Electric Vehicle Test Drives: Planning and Safety

February 28th, 2020
Today’s Presenters

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Write a Project Plan

- Useful for all event stakeholders and volunteers (copy to be available via DEED)
- Include key objectives such as collecting test drive surveys
- Identify permit and insurance requirements
- Identify key partners
  - Event Organizer
  - Safety Monitor
  - On-site test drive coordinator
  - Volunteers or Volunteer Coordinator
  - Sponsors
- Contingency plan for emergencies
- Volunteer shift plan
Draw Up a Parking Plan

- Site survey first
- Position vehicles and exhibitor booths
- Note where vehicles enter and exit
- Note pedestrian only zones
- Involve police for cones, no parking
- Direction of departure
Keep Local Traffic Away

- Keep test drive space clear of all other vehicles and pedestrian foot traffic
- Work with local police chief or city official
- Traffic monitor at either end of strip
Planning a Route - Example 1

- Suggest route, don’t mandate
- Easily identified volunteer staff
- Identify exit and entrance for test drive vehicles
- Use barriers and signs to create pedestrian walking areas
- Right hand turns
- Designate safety monitor
Planning a Route - Example 2

- Allow passengers to safely experience instant torque, where legal
- 10 minutes max. per test drive/ride
- Approx. 4 rides per hour
- Track metrics
- It’s a taste of EV driving, hungry for more
- For full test drive, visit dealer
Event Safety Tips

- Clear signage: entrance/exit, pedestrian pathways, pedestrian-only zones
- Designated Safety Monitor
- Avoid events where alcohol is being served
- Ask static vehicles to remain parked all day, if possible
- Avoid set up and tear down while attendees are present
Insurance - How we can help

● May be required by some hosts / venues
● Existing Earth Day event may already have insurance - benefit of co-locating
● Insurance: what’s covered
  ○ Doesn’t cover test drives, owner ride along, fingers in doors, etc.
  ○ Host may ask for a certificate of insurance
● Require dealers to provide insurance for their test drives
● EAA Members can be covered with the EAA Policy
Insurance - Electric Auto Association Members

- Provides chapters with a Certificate of Insurance for event host or co-sponsor.
- It’s 3rd party liability insurance covering the event premises for fire and other damage and members for accidents.
- DOES NOT cover libel, slander, or physical attacks upon someone by an EAA member, nor any form of damage caused by improper representation made in any form of advertising.
- **Automobiles are not covered.**
- Chapters must email or call EAA’s insurance agent **at least 2 weeks in advance** for their event to be covered.
Get the Word Out

- Thank participating dealerships, with their permission
- DEED events will receive press contacts
  - Via email
  - List for every US state
- Look for non-traditional news outlets
Chapter Check In Table

- **Registration Booth**
  - Check driver license (train)
  - Sign liability waiver
  - Check for child seat needs
  - Provide Ticket To Ride

- **Information Booth**
  - Staffed by EV experts/owners
  - Administer pre- and post-drive surveys (if applicable)
  - Provide EV handouts
Ticket To Ride

- Create a Ticket to Ride from Staples appointment card template--very inexpensive, size of a business card
- Hand them to riders, drivers in advance
- Keep clipboard list of names/cars
- Suggestion
  - Assign people times to ride/drive as opposed to assigning them a specific vehicle
  - Ride or drive in vehicle that’s available at that time
  - Efficient use of driver and attendee time
Liability Indemnity Forms

- Template available
- Use for drivers and riders
- Check with event sponsors and partners regarding who to include in the waiver
Ride-Alongs In Personal Vehicles

- Get to know each driver beforehand
- Ensure each driver has proof of insurance for their vehicle
  - Ride-alongs will be covered by their personal insurance policy, not general event insurance
- Brief EV owners on script
  - EV's features, owner not sales, joys of, ask me questions, brand neutral, etc.
Ride-Alongs In Personal Vehicles (Cont’d)

- Consider using badges, name tags, t-shirts, or some other identifier to indicate who has been approved by the organizer to give ride-alongs at the event

- Safety first!
Recruiting Local Dealerships

- In-person visits
- Follow-up phone calls and emails
- Confirm participation the week of and the day before the event
- Inventory changes often
- Difficult in non-ZEV states, be prepared to educate about EVs
- Used EVs
- Have own insurance
Plug In America Online EV Dealer Training

- PIA launched its national online training course for dealers in February, partnering with James Madison University.

- The online EV Specialist Basic Course provides dealers training on:
  - Fundamentals of EVs as a product category
  - Getting familiar with EV charging
  - EV incentives
  - PlugStar EV Sales Tool tutorial/setup

Contact dealers@pluginamerica.org for more information!
Food Trucks

- Encourages people to have lunch and stay longer
- Consider a raffle for one or more free lunches
- Some food trucks require minimum number of sales or a deposit
- Keep track of attendees, good metric for future events
  - Use photos as proof
Celebrate!

- Have a celebratory dinner with volunteers and partners
  - Lessons learned
  - Favorite part of event

- Thank dealers and follow up
Relationships

- Local dealerships and pro-EV salespeople
- Attend city hall / public meetings to get to know key public officials
- Work with other EV groups
  - Clean Cities/Clean Fuels
  - EAA chapters
- Follow up after the event
Current Automotive - Educate First

- You will likely be giving people their first experience with EVs

- Prepare for the common questions:
  - Will the battery need to be replaced soon? How long will it last?
  - Is this still under warranty?
  - How and where do I charge it? How long will it take?
Promoting EVs - Current Automotive

- Showing > Telling: Test drives, ride-alongs, and other hands-on experiences get people much more excited.
- Promote all benefits of driving electric, not just “green” ones
- Have data on-hand to show total cost of ownership savings vs. gas vehicles
Benefits of Used EVs - Current Automotive

- Much lower cost compared to new (except Tesla)
- Lots of cars available still within warranty
- Recycling a product with a long usable life
- Used cars available where new ones aren’t (outside ZEV states)
Resources

- Templates
- Event kits
  - Vinyl banner
  - EV Educational Materials
- Press contacts
- Social media tips
- Webinars: marketing, EV test drives, etc.
- EV owner network
- Safety tips
- Feather Flag (for new EAA chapters)
- EV Event Coordinator’s Handbook: How to Plan a Successful EAA Test Drive (EAA Members)
- Nissan LEAF contact: DriveElectricWeek.org/Resources>Nissan Sponsorship
Next Steps

Register

- Visit DEED website to find an event near you or register to organize one

- Sign up / join
  - Sierra Club
  - EAA - ElectricAuto.org (join or sign up on mailing list)
  - PIA - pluginamerica.org/take-action/
Questions?

- Email Kylie Morgan at kmorgan@pluginamerica.org with questions regarding Drive Electric Earth Day or National Drive Electric Week

- For EVent Coordinator’s Handbook or EV Educator, go to ElectricAuto.org or contact Guy Hall at Guy.Hall@SacEV.org