
- Don't forget to join us for our upcoming Ride and Drive Event on **[day and time]**! This is your chance to get behind the wheel of the electric **[make and model]**. **[#UtilityName]**

- Curious about electric vehicles but not sure where to start? Join **[@utility handle]** for a chance to test drive the **[make and model]**. This event is free and will be hosted at **[location]** from **[time]**. Thanks to event partners **[@partner handle]**
- Next week, **[@utility handle]** will be hosting a free Ride and Drive event for **[audience(s)]**. Stop by anytime from **[time]** at **[location]** to test drive the **[make and model]**!
- **1-7 days**
- Electric vehicles are better for the environment and better for your wallet. Test drive one TODAY at the Ride and Drive event happening at **[location]** **[time]**! Thanks to event partners **[@partner handle]**
- Check out these awesome #EVs that are ready to be driven by YOU! Don't miss **[@City handle]**'s Ride and Drive Event happening today until **[time]**

Tips

- Include 1-2 hashtags: #DriveElectricMN #EVs #ChargeForward #ElectricVehicles #CityName #RideAndDrive
- Tag partners and venue/location whenever possible.
- Tweet with pictures for more engaging posts.
- Include a link if possible with additional details or registration.

Images

- Images help your social media post gain traction and engagement.
- Use throughout your posts to help increase online presence.

Live Event Promotion

- Taking photos and posting live can be a fun and creative way to showcase the hard work and ongoing activities during a Ride and Drive.
- You can also schedule content to be posted ahead of time on Facebook to save time.

Post Event Follow Up

- This is a great opportunity to thank everyone who came to your event and event partners. It's also a chance to provide additional resources to those who couldn't make it or remind them about the electric vehicles your city or organization has in its fleet or future plans to implement EVs.

Appendix J

FOR IMMEDIATE RELEASE

<<DATE>>

Local utility hosting electric vehicle test-drive event

<<Utility name>> will be hosting an electric vehicle (EV) Ride & Drive on <<date>> at <<location>>. During the event, people interested in learning about the benefits and performance of an EV will be able to test drive new models for free from <<time>> in a non-sales, no-pressure setting.

Today's EVs are a smart, environmentally friendly transportation choice. They cost less to operate than gas-powered cars. In fact, they can be three to five times cheaper to operate than gas-powered cars depending on gas and electric rates. Plus, their electric motors require less maintenance than traditional gas engines.

EVs can be charged at home with a standard 120V outlet, or a specialized 240V charger can be installed for quicker charging capabilities.

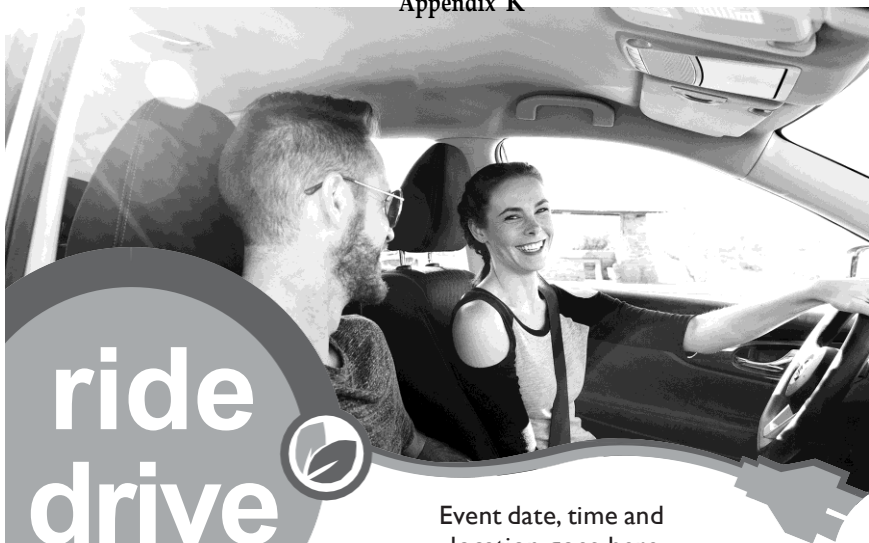
EV range is typically around 80 miles to over 330 miles on a full charge. Fully recharging the battery pack can take four to eight hours, but a fast charge of up to 80% battery capacity only takes 30 minutes.

