



Tools for Accelerating EV Adoption in Columbus, Ohio, USA

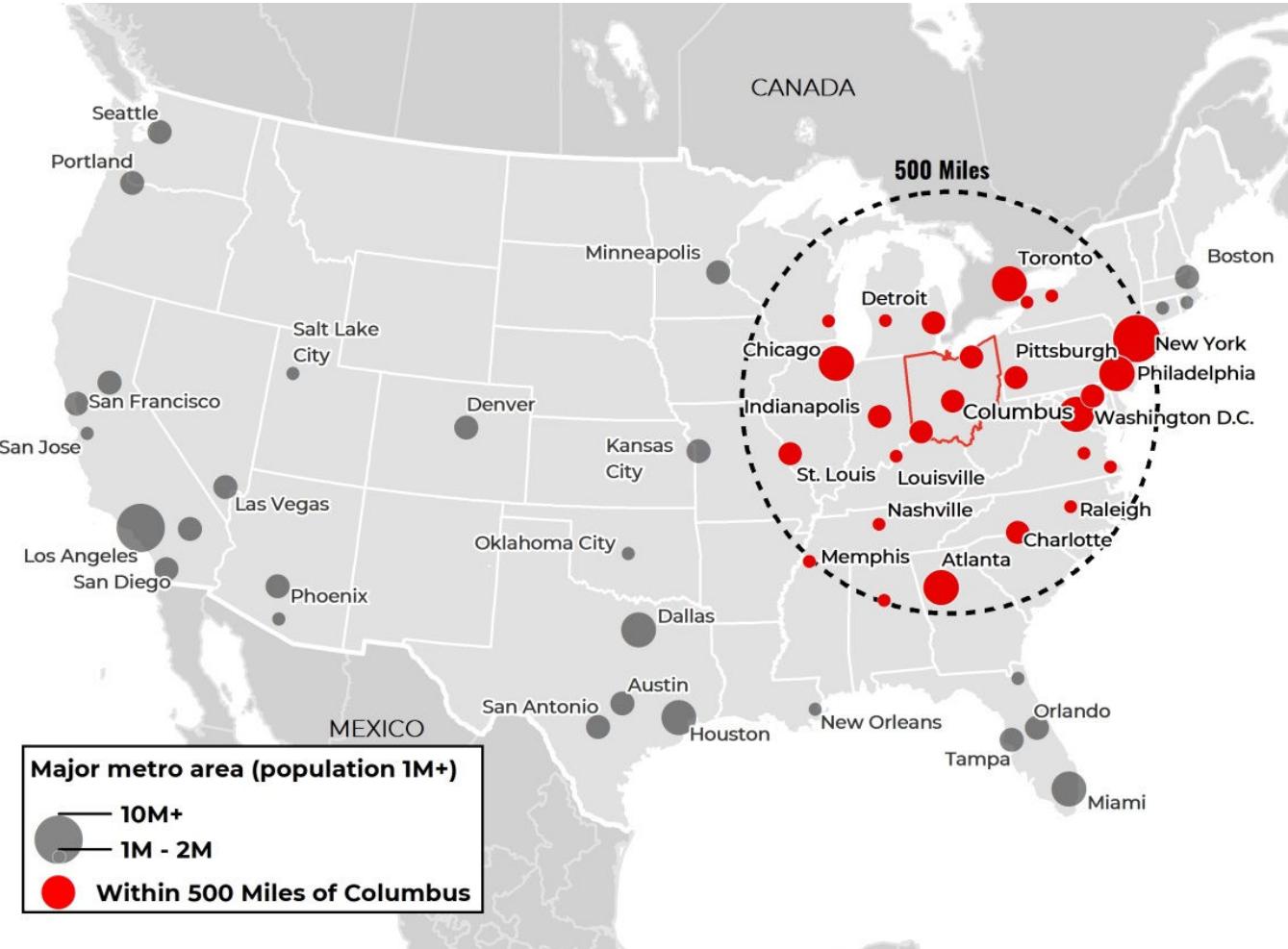
Jordan Davis, Director of Smart Cities

The Columbus Partnership/ Smart Columbus

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OHIO: A MAJOR ECONOMY



- Home to 55 Fortune 1000 headquarters
- 7th largest state economy in the U.S.
- If Ohio was a country, its economy would be the 29th largest in the world
- Labor pool exceeding 5.7 million, among the largest in the country
- Nation's fourth largest interstate system with over 8,000 lane miles

