

SMART COLUMBUS

# RIDE & DRIVE ROADSHOW

**Design, Impact &  
Practitioner's Guide**

Published January 2020

# Thank You

We are nothing without our partners. Thank you to all who made this program possible. We appreciate your continued support and dedication to our community.

## HOST SITES





PARTNER APPRECIATION

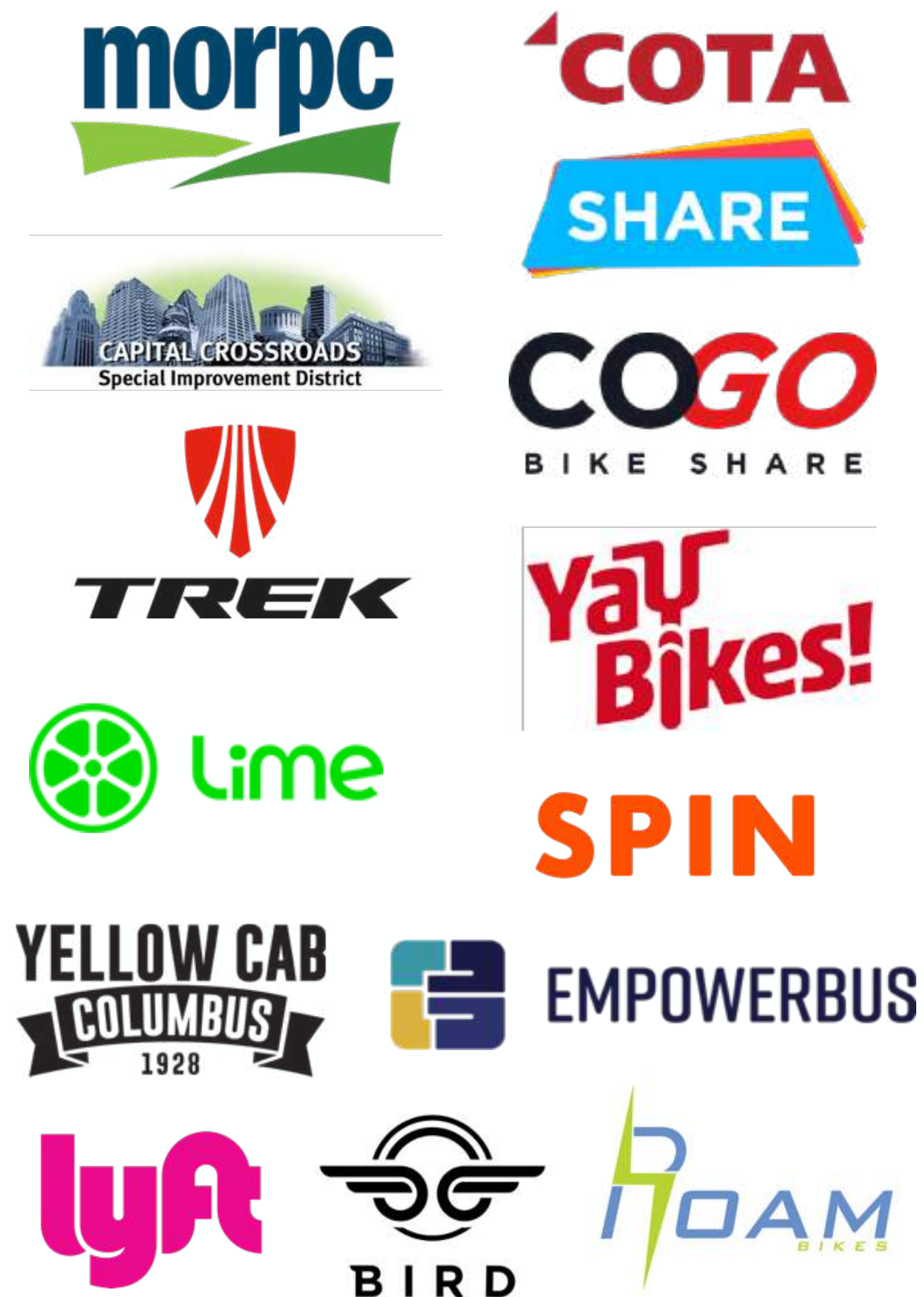
VEHICLE PROVIDERS



EV EDUCATION



SMART MOBILITY



FUNDERS



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# The Opportunity

As the winner of the U.S. Department of Transportation **Smart Cities Challenge**, the City of Columbus was awarded \$40 million to launch a series of mobility innovation pilots to improve quality of life. An additional \$10 million was awarded from the **Paul G. Allen Family Foundation** with the goal of building a scalable playbook to advance **electrification** and **decarbonization** in the region. With this award, Smart Columbus was born, a public private partnership led by the **City of Columbus** and **the Columbus Partnership** – a CEO member-based non-profit improving quality of life in the region.

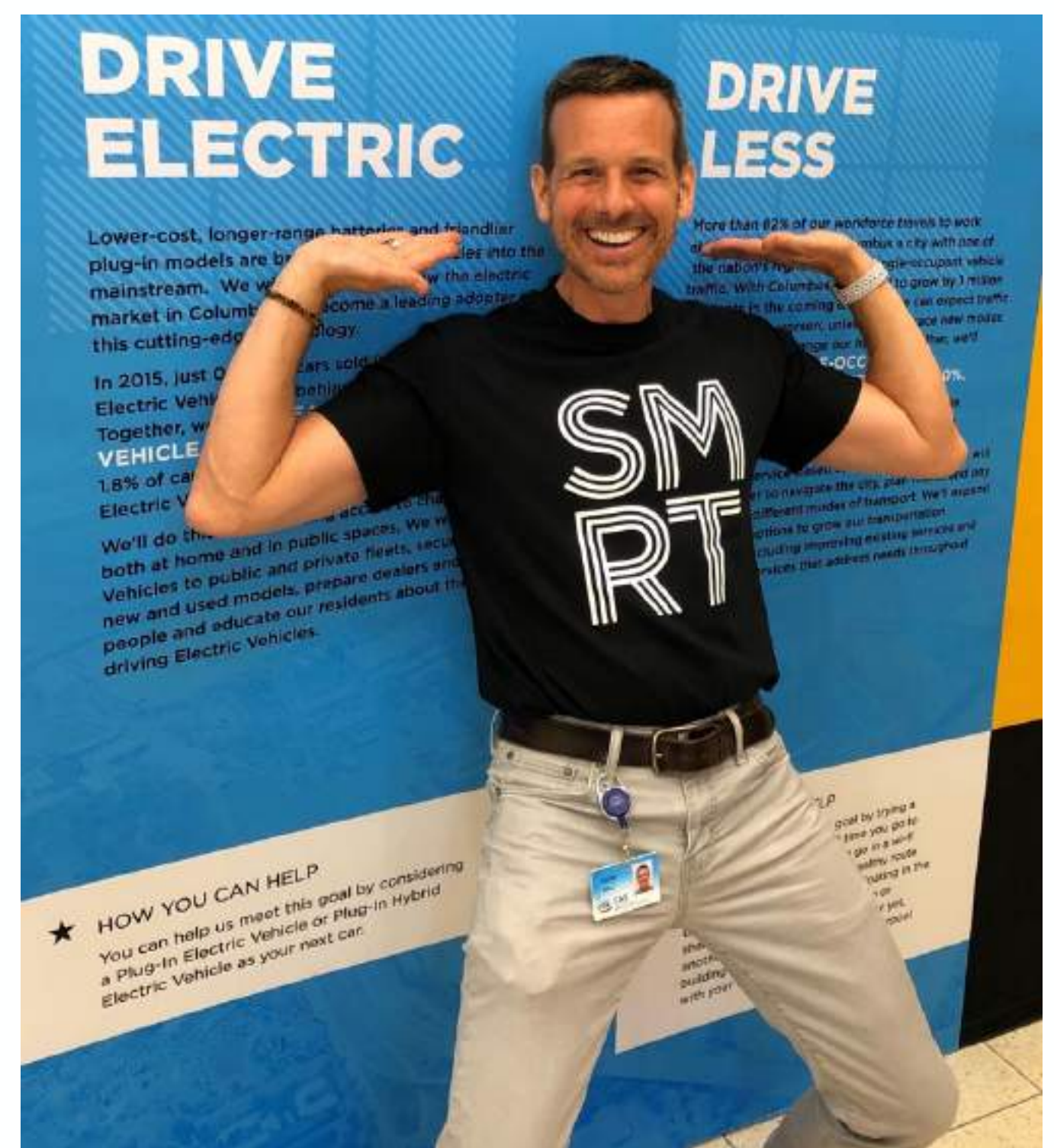
One of the reasons Columbus was selected as the Smart Cities Challenge winner was because of the community's reputation for being an excellent **test city** for new recipes, trends, and products. If new styles are tested in Columbus, it seemed strategic to also test mobility innovation and **scalable tactics to increase electric vehicle (EV) adoption** in a state without EV friendly policies and funding sources. However, The largest contributor to the win was Columbus' unique culture of **public-private partnership** fondly described as the Columbus Way.

Columbus is taking a unique approach to increasing EV adoption by partnering with the private sector, asking them to help employees re-think how they get to work in order to solve regional mobility challenges. In late 2017 Smart Columbus launched the **Acceleration Partner program** to organize and **rally private sector engagement**. To date, more than 70 companies have signed on to help drive the culture change that will encourage residents to drive electric and drive less.



## CASE FOR CHANGE

Since **38% of emissions** in the Columbus Region come from transportation, mobility innovation efforts are critical for **mitigating climate change** and maintaining a **high quality of life**. The Columbus region currently has an **83% solo commute rate** and is projected to **grow from 2 million to 3 million residents by 2050**. EVs, along with substantial efforts to drive less, will help ensure this growth doesn't jeopardize our air quality and public health. Our work is also key for bolstering **competitiveness** for resident/ business attraction and retention. The Smart Cities Challenge was a spark to change the conversation around mobility and growth in order to build a more prosperous region.





# Electrification Strategy

One of the main priorities of Paul G. Allen funding was to **increase consumer EV adoption to 1.8%** of all new light-duty vehicle registrations by March 2020, from a baseline of 0.37% in 2015. This shift represents almost a **500% increase** over **three years** — a very bold vision. To achieve these aggressive goals, Smart Columbus is implementing a suite of highly **strategic interventions across 5 key priority areas**, one of which is consumer adoption.

For consumer adoption, we took a strategic marketing approach focused on guiding residents through the **consumer journey**, from awareness of EVs to consideration, and then purchase. **Consumer adoption** interventions include a major PR campaign, community events, dealership engagement, and our test drive programs.

## EARLY ADOPTERS

When designing the electrification strategy, Columbus was a nascent market in a state **without zero emission friendly policies or programs**. The team knew an emphasis on early adopters would be necessary to dramatically move the needle with the funds allotted and tight timeline. We define an early adopter as someone who would **most likely be interested in buying an EV** before they become popular. Research suggested the early adopter population in the Columbus region is very similar to the national profile of early adopters: has an annual salary of \$100,000 or more annually and/or holds a bachelor's and/or graduate degree.

## TEST DRIVES

We know that **84% of car buyers test drive first** and people are more likely to be interested in an EV after a test drive- but dealership experiences aren't enough. For the majority of consumers, they have not had the chance to drive an EV and are unlikely to go to a dealership to try one. This is why EV test drives are a key component to emerging market electrification strategies. The Ride & Drive Roadshow (R&D) is Smart Columbus' **flagship program**. The initiative drives EV adoption by providing opportunities for residents to test drive EVs of all varieties in a low-pressure, brand-agnostic, and educational environment.

## CONSUMER JOURNEY



81%

WANT A DIFFERENT TEST  
DRIVE EXPERIENCE THAN  
THEY GET AT A DEALERSHIP



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# PROGRAM OVERVIEW

Dive into Smart Columbus' EV Ride & Drive Roadshow strategy and program structure.

