



# NC Ride and Drive and Vehicle Display Guidebook for Specialized Audiences

## What type of audiences are found at specialized events?

The audience is handpicked, usually by invitation only. The audience can represent special interest groups such as fleet managers, law enforcement, first responders or emergency management, policy makers, and state and local government personnel.

## Where are these events held?

These events can be held at training sessions, conferences, workshops for fleet managers, first responders, and emergency management facilities. Wherever the location, it should be in close vicinity to a closed course track so that the participants can test out the vehicles in a safe environment.

## Why are these events held at these locations?

Ride and Drives are held at closed course tracks or highway patrol centers for safety reasons. These facilities allow for vehicles to be driven at high rates of speed and for participants to get a great feel for how the vehicles perform so that they get a good snapshot of benefits and cost savings.

## What types of vehicles are found at ride and drive events held for specialized audiences?

A wide variety of vehicle options currently available should be at specialized events. They can include light, medium, and heavy duty vehicles, depending on the needs of the audience. It is generally good to have vehicles there that particular audiences use or are thinking about purchasing. Examples can include commercial fleet and local transit vehicles.

## **What are the guidelines for using a closed course track?**

You should choose a location where the vehicles can complete a full loop in one direction without any competing traffic. Each track will have its own rules and guidelines for use. You also will need to discuss insurance requirements for the event with the track owners and your own organization.

## **What is needed for ride and drives for specialized audiences?**

In addition to required insurance, all attendees must have a valid driver's license for the type of vehicle they are driving. You should talk with your organization's lawyers about having participants sign legal waivers.

## **When should you do a ride and drive for specialized audiences?**

You should do a ride and drive for specialized audiences when there is common interest from stakeholders like law enforcement, first responders and emergency management, and others.

## **When should you do a stationary display for specialized audiences?**

You should consider a stationary display of vehicles at educational events where a closed course track is not available. This can include displays inside exhibit halls at conferences or in parking lots outside an event. You may wish to consider offering Ride and Drives on public roads. The guidelines for doing that are similar to our advice for public Ride and Drives.

## **What happens leading up to the event?**

Leading up to the event, you should identify event partners. They may include local sponsors, EV Owners Clubs, local power companies, sustainability nonprofits, Clean Cities Coalition, and local government representatives. Some of these groups may provide onsite volunteers or they may help spread the word about the event. Staff should discuss internally as well as work with the host site to discuss the best way to market the event. Clean Cities Coalitions in your area can provide helpful advice. If you are coordinating this event with a training, conference or workshop, you need to identify speakers, secure slide shows and or other presentation visuals, and work with the host site to determine the presentation times and locations.

## **What happens the day of the event?**

On the day of the event, you should have a checklist for event preparation. This checklist usually includes a 1) compilation of all items needed for the event, 2) a designated route, safety and logistics plan from the host site, 3) waiver forms, 4) a compilation of contact information for all involved parties, 5) designated staff members or persons to take photos, and 6) onboarding process training for staff and volunteers. Items needed should include an inventory sheet and printouts with EV literature and resources for the various makes, models and sizes. Staff typically arrives two hours prior. Vehicles need to arrive 30 minutes to 1 hour ahead of the event. Once the event concludes and everyone or the majority of people have left, it is safe to begin the breakdown process.