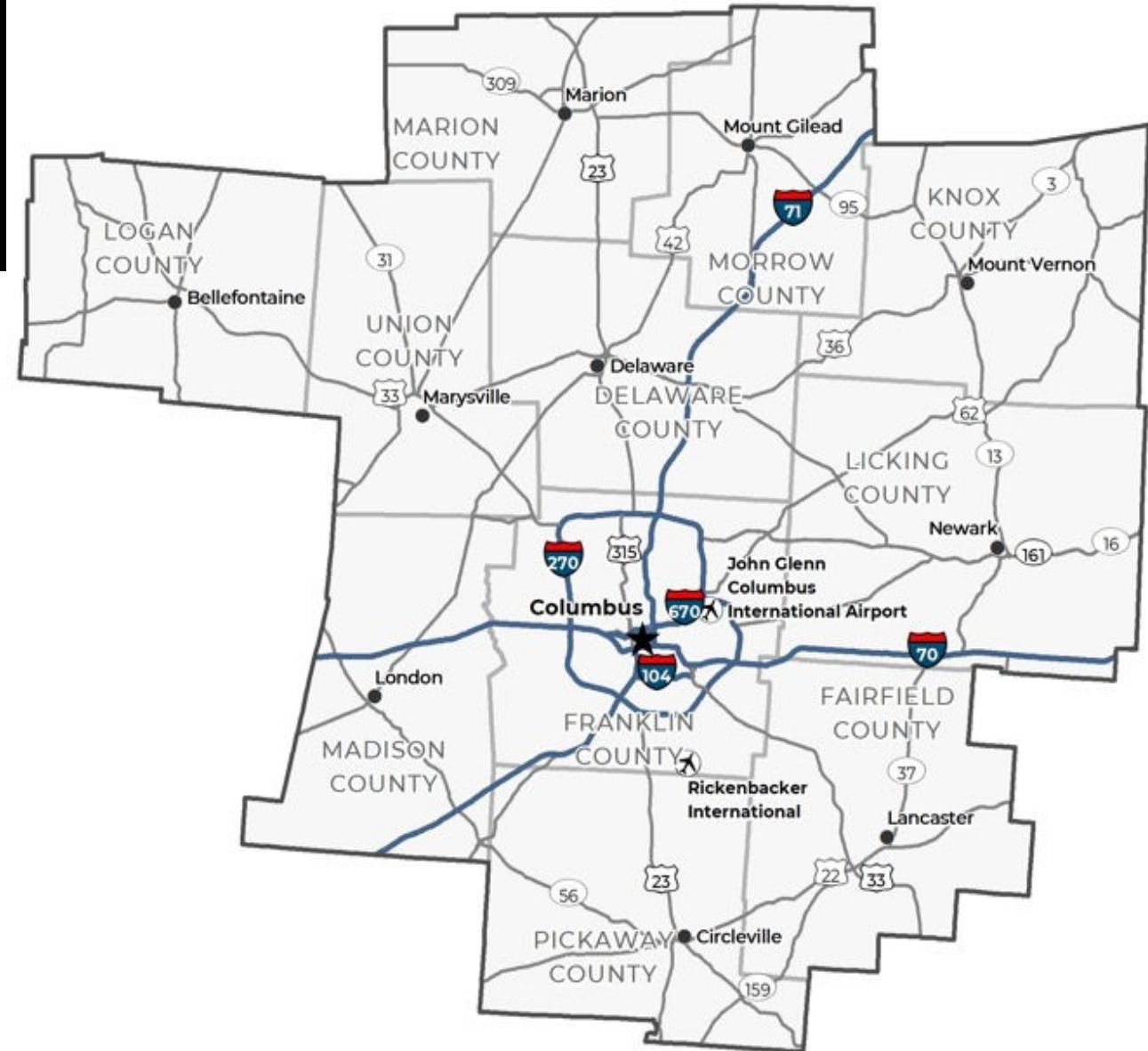
COLUMBUS: TOP METRO IN THE MIDWEST

- No. 1 for population growth
- No. 1 for job growth
- No. 1 for GDP growth

THE COLUMBUS REGION

Columbus is located in the center of Ohio and is within a one-day drive of 150 million people (46% of the U.S. population) the greatest reach of any major metro area.

- Columbus is the **state capital of Ohio**
- City of Columbus is the **14th largest city in the U.S.** with population of 879,170
Projected 1 million more people by 2050
- Columbus Region Population is **2.2 million**
Growth of 8.5% since 2010
- Columbus MSA GDP is **117.25 billion**
Growth of 24.4% since 2010





