Drive Electric TENNESSEE

Drive Electric Tennessee

Electric Vehicle Ride & Drive Event Guide

Example of a Ride & Drive event that was held in 2020 at Cumberland Mountain State Park in partnership with Tennessee Technological University. Credit: Jonathan Overly.

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Acronyms

BEV	*battery (all-)electric vehicle*
DET	*Drive Electric Tennessee*
DOE	*U.S. Department of Energy*
EAA	*Electric Auto Association*
ETCleanFuels	*East Tennessee Clean Fuels Coalition*
EV	*electric vehicle*
EVSE	*electric vehicle supply equipment (charging infrastructure/equipment)*
KEVA	*Knoxville Electric Vehicle Association*
MB	*Megabytes*
NDEW	*National Drive Electric Week*
OEM	*Original Equipment Manufacturer*
PEV	*plug-in electric vehicle; includes both BEVs and PHEVs*
PHEV	*plug-in hybrid electric vehicle*
R&D	*Ride & Drive*

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Introduction

Throughout 2018, a team of Tennessee stakeholders—including State agencies, utilities, local governments, universities, research institutions, Clean Cities coalitions, electric vehicle (EV) manufacturers, businesses and advocacy groups—worked together to develop a shared vision for electric transportation in the state. Together, these stakeholders comprise Drive Electric Tennessee (DET) with the goal of increasing EV adoption in Tennessee from approximately 10,000 vehicles at the start of 2020 to 200,000 vehicles by 2028.

To help achieve this ambitious goal, DET is utilizing working groups and implementing a suite of programs and resources focused on promoting transportation electrification and connecting potential drivers with the awareness, policy and infrastructure tools they need to help them purchase an electric vehicle. EV Ride & Drive events are one of the biggest opportunities to promote driver awareness. These opportunities make for low-pressure, educational environments where people can experience driving an EV, often for the first time, and assimilate a wide variety of information about the vehicles' operability, handling, availability, costs, environmental benefits, fun factor and more.

This EV Ride & Drive Event Guide was written by Tennessee Clean Fuels in concert with the Event Guide Task Force members for the DET initiative and can be used by event organizers large and small to ensure Ride & Drive successes across the state.

Engage attendees via a booth where they can register and handle any paperwork; have EV owners or dealership reps ready to show their vehicle; use whiteboards or other tools to amp up the fun!

<u>An important note about used EVs and plug-in hybrid EVs (PHEVs)</u>. We believe it is important to include both used EVs and PHEVs in Ride & Drives whenever possible. As we work to educate all income levels of Tennesseans with various driving needs over the coming years, these kinds of EVs often can show a reduced cost or eliminate the worry about "range anxiety" that can be barriers to some individuals moving to using all or partially electrified vehicles. Try to make your Ride & Drive as accessible to as many Tennesseans as possible that come from different walks of life. This includes vehicles at the event but also pervades other aspects of Ride & Drives such as information you provide to attendees as well as how you speak about the electrified vehicle opportunity to attendees.

Event Prep Checklist

- ☐ Prepare and compile all necessary items for the event (see *Event Item Inventory*)
- ☐ Work with site host to design a Route, Safety and Logistics Plan (see *Route, Safety and Logistics Plan*)
- ☐ Identify event partners, including local sponsors, EV Owners Clubs, local power companies, sustainability nonprofits, local government representatives, etc. who may support your event (These entities may provide onsite volunteers who can bring personal vehicles, food/drink, literature, prizes/swag or other resources for your event. If necessary, contact DET for help identifying relevant partners in your area.)
- ☐ Contact local car dealerships to secure EVs for test drives (see *Guidelines for Dealership Outreach*)
- ☐ For public events, develop and distribute communications materials and press releases promoting the event (see examples in *Ride & Drive Social Media Toolkit*, *Sample Ride & Drive Flier* and *Sample Ride & Drive Press Release*)
- ☐ For public events, create online event pages (e.g., Eventbrite or Facebook) to help with event marketing and estimating event attendance
- ☐ For private events, work with site host to identify best means of marketing event to the target audience (e.g., employees, customers, etc.)
- ☐ Share your event details with the DET Coordinator for assistance with promotion and outreach
- ☐ If your event will include a presentation, identify speakers, secure slide shows or other visuals and work with the site host to organize the presentation time and location
- ☐ Prepare waiver forms for the event (see *Sample Photo Wavier & Release from Liability Form*)
- ☐ If possible, secure funding or sponsorship to cover costs of food or drinks, which can range from a light snack to a full lunch
- ☐ No less than one week out, confirm availability and attendance of all participating dealership representatives, event partners, speakers and volunteers
- ☐ Compile contact information for all involved parties (e.g., dealers, partners, speakers, volunteers), including day-of phone numbers (see *Tracking Event Vehicles, Staff and Volunteers*)
- ☐ Send out occasional event reminders to promote attendance, all the way up to the day of the event
- ☐ If possible, designate a staff member or volunteer ahead of time to take day-of photos (including photos of every dealer representative and volunteer engaging with the vehicles and your attendees) as well as to post promotional materials across social media
- ☐ If possible, train all staff members or volunteers ahead of time on the attendee onboarding process (e.g., signing in, filling out a pre-drive survey, signing a photography waiver and release from liability form, connecting them with EV Owners Club members/EV dealership representatives, etc.)

Event Item Inventory

Event Kit: All items in this kit can be assembled in a plastic tub/tote days before the event, to allow for easy travel to and from the EV Ride & Drive site.

Item	Quantity	Notes
Duct tape	1	Duct tape or similar adhesive is useful for posting signs and banners
Permanent markers, pens	10+	Used for checking in, signing waivers and completing surveys
Clipboards	2-3+	Useful for quick signing of waivers/surveys prior to entering a vehicle
Binder clips or paperweights	4-5	Necessary for outdoor events where wind may be a factor
Printed Ride & Drive surveys	100+, or depends on event size	Printed surveys may be simpler and easier to distribute than digital surveys; event organizers can prepare these materials according to their own preferences, however they then need to be hand-entered into an online system afterwards
Table skirt/cloth	1-2	For use at the table(s) where printed materials will be available
Informational literature	Varies	It is important to provide informational resources on EVs for attendees to learn from and take home (see *EV Resources and Literature*)
Waiver forms	100+, or depends on event size	Participants should be required to sign photo waiver/release from liability forms prior to entering a vehicle
Sign-in sheet	2-3	Sign-in sheets are useful for gathering contact information to follow up with post-drive surveys, newsletters and other promotional materials
Contact sheet	2-3	Make sure you have your volunteer, staff and dealership representative contact information easily accessible for day-of coordination
Garbage/ recycling bags	Depends on event size	Make sure you can leave the event space in the condition it was found and clean up all trash/recycling from the event
Sidewalk chalk *(optional)*	Multiple colors	Sidewalk chalk can be useful for outlining areas where attendees may park, where EVs should park and for showing the boundaries of the event space
Giveaways/swag *(optional)*	Depends on event size	Pens/pencils, stickers or other small freebies can help advertise your cause and thank attendees for participating in the event

Other Items: These larger items also need to be prepared and taken to and from the Ride & Drive site, likely in their own carrying cases/other storage systems. Please note that several of these items could be provided by the site host itself, which can make day-of assembly/take-down even easier. Coordinate with your site host.