The word "COLUMBUS" in a large, light blue, sans-serif font, spanning the bottom right portion of the page. The letters are partially cut off on the right side.



# Our Approach

- The R&D was a brand agnostic EV test drive tour offering **6-12 vehicles** of varying makes and models for people to drive at **no cost to partners** of Smart Columbus over the course of **120 events**. Events were typically hosted from **9 a.m. - 4 p.m.** (with 30-60 minutes for staff lunch) at **workplaces** and varying hours at **select public events**.
- The majority of event hosts were medium and large employers in the region to optimize program impact by targeting high density sites with a captive audience of early adopters. Smart Columbus created the **Acceleration Partner Program** to provide a framework for **activating** large and influential employers in the region to lead our community into the future with the Smart City movement. A substantial part of this program focuses on incentivizing and inspiring associates to **drive less** and **drive electric**. The **employer partnerships were key to the success** of the R&D Roadshow. Motivations for partner participation vary and include: employee engagement, value alignment, sustainability/environmental goals, positive PR, and community involvement.
- Public events were also hosted with universities, non-profits and leading municipalities due to the **high degree of interest from community members and partner organizations**. Public event host sites included the Columbus Auto Show, a suburban chamber of commerce, community events, environmental events, and major shopping centers. Public events sometimes have greater security needs to ensure safety around the vehicles and are more dependent on weather than workplace events.
- Host locations ranged from the heart of **downtown** to **rural facilities** — including active hospitals, office parks, city hall, universities and high security facilities.
- Event participants went through **Smart Columbus and Electric Vehicle 101** prior to their drive, with hands-on charging education displays from Bosch and an **interactive pre-drive education** experience. In addition to EV education, participants learned about other mobility options: transit, micro-transit, carpooling, cycling and more.
- Participants registered for a specific time and vehicle online in advance of the event or on-site. They also filled out a **pre- and post-drive survey**, answering a range of questions on demographics, desirable vehicle characteristics, EV attitudes and vehicle purchase plans. Survey results were **anonymized** and analyzed to optimize program impact, support **cutting-edge research**, and to discern **market insights**.





# The Team

Smart Columbus worked directly with Civitas Marketing, an experiential marketing company located in Columbus, Ohio, to bring the Ride & Drive Roadshow to life at all 120 events over the course of the program.

## SMART COLUMBUS ROLES

### Ride & Drive Program Manager

#### Responsibilities Include:

- Leading overall Ride & Drive initiative for Smart Columbus
- Point of contact for Civitas team
- Host site and partner management
- Managing company-specific EV purchase incentives

### OEM/Dealer Relationship Manager

#### Responsibilities Include:

- Vehicle procurement and Original Equipment Manufacturer (OEM) relationship management
- Managing host site incentives to purchase EVs (provided by OEMs)

At scale, each Ride & Drive event cost approximately **\$8,000**. This included project management, specially trained staff, event execution and logistics, website and digital asset development, reporting, permitting, \$1 million insurance policy, and site management.

**Programs with less funding should still consider how these roles and responsibilities will be distributed.**



## VENDOR ROLES

### Account Manager

#### Responsibilities Include:

- Ride & Drive project management
- On-site team leadership and training
- Main point of contact for Smart Columbus team
- Overseeing creative development

### On-site Team

**Event Manager:** Responsible for all assets, including vehicles, as well as setup/teardown, vehicle upkeep and overall event logistics.

**15 Product Specialists:** Responsible for in-car experience and vehicle expertise. Highlighting the EV features of the vehicles, directing drivers safely while on the road and answering questions from drivers. These team members are specially trained throughout the program in order to gain knowledge on the evolving EV landscape. There are 15 specialists trained and ready to work an event, but only 8-10 are needed per event.

**Registration Lead:** Responsible for checking in drivers & riders, answering experience questions and creating great first impressions with participants.

**Education Lead:** Responsible for educating drivers on Smart Columbus and EV 101 prior to their drive. Additional duties include registration support, in-person pre-promotion and driver introductions to Product Specialists.



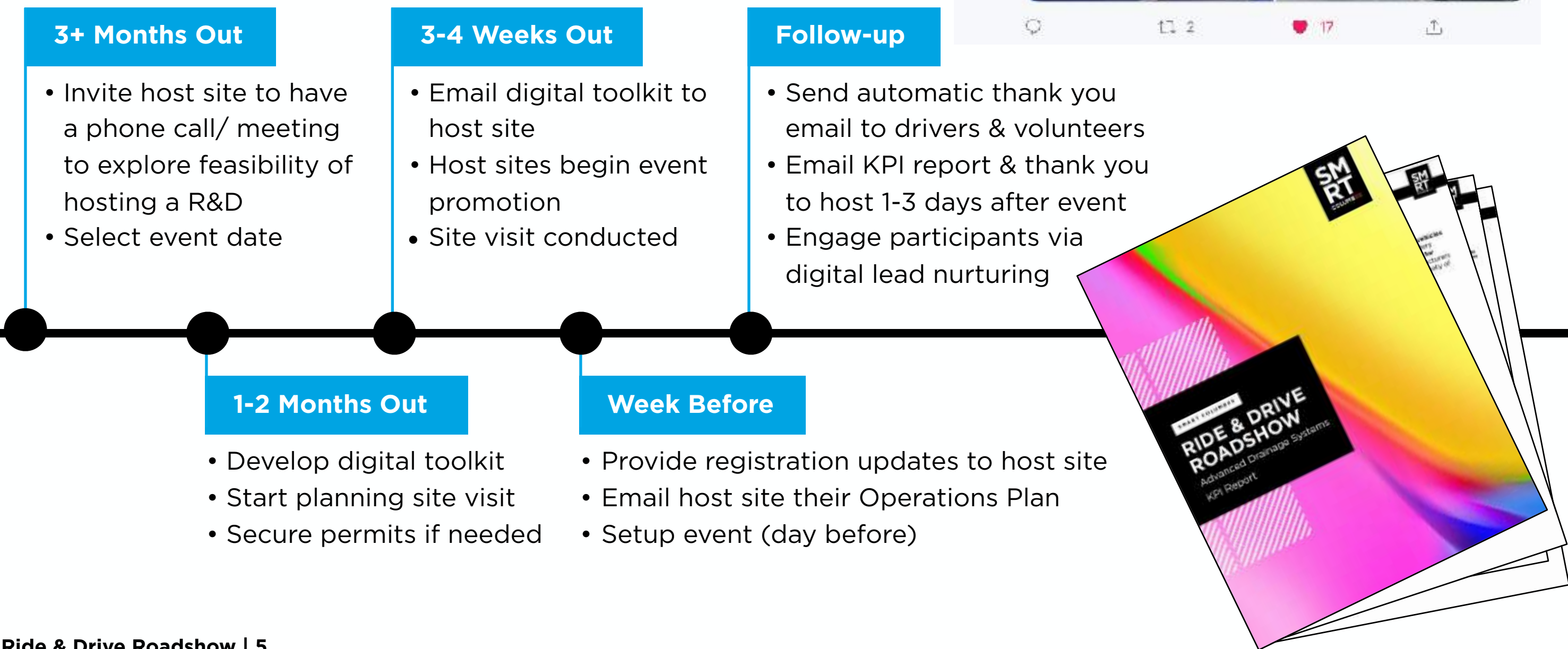
# Plug & Play Events

Our team developed a **standardized and streamlined approach to event execution**. Our team of Smart Columbus and Civitas staff combined offer the following for each event, roughly in this order.

- Every host site was provided a **co-branded Digital Toolkit** with graphics, copy, and videos for promotion. Each visual included a **custom hyperlink** where participants could register for a test drive vehicle and time. We encouraged hosts to share through multiple channels. The most used Digital Toolkit assets were:
  - Rack cards displayed on lunch tables and in break areas
  - MP4 animation for TV screens throughout campus
  - Registration links to share via e-newsletters and Intranet
  - Suggested copy for [email](#) from leadership
- Our team also went to the host site to **meet with a host's facilities team** in advance of the event to scope out where physical assets should be placed and plan **test drive routes**.
- We provided host sites with an **operations plan** including a physical asset location map, key contacts, test drive routes, and safety plans.
- During or directly after an event, we posted on **social media** as a way to provide host **recognition** and build community excitement.

## PLANNING TIMELINE

This timeline provides a snapshot of the standardized planning process for each event, excluding day of event execution.





# Host Sites

The Smart Columbus team and vendor managed all aspects of the event from site logistics and set-up, to plotting driving routes and securing vehicles. For each Ride & Drive, it was important to tailor that specific event to each company's **culture and unique geography**. However, the **success** of an event improved with the dedication of a site hosts' internal planning team. We have seen the **best results at locations that embrace the following tactics**:

- **Grassroots and top-down support:** This includes gaining CEO/leadership support early in the event promotion process to encourage employee participation and garnering interest from peers who are willing to take a few hours out of their day to volunteer during the event. We also co-hosted "fireside" chats or panel discussions starring partner political and executive leadership to raise excitement about smart cities and registering for a test drive,
- **Building a diverse planning team:** The most successful internal planning teams selected a representative in each of the following departments: communications, HR, legal, facilities, sustainability, and/or event planning. Each entity brought unique knowledge of the campus needs and played a distinct role at some point in the process of planning and executing the event.
- **Right-sizing events:** It's important to schedule a realistic number of days for each event. It's better to have one high-performing event than two underperforming events. Based on our experience, two day events were most effective at workplaces with at least 3,000 employees on the campus. Multi-day events can be increased based on site size.

## HOST SITE RESPONSIBILITIES

1. Hosts were asked to coordinate a **site visit** and event set-up. We worked closely with host sites to design the indoor education and outdoor vehicle placement in order to create a seamless experience for every driver.
2. Hosts **promoted** the R&D with digital toolkit assets with the goal of completing 100 drives per event. This typically requires 120 pre-event registrations.
3. Hosts were encouraged to ask their leadership to promote the R&D through personal all-staff emails and town halls.
4. Lastly, hosts recruited volunteers- typically from their green team or internal resource group focused on sustainability- to help greet drivers and make for a smooth experience. For each two hour shift, **1-3 volunteers** were requested.

***At CAS, over 22% of their 1,100 associates test drove during the event thanks to their cross-department team and leadership support.***



*"We were excited to host a Ride & Drive event. The Smart Columbus team was able to easily adapt to the special requirements of a 24/7 healthcare facility. The event was a successful and innovative way to educate our associates on sustainable transportation options. We are looking forward to hosting more!"*

*-Allegra Wiesler, Sustainability Manager, OhioHealth*



# Timeline

An **RFP** For the R&D was released in June 2017 and a vendor was selected in July 2017. From July thru September the team focused on designing and procuring creative assets and training staff. Key highlights from the program include:





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RIDE & DRIVE ROADSHOW

# PARTICIPANT EXPERIENCE

Each event attendee was guided by staff to create a fun, high-energy and impactful learning environment. This section unpacks the details that go into building a game-changing participant experience.



# Event Walk-thru

The graphic below shows the steps each participant took when participating in the R&D. Once participants arrived on-site, the experience from start to finish lasted around **30 to 40 minutes**.

1. Each participant's experience started with signing up online at a unique event URL or on site for a specific vehicle and time during the event. Participants were given the option to sign-up as a **driver or rider**. Most signed up to drive, and some signed up for multiple drives. During registration, they also completed a **pre-drive survey** so we could gauge before and after perceptions of EVs. The survey is on page 25.
2. Participants were sent a **confirmation email** after registering and a reminder email for their drive a day before the event. This email included information about the exact location of the check-in station, the date/time of their drive along with the vehicle they signed-up for, and key reminders like bringing their driver's license.
3. On the day of the event, participants checked-in by completing a **legal waiver** confirming they weren't under the influence, and providing their driver's license number and insurance provider. All drivers were required to have a valid driver's license and car insurance.
4. Once participants checked-in, they were given a **badge** with their name, vehicle, and drive time.
5. On 30 minute cycles, a cohort of drivers kicked off their experience at pre-drive education located close to check-in.