**\$40 Million
Cash**

**Led by
City of Columbus**

**Four Years
August 2016 -
August 2020**



**\$10 Million
Cash**

**Jointly Executed by
City of Columbus &
Columbus Partnership**

**Three Years
April 2017 -
April 2020**

**Columbus
Acceleration
Fund**

**\$12 Million
Cash
\$522 Million
Program
Investments**

**Coordinated by
Columbus Partnership**

**Ongoing
\$1 Billion Goal by
December 2020**

CONSUMER JOURNEY



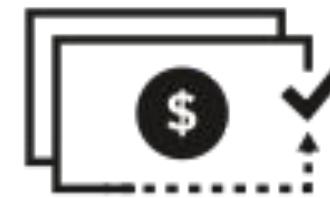
AWARENESS



CONSIDERATION



EVALUATION



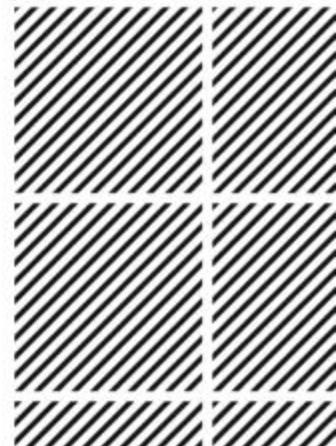
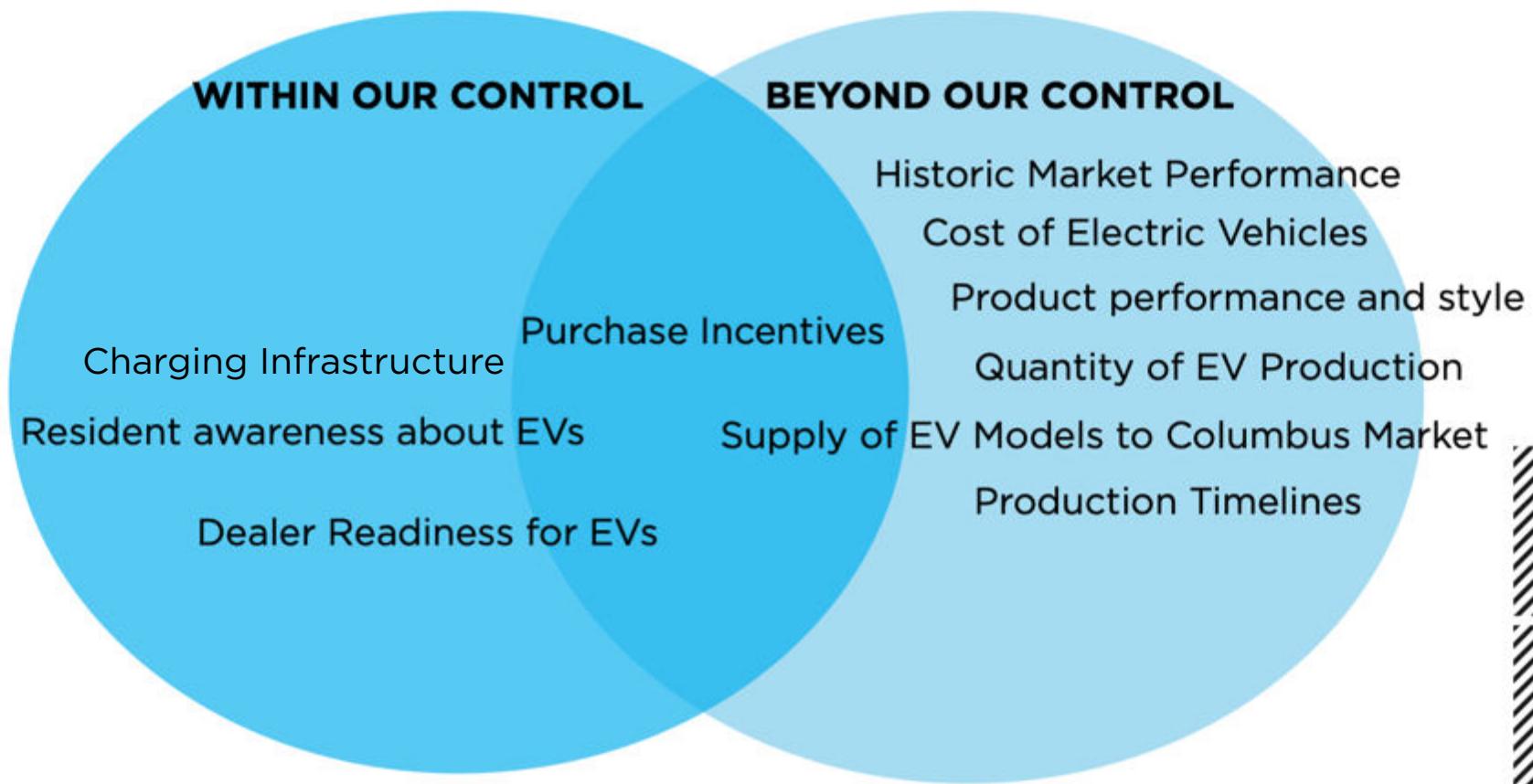
PURCHASE



ADVOCATE

ESTABLISHING AN EV MARKET

Ohio drivers are less likely to drive electric than those at the national level.