Item	Quantity	Notes
Tents	1-2	Helps establish a central location for the event, and allows staff to shield from the sun on hot days
Tables	1-2	Useful for displaying informational materials and holding various documents
Chairs	1-2	Allows staff to take breaks and to man the tables, particularly useful for longer events
Banners/signs	Varies	Large logos or signage to display can help brand your event and draw in more attendees
Cones	10+, or varies based on event size	Cones are useful for creating spaces for both EVs and for event attendees to congregate; this is important for both organization and as a safety precaution
Tablets or iPads *(optional)*	1-2+	If your organization prefers digital sign-in sheets, waivers or surveys, having a fully charged tablet on hand can assist with this process; keep in mind that outdoor access to electricity for device charging purposes is not guaranteed with certain site hosts

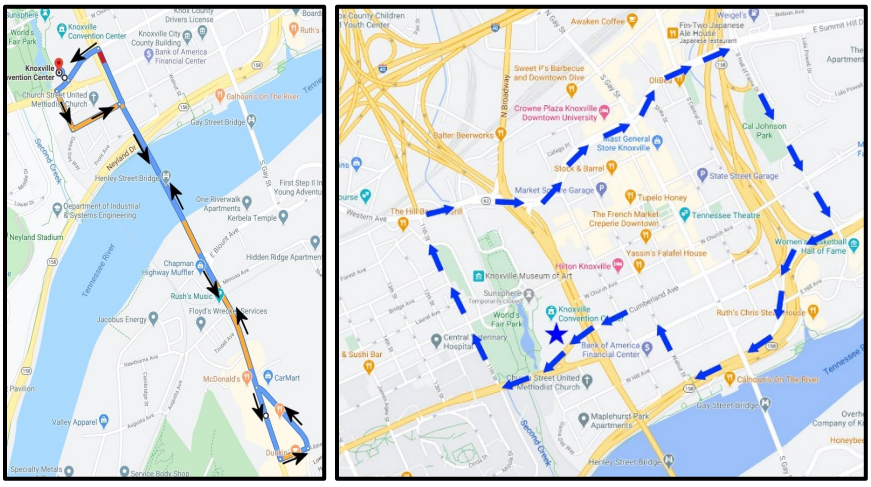
Route, Safety and Logistics Plan

One of the first steps you should take after deciding to host an EV Ride & Drive is to establish a Route, Safety and Logistics Plan. As the event will likely involve the presence of pedestrian attendees in close proximity to vehicles in motion, organizers and site hosts must coordinate throughout the event planning stages to account for the safety of attendees and staff. In addition to safety, a route design and site logistics will need to be agreed upon to ensure smooth operation of the event. Any Route, Safety and Logistics Plan should aim, at a minimum, to answer the following questions:

- ✓ Where is the space that the event will be held? Is it in a private or public space? Will attendees be able to freely enter/exit the event?
- ✓ Are the event organizers using their own site for the Ride & Drive? Or will the Ride & Drive take place at a separate site, thereby requiring the cooperation of the event organizers and the site hosts?
- ✓ Where will the test drive vehicles be parked, and how can this be clearly outlined for both vehicle owners and event guests?
- ✓ Where can guests who are arriving by personal vehicles park before entering the event space?
- ✓ Where will the event vehicle be driven, and how can this area be clearly separated from the main event space where attendees may congregate?

As this kind of flexibility exists in your planning, DET recommends planning to utilize either the next day or the same day the next week as the alternative event date. Plan ahead with all organizer partners and volunteers that this will be your Plan B with all the event times staying the same throughout the day as they were for the original date. Utilizing planning like this can reduce the need for re-coordinating many helpers in terms of time-of-day planning for the event.

- ✓ Will drivers be given a specific route to follow, or will drivers be able to drive more freely? If given a route, how will this be clearly outlined – via a printed map or via a route that can be easily accessed by a phone? Should the owner or dealership rep (if they are in the PEV) simply provide driving directions along the way? Can you utilize *right-hand turns only* to avoid unnecessary potential risk, and reduce the drive times by eliminating waiting at red lights? (See maps note on this page.)
- ✓ Is Wi-Fi available? (This is particularly important for organizations that wish to use tablets for sign-in, waivers or surveys.)
- ✓ Can/will food be brought to the event? Who will provide the food, and where will it be kept? How will refuse be recycled or disposed of, and how will food waste be handled?
- ✓ What can/will the site host provide? And what will the event organizers need to bring? (For example, site hosts may be able to provide tables, chairs and tents, whereas the event organizers may need to provide all items in the Event Kit.)
- ✓ What plan is in place for rain or other inclement weather? Can part of the event be moved to an indoor/covered space?
- ✓ Is the site host able to provide space and equipment (if applicable) for a presentation, if event organizers wish to deliver one to guests?
- ✓ What role will event hosts and organizers have in running the event? What is each staff member's assignment?
- ✓ Will bathrooms be available for staff and attendees? If so, where are these located? How can people be directed toward them?
- ✓ Particularly in the heat of summer, how will attendees and staff be kept hydrated? Will water be provided at the event, or is there water available nearby?
- ✓ What insurance considerations need to be made? Do the site hosts or event organizers require insurance for the event, and if so, what does this entail? (see Managing Liability – Photo Waivers, Release from Liability Forms and Insurance)



An example of two Ride & Drive roadmaps; while both can work and are helpful, the one on the right includes only right-hand turns.

Ideally, to help answer these questions and create your plan, you need to be familiar with the event site or conduct a site visit ahead of the event. In the case where an event organizer cannot visit the site ahead of

the event, organizers should instead work closely with site hosts when making decisions related to the physical event space. Organizers in this position should also arrive early on the day of the event, in case changes must be made at the last minute to event setup.

Guidelines for Dealership Outreach

Car dealerships that sell EVs can be valuable partners when planning Ride & Drive events. Soliciting dealership participation can help ensure that the event features an array of shiny, new EVs from a variety of manufacturers with different price points and features, all available for easy purchase in the surrounding area. When establishing these contacts, there are a number of best practices for ensuring participation:

- ✓ In order to reach the best dealership contacts, it is important to pick up the phone and make a call. This verbal interaction will allow you to provide a more comprehensive overview of the event and allow for quick and easy responses to any questions that the dealership representatives may have.
- ✓ The first thing to ask is if the dealership has any EVs on their lot, or if they expect to by the time the event will be held. If not, it is unlikely that they will be able to participate, even if they'd like to.
- ✓ However, if the dealership often does have EVs on their lot (just not currently), be sure to save their contact information for future events or to see if the situation has changed at a later date.
- ✓ Consider inviting all nearby dealerships that may have an EV on their lot; although some manufacturers do not yet produce EVs for the Tennessee market, many of these dealerships may have EVs from other manufacturers. It never hurts to reach out and ask! Plus, you might end up building connections with dealership that you did not expect.
- ✓ Consider the expected demographic of event attendees as well as the vehicles anticipated to be brought by other partners (EV Owners Clubs, personal vehicles of event organizers, etc.) and plan accordingly. If a specific manufacturer or vehicle model is already expected to be represented at the event, consider prioritizing securing vehicles of other makes and models to ensure diversity of vehicle options. Additionally, make sure the vehicle line-up is representative of a least a few of the more common and accessible vehicle models, in addition to any EVs secured from luxury brands.

A dealership representative speaks to the media during a Ride & Drive event. This can an important selling point to the dealership if you believe you will have the media coming to your event. Let them talk about wanting to sell all the listening audience an EV!

- ✓ When describing the event to a dealership representative, be sure to frame it in a way that tells the dealership what benefits they will receive from participation. Depending on event size, the dealership may be able to provide vehicle details,

pricing, contact information and test drives to dozens of people in the span of a single morning or afternoon, which may lead to increased sales.