SIGN-UP ONLINE

## PARTICIPANT EXPERIENCE



LEAD NURTURING



STEP 1:  
CHECK IN



STEP 2:  
PRE-DRIVE EDU



STEP 3:  
THE DRIVE



STEP 4:  
SURVEY & SWAG



# Pre-Drive Education

Upon registration, all R&D participants went through a **pre-drive briefing** facilitated by a trained staff member. They provided a **5 minute interactive briefing** using large educational walls as a visual back-drop to help participants with different learning styles absorb the content. Pre-drive education helped **prime participants to maximize their in-car drive** because all the basic questions about EVs, charging, and Smart Columbus were addressed. Content on the educational walls was developed in partnership with OEMs, the Electrification Coalition and other community experts. These walls included content about charging and featured multiple types of **charging stations provided by Bosch** to help de-mystify charging. Separate educational pillars also included information about how to **drive less** by using transit, cycling, carpooling, and more.

**Host-specific talking points** were integrated into the pre-drive and in-car experience. For example, we **promoted corporate purchase/group buy deals** and strategically staged vehicles by **workplace charging** for charging infrastructure promotion. **Associates with access to free workplace charging are 600% more likely to go electric**, but they have to know the option exists. Once pre-drive education is complete, staff walk participants to the vehicles.

## MAXIMIZE EVENT IMPACT

Many hosts worked with us to offer Smart Columbus 101 and EV 101 lunch and learns right after a R&D was announced as a way to **generate buzz** for sign-ups. We also collaborated with partners to announce **EV purchase/lease rebates** ranging from **\$1,000 to \$3,000 per employee** before the event. Incentive programs are a guaranteed way to build excitement.

Some employers have achieved robust employee engagement by combining several activations with test drive events into a whole work week. This has proven to be a strategy to maximize impact and hype for medium to large employers including CoverMyMeds and JPMorgan Chase who both hosted **week-long celebrations** to educate their employees about the future of mobility and smart cities, while inspiring them to drive less and drive electric. These events were complete with subject matter expert presentations, community leader panels, employee EV owner panels, hands-on bike safety training, and transit informational ride-alongs.





# The Test Drive

The test drive is the most important part of the R&D event.

- Product Specialists typically started their education with drivers on the outside of the vehicle showing the **charging port**.
- Each test drive consisted of about a **12 to 16-minute test drive experience** on a route custom to each location optimized for safety with vehicle performance.
- In planning the route, we tried to design a **freeway acceleration moment** to ensure participants can feel the full force of an EV and used majority right turns for safety.
- Unexpected construction and road closures happen, so we always created **plan B routes** to allow the team to quickly pivot if necessary.
- Participants were encouraged to **register for multiple test drives** so they could compare vehicles via their confirmation email and staff.

## MULTI-DRIVER

About half-way through 2018, we implemented a multi-driver test drive design so each participant could **experience the front and back seat**. The multi-driver events required Product Specialists to direct drivers to pull over at pre-determined safe locations during the route to change drivers. Multi-driver event designs are only offered for closed events, since colleagues are more likely to want to ride in the vehicle together than complete strangers at a public event. This change also provided an opportunity to include more participants in each 30-minute drive registration window.

There were additional unintended benefits of the multi-driver experience including:

- Participants enjoyed experiencing the test drive **with their peers**, and this style event frequently led to greater realizations as dialogue organically evolves.
- Many drivers **invited their co-workers** to drive with them when they register.
- Offering a multi-driver experience at workplaces actually helped build community by connecting colleagues.

MULTI-DRIVER  
DESIGN  
INCREASED  
POTENTIAL  
DRIVES

**117 DRIVES to  
351 DRIVES  
PER DAY**





# The Test Drive

## Right-Seat Drivers

After pre-drive education, drivers were handed off to their **Product Specialists**- a high-energy and professional staff person trained to speak to the benefits of EVs and features of 1-2 vehicles as a right-seat driver.

Product Specialists directed participants along a set route while educating about the vehicle based on a **dynamic script** designed to hit main talking points. This is the most critical role to an impactful test drive.

### TRAINING

Product Specialists went through a **week-long training** prior to the launch of the program and participated in **ongoing training** to ensure they were confident and accurate when engaging the public. Training included content on Smart Columbus, EVs, and event operations. Since the team was asked to learn a large amount of complex information quickly, we checked for **knowledge retention** in the field. In early 2018, we invited industry experts to serve as **‘secret shoppers’** by taking a test drive and providing feedback to management which informed additional talking point development for the team. In addition to ensuring the team was trained thoroughly, they were also **celebrated** for their unique contributions to the program boosting moral. These decisions contributed to **minimal staff turnover**. If you use **volunteer** right-seat drivers for budgetary reasons, training should still be robust with ample talking points provided and retention checks.



“It was an amazing opportunity to come to being a part of the team, allowing me to gain knowledge, and educating and bringing people together through the Ride & Drive experience and adopting the future of electric vehicles.”  
 - Emily H., Product Specialist



4.8 STAR PRODUCT SPECIALIST KNOWLEDGE RATING

“Assistants were extremely knowledgeable and made my driving experiences informative and enjoyable. Nice presentation and execution!”  
 - Matt S., Driver at Huntington



# The Test Drive

## Vehicle Variety

Every participant is looking for something different, so we worked hard to provide a wide variety of vehicles with different price ranges, features, styles, and electrification levels (e.g. battery electric or plug-in hybrids). We brought **6-12 vehicles** to each event based on the projected size of a public event or number of employees at a campus and the pre-event registration response.

Through focused efforts to build **relationships with Original Equipment Manufacturers (OEMs) and dealerships**, we are able to secure vehicles for the program free of charge. Vehicle partnerships are predicated on providing **high value back to the OEM or dealership**, including: visibility of the brand, lead generation, free marketing and consulting. We prefer to receive vehicles for the program from OEMs, as they are not limited by miles driven or Primary Market Area. Both **dealer and OEM relationships are critical** to a successful program and relationships must be built in advance of asking for vehicles for a R&D program.

**AVAILABLE AT COLUMBUS DEALERSHIPS**

Vehicle	Price	Range	Battery Size	Charging Time
Chevrolet Volt	\$35,000	53 miles	18.7 kWh	7 hours
BMW i3	\$42,000	124 miles	33.9 kWh	7.5 hours
Nissan Leaf	\$27,000	150 miles	40 kWh	7.5 hours
... (other vehicles) ...	...	...	...	...

**ACRONYMS**  
 PHEV: Plug-in Hybrid Electric Vehicle  
 BEV: Battery Electric Vehicle

**NOTES**  
 \*Up to \$7,500 in federal tax credit. \*Up to \$5,000 in federal tax credit. Must have appropriate tax liability. Some dealers also provide incentives.

The entire R&D staff encouraged drivers to try a new vehicle they haven't heard of before or compare vehicles by driving more than once. Additional vehicle education touch points included **sharing a visual handout of test drive vehicles** on-site and via hyperlink on the registration platform and **custom pre-drive education** based on vehicle selections.

Each test driver was offered a printed **EV buyer's guide** (depicted to the left) showing all the electric options available in the market, along with details and a photo for each vehicle, serves as a helpful educational take-away. A digital version of this guide is also available on our website which includes a robust suite of tools, EV discounts, owner testimonials, and information to help residents discern the best EV for them: [smart.columbus.gov](http://smart.columbus.gov)

**“The vast majority of consumers, have not had the chance to directly try an EV and are unlikely to go to a dealership try one. By having numerous available during the ride and drive, consumers have the chance to try multiple vehicles at once, and this is more likely to increase the likelihood of purchasing an EV as their next car.”**

*- Ben Prochazka, Electrification Coalition*





# Survey Data

Data is the foundation of a smart city and a requirement for measuring and **sharing program impact**. Drivers filled out a **pre- and post-drive survey**, answering a range of questions on demographics, desirable vehicle characteristics, EV attitudes and vehicle purchase plans. Survey results were **anonymized**, aggregated, and analyzed to optimize program impact, support cutting-edge research, and to discern market insights.

However, even with survey completion incentives (i.e. Smart Columbus branded reusable bag filled with swag), it was sometimes difficult to get a **high response rate** to the post-drive survey. At host sites where the post-drive survey station was right by the vehicles, a larger percentage of drivers participated.

We saw about a 50% drop-off rate. With over 11,000 participants, we still have a **robust data set** to analyze with a statistically high confidence interval despite the attrition.

## QUESTION DEVELOPMENT

The survey, which is included in the Appendix, was developed in partnership with **leading experts** including NREL, Navigant, and the Electrification Coalition.

We evolved the survey multiple times in 2018 which provided a few complications with data analysis but was determined necessary to capture key information like zipcode and a right-seat driver rating. We also switched platforms for the 2019 R&D season. At first, we used Word Press as the platform for survey questions and registration, and then partnered with the Ohio State University (OSU) in 2019 to transition to **Qualtrics**, a rigorous platform used for research. At that time, OSU researchers added additional optional questions to advance research on **cognitive barriers** to adopting eco-friendly behaviors. As a **leading international research institution** and key partner of Smart Columbus, the partnership with OSU was a natural fit.

## DATA VALUE

There are additional, broad benefits to this data. Columbus is commonly referred to as **America's test city**, where many companies test products. Now, we are testing EVs and will gain a deep understanding of perceptions of benefits and barriers to inform industry, advocates, entrepreneurs, and policy makers.

The R&D program produced the **largest anonymized EV test drive data set** ever from one program.

This data will be shared in the [Smart Columbus Operating System](#), an open data platform, to spur further research and insights in 2020.





# Lead Nurturing

Participant follow-up is critical to converting their experience into a vehicle purchase or lease. All participants of the R&D were entered into a lead nurturing campaign which consisted of a monthly e-newsletter. Lead nurturing emails included updates on new EV models, discount updates, EV benefit videos, owner testimonials, and more. The campaign was intended to guide people in the vehicle buying cycle to purchase an EV through **strategically placed messaging**. A lead nurturing strategy is a critical push to transition residents from considering an EV, to purchasing.

## CONSUMER JOURNEY



## DEALERSHIP LEADS

R&D events maintained an educational environment without unwanted sales pressure. When participants filled out the post-drive survey they have the opportunity to opt-in to be **contacted by a dealership about the vehicle they test drove**. Approximately **13%** of drivers in the R&D **opted-in** to be contacted. To increase the **likelihood of these opt-ins leading to a sale**, we created the Smart Columbus [Electrified Dealer Program](#), a partnership with local auto dealers leading the way in helping our community shift to EVs. Electrified Dealers committed to: train their staff on EV benefits and charging, maintaining EV inventory, providing on-site charging stations share anonymized sales data with Smart Columbus and more. Dealers even distributed new EV owners gifts from Smart Columbus to help boost EV owner loyalty so they become community advocates for electrification. By incorporating Electrified Dealers into driver **follow-up emails starting in 2019**, we encouraged drivers to visit dealerships that are ready to **close the deal**.





RIDE & DRIVE ROADSHOW

# IMPACT

The R&D produced an immense amount of data. We used this data to better serve our community, identify market trends, and help other communities offering test drive experiences.



# By the Numbers

We developed a Ride & Drive (R&D) strategy that put **11,956 people behind the wheel** of an **EV within 24 months**, **13%** of participants **opting in** to be **contacted by a dealer** about the vehicle they drove. In addition, over 700 participants registered as a passenger for their experience. These outcomes make our test drive program the **largest of its kind** with **best practice opt-in rates**. In this section we will unpack who participated in the program, what they drove, and what impact the experience had on their likelihood to make their next vehicle electric.

