



PSEG Long Island + Mission Electric Driver Testimonials: Contest Rules

Project Overview

[PSEG Long Island](#) is partnering with [Mission Electric](#), Drive Electric Long Island (DELI), and Greater Long Island Clean Cities (GLICC) to share electric vehicle success stories from the PSEG Long Island customers. The goal of the project is to accelerate EV adoption among our region's drivers by addressing common questions about EV ownership, such as charging accessibility, maintenance needs, and range. To do so, we will create a 3-5 minute compilation video of Long Island EV drivers sharing why they chose to drive electric. We are conducting a public submission contest for these videos; all quality submissions will be showcased online, but 4-5 winning submissions will be added to the compilation video and showcased on Mission Electric, the PSEG Long Island website, and PSEG social media channels. Additionally, each winning submission will receive a \$500 *Amazon gift card*.

How to Enter

Your submission must include:

1. One picture of you and your EV.
 - a. This can be a selfie or someone can take it for you!
2. One 3-5 second videos of the outside of your car (we will blur out your license plate unless you request otherwise)
3. One 3-5 second video of your car's interior
4. One short video (30 seconds to 2 minutes max) where you answer the following questions about your EV:
 - a. Introduce yourself! Where do you live (city, region, etc.), what model EV you drive, how long have you been driving electric, etc.
 - b. What inspired you to purchase or lease an electric vehicle?
 - c. Where do you charge your vehicle?
 - d. What is the electric range on your vehicle?
 - e. *Optional questions:*
 - i. *What do you love about your specific model?*
 - ii. *Where did you purchase or lease your EV?*
 - iii. *What was the experience of purchasing or leasing your EV?*
 - f. Conclude your video by saying "I love my EV because..." or "Driving electric is important because...." and then fill in your statement! This will be



the most convincing part of your video, so try to give an impactful reason for others to drive electric.

- g. **IMPORTANT NOTE: Please remember to restate the question in your answers** (e.g. “the range on my EV is 150 miles” versus “150 miles!”).
5. Assemble all photos and videos into a folder, title the folder as “[YOUR NAME] — PSEG Long Island EV Video Contest,” and submit the folder to:
<https://empirecleancities.wufoo.com/forms/zmq92b30udz907/>

Filming Guidelines:

1. Please film all content **horizontally**. Vertical videos will not be accepted.
2. Please use the same smartphone or digital camera for all submissions to ensure consistent video quality.
3. All video content must be submitted as an .MP4 file.
4. When filming your testimonial answers, please do so at a location with minimal outside noise -- if you park your car curbside on a busy street, for example, please drive your car to a place with less traffic noise before filming.
5. Be conscious of lighting when filming your content.
6. If applicable, please follow local public health guidelines while filming your submission.

Eligibility rules:

1. Must lease or own a plug-in electric vehicle.
 - a. BEV (battery electric vehicle) drivers are preferred, but submissions from PHEV (plug-in hybrid) drivers will also be accepted.
 - b. Hybrid vehicles that do not operate on a plug-in charge are **not** eligible.
2. Must be a residential customer of PSEG Long Island.
3. Must sign a release form.
4. Must be enthusiastic about your EV and promoting EV adoption on Long Island!

The submission deadline for this contest is May 28, 2021 at 6:00 pm. Please contact lidia@empirecleancities.org with any questions.