- ✓ Always be sure to take down an email address and direct phone number, so you may provide additional event details following the conversation.
- ✓ Request that the dealership send a representative to the event (along with the vehicle) that has a working knowledge of EVs; some dealerships even have EV "specialists" that are well-versed in the vehicles and common customer questions and sales points.
- ✓ If the dealership agrees to participate, be sure to get the contact information for the representative that will be participating onsite. This includes a day-of phone number, should you need to provide them with any updates or reminders on event changes or details.
- ✓ Always be sure to ask if the dealership has any special requests that event organizers may be able to accommodate. Dealerships should be able to bring their own banners or tents, where appropriate, but they should be informed that an EV Ride & Drive event is typically brand neutral and is not focused on competition but instead collaboration and education.
- ✓ Recommend that the day-of event reps come with plenty of business cards on hand to provide to drivers or riders. It can also be helpful for them to come with the specs for their specific vehicle(s), so that they can pass that documentation out to interested parties.
- ✓ Inform the representatives that they should come to the Ride & Drive with their EVs as close to fully charged as possible. If needed, supply them with a list of nearby public chargers, just in case.
- ✓ After the partnership has been established, be sure to record the dealership's information for future events. Once you've secured a dealer for one event, it is much simpler to reach back out to these partners for future Ride & Drive events in the area. Be sure to always thank them for their participation and support following each event!

EV Resources and Literature

CHARGING INFRASTRUCTURE RESOURCES

Many EV Ride & Drive participants will have questions about vehicle charging infrastructure. For reference, most EV owners perform the majority of their vehicle charging at home (or at fleet facilities, in the case of commercially owned EVs). Some employers may offer access to workplace charging. Other publicly available charging stations can be found at a variety of locations, including retail, parking garages, hotels, recreation destinations and more. You can point attendees toward DET's EV Charging 101 webpage for more information.

With regard to publicly available chargers, there are several resources you may reference for your event attendees, including PlugShare or the Alternative Fueling Station Locator. In fact, it is recommended that staff have these resources pulled up on their mobile devices, in order to show the attendees firsthand how these web resources can be accessed. Printing a map of publicly available chargers in the surrounding area using one or both of these tools is also a good way of demonstrating charging accessibility to your event attendees.

The biggest takeaway for attendees regarding charging infrastructure is that the statewide network is rapidly expanding, providing drivers with the convenience, range and confidence to meet their transportation needs.

EV MODEL LISTS

Having one or more comprehensive lists of EV models currently on the market—including all-electric vehicles (BEVs) and plug-in hybrid EVs (PHEVs)—is very helpful during discussions with potential buyers. While a good EV Ride & Drive features a variety of EVs from different manufacturers and price points, it's impossible to have a full representation of test drive vehicles for all EVs currently available on the market. Having a printed list like the one at right as part of your Event Kit allows you to show participants the full range of EVs that are currently available, along with the associated prices, driving ranges and technologies.

Several groups like Plug-In America have already compiled comprehensive EV lists that you can use to educate participants at your EV Ride & Drive; you can find such a list here (also shown at right).

Plan to have versions of whatever list you decide to use available to hand out to attendees, as well as a few laminated versions to keep on the event table that are easier to keep clean and dry throughout the event (and reuse throughout the year).

ALTERNATIVE FUEL DEMONSTRATION LIBRARY – EV PLAYLIST

If your event features access to WiFi and event organizers have laptops or tablets available onsite, you can play a curated playlist of EV-focused YouTube videos produced by Tennessee Clean Fuels and starring EV owners and advocates from across the state. This can help add an extra layer of engagement during a busy event, particularly for attendees who are waiting to test drive a vehicle.

Tracking Event Vehicles, Staff and Volunteers

It is good practice to keep track of the vehicles, staff and volunteers that help you manage any EV Ride & Drive or demonstration event. A well-managed contact list of all the staff, volunteers and dealership representatives, including day-of phone numbers and other means of contact on the go, will serve the team before, during and after the Ride & Drive (particularly if you intend to hold a similar event in the future that the same volunteers and dealers may be interested in supporting). If such a list is built online, for example as a Google Sheet, it can be accessible via phone in the hours immediately before or during the event to immediately contact any team members.

This information is important because keeping track of event attendees, their experiences and feedback will remind you who helped to make the event a success. If collected and retained, this contact list can provide you the data you need to summarize your event—e.g., how many and what type of PEVs where there, how many staff from various organizations helped, how many and for how long volunteers assisted, etc.).

Don't just track your staff and volunteers – take a team photo! It is a great way to provide a shoutout via social media to all of them for their assistance in making your event a success (while documenting those participants).

You should also prepare a strategy to help dealership or OEM representatives track who and how many drove their vehicles. This could be as simple as supplying them with a notepad and pen, so they can tally the number of drivers and riders they had. Post-drive surveys (discussed in the following section) can also help with this process.

Once an event closes, be sure to send out thank you notices within a week of the Ride & Drive to all dealership representatives, support staff, volunteers, etc. If possible, it is great to send out photos of these people participating in the event (particularly for dealerships, to demonstrate how many people test drove their vehicles in a single day).

Tracking Event Attendees – Drivers, Riders and Others You Engage

Over the last decade, Tennessee Clean Fuels and several Electric Auto Association chapters have held more than 50 EV Ride & Drives and similar alternative fuel demonstration events. While the primary purpose of these events is to increase EV awareness and expose event attendees to the EVs available in today's market, a secondary yet still very important part of the Ride & Drive experience is to collect participant information and feedback. To do this, we recommend the use of pre-drive and post-drive surveys.

The use of surveys has come a long way in the digital age, and there are many online survey apps or tools that now make it quite easy to garner participant experiences. This can be an easy way to track not only opinions and experiences but a) how many riders or drivers you had, as well as b) how many EVs any one person drove.

The more participants you get to complete surveys, the more user feedback you end up with to showcase how your events and efforts are making a difference in the community. It is best to train your event staff from the start to understand what they need to relay to participants when they arrive and before they get in a vehicle. In our experience, utilizing well-placed table stands, banners or other signage that notes the steps attendees need to take before participating in the EV Ride & Drive can also help streamline this process. For example, the following message could be placed on a table stand:

"Are you ready to have the **EV Experience?** Just…

1. Sign in at the Ride & Drive event table,
2. Fill out the photo waiver and liability form,
3. Complete the pre-drive survey, then
4. Have fun driving some electric vehicles!"

EV owners, volunteers and dealership representatives should also be trained on what drivers and riders must do ahead of entering a vehicle for test drive. To help dealership representatives in particular, staff at the event table could provide stickers or stamps to the back of attendees' hands once they have signed in, filled out the pre-drive survey and completed the photo waiver/liability form (more on this in the following section) so that dealer representatives can easily tell when attendees are ready to take a ride.

A younger person fills out an online survey during a Ride & Drive. If we assume he is not old enough to drive, he was likely filling it out as a rider! Do not exclude riders (those not driving but that get in PEVs) from being able to provide input during your events. You can also see multiple input devices that were all used to collect rider and driver data during this event.

Pre-drive surveys can be delivered to your attendees using old-fashioned paper copies or using online tools like Survey Monkey or QuestionPro. (If doing paper copy surveys, make sure your Event Kit is prepared with adequate clipboards and pens to streamline this process). Both methods of survey delivery have pros and cons; you'll need to decide which will work better for your team or event. For example, paper surveys can be advantageous when no cell or WiFi signals are in range and are easy to hand out to waiting attendees; however, they require more work on the backend, in that staff needs to manually review and input each survey response into a single spreadsheet or other tool after the event for data aggregation and analysis. Online surveys offer the benefits of automatically inputting information into a spreadsheet or database after the event, but event staff will need multiple laptops, phones or tablets on hand to allow for quick attendee processing (this can be mitigated somewhat by having a short survey link, that participants can access on their own mobile devices).