## EVENTS

120

## DRIVES COMPLETED

11,956

## UNIQUE HOST SITES

77

## CLOSED EVENTS AT WORKPLACES

84%

## OPTED-IN TO BE CONTACTED BY A DEALERSHIP

1,528

## 4.8 STAR RIGHT SEAT DRIVER KNOWLEDGE RATING




## DRIVERS WHO RATED THE EXPERIENCE VERY GOOD OR EXCELLENT

87%



# Partner Leader Board

The success of our R&D depended on **committed partners** stepping up to work with Smart Columbus to plan the event and get their employees registered for test drives. Larger hosts had multi-day events at one location or hosted events at multiple locations. This page celebrates the partners with top performing events.

TOP 10	TOTAL DRIVES	# EVENT DAYS	HIGHEST OPT-IN % PER EVENT
JPMorgan Chase	2,243	14	35%
Cardinal Health	698	6	
The Ohio State University	655	4	
Huntington Bancshares	651	4	VORYS
Alliance Data	519	4	
Columbus International Auto Show	466	4	
American Electric Power (AEP)	440	5	
L Brands	413	2	
CAS	348	2	
Nationwide Children's Hospital	280	2	
Grange Insurance	279	2	



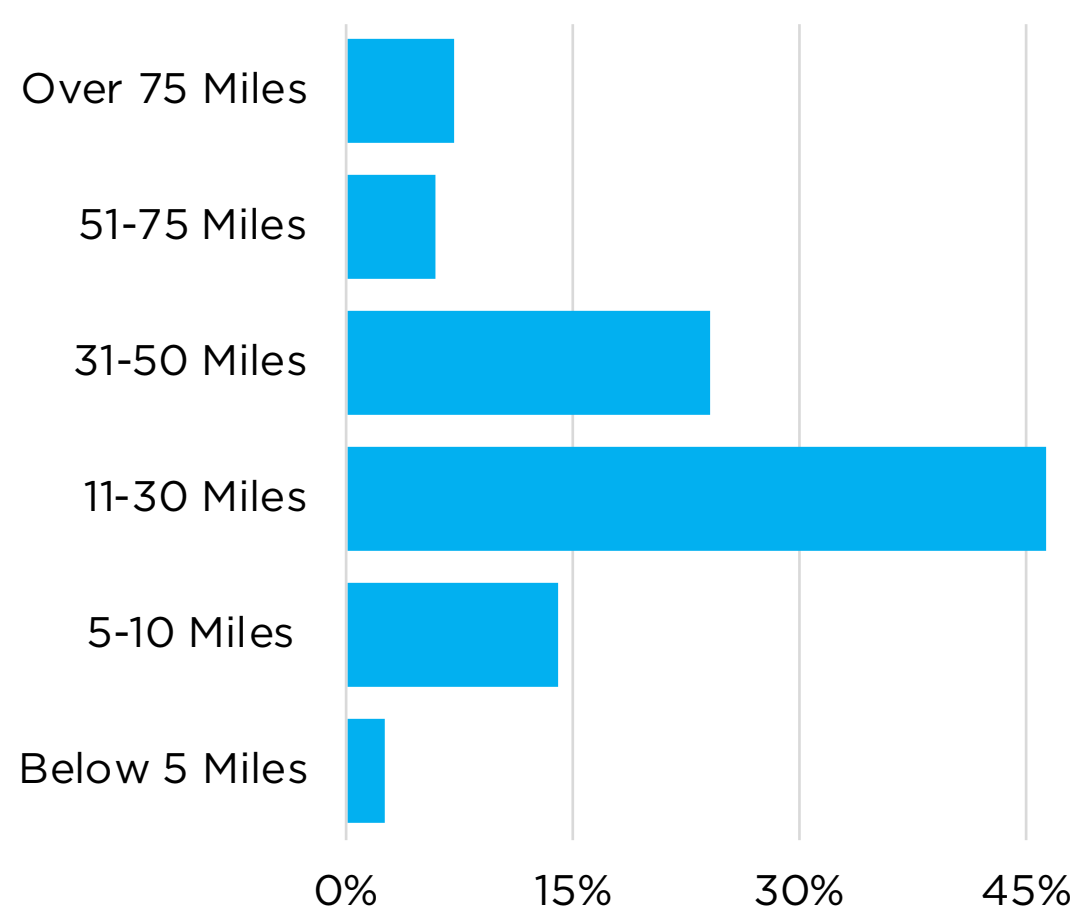


# Who Drove

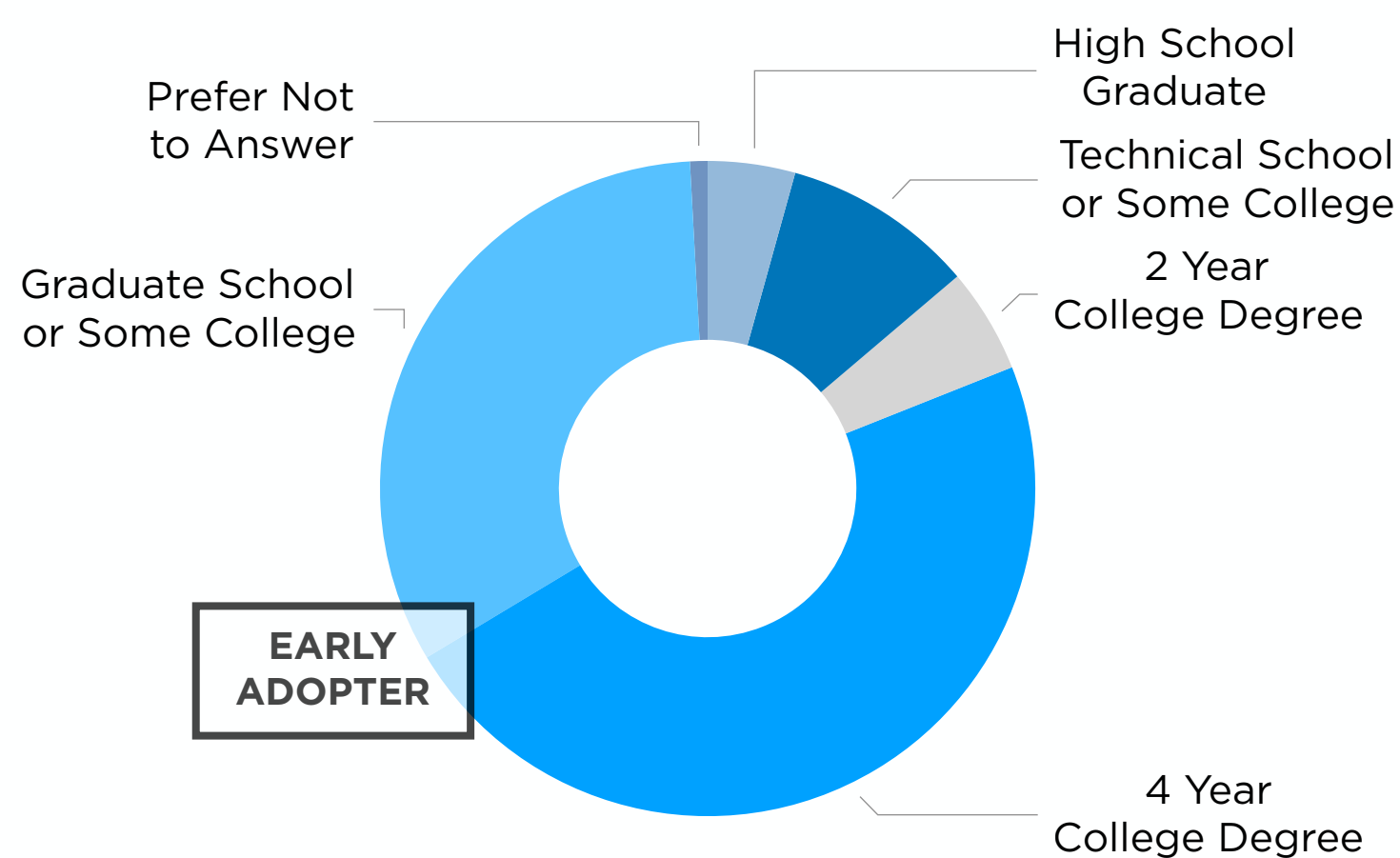
By bringing the R&D to **77 unique locations** over 2 years, we were able to encourage a diverse group of drivers to go electric. Drivers lived in a variety of locations in Ohio (and a few across the U.S.), but the highest concentration lived in Franklin County, with most others in the surrounding regions.

Of those who participated, 62% identified as male and 35% identified as female. Also, **14% of participants already drove an electric vehicle** but were interested in trying other models.