<<Utility name's>> Ride & Drive is designed to provide information and explain why our region is an ideal place to own an EV, as much of our electricity comes from carbon free energy sources. That means when people drive EVs, they're essentially trading gas and diesel for energy coming from dams, wind farms, and solar power.

Test driving new EV models will allow people to feel how electric motors provide quiet, smooth operation and stronger acceleration than gas-powered cars. In addition, utility staff and energy experts will be able to answer EV-related questions without the pressure of a sales environment.

Through its Bright Energy Solutions program, <<Utility name>> offers a \$500 rebate on the installation of a ChargePoint Home Flex 240V charger. Stop by our Ride & Drive event or contact <<Utility name & phone>> for more details. For more information on EVs, including rebates, tax credits, and other incentives, visit: www.brightenergysolutions.com/electric-vehicles

###



ride
drive



Event date, time and
location goes here

Want to test drive an Electric Vehicle? Now's your chance.

Utility logo/info
goes here

Get behind the wheel of an electric vehicle (EV), view charging demos, and receive answers to your questions in a non-sale setting during <<Utility Name>>'s ride-and-drive event on <<date>> at <<location>>.

EV Benefits:

- Cost less to operate
- Some models have a range of 300+ miles on one charge
- Provide a quiet, smooth ride and fast acceleration
- Require less maintenance

Interested? Stop by this event or visit to learn more about the benefits at:

www.brightenergysolution.com/electric-vehicles

Appendix L

Radio Ad – EV ride-and-drive events

0:30

HAVE YOU EVER WANTED TO TEST DRIVE AN ELECTRIC VEHICLE? IF THE ANSWER IS YES, <<NAME OF UTILITY>> IS HOSTING A RIDE-AND-DRIVE EVENT AT <<TIME>> ON <<DATE>> AT <<EVENT LOCATION>>.

COME ON DOWN AND JOIN <<NAME OF UTILITY>> IN A NON-SALE, NO PRESSURE SETTING WHERE YOU CAN GET BEHIND THE WHEEL OF A NEW ELECTRIC VEHICLE AND HAVE ALL YOUR QUESTIONS ANSWERED.

MARK YOUR CALENDARS FOR THE RIDE-AND-DRIVE ON <<DATE>>, AND LEARN HOW TODAY'S ELECTRIC VEHICLES COST LESS TO OPERATE AND REQUIRE LESS MAINTENANCE THAN GAS- OR DIESEL-POWERED CARS. JOIN US FOR LIGHT REFRESHMENTS, CONVERSATION AND AN EV CRUISE!

FOR MORE INFORMATION ON ELECTRIC VEHICLES AND HOW THEY CAN HELP YOU SAVE MONEY, GO TO [BES.HTTPS://WWW.BRIGHTENERGYSOLUTIONS.COM/ELECTRIC-VEHICLES.COM](https://www.brightenergysolutions.com/electric-vehicles.com).

###



Want to test drive an Electric Vehicle?

Get behind the wheel of an electric vehicle (EV), view charging demos, and receive answers to your questions in a non-sale setting during <<Utility Name>>'s ride-and-drive event on <<date>>.

Utility info here



Want to test drive an Electric Vehicle?

Get behind the wheel of an electric vehicle (EV), view charging demos, and receive answers to your questions in a non-sale setting during <<Utility Name>>'s ride-and-drive event on <<date>>.

Utility info here



Want to test drive an Electric Vehicle?

Get behind the wheel of an electric vehicle (EV), view charging demos, and receive answers to your questions in a non-sale setting during <<Utility Name>>'s ride-and-drive event on <<date>>.

Utility info here







ride
&
drive

Never go to the gas station again!

EVs cost less to operate than gas-powered cars, and their range on one charge is anywhere from 80 to over 300 miles. Also, electric motors provide quiet, smooth operation and require less maintenance than traditional gas engines.



If you've ever wanted to test drive an EV, now's your chance. Mark your calendar to attend <<Utility Name's>> ride-and-drive event from <<time>> on <<date>> at <<location>>.



Interested?
To learn more
about the benefits at:
www.brightenergysolution.com/electric-vehicles



ride
&
drive

Never go to the gas station again!

EVs cost less to operate than gas-powered cars, and their range on one charge is anywhere from 80 to over 300 miles. Also, electric motors provide quiet, smooth operation and require less maintenance than traditional gas engines.