VEHICLE INVENTORY

	2016	TODAY
# MODELS AVAILABLE	18	25
% OF U.S. PEVs SOLD IN OUR REGION	46%	61%

ELECTRIFIED DEALER



27 Dealerships are
Certified and Trained
by Smart Columbus

- Represents 1/3 of Dealers in the Region
- Creating an EV Sales Environment Through Encouraging EVs on the Lot, Active Promotion & Data-Driven Support
- Providing Dealers with EV Education, Sales Leads and Co-Marketing Opportunities

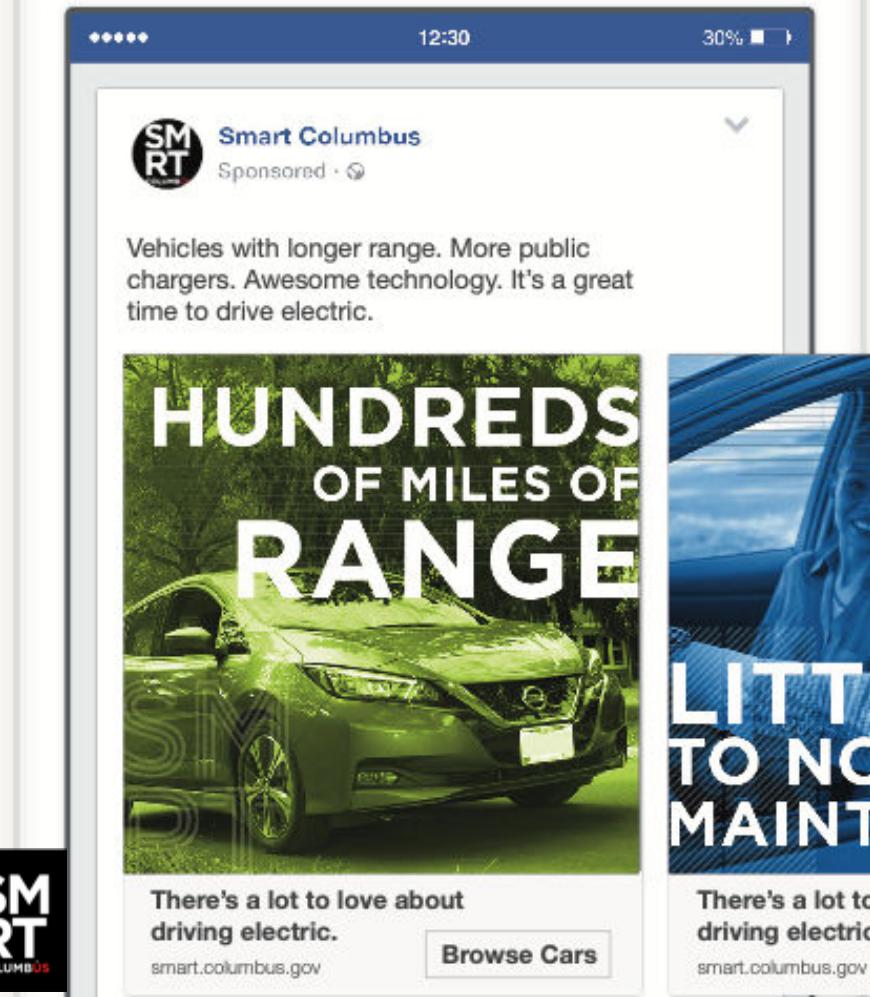


NEED FOR EDUCATION

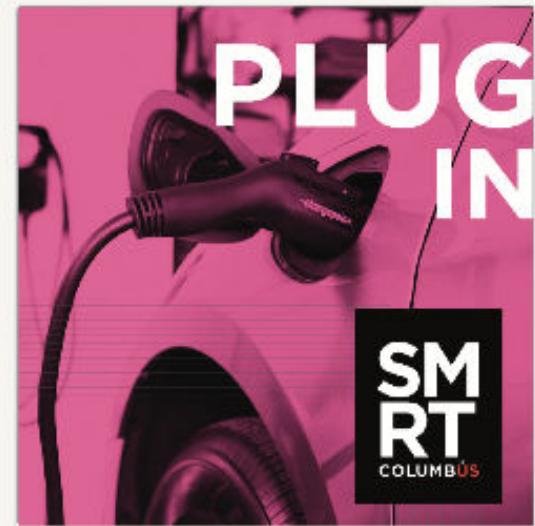
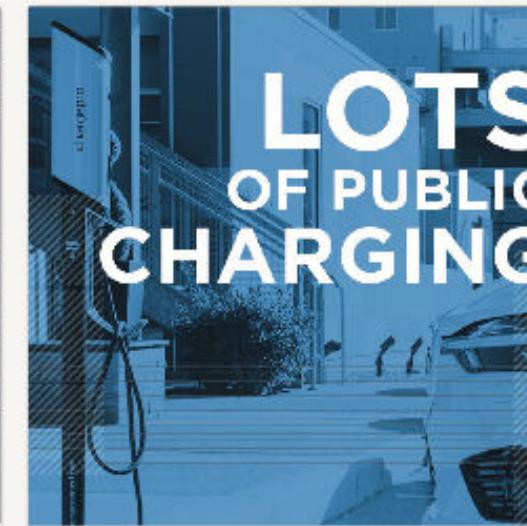
- 44% of respondents identified 0-2 EV brands
- Two-thirds incorrectly think maintenance costs for PEVs are the same or higher than gas/diesel vehicles
- 42% of respondents are aware of one or more public charging station locations
- 34% of respondents have heard of Smart Columbus