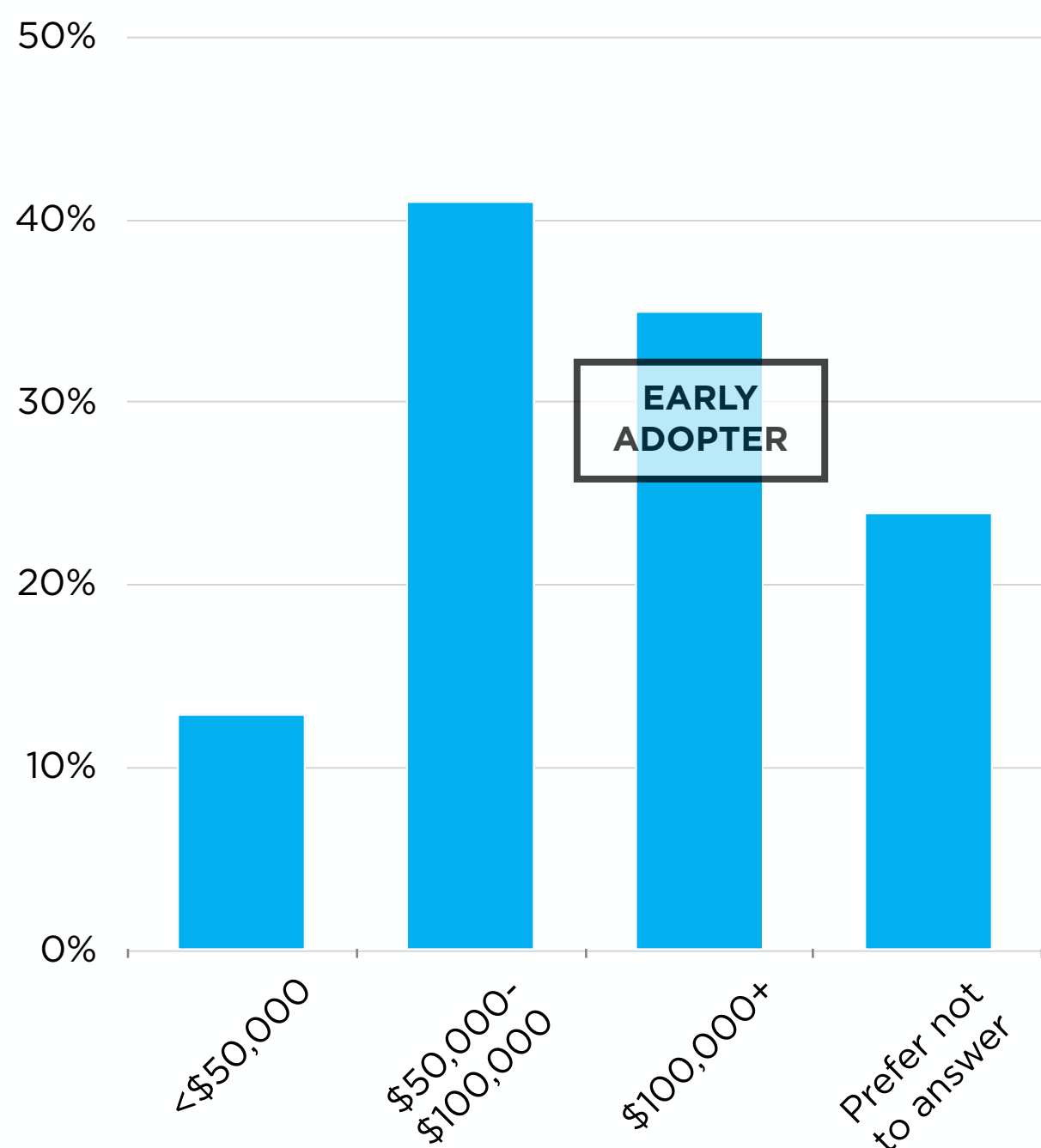
## ROUNDTrip COMMUTE



## EDUCATION



## INCOME



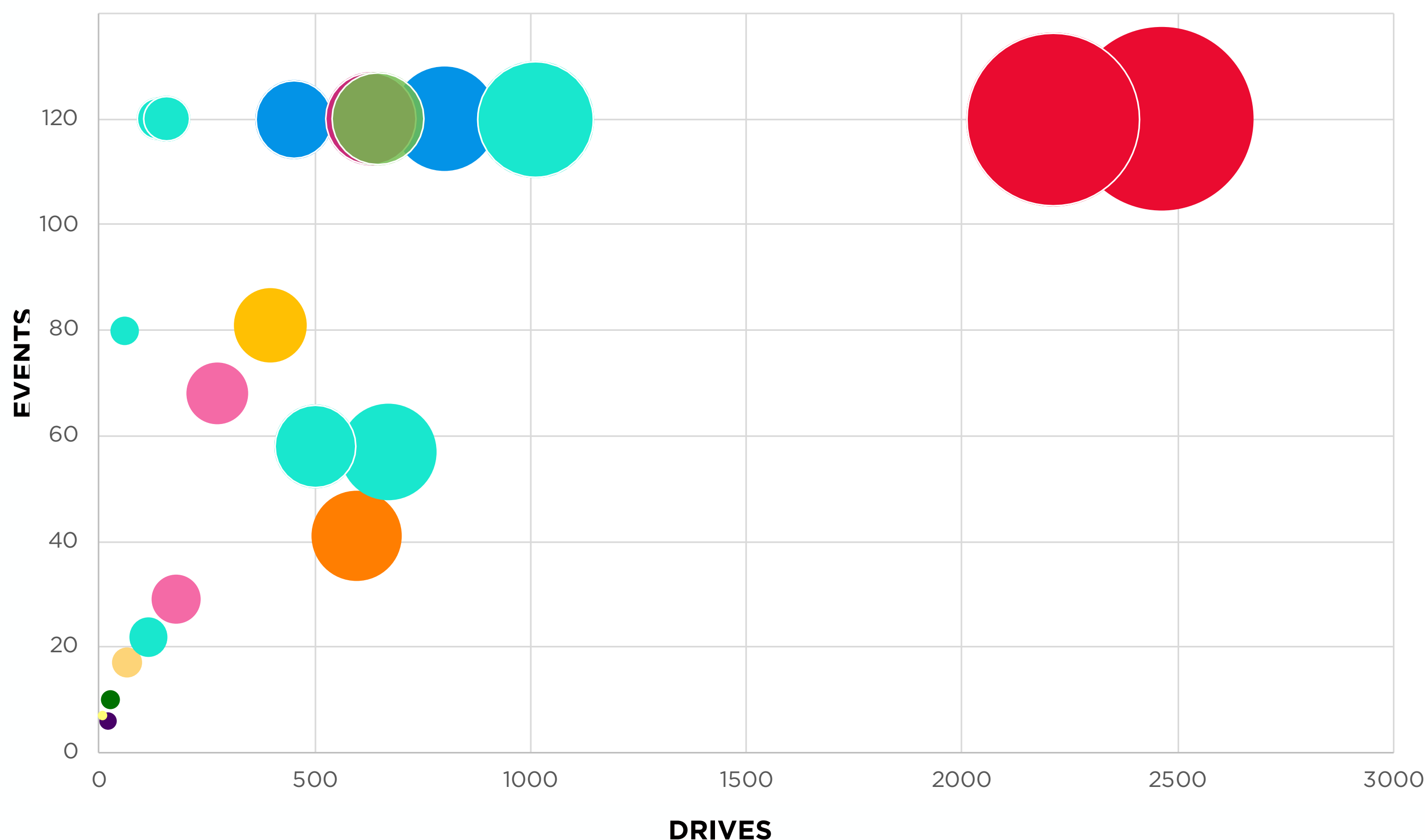
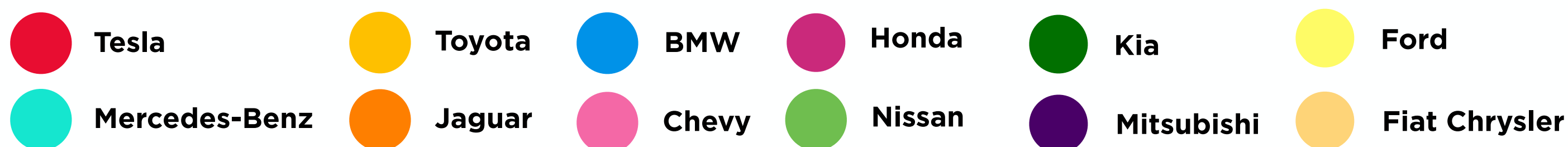


# Vehicles Driven

Over the course of the program, we **rotated vehicles** and paired the size of the fleet to the event scale, which is why we didn't take every vehicle to every event. The most **popular PHEV was the BMW 530e** and the **Tesla Model X was the most popular BEV**. Vehicles included in the graph below: Mitsubishi Outlander, Kia Niro, Ford Fusion Energi, Chrysler Pacifica, Mercedes 350e, Chevy Volt, Jaguar I-Pace, smartfortwo, Mercedes GLE 550E, Mercedes C350E, Mercedes GLC, Chevy Bolt, Toyota Prius Prime, BMW 530e, BMW i3, BMW X5, Honda Clarity, Mercedes S550e, MINI Countryman, Nissan LEAF, Tesla Model S, and Tesla Model X.

The drivers who reported the greatest increase in their 'likelihood to go electric' test drove the **Chevy Bolt, Nissan LEAF, or Chrysler Pacifica**. This is one metric to measure **persuasiveness** of a vehicle.

## OEM KEY

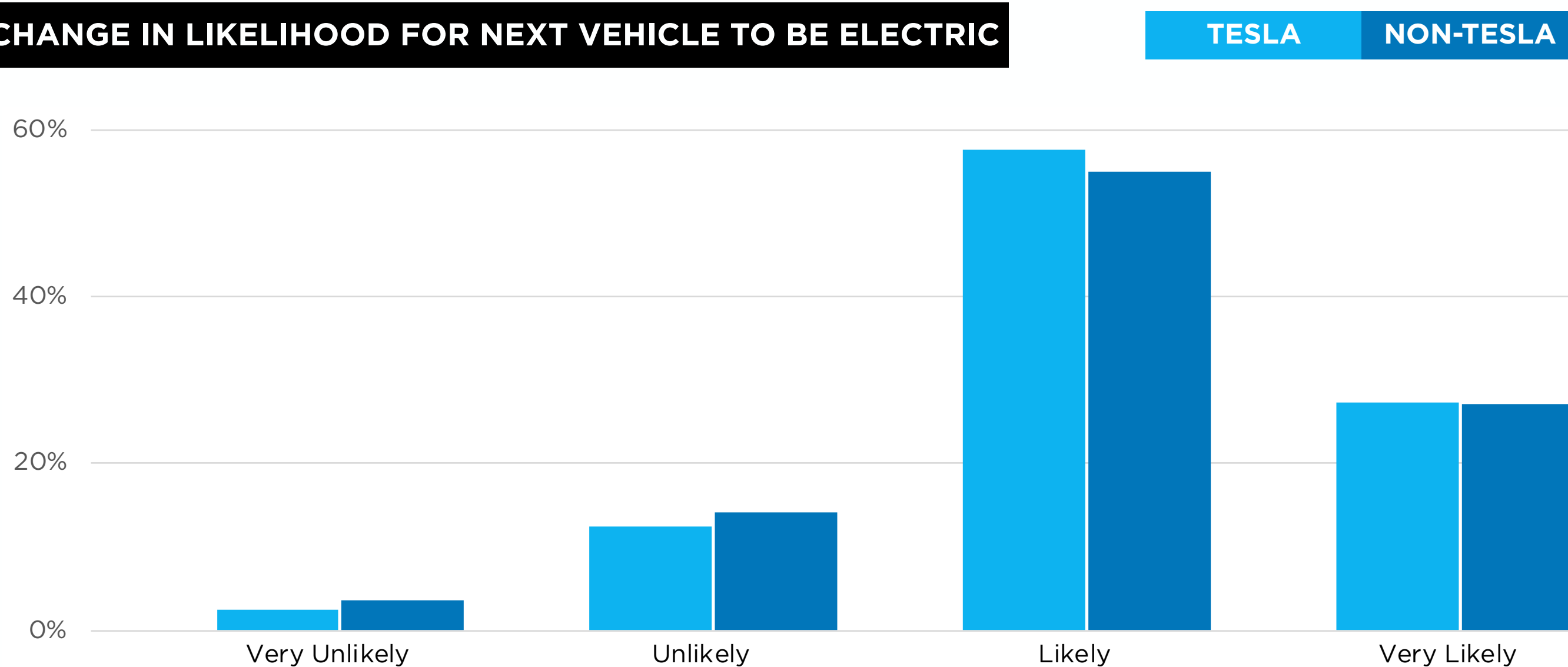




# Tesla Effect

A large number of participants drove Tesla vehicles, but demographic data suggests many may not be able to afford one of the models they drove. However, the experience is still **increasing the likelihood of Tesla test drivers to go electric**. Pre and post-drive survey data suggests the unique allure of Tesla vehicles at the R&D is still positively changing mindsets about EVs, even if drivers cannot afford to purchase a Tesla model they drove. This finding was also supported through qualitative feedback like the quote below.

## CHANGE IN LIKELIHOOD FOR NEXT VEHICLE TO BE ELECTRIC



**“My EV rep Grant was great. Knowledgeable and personable. He definitely put me at ease. I was very surprised at how “normal” the drive was. Very fun experience!”**

*- Jennifer M., CSCC (Tesla Model X driver)*



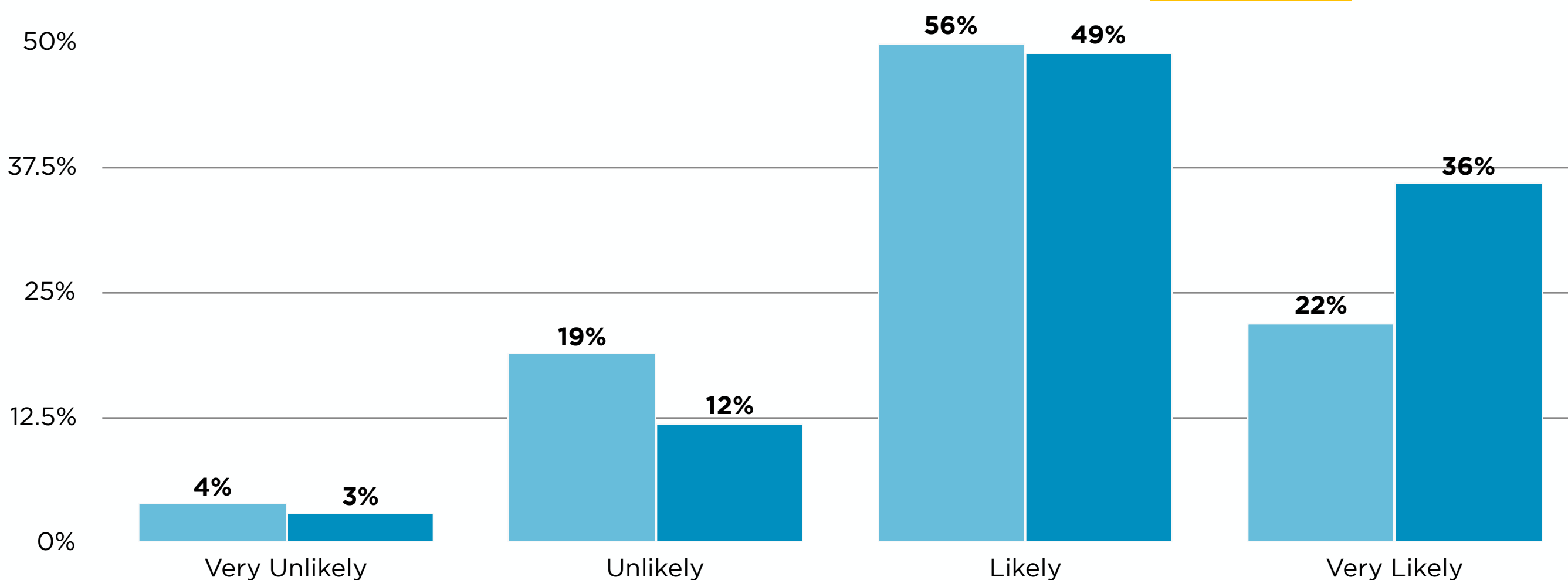


# We are Changing Mindsets

The data suggests the test drive experience successfully changed mindsets about electric vehicles. Below you will find the pre-drive and post-drive attitudes of participants as it related to preference, charging habits and likelihood to purchase an electric vehicle. During the program there were a few drivers who bought an electric vehicle the next day (one even **bought the EV they drove the same day**).