If you've ever wanted to test drive an EV, now's your chance. Mark your calendar to attend <<Utility Name's>> ride-and-drive event from <<time>> on <<date>> at <<location>>.



Interested?
To learn more
about the benefits at:
www.brightenergysolution.com/electric-vehicles



ride
&
drive

Never go to the gas station again!

EVs cost less to operate than gas-powered cars, and their range on one charge is anywhere from 80 to over 300 miles. Also, electric motors provide quiet, smooth operation and require less maintenance than traditional gas engines.



If you've ever wanted to test drive an EV, now's your chance. Mark your calendar to attend <<Utility Name's>> ride-and-drive event from <<time>> on <<date>> at <<location>>.

Interested?
To learn more
about the benefits at:
www.brightenergysolution.com/electric-vehicles

Want to test drive an ELECTRIC VEHICLE?



Get behind the wheel of an electric vehicle (EV), view charging demos, and receive answers to your questions in a non-sale setting during <<Utility Name>>'s ride-and-drive event on <<date>>.

Learn how EVs cost less to operate than regular cars and why their quiet motors have stronger acceleration and require less maintenance than gas-powered engines.

Learn More www.brightenergysolutions.com/electric-vehicles.com

Ride and Drive Sample Surveys

These surveys are designed to be templates/sample surveys. The questions are written to assess the state of electric vehicles (EVs) in your community and help observe the impacts of a ride and drive event on the attendees. There are three surveys: a pre-survey to be given before a test drive, a post-survey to be given after someone completes their test drive, and a follow-up survey to be administered two to three months after the event. These questions are suggestions designed to help procure interesting data about your event. Feel free to modify them to better fit your needs!

Pre-Survey

1. What is your email address? (For linking pre- and post-surveys)
2. How have you encountered electric vehicles (battery electric or plug-in hybrid) before?
Select all that apply.
 - ☐ Own/lease a personal electric vehicle
 - ☐ Someone close to me owns/leases an electric vehicle
 - ☐ Test driven an electric vehicle at a ride and drive/dealership
 - ☐ Seen an electric vehicle out on the roads
 - ☐ Heard about tax incentives/government action around electric vehicles
 - ☐ Seen electric vehicles in media (news/social media/movies/ads)
 - ☐ Ridden in an electric vehicle
 - ☐ Never encountered an electric vehicle
 - ☐ Other (please specify)
3. When it comes time to purchase/lease your next vehicle, would you consider purchasing/leasing a Plug-in Hybrid Electric Vehicle?
 - ☐ Definitely will not purchase/lease
 - ☐ Not considering purchasing/leasing
 - ☐ Unsure
 - ☐ Considering purchasing/leasing
 - ☐ Definitely will purchase/lease
4. When it comes time to purchase/lease your next vehicle, would you consider purchasing/leasing an all-electric Battery Electric Vehicle?
 - ☐ Definitely will not purchase/lease
 - ☐ Not considering purchasing/leasing
 - ☐ Unsure
 - ☐ Considering purchasing/leasing
 - ☐ Definitely will purchase/lease

5. How far is your roundtrip daily commute (i.e. how many miles do you on average drive per day)?
- ☐ 0-25 miles
 - ☐ 26-50 miles
 - ☐ 51-75 miles
 - ☐ 76-100 miles
 - ☐ Greater than 100 miles
6. Do you encounter electric vehicle charging in any of these ways? (Select all that apply)
- ☐ Electric vehicle charging at my workplace
 - ☐ Electric vehicle charging at the businesses/locations I visit
 - ☐ Electric vehicle charging at my home/in my community
 - ☐ I see electric vehicle charging programs through my utility
 - ☐ I do not encounter electric vehicle charging
7. At any point during the day, is your vehicle parked near an outlet for 4+ hours at a time? (Garage, workplace parking, etc)
- ☐ Yes
 - ☐ No