Respondents who are aware of Smart Columbus, the Federal Tax Credit, and OH Emissions Exemption are more likely to be purchase a PEV.

CONSUMER EDUCATION CAMPAIGN



**DECEMBER - MARCH
11.9 MILLION IMPRESSIONS**





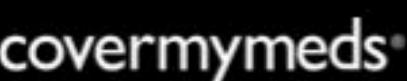
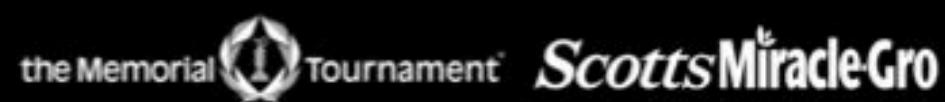
SMART COLUMBUS EXPERIENCE CENTER

- +10,000 Visitors to Date
- 98 Events/ Visits
- +300 Test Drives to Date
- 8 Vehicles on Loan
- 45 Located Team Members

EARLY ADOPTERS // 60+ COMPANIES



THE OHIO STATE UNIVERSITY

DISPATCH
MEDIA
GROUP
a Columbus Media Group

RIDE & DRIVE ROADSHOW

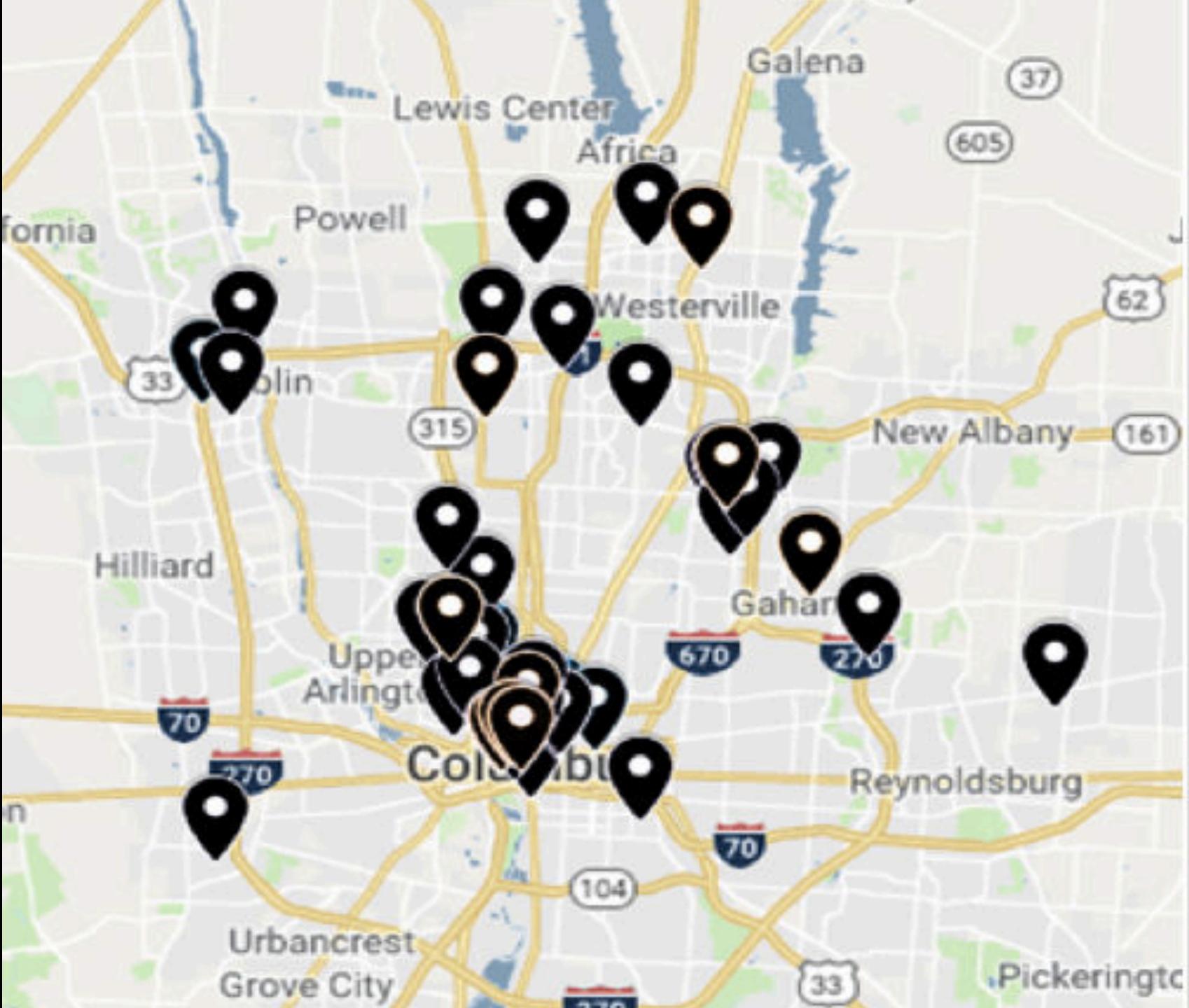
FLAGSHIP PROGRAM

69 Events

48 Sites

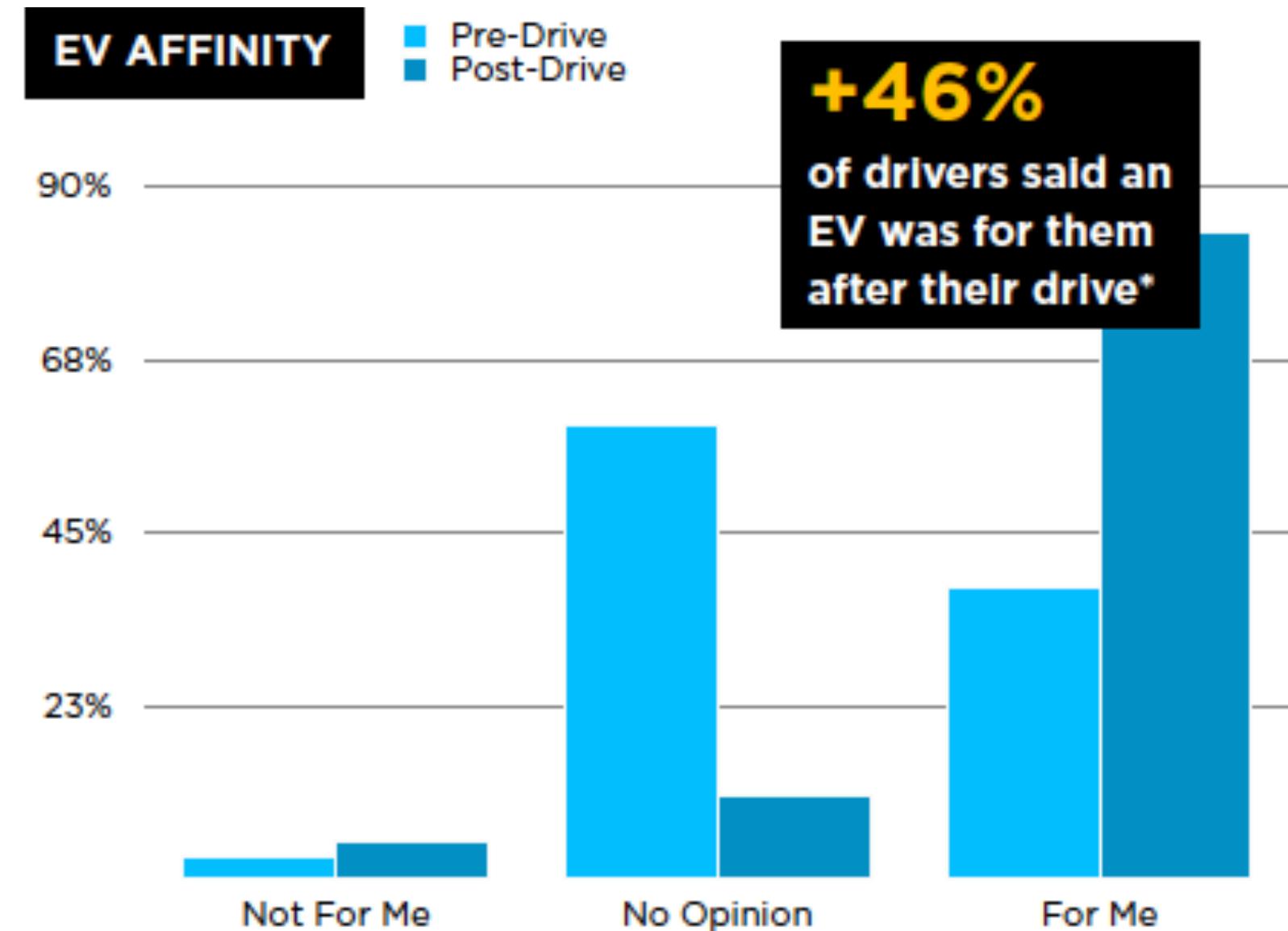
6,837 Drives

18 Vehicle Fleet



RIDE & DRIVE ROADSHOW

CHANGING CONSUMER PERCEPTION



IGNITE ACTION FUND

SINGLE OCCUPANT VEHICLE COMMUTE REDUCTION

Battelle JP Morgan Chase
Columbus Zoo OhioHealth
CoverMyMeds State Auto
Denison University Steiner/ Easton
Huntington White Castle

Companies Receiving Funding

10

Single Occupant Vehicle Funding Awarded

\$96,650

New Mobility Benefits
Launched (Program Wide)