## LIKELIHOOD TO PURCHASE ELECTRIC

Pre-Drive  
Post-Drive



85%

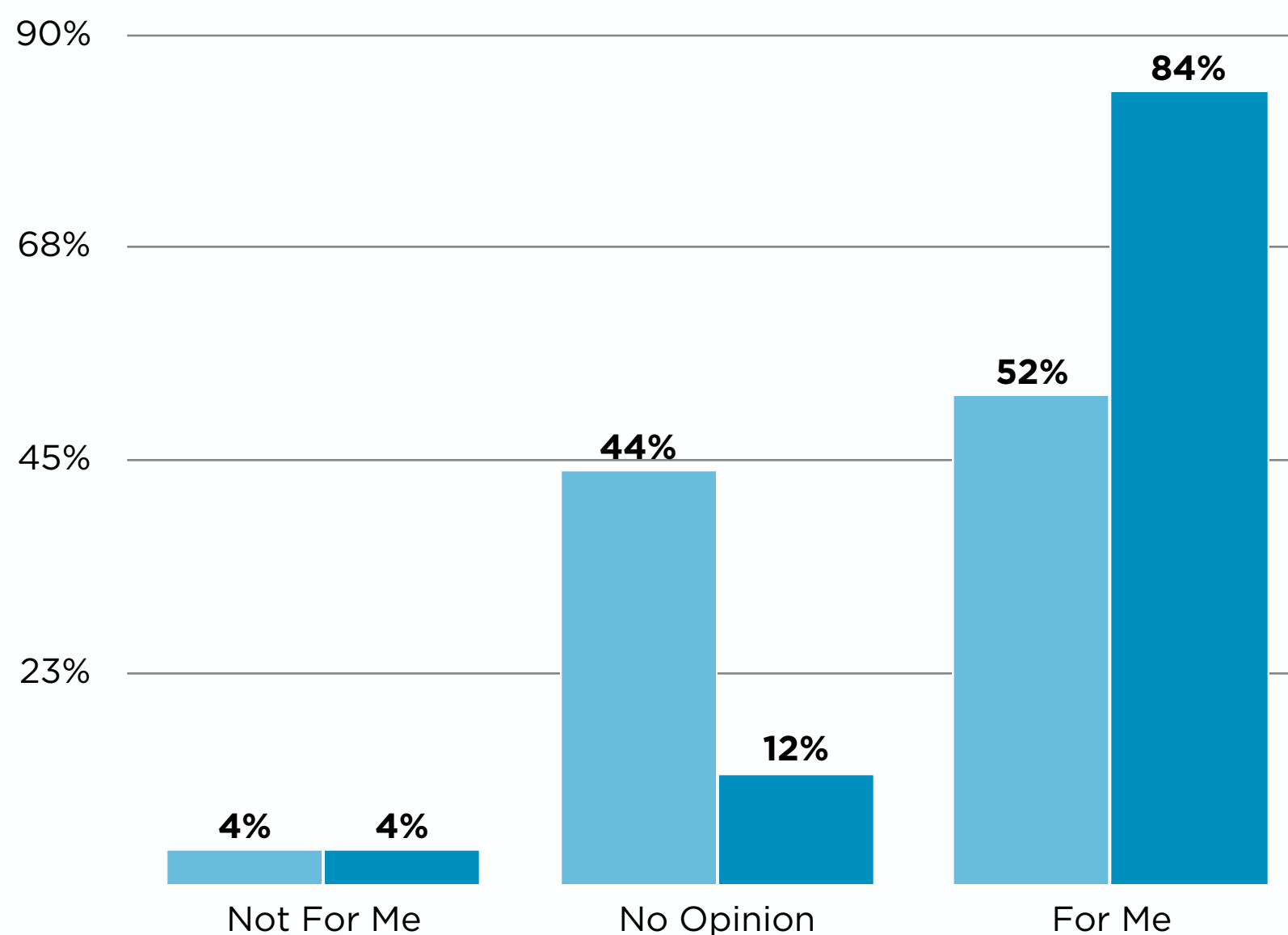
DRIVERS ARE LIKELY  
OR VERY LIKELY TO  
GO ELECTRIC AFTER  
DRIVING



## EV AFFINITY

34%

DRIVERS SAID AN  
EV WAS FOR THEM  
AFTER DRIVING





# Likelihood to Buy is High

Our survey data suggests drivers are **far more likely to go electric** after their test drive experience with Smart Columbus. At each event, drivers had the opportunity to elect or “opt in” to be contacted by a dealer or vehicle provider for more information on the car they drove. Approximately **13% of total test drivers opted-in** to be contacted by a dealer about the vehicle they test drove. When taking into account only 50% of participants completed the post-drive survey, this percentage is even more impressive.

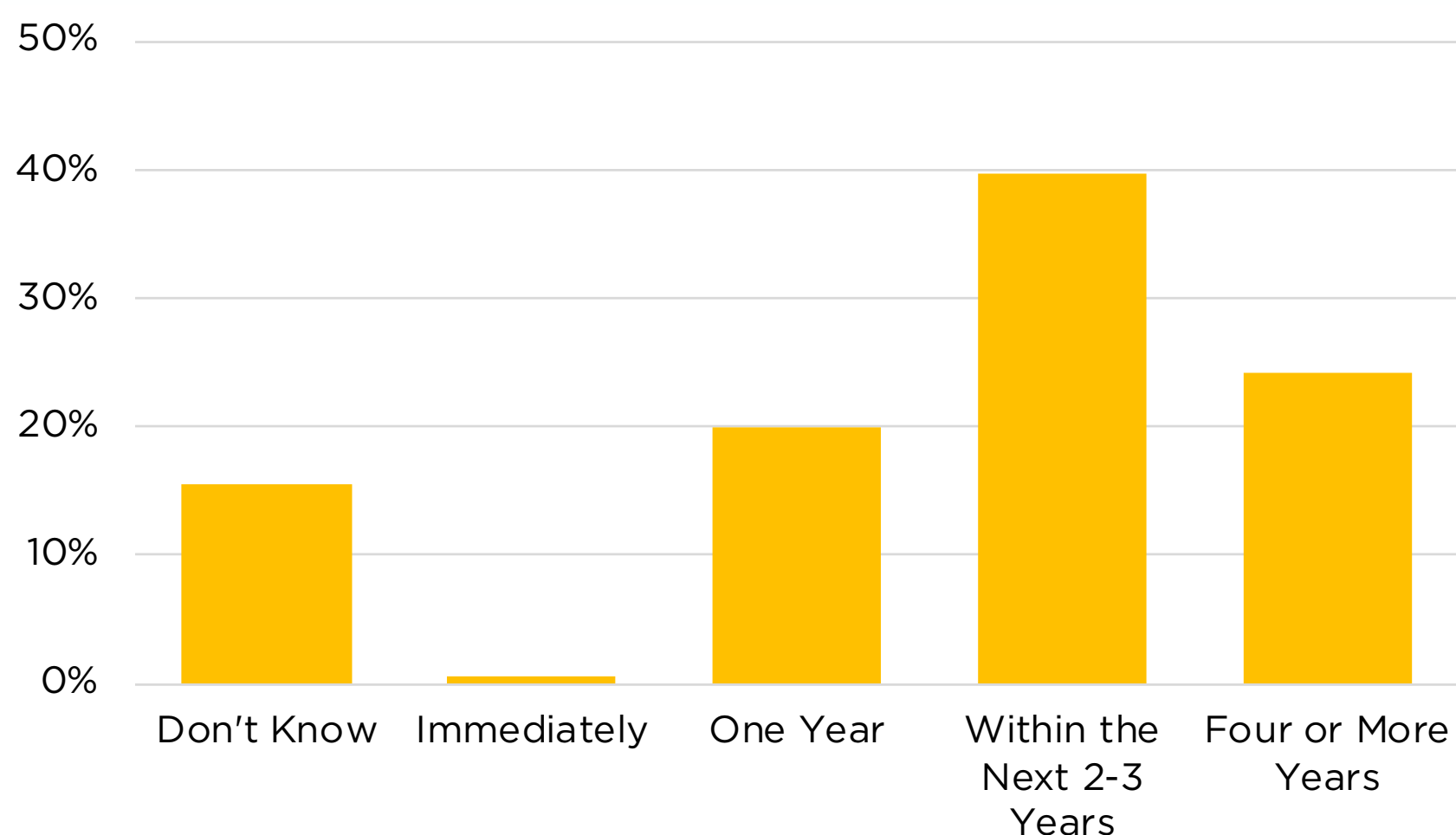
The amount of dealership leads generated through the events also supports the idea that many participants are seriously interested in going electric within the next year. Interestingly, **opt-ins are most correlated** to drivers that had one of the following characteristics:

- Completed a 4-Year Degree
- Identified as a female
- Reported a salary of over \$100,000
- Drove the Jaguar I-Pace

In addition, **60% of participants are planning to purchase a vehicle in the next 3 years**. This data validates the program changed minds and will continue to increase EV adoption for years to come,



## NEXT VEHICLE PURCHASE



**“Excellent event! Paige and the entire team were very knowledgeable, energetic, and passionate! I learned a lot about electric vehicles today, and was pleasantly surprised with the functionality. Thanks Smart Columbus!”**