Post-Survey

1. What is your email address? (For linking pre- and post-surveys)
2. What type of electric vehicle did you drive/ride in?
 - ☐ Battery Electric Vehicle
 - ☐ Plug-in Hybrid Electric Vehicle
3. When it comes time to purchase/lease your next vehicle, would you consider purchasing/leasing a Plug-In Hybrid Electric Vehicle?
 - ☐ Definitely will not purchase/lease
 - ☐ Not considering purchasing/leasing
 - ☐ Unsure
 - ☐ Considering purchasing/leasing
 - ☐ Definitely will purchase/lease
4. When it comes time to purchase/lease your next vehicle, would you consider purchasing/leasing an all-electric Battery Electric Vehicle?
 - ☐ Definitely will not purchase/lease
 - ☐ Not considering purchasing/leasing
 - ☐ Unsure
 - ☐ Considering purchasing/leasing
 - ☐ Definitely will purchase/lease
5. Now that you've had a chance to drive an electric vehicle, what do you think are the biggest challenges to overcome before you would consider purchasing an electric vehicle? Select all that apply. (Even if you own an EV or are fairly confident in purchasing one soon, your perspective about barriers is still very important).
 - ☐ Availability of public electric vehicle charging infrastructure
 - ☐ Concerns about range of the battery
 - ☐ Cost of an electric vehicle
 - ☐ Lack of makes and models for the vehicle type I want
 - ☐ Concerns about weather and performance in Minnesota
 - ☐ Availability of vehicle maintenance options
 - ☐ Other (please specify)

Follow-up Survey

1. What is your email address? (For linking this survey with your previous answers)
2. How have you encountered electric vehicles? (battery electric or plug-in hybrid) Select all that apply:
 - ☐ Own/lease a personal electric vehicle
 - ☐ Someone close to me owns/leases an electric vehicle
 - ☐ Test driven an electric vehicle at a ride and drive/dealership
 - ☐ Seen an electric vehicle out on the roads
 - ☐ Heard about tax incentives/government action around electric vehicles
 - ☐ Seen electric vehicles in media (news/social media/movies/ads)
 - ☐ Ridden in an electric vehicle
 - ☐ Never encountered an electric vehicle
 - ☐ Other (please specify)
3. Do you encounter electric vehicle charging in any of these ways? (Select all that apply):
 - ☐ Electric vehicle charging at my workplace
 - ☐ Electric vehicle charging at the businesses/locations I visit
 - ☐ Electric vehicle charging at my home/in my community
 - ☐ I see electric vehicle charging programs through my utility
 - ☐ I do not encounter electric vehicle charging
4. When it comes time to purchase/lease your next vehicle, would you consider purchasing/leasing a Plug-in Hybrid Electric Vehicle?
 - ☐ Definitely will not purchase/lease
 - ☐ Not considering purchasing/leasing
 - ☐ Unsure
 - ☐ Considering purchasing/leasing
 - ☐ Definitely will purchase/lease
5. When it comes time to purchase/lease your next vehicle, would you consider purchasing/leasing an all-electric Battery Electric Vehicle?
 - ☐ Definitely will not purchase/lease
 - ☐ Not considering purchasing/leasing
 - ☐ Unsure
 - ☐ Considering purchasing/leasing
 - ☐ Definitely will purchase/lease
6. As a follow-up to the ride and drive event you attended at <<City/Utility name>>, what do you see as the biggest barriers now for electric vehicle adoption? (Select all that apply):
 - ☐ Availability of public electric vehicle charging infrastructure
 - ☐ Concerns about range of the battery
 - ☐ Cost of an electric vehicle

- ☐ Lack of makes and models of different types of vehicles
- ☐ Concerns about weather and performance in Minnesota
- ☐ Availability of vehicle maintenance options
- ☐ Others (please specify)

7. Do you have any additional follow-up or comments about the event, or electric vehicles in general?

- Open ended response



2021 Bright Energy Solutions® (BES) Advertising & Event Cost-Share Program

Promote BES and get reimbursed *for 50 percent* of eligible expenses*

*Up to an annual limit based on total electric meters. See below for limitations.

Print or Online Advertising: Content of ad must promote the BES program and include: **1) BES logo; and, 2) BES web address or utility web address. All elements of logo and web address must be readable.**

Events (home shows, expos, etc.): Reimbursement covers basic participation fee provided BES program is promoted. (To request that Missouri River Energy Services “sponsor” an event, contact Joni Livingston.) BES Displays are available to borrow, so please schedule with BES field rep early.

Newsletters: Reimbursement will be prorated based on portion of newsletter dedicated to BES. (Example: If BES article takes 20% of the newsletter, BES will reimburse 10% of newsletter cost.)