11 TO DATE
Beyond C-Pass

ELECTRIFICATION INCENTIVES

Companies Receiving Funding

6

Electrification Funding Awarded

\$66,850

Vehicles Sold

35 TO DATE

Aligned Investment
from Companies

\$1.8M

A&R Creative Group

American Electric
Power/ AEP Ohio

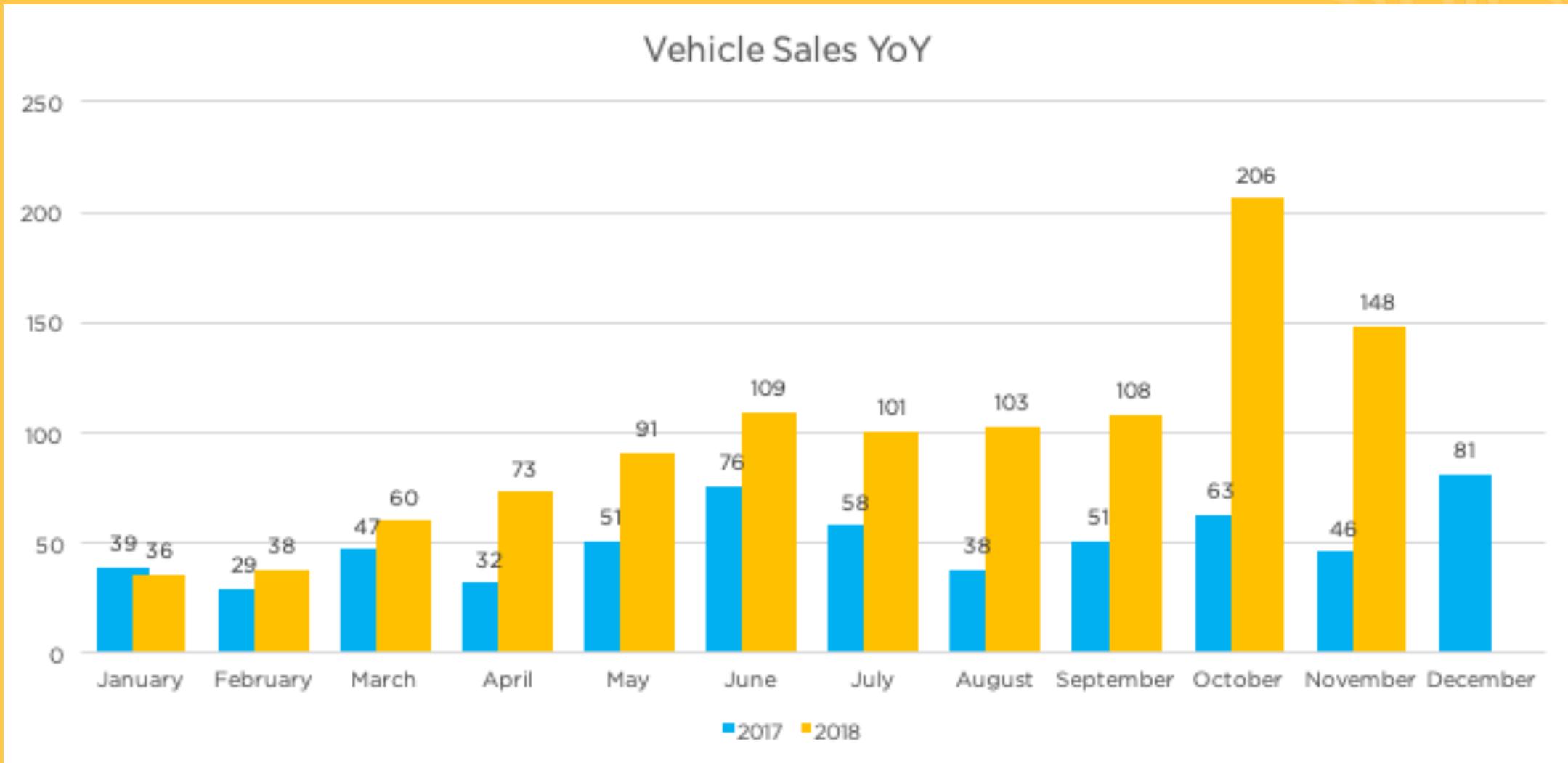