*Britney M., Jaguar I-Pace driver*

**“Drivers were very knowledgeable and customer service oriented. I had a great time, really fun!”**

*Stracy C., Mercedes GLC350E driver*

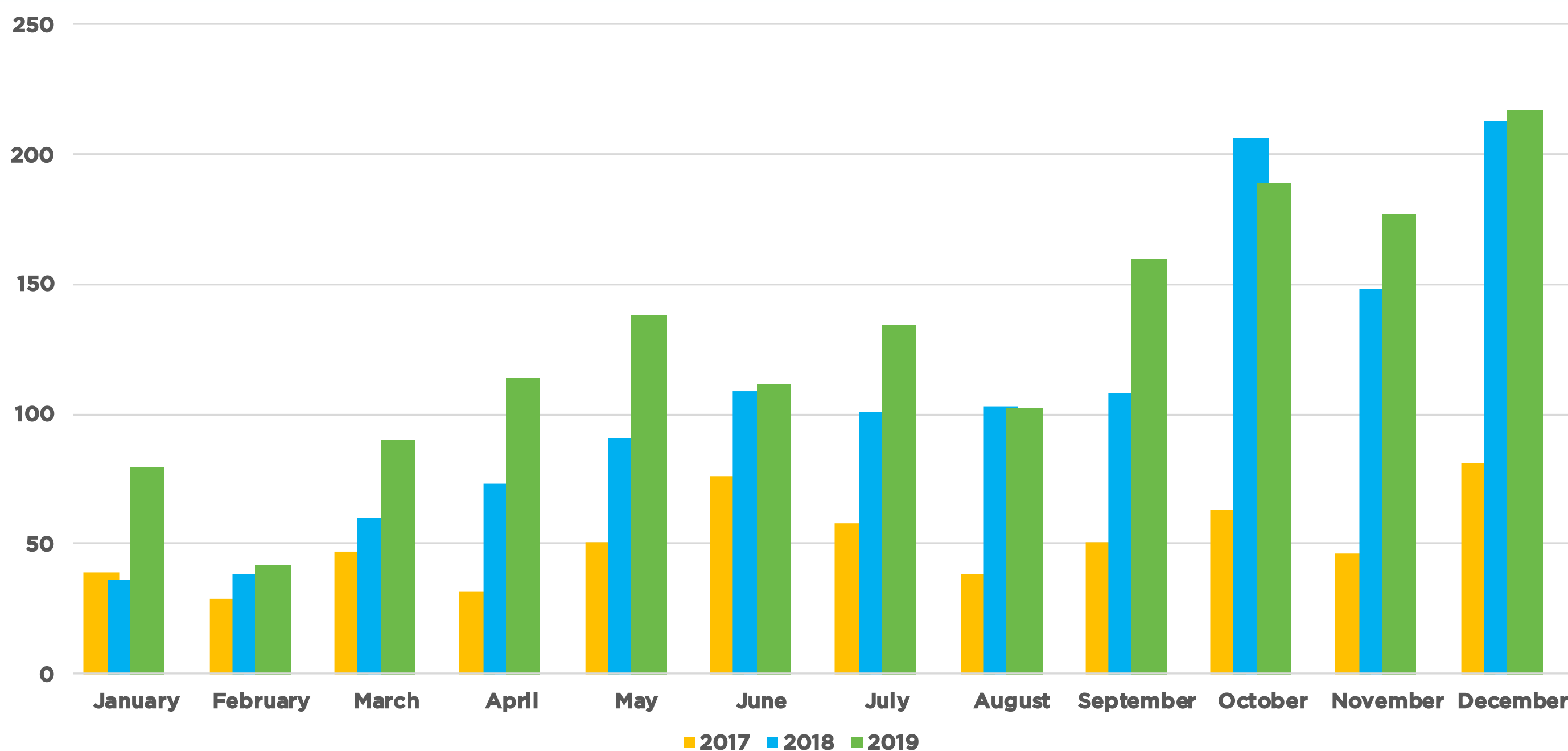


# EV Sales Surpassing Goals

The R&D was part of a three-year electrification initiative. To reach our 120 event goal within 24 months, 10 events were held in 2017, **59 events in 2018**, and **51 events were held in 2019**. Leads from these events are **translating into sales**. Based on survey responses of participants in the R&D, we estimate the program has influenced the purchase or lease of over **950 EVs** over the last two years. The R&D was one of the tactics in the Smart Columbus Electrification Strategy contributing to spikes in the number of residents going electric.

Our goal is to hit 1.8% market penetration of new car sale registrations being plug-in vehicles by March 2020. This goal, and the data below, includes the **seven county Columbus Region**.

## REGIONAL NEW EV SALES YEAR OVER YEAR





RIDE & DRIVE ROADSHOW

# DESIGN YOUR R&D WITH BEST PRACTICES

Our team fine-tuned the execution of a successful Ride & Drive program down to a science. Smart Columbus is dedicated to sharing best practices developed during the Smart Cities Challenge. Key suggestions detailed in this report are summarized in this section to help practitioner's designing their own programs optimize funding and maximize outcomes.



# Build Your Program

Consider the best practices from Columbus shared in this document and the additional building blocks below to **optimize your impact per dollar**. The essential program design would require a budget of \$250 - \$2,000 per event, while the upgraded version would be \$8,000 per event (based on prices in Columbus). Costs depend on a variety of factors including program scale, number of paid staff, printed materials, storage space, permits, and swag. Your program may include some essential building blocks with a few upgrades based on your community needs and funding. Other critical program factors not discussed include insurance, waivers, and accident/emergency protocol.

PROGRAM BUILDING BLOCKS	ESSENTIALS	UPGRADES
<b>STAFFING:</b> The key to every successful Ride & Drive program is a well-trained, high-energy, personable, and brand agnostic, team focused on educating the public about EVs. Volunteers should always be trained on vehicles, the goals of the program, and provided information in advance of their shift to ensure they are informed and confident.	Utilize a mixture of trained and trusted volunteers and staff to serve as right-seat drivers. Have 1-3 volunteers and staff at the check-in/post-drive survey station to engage participants. The number of staff required depends on the size of the event. Utilize one staff member to serve as the event manager.	The upgraded version differs in the number of hired event staff vs. volunteers and the total number of team members engaging participants. Having more hired staff to fill roles increases reliability and decreases turnover. This also decreases the amount of people to organize per day, as hired staff tend to work longer shifts. In this model where staff are serving as Product Specialists/right seat drivers, staff should be trained on specific vehicles so they can answer detailed questions about specific vehicles, instead of being an EV generalist.
<b>PRE-DRIVE EDUCATION:</b> A best practice is to ensure participants have knowledge about EVs and charging prior to getting in the vehicle, enabling deeper engagement on the test drive.	Showing a video of EV and charging content prior to the experience is a staff-light and standardized option that would ensure each participant gets the same foundational information. A video may be paired with additional physical educational content including a charging station.	Creating a pre-drive education experience complete with charging stations, educational content 'walls', and a trained personable staff member to share the 'elevator pitch' and address specific questions is ideal. This approach is customizable and feels more personal and engaging than watching a video.
<b>HOST FOLLOW-UP:</b> It's imperative for your host sites to feel appreciated and satisfied with the event to help build strong partnerships and because satisfied hosts become the biggest advocates of the program.	Sending a thank you email along with event photos, an event satisfaction survey link, and a summary of event outcomes are important follow-ups.	To take follow-up to the next level, consider providing a more robust report on program outcomes in an aesthetically appealing and easily shareable design 1-3 days after the event. Template: <a href="#">Keynote</a> , <a href="#">PDF</a>
<b>PRE &amp; POST PARTICIPANT SURVEY:</b> The data shared in the pages of this document was made possible through participant surveys. Data is critical to show the impact of your program.	Pre and post survey questions are included in the appendix of this document. Questions reflect national best practices and were developed in partnership with the Electrification Coalition, Navigant, the NREL.	Partner with local colleges/universities to conduct deeper analysis on survey findings, and/or to launch additional research questions to inform the literature on EV adoption and behavior change.
<b>FOLLOW-UP PARTICIPANT SURVEY:</b> In order to measure the effectiveness of the test drive program in increasing adoption of EVs, follow-up surveys are required. These surveys can also provide valuable insights into barriers and reasons participants didn't go electric.	Six months after someone test drives, email them a follow-up survey to collect data on if they purchased/leased an EV, and what role the test drive played in their decision.	Conduct a <a href="#">follow-up survey</a> 6 and 12 months after someone's drive to determine if they purchased/leased, and what role the test drive experience played in their decision. Also, consider putting participants into a lead nurturing campaign with targeted emails to get them from considering an EV— to going electric.
<b>OEM/ DEALERSHIP ENGMT:</b> Ideally, vehicles are provided by close OEM and dealership partners. As a benefit to participating in the program, leads should be captured and provided on a timely basis back to partners.	Provide opt-in contact information to OEM/ dealership for specific vehicles on a regular timely basis.	Provide opt-in contact information to OEM/ dealership for specific vehicles within 48 hours of receiving lead. Provide <a href="#">quarterly report</a> on vehicle performance in Ride & Drive program including photos and quotes from participants.
<b>MOBILITY PARTNER INCLUSION:</b> Every good Ride & Drive acknowledges the future is Connected, Autonomous, Shared, and Electric, and uses the event as an opportunity to element other smart mobility options along with EVs.	Invite mobility partner to table about different ways to move around the community including electric scooters/ bikes, bikes, transit, and more.	Offer additional hands-on learning experiences like e-bike test rides, safety rides with bike advocacy groups, or a bus basic demo. Similar to the EV test drive experience, actually trying out a new mode is the most effective way to reduce barriers to adoption.



# Together, We Go Further

Designing **an effective Ride & Drive program is essential to any electrification strategy** because 84% of customers test drive before they purchase a vehicle and 81% of car buyers want a different test drive experience than they get at a dealership.

The best practices and considerations in this document are intended to help other cities and organizations across the country and world launch their own effective programs to help overcome barriers to EV adoption.

The **Smart Columbus team welcomes additional questions** you have about program development, execution, and evaluation.

To follow the progress and evolution of the Smart Columbus portfolio of work check out the **Smart Columbus Playbook** at [smart.columbus.gov](http://smart.columbus.gov).

Although the R&D Roadshow is complete, Smart Columbus still offers free educational test drives to the public from the **Smart Columbus Experience Center** located downtown at 170 S. Civic Center in Columbus. At the Center, **multiple models are available for the public to test drive** and learnings from the R&D have been applied to optimize the experience for visitors.





RIDE & DRIVE ROADSHOW

# APPENDIX

1. Pre & Post-Drive Survey Questions
2. Participant Waivers



# Participant Survey Questions

## PRE-DRIVE\*

*\*= questions do not include registration information (e.g., name, email, vehicle, time)*

- What is the highest degree of education you completed?
  - Less than high school
  - High school graduate
  - Technical school or some college
  - 2 year college degree
  - 4 year college degree
  - Graduate school (Master's or Doctorate)
- What was your annual household income in 2017 before taxes?
  - Less than \$50,000
  - \$50,000 to \$100,000
  - \$100,000 or more
  - Prefer not to answer
- Gender?
  - Female
  - Male
  - Prefer Not to Disclose
  - Other (fill in)
- Do you currently drive an electric vehicle (EV)?
  - Yes
  - No
- How many miles do you drive a day?
  - None
  - Below 5 miles
  - 5-10 miles
  - 11-30 miles
  - 31-50 miles
  - 51-75 miles
  - Over 75 miles
- Do you plan to purchase or lease a vehicle in the next....?
  - Year
  - Two years
  - Three years
  - Four years
  - Five or more years
  - I have no plans to purchase or lease a new vehicle in the foreseeable future
  - Don't know
- On a scale of 1 – 7 (1 = not at all important, 7 = extremely important), please indicate the importance of each of the following vehicle features in your next vehicle.
  - Acceleration
  - Handling
  - All-wheel drive
  - Semi-automated driving functions (such as braking and lane following)
  - Navigation
  - Internet connectivity
  - Fuel economy
  - Zero emission driving capability
- What is your overall opinion of electric vehicles (EVs)?
  - For me
  - Not for me
  - No opinion
- How likely are you to consider purchasing or leasing an electric vehicle (EV) for your next car?
  - Very Likely
  - Likely
  - Unlikely
  - Very Unlikely
- If you were able to charge your car at work, would you be more likely to consider purchasing an electric vehicle (EV)?
  - Yes
  - No
  - Not Applicable
- The Ohio State University (OSU) is a partner of Smart Columbus. Are you interested in supporting OSU research by answering a few additional survey questions? Questions will take an average of 2 minutes to complete.
  - Sure thing (survey platform adds additional questions)
  - No thanks (survey complete)