Promotional or Giveaway Items:

- Items must provide lasting BES exposure to your customers. (Example: mugs, refrigerator clips, pens, etc.) ***Items that are edible, single-use, or toys intended for children are not eligible.***
- Promo item must be imprinted with: **1) BES logo; and, 2) BES web address or utility web address. All elements of logo and web address must be readable, and final vendor proof must be approved by the MRES Director of Communications prior to printing.**

Examples of advertising expenses eligible for cost-share

- | | |
|------------------------------|--------------------------|
| ▪ Newspaper display ads | ▪ Home show booth fees |
| ▪ Radio ads | ▪ Posters |
| ▪ Bill stuffers | ▪ Postcards and letters |
| ▪ Coffee mugs | ▪ Movie theatre previews |
| ▪ School sports calendars | ▪ TV ad production costs |
| ▪ Facebook, Google ads, etc. | ▪ Event programs |

It's Easy:

- Member pays advertising expense.
- Submit copies of actual *invoices* (no statements or billing system summaries, please) to Shannon Murfield at MRES for reimbursement. **Invoices must be accompanied by copies or photos of advertisements, and/or radio scripts indicating what was promoted.**
- MRES will reimburse **50 percent** of eligible advertising costs up to this annual limit:

Total Electric Meters	Max. Annual Reimbursement
> 4,000	\$4,000
1,500 – 4,000	\$3,000
< 1,500	\$1,500



Dealership:

Vehicle:

Name of sales associate:

Number of test drives
provided:

Number of passengers:



Dealership:

Vehicle:

Name of sales associate:

Number of test drives
provided:

Number of passengers:



Dealership:

Vehicle:

Name of sales associate:

Number of test drives
provided:

Number of passengers:



Dealership:

Vehicle:

Name of sales associate:

Number of test drives
provided:

Number of passengers:



Appendix R

Ride & Drive Display Items

Indoor/Outdoor Ride & Drive Flags (2)



BES Table Cloth (1)



Contact your BES Field
Representative to
reserve these items

[Check out our Lighting Promo. Available for a limited time!](#)

Electric Vehicles

We make finding local rebates easy. Take advantage of our EV charger rebate by [searching for your local municipal electric utility](#). Customers must purchase electricity from a utility that participates in Bright Energy Solutions.



EV Charging Programs

Connect a Wi-Fi-enabled ChargePoint Home Flex charger to your local utility and receive a \$500 rebate. Receive a \$150 rebate by purchasing a different qualifying Level 2 charger of your choice.

[LEARN MORE ABOUT CHARGEPOINT HOME FLEX](#)



Federal Tax Credit for EV Charging Equipment

If you install qualified vehicle refueling and recharging property at your home, including electric vehicle charging equipment, you may be eligible for a credit of up to \$1,000 for each item of property. Consult a tax professional to see if your installation qualifies.

[VISIT THE IRS WEBSITE](#)



Federal Tax Credit for New & Used EVs

A federal tax credit is available for new and used electric vehicles that meet requirements specified in Internal Revenue Code Section 30D.

- [New Vehicle Clean Credit up to \\$7,500](#)
- [Used Vehicle Clean Credit up to \\$4,000](#)



Public Charging Stations Near You

Looking for a place to charge your EV?

[CHECK OUT THIS MAP](#)



Charging at Home

- [Energy Star Products](#)
- [Charging Electric Vehicles at Home](#)



Find Your Perfect EV

As a trusted resource for EV enthusiasts and potential buyers in the USA, Green Cares Compare provides an extensive car specs database, easy-to-use comparison

tools and up-to-date information on federal and state EV incentives, as well as charging solutions.

[EXPLORE EV MODELS](#)



Charge Time & Lower Fuel Cost

- ♦ [Electricity](#)
- ♦ [Vehicle Cost Calculator](#)



Powering Vehicles with Electricity

- ♦ [EV Facts](#)



Drive Electric Minnesota

[Drive Electric Minnesota](#) is a partnership of Minnesota's EV champions, dedicated to encouraging the deployment of EVs and the establishment of EV charging infrastructure.



Drive Electric South Dakota

[Drive Electric South Dakota](#) is here to make your journey to electric seamless and informed.



Home



Business



Contractors



[CONTACT US](#)

605-338-4042

[MEMBER LOGIN](#)

Program made available by



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