Alliance Data

Columbus Zoo

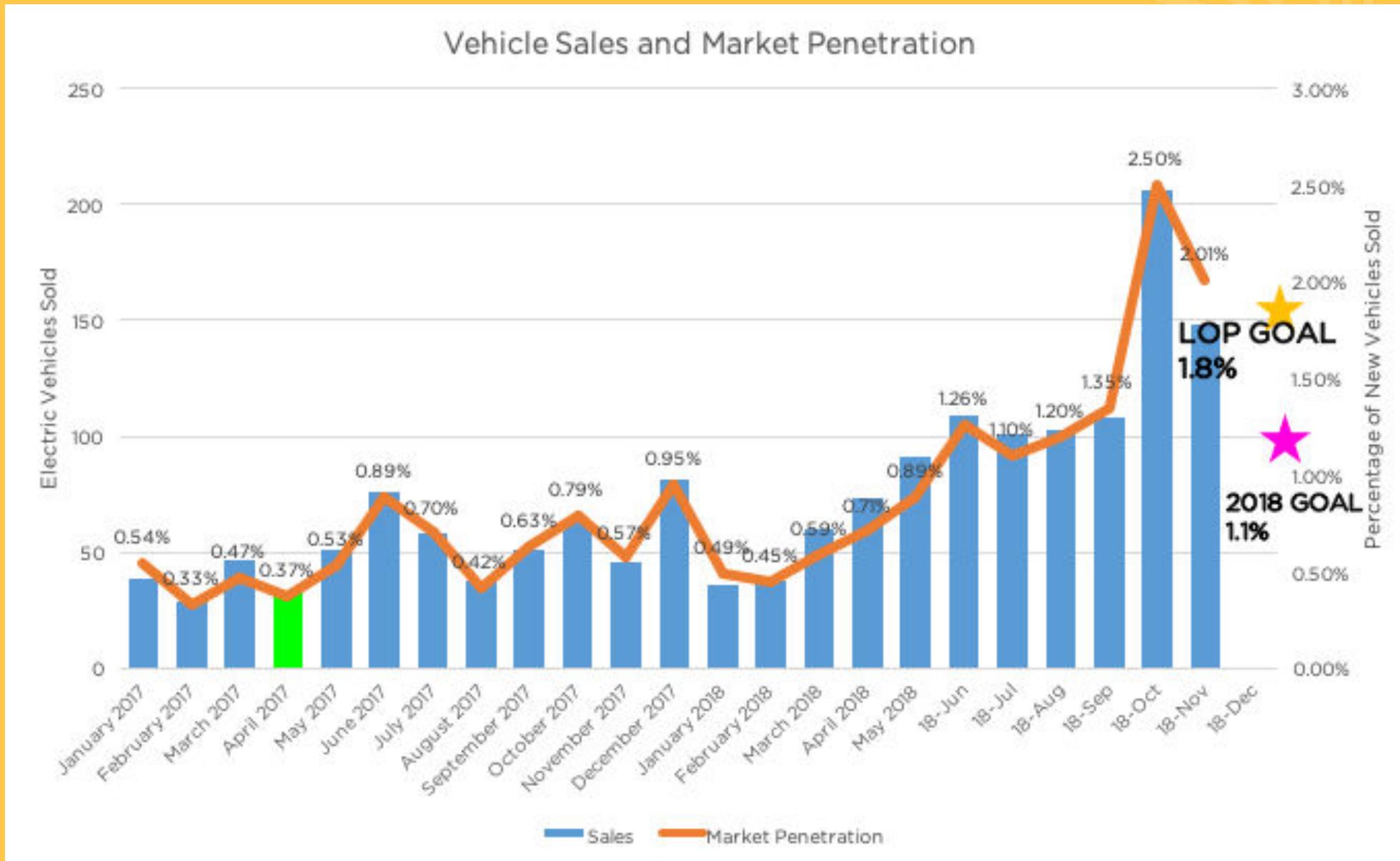
Columbus Partnership

Dispatch Media Group

DRIVING ELECTRIC VEHICLE ADOPTION



DRIVING ELECTRIC VEHICLE ADOPTION





THANK YOU

Jordan Davis, Director of Smart Cities

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