## POST-DRIVE

- What vehicle did you drive or ride in today?
  - All vehicle selections
- Please select your product specialist from the list below:
  - List of names
- How likely are you to consider purchasing or leasing an electric vehicle (EV) for your next car?
  - Very Likely
  - Likely
  - Unlikely
  - Very Unlikely
- What is your overall opinion of electric vehicles (EVs)?
  - For me
  - Not for me
  - No opinion
- Registration for this event may be used by participating automotive manufacturers to learn about your experience and communicate with you. Would you like a local dealership or participating automotive manufacturer to contact you with more information?
  - Yes, and I give you permission to share my contact information for this purpose.
  - No
- If you were able to charge your car at work, would you be more likely to consider purchasing an electric vehicle (EV)?
  - Yes
  - No
  - Not applicable
- How would you rate your right seat driver's knowledge and engagement?
  - Five-star ranking
- How would you rate your overall experience at the Ride and Drive?
  - Excellent
  - Very Good
  - Good
  - Poor
- Anything else you would like to tell us about your experience or viewpoint on electric vehicles?
  - [Comment Box]
- The Ohio State University has partnered with Smart Columbus and has a few more questions for research purposes. Are you interested in participating?
  - Sure thing (populates OSU post survey)
  - No thanks (survey complete)

**All participants are required to fill out a pre-drive survey from their phone, tablet, or desktop where they register for a specific vehicle and time and provide their email address and zip-code. After filling in this information, participants answer the pre-drive survey questions listed on this page. Post-drive surveys are not required, but are incentivized through Smart Columbus swag on-site at the event.**

**Participants are offered the opportunity to answer optional questions to support research at the Ohio State University during pre and post drive surveys. Additional incentives are offered for completing these optional surveys.**



# Participant Waiver - General

## RELEASE OF LIABILITY AND WAIVER OF RIGHTS

BY SIGNING THIS DOCUMENT, I HEREBY WAIVE AND GIVE UP CERTAIN LEGAL RIGHTS, INCLUDING THE RIGHT TO SUE CIVITAS NOW LLC, AN OHIO LIMITED LIABILITY COMPANY, COLUMBUS PARTNERSHIP, AN OHIO NONPROFIT CORPORATION, SMART COLUMBUS, LLC, AN OHIO LIMITED LIABILITY COMPANY, AND THE CITY OF COLUMBUS, OHIO AND Nationwide Mutual Insurance Company, its subsidiaries and affiliated companies together with their respective affiliates, directors, officers, shareholders, employees, agents, and insurers, and all others involved in the Activity, collectively the "Sponsors").

### PLEASE READ BOTH SIDES OF THIS DOCUMENT CAREFULLY BEFORE SIGNING

Activity: Ride and Drive at

Date of Activity:

In consideration of the listed Participant(s) being allowed to participate in the activity described above (the "Activity"), including, without limitation, to drive or be a passenger in any vehicle, whether the vehicle is owned, leased or controlled by Sponsors, me, or any other party, or otherwise enter any area where the Activity takes place, or to observe or otherwise participate in or in any other way be involved for any purpose with the Activity, I hereby agree to all the terms of this Release of Liability and Waiver of Rights (this "Release and Waiver"), including all the covenants and agreements listed on the reverse side of this form.

This Release and Waiver shall be binding upon and enforceable against me, my personal representatives, spouse, assigns, heirs, and next of kin without limitation. It is my desire and intent that the words, terms, provisions, covenants, and remedies contained in this Release and Waiver shall be enforceable to the fullest extent permitted by Applicable Law. If any portion of this Release and Waiver is held invalid, the remainder shall not be affected and shall continue in full legal force and effect. That shall include modifying the Release and Waiver to allow any remaining claims to be waived, released, and indemnified against in the event that the inclusion of any particular provision is found to be invalid or contrary to public policy. The terms of this Release and Waiver shall continue from this date forever and will not expire. This document constitutes the entire agreement between Sponsors and me and supersedes any previous or contemporaneous discussions or agreements between us in respect of these matters.

I specifically acknowledge and agree that this document is not subject to limitations and conditions that would otherwise apply to a general release under applicable state laws, ordinances, statutes, rules, and regulations (collectively, "**Applicable Law**"), and additionally agree to WAIVE ANY AND ALL GENERAL RELEASE LIMITATIONS PROVIDED BY APPLICABLE LAW OR ANY RIGHTS GRANTED TO ME UNDER APPLICABLE LAW. This Release and Waiver shall be construed and interpreted as broadly as possible under the Applicable Law of the State of Ohio, and any claim arising from the Activity shall be brought exclusively in the state or federal courts located in Franklin County, Ohio.

I HAVE READ THIS RELEASE AND WAIVER (INCLUDING THE COVENANTS AND AGREEMENTS ON THE REVERSE SIDE), FULLY UNDERSTAND ALL THE TERMS, UNDERSTAND THAT I AM VOLUNTARILY GIVING UP SUBSTANTIAL LEGAL RIGHTS BY SIGNING BELOW, AND HAVE SIGNED THIS RELEASE FREELY AND VOLUNTARILY AND WITHOUT INDUCEMENT, ASSURANCE, OR GUARANTEE OF ANY NATURE BEING MADE TO ME.

I HEREBY WARRANT THE TRUTH OF THE ABOVE STATEMENTS AND I DECLARE THAT I HAVE NOT WITHHELD ANY INFORMATION THAT WOULD INFLUENCE THE DECISION OF SPONSORS IN ALLOWING ME TO PARTICIPATE IN THE ACTIVITY, INCLUDING, WITHOUT LIMITATION, TO DRIVE ANY VEHICLE PROVIDED BY ME, SPONSORS, OR OTHER PARTIES.

\_\_\_\_\_  
 Signature of Participant (18 and older)

Full Name and Address:

Phone: (\_\_\_\_) \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Emergency Contact Name and Phone:

\_\_\_\_\_

I am not currently under the influence of any alcohol or drugs, whether prescribed, illicit or otherwise. **AGREE** or **DISAGREE**

I am a (circle) **DRIVER** or **PASSENGER**

If **DRIVER**, your driver's license must be valid without restrictions. Please indicate your Driver's License No:

\_\_\_\_\_

If **DRIVER**, automobile insurance is required to drive. Please indicate your automobile insurance carrier:

\_\_\_\_\_



# Participant Waiver - Minor

By signing this Agreement above WITHOUT a parent or legal guardian's signature,  
Participant represents that he/she is at least 18 years of age.

FOR PARENT/LEGAL GUARDIAN OF PARTICIPANT(S) UNDER AGE 18

AT THE TIME OF THE ACTIVITY:

This is to certify that, as parent or legal guardian of Participant(s) listed below, I do consent and agree on behalf of the minor Participant(s) to the express Assumption of Risk and Release and Waiver as provided herein, and, for myself, my personal representative, spouse, assigns, heirs, and next of kin, I release and agree to indemnify and hold harmless Sponsors from any and all claims and liabilities incident to my minor child's participation in the Activity, even if arising out of the negligence of Sponsors, to fullest extent permitted by law.

Printed Name of all **Minor Participant(s) – under 18:** \_\_\_\_\_

Signature of Parent/Legal Guardian: \_\_\_\_\_ Printed Name: \_\_\_\_\_

By signing this Agreement as the parent or legal guardian of a minor Participant,  
signing adult represents that he/she is a parent or legal guardian of the minor Participant.

I hereby irrevocably and unconditionally agree for myself or on behalf of my minor child, my personal representatives, my heirs, next-of-kin, insurers, successors, and assigns, as follows:

1. **ASSUMPTION OF RISK.** My choice to participate in the Activity (named on the front side of this document) or to permit my minor child(ren) to participate in the Activity is knowing, voluntary, and made for the Participant's(s') personal enjoyment. I understand that participation in the Activity involves inherent risks and dangers of accidents, rescue operations, emergency treatment, property loss or damage, serious personal and bodily injury, death, and severe personal and economic losses. These may result not only from my own actions, inactions, or negligence, but also from the actions, inactions, or negligence of others, or the condition of the facilities, equipment, or vehicles. Further, there may be other risks not known to me or reasonably foreseeable at this time. I understand and I have considered the risks involved, and I voluntarily and freely choose to assume these risks.

2. **RELEASE FROM LIABILITY.** I fully and forever release and discharge Sponsors and their respective affiliates, directors, officers, shareholders, employees, agents, and insurers, and all others involved in the Activity (collectively referred to in this Release and Waiver as "Sponsors") from any and all injuries (including death), losses, damages, claims (including negligence claims), demands, lawsuits, expenses, and any other liability of any kind, of or to me, my property, or any other person, directly or indirectly arising out of or in connection with Participant's(s') involvement in the Activity, even if it is due to the negligence, injudicious act, omission, or other fault of Sponsors.

3. **INDEMNITY.** I will defend, indemnify, hold harmless and reimburse Sponsors from and for all damages, losses, costs, or expenses (including legal fees) incurred by Sponsors or paid by them to any person (including me or my insurers) in respect of any accident, injury (including death), loss, or property damage, however caused resulting from, arising out of, or otherwise in connection with Participant's(s') involvement in the Activity. I will reimburse Sponsors if anyone makes a claim against Sponsors in connection with Participant's(s') involvement in the Activity, including, without limitation, any accident the Participant(s) may be involved in or any injury, loss, damage to Participant(s), other parties or property however caused.

4. **COVENANT NOT TO SUE.** I will not initiate any claim, lawsuit, court action, or other legal proceeding or demand against Sponsors, nor join or assist in the prosecution of any claim for money or other damages which anyone may have, on account of injuries (including death), losses, or damages sustained by the Participant(s), other parties, or my (or others') property in connection with my participation in the Activity, and I waive any right I may have to do so. This means that I cannot sue to hold Sponsors responsible for any injury, loss, or damage sustained by me, other parties, or my (or others') property in connection with the Activity, even if it is due to the negligence, injudicious act, omission, or other fault of Sponsors. I waive my insurers' right to make a claim against Sponsors based on payments by insurers to me or on my behalf for any reason. This means my insurers have no rights of subrogation against Sponsors.

5. **MEDICAL EXPENSES.** I hereby consent to receive medical treatment which may be deemed necessary in the event of any illness, accident or injury, or medical emergency resulting from or in connection with the Participant's involvement in the Activity and understand that I am solely responsible for all costs related to such medical treatment, medical transportation and/or evacuation.

6. **REPRESENTATIONS APPLICABLE TO PARTICIPANTS 18 OR OLDER.** I am over 18 years of age and I have a valid driver's license, unless I am solely participating as an adult passenger in which case I covenant and represent that I will participate solely as a passenger. I am in good health, in proper physical condition, and I do not have any medical or other conditions that would impair my ability to drive or ride in a vehicle or otherwise participate in the Activity. I have never been refused automobile insurance coverage or had special conditions imposed. If at any time I believe conditions to be unsafe or that I am no longer in proper physical condition to participate in the Activity, I will immediately discontinue further participation in the Activity.

7. **COVENANTS.** I will follow any and all instructions, recommendations, and cautions of Sponsors at all times during the Activity, including, without limitation, in respect of my operation of any vehicle at the Activity or other participation in the Activity. I will comply with all Applicable Laws while participating in the Activity. I will operate all vehicles at the Activity in a safe manner and will observe all traffic laws. I will not operate or be a passenger in any vehicle at the Activity while under the influence of any alcohol or illegal drug, or any intoxicant, narcotic, prescription medicine, or other drug which would impair my ability to operate or ride in a vehicle.

8. **PUBLICITY.** I hereby grant Sponsors, without limitation, the right to use the Participant's(s') name and likeness in connection with the Activity for any publicity without further compensation or permission.

**I ACKNOWLEDGE THAT I HAVE READ AND UNDERSTOOD ALL OF THE TERMS OF THE COVENANTS AND AGREEMENTS AND THAT I AM VOLUNTARILY GIVING UP SUBSTANTIAL LEGAL RIGHTS, INCLUDING THE RIGHT TO SUE THE SPONSORS.**



RESISTANCE



RIDE & DRIVE ROADSHOW

# QUESTIONS, FEEDBACK OR IDEAS?

**Alex Slaymaker**

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