Post-drive surveys are also important, so that you can measure 1) how participants' views on EVs changed as a result of the event, 2) which participants drove which vehicles and 3) what questions or opportunities for follow-up may exist in EV education and awareness for your community.

Event staff may choose to offer post-drive surveys right when someone has finished a drive or ride (at the vehicle) or after participants have test driven the vehicles at the check-in and check-out booth. However, many participants may choose to leave immediately after the test drives so getting their responses at that stage in the event is not very reliable. In this case, provided that the event staff collected contact information at sign-in and within the pre-drive survey, you can follow up with your attendees within one-to-two weeks of the event with a digital post-drive survey.

If you would prefer to complete both the pre- and post-drive surveys during the event itself, one way to encourage attendees to fill out each survey would be to offer prizes, swag or other incentives for those that complete all necessary documentation.

It is best to carefully word your pre-drive and post-drive surveys, so that you are getting the relevant data you need while still keeping the surveys relatively short and easy to fill out. See the *Sample Pre-Drive Survey* and *Sample Post-Drive Survey* for further reference.

If you have completed an EV Ride & Drive and have attendee numbers, feedback, and survey results, DET encourages your organization to share that information with us so that DET can track the impact of Ride & Drive events across the state. Contact the DET Coordinator to learn more about this process and what types of data DET is looking for.

Managing Liability – Photo Waivers, Release from Liability Forms and Insurance

While some may think this aspect of event management is not worth the effort, it only takes one vehicle accident or attendee/site host complaint during your event to make you rethink that decision. Just like for our personal vehicles, compiling insurance and/or release from liability forms are an essential part of the planning for any EV Ride & Drive. Additionally, photo waivers are important and allow you to use images from your event in future marketing, social media and other avenues critical to increasing EV engagement and awareness in your community.

As such, it is best practice for you to complete the following prior to your event:

1. Secure event insurance coverage, potentially via ETCleanFuels. As one of the benefits ETCleanFuels can offer to DET chapters or other Tennessee partners holding EV Ride & Drive or similar events, ETCleanFuels can add your event to its General Liability insurance for around $100, as well as add any partner entities (e.g., local city, company name where event is being held, etc.) to said one-

event insurance. This option will provide over $1,000,000 in insurance for your event. Contact ETCleanFuels for more information.

2. Ensure that all your test drive vehicles are coming with full insurance for their drivers or riders. It is critical that you communicate clearly with your dealership representatives and confirm that they have full insurance coverage on the EVs they are bringing, as well as that said insurance covers any accidents that might take place during the test drives and during the event in general (e.g., an uninsured driver backs into their parked vehicle).

3. Develop a waiver that ALL drivers and riders (including volunteers, dealership representatives and staff) must complete, sign and return before entering an EV. The development of an appropriate onsite waiver is your final piece of liability protection. For simplicity, it is best to keep it to less than two pages (back and front of one printed page). See *Sample Photo Waiver and Release from Liability Form*, for reference; confirm with your site hosts and partners whether any modifications to this template may be necessary prior to the event. Please note that this template document contains both a photography waiver and a liability waiver in one easy package for the attendees to sign.

Some may balk at the work associated with providing yourself several layers of liability protection, as well as the added time it takes to get drivers and riders to fill-out the onsite waiver/form. However, once it is engrained in your practices and your team knows the purpose of doing so and how to manage the waiver signing, it becomes rote for your team. As suggested previously, we recommend your event team uses a check-in table that all volunteers, staff and dealership representatives know they must direct participants toward before said participants can enter an EV. With a well-thought-out strategy, you can streamline the process while minimizing fiscal risks.

Ride & Drive Social Media Toolkit

IDENTIFY YOUR AUDIENCE

Start by tailoring your message to the audience of your event. Consider who will be in attendance, whether the event is open to the public or for employees and what would motivate them to come to the event.

DEVELOP VISUALS AND HASHTAGS

As you promote your event on social media, having key visuals and hashtags to return to will aid in the development of your platform. In general, the visuals should include the **date of the event**, a **link to your page** (and registration, if necessary) and/or **your hashtag**. You can also use these images throughout your posts to help increase your online presence.

Brainstorm a few hashtags that can be included in all your posts. This will allow you and your audience to keep up with all the social media communication concerning the event. Eventgoers can also share images from the event using the hashtag. In general, try to include some hashtags that cover the **event location/organizer name**, the **event name** and/or the **hosts and sponsors** of the event. Some examples include #DriveElectricTN, #EVExperience, #ExperienceEVs, #CityName or #RideandDrive.

Aside from email newsletters, **Facebook, Twitter** and **Instagram** are the primary platforms you should use to promote your event to a general audience. The visuals associated with your posts should follow the optimal image sizes for each platform, which are outlined below. All numbers are in pixels:

Facebook

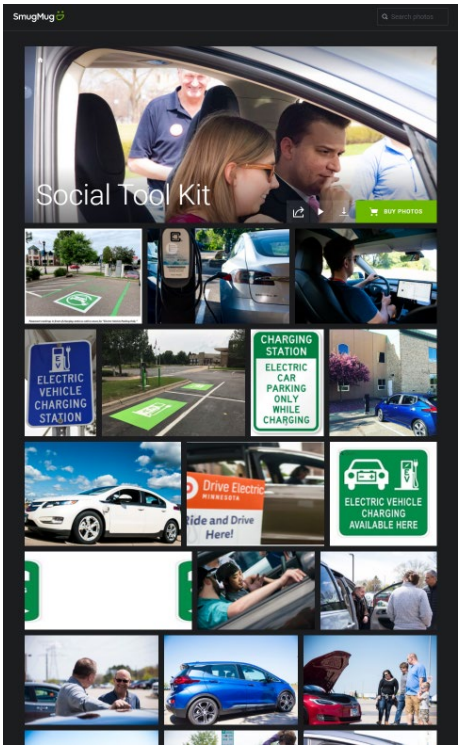
- ✓ Profile Photo – 180 x 180 (displays 170 x 170 on desktop, 128 x 128 on smartphones)
- ✓ Cover Photo – 851 x 315 (recommended; minimum 400 wide and 150 pixels tall; displays on desktops as 820 x 315, and smartphones as 640 x 360)
- ✓ Event Cover Photo – 1200 x 628 (recommended)
- ✓ Posts and Timeline Photo – 1200 x 630 (minimum size 600 x 315)
- ✓ Stories – 1080 x 1920 (recommended)

Twitter

- ✓ Profile Photo – 400 x 400 (recommended; minimum size 200 x 200; max. file size 2MB)
- ✓ Header/Cover Photo – 1500 x 500
- ✓ In-stream Photo – 1024 x 512 (recommended; minimum 330 x 220; 16:9 ratio recommended; max file size 5MB from smartphones, 15MB from desktops/laptops)

Instagram

- ✓ Feed Photo, square – 512 x 512
- ✓ Feed Photo, landscape – 1080 x 566
- ✓ Feed Photo, portrait – 1080 x 1350
- ✓ Stories – 1080 x 1920



Resources like this SmugMug toolkit are available to help you with imagery for your event!

SOCIAL MEDIA POSTING GUIDELINES

Maintaining a consistent social media page will create a meaningful online presence. Follow the tips outlined below to improve visual appeal, increase the level of engagement and gain more traction with your posts.

- ✓ Share information and resources to generate interest in your event. Include links to https://driveelectrictn.org or registration details when possible.
- ✓ Respond to comments and questions on posts in a timely manner.
- ✓ Include your hashtag(s) in the body of the post. These can be tacked on at the end or integrated into the text of the post itself.
- ✓ Try to always include at least one visual with posts to make them more engaging.
- ✓ Tag relevant accounts (partners, hosts, etc.) in the text (Twitter) and/or image (Facebook, Instagram) of your post.
- ✓ For long URLs, use a URL shortener (e.g., bit.ly) to save characters and declutter the post.
- ✓ As you wish or can, use social media tools like Logolicious or PhotoLayers to add logos on top of some photos to further drive the brand as well as who the team is that is handling the event.

Drive Electric TENNESSEE

TIMELINE OF POSTS WITH EXAMPLES, TEMPLATES

1 – 2 Months Before the Event

Facebook – Work with site host to determine how best to market your event and estimate attendance prior to the event. Consider creating a Facebook event to share the Ride & Drive, if public. Include basic information such as the date, location and time of the event and collect participant contact information if possible. This event page can be a standalone or link back to an Eventbrite or webpage with event details and registration. As more details become finalized, be sure to update the event page with more information and other reminders.

- ✓ Join **[organizer name]** for our Ride & Drive with Drive Electric Tennessee: An EV Experience on **[month, day and time]** at **[location, if known].** Attendees will have to the opportunity to test drive various electric vehicles, learn about charging infrastructure options, and connect with local electric vehicle owners about making the switch to electric! Visit our website for more details and registration information. **[link to website]**
- ✓ Did you know more than 40 plug-in electric cars are already available for consumer purchase across the country? Electric vehicles aren't the wave of the future – they're here today! Join us for **[organizer name]**'s EV Ride & Drive Event on **[month, day and time]** to hear why so many people are choosing to drive electric. **[link to website]**

Twitter / Instagram – Announce your event on social media and tag relevant event partners and organizations. For Twitter specifically, encourage staff and event partners to retweet your post. For Instagram, include the registration link in the biography section of your page.

- ✓ Join **[@organizerhandle or #organizername]** for our EV Ride & Drive Event on **[month, date and time]** at **[location].** Test drive an #EV and learn about charging at home, work, or on the go. Connect with local EV owners and car dealers to hear how you can make the switch! **[link to website]**
- ✓ Did you know more than 40 plug-in electric cars are already available for consumer purchase across the country? EVs aren't the wave of the future – they're here today! Join us for **[@organizerhandle or #organizername]**'s Ride & Drive Event on **[month, day and time]** to hear why so many people are choosing to #DriveElectric.

1 – 2 Weeks Before the Event

Facebook

- ✓ Don't forget to register for our upcoming EV Ride & Drive on **[month, date and time]**! Get behind the wheel and test drive the **[make and model]** for free! **[link to website]**
- ✓ Curious about electric vehicles but not sure where to look for your perfect EV match? Join **[organizer name]** for a chance to test drive the **[list of EVs to be available]** for FREE! This event will be hosted at **[location]** from **[time]. [link to website]**
- ✓ Next week on **[day, date], [organizer name]** is bringing an EV Ride & Drive to you! This free event will feature the **[make and model]** for **[audience]** to test drive. Stop by anytime from **[time]** at **[location]** – we'll see you there! **[link to website]**
- ✓ Stop by our Ride & Drive Event next week at **[location].** This event invites **[audience]** to learn more about the EVs on display, local charging infrastructure, how to charge, and more! **[link to website]**

- ✓ Electric vehicles are fast, fun to drive, and less expensive to own than traditional petroleum cars. Come talk to EV owners and advocates to learn more about EVs on the road at **[organizer name]**'s upcoming Ride & Drive Event on **[date, time]. [link to website]**

Twitter / Instagram

- ✓ Don't forget to register for our upcoming Ride & Drive on **[month, date and time]**! Get behind the wheel and test drive the **[make and model]** for free! **[#OrganizerName #YourHashtag]**
- ✓ Curious about electric vehicles but not sure where to look for your perfect #EV match? Join **[@organizerhandle]** for a chance to test drive the **[list of EVs to be available]** for FREE! This event will be hosted with **[@EventPartnerHandle]** at **[location]** from **[time].**
- ✓ Next week on **[day, date], [organizer name]** is bringing an EV Ride & Drive to you! This free event will feature the **[make and model]** for **[audience]** to test drive. Stop by anytime from **[time]** at **[location]** – we'll see you there! **[link to website]**
- ✓ Stop by our Ride & Drive Event next week at **[location]** from **[time].** This event invites **[audience]** to learn more about the EVs on display, local charging infrastructure, how to charge, and more! **[#OrganizerName #YourHashtag]**
- ✓ Electric vehicles are fast, fun to drive, and less expensive to own than traditional petroleum cars. Come talk to EV owners and advocates to learn more about EVs on the road at **[@organizerhandle]**'s upcoming Ride & Drive Event on **[date, time]. [link to website]**

2 – 3 Days Before the Event

Facebook

- ✓ Did you know electric vehicles are better for your wallet and the environment? Test drive an EV at our Ride & Drive event on **[day of the week]** at **[location] [time]**! Register for free by visiting our website. **[link to website]**
- ✓ Last chance to register for the Ride & Drive event on **[date, time]** at **[location]**! Visit our website and reserve your chance to test drive the **[list of EVs to be available]. [link to website]**
- ✓ Huge thank you to our event partner, **[Event Partner],** for making our upcoming Ride & Drive event possible! Swing by **[location]** on **[date, time]** to check out the vehicles on display, test drive an EV, and say hello to the EV advocates of **[Organizer Name]**!
- ✓ In the market for a new car? Stop by the Ride & Drive event on **[date, time]** at **[location]** to test drive and learn about how electric vehicles fit can fit into your lifestyle for free! **[link to website]**

Twitter / Instagram

- ✓ Did you know electric vehicles are better for your wallet and the environment? Test drive an #EV at our Ride & Drive event on **[day of the week]** at **[location] [time]**!
- ✓ Last chance to register for the Ride & Drive event on **[date, time]** at **[location]**! Visit our website and reserve your chance to test drive the **[list of EVs to be available]. [link to website]**
- ✓ Huge thank you to our event partner, **[@PartnerHandle],** for making our upcoming Ride & Drive event possible! Swing by **[location]** on **[date, time]** to check out the vehicles on display, test drive an #EV, and say hello to the EV advocates of **[@organizerhandle or #organizername]**
- ✓ In the market for a new car? Stop by the Ride & Drive event on **[date, time]** at **[location]** to test drive and learn about how electric vehicles fit can fit into your lifestyle! **[#OrganizerName #YourHashtag]**

Day of the Event

At the event, give attendees a pre-survey to gather their initial thoughts and expectations as well as contact information if not already collected in the registration process. This information is not only great for your own diagnostic purposes, but it can also be used to create some fun statistics to share on your social media after the event!

You may also consider live-streaming or filming certain portions of the event. You can leverage Instagram and Facebook story features to publish these videos on social media or save the footage for another video sharing platform later. Taking photos and posting live is a great way to showcase the event in action! Otherwise, you can schedule content to be posted ahead of time to stay organized and take photos to post after the event. Be sure, though, that all attendees have signed a Photo Waiver and Release from Liability Form prior to photographing/recording their experience (don't forget that if children are present, a parent or guardian will need to sign the waiver for them). However, for large group photos, the photographer can technically take those photos without a waiver being needed.

Facebook

- ✓ Check out our awesome lineup of electric vehicles! Don't miss your chance to test drive these vehicles at **[Event Organizer]**'s Ride & Drive Event with **[Event Partner]** happening TODAY at **[location]** from **[time].**

An example day-of post that was put on Instagram but simultaneously shared to Facebook. The post included three photos (the above image is only showing the first) to highlight more of what was going on that day, and the most critical hashtag – #NDEW2019, that was from the event overseers – was included in addition to a few others to drive viewership to the post.

Twitter / Instagram

- ✓ Check out our awesome lineup of electric vehicles! Don't miss your chance to test drive these vehicles at **[@organizerhandle]**'s Ride & Drive Event with **[@partnerhandle]** happening TODAY at **[location]** from **[time]. [#OrganizerName #YourHashtag]**

POST-EVENT FOLLOW UP

When sending out a post-drive survey, take this opportunity to thank both the attendees and sponsors for their help in making the event a success. In the follow-up, be sure to provide resources, social media and links such as https://driveelectrictn.org to connect attendees to more information and other EV events in the area. This will help you stay connected with your audience while also reminding them about your organization's plan to implement EVs in the future.

DET EV Experience Pre-Drive Survey

Exit Survey (/a/ExitSurvey?

t=tTQ4ReTIwRw%3D&utm_source=QuestionPro&utm_medium=exitsurvey&utm_content=3408064&utm_campaign=QPsurveys)

Contact Information

First Name

Last Name

Phone

Email Address

What is your age?

- ◯ 18-24
- ◯ 25-34
- ◯ 35-44
- ◯ 45-54
- ◯ 55-64
- ◯ Above 64

What is your gender?

- ◯ Male
- ◯ Female
- ◯ Prefer not to say
- ◯ Other

DISCLAIMER: The categories for race and ethnicity below are those used by the U.S. Census Bureau.

What is your race and/or ethnicity?

- ☐ Hispanic or Latinx
- ☐ White
- ☐ Black or African American
- ☐ Asian
- ☐ American Indian or Alaska Native
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Other

What is your household income?

- ◯ Less than $50k
- ◯ $50k - $75k
- ◯ $75k - $100k
- ◯ $100k - $200k
- ◯ $200k - $300k
- ◯ $300k +
- ◯ Prefer not to say

What is your perception of electric vehicles?

- ◯ Very positive
- ◯ Somewhat positive
- ◯ Neutral
- ◯ Somewhat negative
- ◯ Very negative

Are you planning to purchase or lease a new/used vehicle within the next year?

- ◯ Yes
- ◯ No
- ◯ Unsure

How likely are you to consider an electric car as your next vehicle?

- ◯ Very likely
- ◯ Somewhat likely
- ◯ Unsure
- ◯ Somewhat unlikely
- ◯ Very unlikely

Are you aware of electric vehicle charging stations along the routes you drive and the places you typically visit? (please select all that apply)

- ☐ Pass charging stations regularly while driving
- ☐ At your place of work
- ☐ At the stores and places you visit
- ☐ Not aware of any

What is your most frequent mode of transportation?

- ◯ Gas-powered vehicle
- ◯ Hybrid electric vehicle (gasoline and electric)
- ◯ All-electric vehicle
- ◯ Public transportation
- ◯ Bicycle or walking
- ◯ Ride share/car pool
- ◯ Taxi/Uber/Lyft (on demand)

Please describe where you live.

- ◯ Detached house (single-family home)
- ◯ Attached house (townhouse, duplex, etc.)
- ◯ Apartment/condominium

Done

Powered by **QuestionPro** (https://www.questionpro.com?utm_source=QuestionPro&utm_medium=surveyfooter&utm_campaign=QPsurveys&utm_content=3408064-1067&classID=1067)

DET EV Experience Post-Drive Survey

Exit Survey (/a/ExitSurvey?

tt=cfwwt8kUs70%3D&utm_source=QuestionPro&utm_medium=exitsurvey&utm_content=3408064&utm_campaign=QPsurveys)

Contact Information

First Name

Last Name

Phone

Email Address

What is your age?

- ◯ 18-24
- ◯ 25-34
- ◯ 35-44
- ◯ 45-54
- ◯ 55-64
- ◯ Above 64

What is your gender?

- ◯ Male
- ◯ Female
- ◯ Prefer not to say
- ◯ Other

DISCLAIMER: The categories for race and ethnicity below are those used by the U.S. Census Bureau.

What is your race and/or ethnicity?

- ☐ Hispanic or Latino
- ☐ Caucasian or White
- ☐ Black or African American
- ☐ Asian
- ☐ American Indian or Alaska Native
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Other

What is your household income?

- ◯ Less than $50k
- ◯ $50k - $75k
- ◯ $75k - $100k
- ◯ $100k - $200k
- ◯ $200k - $300k
- ◯ $300k +
- ◯ Prefer not to say

Which electric car(s) did you test drive or ride in?

- [ ] Nissan Leaf
- [ ] Audi e-tron
- [ ] Chevy Bolt
- [ ] BMW i3
- [ ] Tesla Model S
- [ ] Tesla Model X
- [ ] Tesla Model 3
- [ ] Jaguar I-Pace
- [ ] Mercedes GLE (PHEV)
- [ ] Chevy Volt (PHEV)
- [ ] Porsche Cayenne E-Hybrid (PHEV)
- [ ] Chrysler Pacifica Hybrid (PHEV)
- [ ] Toyota Prius Prime (PHEV)
- [ ] Subaru Crosstrek Hybrid (PHEV)
- [ ] Porsche Panamera E-Hybrid (PHEV)
- [ ] Neither / I rode only
- [ ] Neither / I didn't ride or drive
- [ ] Other

After your test drive/ride, what is your perception of electric vehicles?

- ◯ Very positive
- ◯ Somewhat positive
- ◯ Neutral
- ◯ Somewhat negative
- ◯ Very negative

After your test drive, how likely are you to consider an electric car as your next vehicle?

- ◯ Very likely
- ◯ Somewhat likely
- ◯ Neutral
- ◯ Somewhat unlikely
- ◯ Very unlikely

Are you more aware of electric vehicle charging stations along the routes you drive and the places you typically visit? (please select all that apply)

- ☐ Pass charging stations regularly while driving
- ☐ At your place of work
- ☐ At the stores and places you visit
- ☐ Not aware of any

---

5) Please choose the three most compelling reasons you would buy or lease an electric vehicle. (select up to 3 answers)

- [ ] Electric vehicle tax incentives
- [ ] Maintenance cost
- [ ] Fuel cost
- [ ] Environmental impact
- [ ] National energy security
- [ ] Overall vehicle performance
- [ ] Vehicle acceleration
- [ ] Reduced vehicle noise
- [ ] Driving range of the battery
- [ ] Availability of public charging stations
- [ ] Charging at home
- [ ] Charging at work
- [ ] Parking privleges
- [ ] Portrays the right image for me
- [ ] Safety
- [ ] Dependability of the technology
- [ ] Vehicle cost

Please choose the three most compelling reasons you would NOT buy or lease an electric vehicle. (select up to 3 answers)

- [ ] Maintenance cost
- [ ] Environmental impact
- [ ] National energy security
- [ ] Overall vehicle performance
- [ ] Availability of public charging stations
- [ ] Driving range of the battery
- [ ] Ability to charge vehicle
- [ ] Does not portray the right image for me
- [ ] The length of time to charge the vehicle
- [ ] Availability in the vehicle segment (sedan, SUV, pick-up, etc.)
- [ ] Dependability of the technology
- [ ] How long (miles or years) the battery will last

How was your experience at the Ride & Drive event?

Informative

☆ ☆ ☆ ☆ ☆

Fun

☆ ☆ ☆ ☆ ☆

Helpful staff

☆ ☆ ☆ ☆ ☆

Good use of my time

☆ ☆ ☆ ☆ ☆

Do you have any feedback regarding the event? Let us know how we could have made this experience better for you:

Done

Powered by **QuestionPro** (https://www.questionpro.com?utm_source=QuestionPro&utm_medium=surveyfooter&utm_campaign=QPsurveys&utm_content=3408064-1067&classID=1067)

Drive Electric TENNESSEE

RELEASE OF LIABILITY AND INDEMNITY AGREEMENT

ELECTRIC VEHICLE (EV) RIDE AND DRIVE

THIS LIABILITY RELEASE AND INDEMNITY AGREEMENT (the "Agreement" or this "Release of Liability and Indemnity Agreement") IS MADE AND ENTERED INTO AS OF APRIL 21, 2020, BY AND BETWEEN THE ELECTRIC VEHICLE RIDER / DRIVER IDENTIFIED AND SIGNED BELOW (the "Indemnifying Party"), AND THE EAST TENNESSEE CLEAN FUELS COALITION, DRIVE ELECTRIC TENNESSEE, KNOXVILLE UTILITIES BOARD (KUB), TENNESSEE VALLEY AUTHORITY, DEALERS, AND PRIVATE EV OWNERS, AND THEIR DIRECTORS, OFFICERS, REPRESENTATIVES, AGENTS AND EMPLOYEES (the "Released and Indemnified Parties"), FOR AND DURING THE DRIVE ELECTRIC TENNESSEE EV RIDE & DRIVE EVENT HELD AT KUB (the "Event") ON APRIL 21, 2020. THE INDEMNIFYING PARTY AGREES TO INDEMNIFY AND HOLD HARMLESS THE INDEMNIFIED PARTIES FROM AND AGAINST ANY AND ALL CLAIMS, LIABILITY, LOSS, EXPENSES, SUITS, DAMAGES, JUDGMENTS, DEMANDS, AND COSTS RELATED TO THE STIPULATIONS MADE BELOW.

RELEASE, WAIVER AND INDEMNITY: In consideration for being permitted to participate in the event, I on behalf of myself, heirs, assigns, personal representatives, next of kin, guardians and legal representatives hereby:

1. Release, Waive, Discharge and Covenant Not to Sue the Released and Indemnified Parties for any and all claims, loss, damage, expense and liability on account of any injury, including death, arising from the negligence or other acts or omissions, howsoever caused, arising out of, in consequence of or in connection with my use, whether as a driver, passenger or presence as a spectator at the Event.
2. Agree to Indemnify, Defend, Protect and Hold Harmless the Released and Indemnified Parties from all claims, loss, damage, expense, and liability they may incur arising from any claim brought by myself, on my behalf, or by my heirs, assigns, personal representatives, next of kin, guardians or legal representatives and excepting only such loss to the extent it directly results from the sole negligence or willful misconduct of Releasees.

ACKNOWLEDGEMENT OF RISKS: I understand and am aware that participation in the Event and the engagement of activities, including but not limited to driving or riding in a vehicle, poses the risk of injury or death.

ACKNOWLEDGEMENT OF RESPONSIBILITY FOR DAMAGES: I understand the requirement for drivers of the Event to hold an automotive insurance policy or financial responsibility, as required by the TENNESSEE Revised Code, and am aware that I am responsible for any loss, damage, expense and liability of vehicles and property while participating as a driver during the Event.

GENERAL TERMS AND CONDITIONS

1. The partial or complete invalidity of any one or more provisions of this Release of Liability and Indemnity Agreement shall not affect the validity or continuing force and effect of any other provision.
2. This Release of Liability and Indemnity Agreement is intended to be as broad and inclusive as permitted by the laws of the State of TENNESSEE.
3. No oral representations, statements or inducements apart from this Release of Liability and Indemnity Agreement have been made.
4. This Release of Liability and Indemnity Agreement extends to and includes any and all claims, liabilities, injuries, damages and causes of action that the parties do not presently anticipate, know, or suspect to exist, but that may develop, accrue or be discovered in the future.

KNOWING AND VOLUNTARY EXECUTION: I have carefully read this Release of Liability and Indemnity Agreement and fully understand its contents. I understand that by signing this document I am waiving valuable legal rights and agree to be bound to the terms and conditions set forth above.

Participant's Name: _____
(Please print clearly)

Drivers License #: _____

By Signing, I Acknowledge that I own Automotive Insurance, and Am Responsible For Damages To the Vehicle or Property while Driving.

Signature: _____

EMAIL (Optional): _____ Date: _____

Parent's Consent and Release for Minor:

I certify that I am the parent/legal guardian of this minor who is under the age of 18, and I acknowledge that I have read this Agreement and fully understand its contents. I understand that by signing this document I am waiving valuable legal rights of this minor, and agree to be bound fully by the terms and conditions set forth above.

Signature of Parent or Guardian: _____

Relationship: _____

Date: _____

PHOTO WAIVER & RELEASE FROM LIABILITY FOR ELECTRIC VEHICLE TEST DRIVE EVENT

I HEREBY WAIVE RELEASE AND HOLD HARMLESS, and forever discharge **[event organizers, site host, relevant partners]** and its agents, promoters, officials, participants, employees, officers, directors, affiliates, successors, and assigns, of and from any and all claims, demands, debts, contracts, expenses, causes of action, lawsuits, damages and liabilities, of every kind and nature, whether known or unknown, in law or equity, that I ever had or may have, arising from or in any way related to my participation in any of the functions or activities, conducted at **[event location name] (event street address)** or for the benefit of **[event organizers, site host, relevant partners]**, provided that this waiver of liability does not apply to any acts of gross negligence, or intentional misconduct.

I understand that the activities or functions in which I participate may be inherently dangerous and can cause serious or grievous injuries, including bodily injury, damage to personal property and/or death. On behalf of myself, my heirs, assigns, and next of kin, I waive all claims for damages, injuries and death sustained to me or my property, that I may have against the aforementioned released parties to such activity whether caused by the ordinary negligence of the released party or otherwise, with the exception of acts of gross negligence or intentional misconduct as indicated above and my participation in the event is voluntary. I agree to be solely responsible for my own safety and to take every precaution to provide for my own safety and well-being while participating in activities sponsored or conducted by **[event organizers, site host, relevant partners]**.

I hereby consent to and authorize the use and reproduction by **[event organizers, site host, relevant partners]**, or anyone authorized by **[event organizers, site host, relevant partners]**, of any and all photographs that have been taken of me during the course of this event for any purpose, without compensation of any kind. All negatives, positives and digital copies, together with the prints, are owned by **[event organizers, site host, relevant partners]**. **[Event organizers, site host, relevant partners]** reserve the right to use these photographs in any of its print or electronic publications.

By signing this Waiver, I assume any risk, take full responsibility and waive any claims of personal injury, death or damage to personal property associated with my participation in the event including but not limited to participating in the function or activities, using the facilities and equipment in any manner, form or fashion, and practicing and/or engaging in activities related to the event or other related activities and transportation to and from any event or function.

I acknowledge that I have a medical insurance policy and that such insurance will be my primary source of payment should medical treatment be necessary as a result in my participation in the event.

This WAIVER AND RELEASE contains the entire agreement between the parties, and supersedes any prior written or oral agreements between them concerning the subject matter of this WAIVER AND RELEASE. The provisions of this WAIVER AND RELEASE may be waived, altered, amended or repealed, in whole or in part, only upon the prior written consent of all parties.

The provision of this WAIVER AND RELEASE will continue in full force and effect even after the termination of the activities conducted by, on the premises of, or for the benefit of **[event organizers, site host, relevant partners]**, whether by agreement, by operation of law, or otherwise.

I certify that I am 18 years of age or older, and I am mentally competent to enter into this waiver. I have read, understand and fully agree to the terms of this WAIVER AND RELEASE. I understand and confirm that by signing this WAIVER AND RELEASE I have given up considerable future legal rights. I have signed this Agreement freely, voluntarily, under no duress or threat of duress, without inducement, promise or guarantee being communicated to me. My signature is proof of my intention to execute a complete and unconditional WAIVER AND RELEASE of all liability to the full extent of the law.

Consent for Minors' Participation Guardian hereby warrants and represents that Guardian is the legal guardians of the participant and is responsible for the care, custody, and control of the minor. Guardian represents and warrants that no other person's authorization is required to grant the rights herein, and Guardian has full authority to consent to Minor's participation in the event.

By signing this document, I consent to share the information I provide in this document with **[event organizers, site host, relevant partners]**.

I certify that I will:

- **Abide by traffic laws;**
- **Wear a seat belt while driving;**
- **Drive at or under the speed limit; and**
- **Exercise extreme caution when driving near pedestrians, event attendees, and other drivers.**

_____ _____

Date Printed Name Signature

PHOTO WAIVER & RELEASE FROM LIABILITY FOR ELECTRIC VEHICLE TEST DRIVE EVENT

If applicable: _____ _____

Date Name(s) of Minor

City _____ Zip Code _____

Email _____

For Organizer's Use Only

❑ Valid Driver's License ❑ 18 years or older initial _____

ELECTRIC VEHICLE RIDE & DRIVE

Cumberland Mountain State Park, Crossville, TN

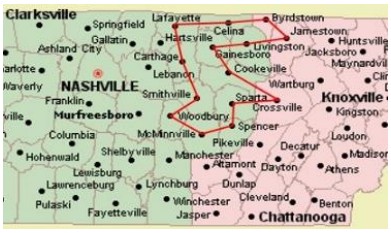
College of Engineering
TENNESSEE TECH

EAST TENNESSEE CLEAN FUELS
TNCleanFuels.org

NISSAN

SEVEN STATES POWER CORPORATION

Tennessee Tech is leading a project to develop a rural electric vehicle testbed to demonstrate and evaluate the applications of EVs over a diverse range of activities serving a rural and largely economically depressed Upper Cumberland region in Tennessee, to help fleet owners make the right decision in EV adoption in rural areas before making significant financial investment. This project will serve as a proof-of-concept implementation to support knowledge gaining, transfer, outreach and education on EVs for rural applications, and to compliment DOE Vehicle Technology Office's existing EV data set with detailed EV operation and use data dedicated specifically to the challenges and needs associated with rural communities.



This Ride-AND-Drive event will give all participants a chance to test drive an EV first hand. Participants will also gain current information on charging, maintaining, and future use of EV's. Finally, participants will have the chance to use an EV for two weeks free of charge.

When: 10 am – 2 pm CT, Saturday, Oct. 3, 2020

Where: Cumberland Mountain State Park, Homestead Harvest, 24 Office Dr., Crossville, TN 38555

Who: Anyone interested in learning more about EV's

What: Test drive multiple brands of Electric Vehicles. Learn state of the art information about EV's

Why: EVs are easier, cleaner and cheaper to fuel.

EVs are much cheaper to maintain over the life of the vehicle.

EVs are fun to drive! You can't understand that until you drive one.

COVID-19 Friendly: All EVs will be appropriately spaced so that you can stay socially distanced while attending and learning, and hand sanitizer will be available. Masks are required to be worn when attendees are not able to stay socially distanced.

Click the Link to Register the Event: https://driveelectricweek.org/event.php?eventid=2551

Want to know more? Contact

Pingen Chen, Ph.D., (PChen@tntech.edu or Jonathan Overly (jgoverly@utk.edu)

FOR IMMEDIATE RELEASE
February 19, 2020

DriveElectricTN Kicks Off 2020 Ride & Drive event season at Knox Auto Show

Knoxville, TN, ***local distribution***
Contact: Virginia Salazar Buda, 423-833-8474 or virginia@driveelectrictn.org

Come test drive electric vehicles, at no cost, this weekend, with **DriveElectricTN** at the 32nd annual Knox Auto Show in the Knoxville Convention Center this Thursday, February 20th through Sunday, February 23rd.

The Electric Vehicles (EVs) featured this weekend are the Tesla Model 3, Audi e-tron, Chevrolet Bolt and Volt, and the Smart fortwo EV. These vehicles are provided by Knoxville-based Harper Audi Knoxville dealership, Beaty Chevrolet dealership, the Southern Alliance for Clean Energy, Knoxville Electric Vehicle Association members, and East Tennessee Clean Fuels. "We're incredibly fortunate to kick off our **2020 statewide DET *Ride and Drive EV Experience*** events, this weekend, with a strong team of business leaders, EV enthusiasts and volunteers," said Virginia Salazar Buda, DriveElectricTN (DET) Coordinator.

The **DriveElectricTN (DET) *EV Ride & Drive Experience*** is a **statewide program that organizes electric vehicle events** that are **fun, engaging**, **educational** and **inclusive**. The events provide an opportunity for Tennesseans to drive EVs without any sales pressure to purchase a car, ask questions about advanced technology and get answers about why the automobile industry is experiencing a massive shift from internal combustion engines to electric motors. "We're also looking forward to events where we can talk about the importance of adopting EVs, which are economically sound and are beneficial to our health and environment. It's a win-win, for all," added Salazar Buda. "Come out and have some fun at the Knox Auto Show this weekend, test drive an EV and come see for yourself!" concluded Salazar Buda.

Each **DET *Ride & Drive Experience*** scheduled for 2020 will engage diverse audiences, businesses and organizations that will advance the **DriveElectricTN Roadmap – a 10-year strategy** initiated in 2018 by a **core team of stakeholders** throughout the **state of Tennessee**. The ***Ride & Drive EV Experience*** is one project out of 47 listed in the DET Roadmap strategy. The Roadmap strategy embraces **four Opportunity Areas for TN statewide EV adoption**. These four Opportunity Areas are **Charging Infrastructure**, **Policies and Programs**, **Availability** and **Awareness**. For more information about DET's first edition Roadmap, visit Electric Vehicle Roadmap or www.driveelectrictn.org.

Join us by **driving EV innovation forward by becoming a DET member** at www.driveelectrictn.org.

Drive Electric Tennessee's Mission *is to collaboratively pursue initiatives that will significantly increase adoption in Tennessee from approximately 7,000 Electric Vehicles (EV) registered today to 200,000 PEVs by 2028. These initiatives are guided by shared principles that benefit all residents of Tennessee.* ***Our Shared Vision*** *is driving Tennessee to become an EV leader in the Southeast. DET is housed within the East Tennessee Clean Fuels Coalition (ETCF) at the University of Tennessee's Institute of Secure and Sustainable Environment in Knoxville. ETCF is a non-profit that promotes cleaner alternative fuels and vehicles to improve air quality, curb dependence on petroleum, and support Tennessee's economy. Other DET partners provide additional funding or staff assistance to promote DET activities across the state.*

Drive Electric Tennessee / East TN Clean Fuels, 311 Conference Center Building, Knoxville, TN 37996-4134
Both the East and Middle-West Tennessee Clean Cities Coalitions are designated members in the United States Department of Energy's Clean Cities Program.
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