

SMART COLUMBUS

ACCELERATION PARTNER PROGRAM

Impact Report

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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 smart city initiative led by the **City of Columbus** and **the Columbus Partnership** - a CEO member-based non-profit dedicated to improving quality of life throughout 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 **scalable tactics to increase electric vehicle (EV) adoption** and **decrease single occupant vehicle (SOV) commutes**. However, the largest contributor to the win was Columbus' unique culture of **public-private partnership** fondly referred to as the Columbus Way.

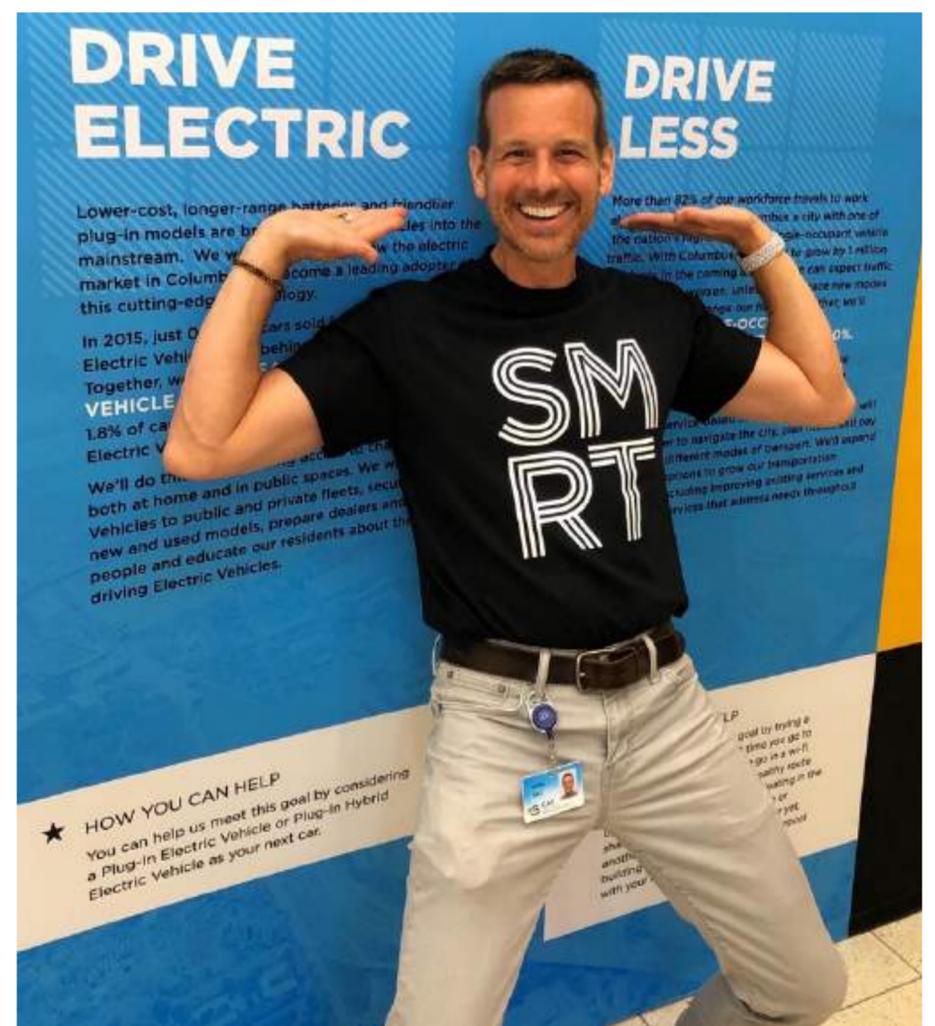
Columbus is taking a unique approach to **increasing EV adoption** and **decreasing SOV commutes** by partnering with employers, asking them to help employees re-think how they get to work in order to solve regional mobility challenges. In late 2017, Smart Columbus launched the **Acceleration Partner program** to organize and **rally employer engagement**. It also serves as a platform for the private sector to support smart mobility projects where they have expertise or particular relevance.

Learn more about the Smart Columbus portfolio of work at smart.columbus.gov, including the [Electrified Dealer Program](#), the [EV Ride & Drive Roadshow](#), [Transportation Network Company \(TNC\) TNC Electrification](#), and [Public Fleet Electrification](#).



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.



ACCELERATION PARTNER

PROGRAM OVERVIEW



Collective Goals

The Acceleration Partner Program is designed to deeply engage members of the Columbus Partnership along with additional **large and influential employers** in the Central Ohio region by enabling and empowering them to become leaders in smart mobility. **Acceleration Partners are pivotal to the Smart Columbus initiative**, as they help to shift culture and work towards the following collective goals:

- Decrease SOV commutes to major workplaces by 10%,
- Increase EV adoption by 500%
- Install charging infrastructure at 100 large work sites
- Reach \$1 Billion in aligned investment

PARTNER GOALS

To support the achievement of the collective goals mentioned above, Acceleration Partners are challenged to complete the five goals below by the end of 2020. Current goals include:

- 1. Designate a senior leader to empower an internal, cross-functional team that uplifts program commitments.**
- 2. Conduct a feasibility assessment for fleet electrification and encourage senior leaders to model the way by driving electric.**

Telematics is leveraged to provide data-based electrification recommendations for specific use cases.

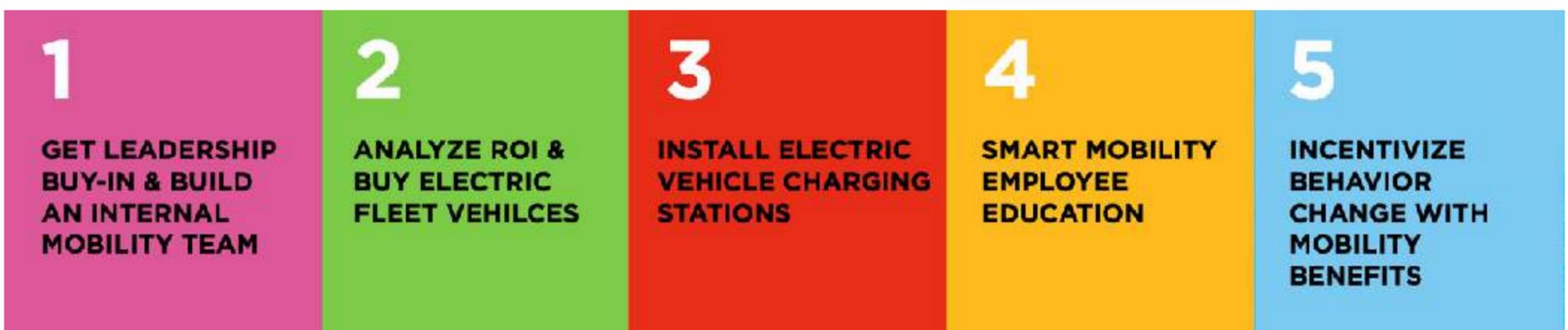
- 3. Install EV charging infrastructure at all major workplaces with over 200 employees.**

According to the Department of Energy, employees are 600% more likely to go electric with access to workplace charging. A best practice is to provide charging access at two percent of parking spaces and lay conduit in new parking structures to cost effectively prepare for future demand.

- 4. Educate employees about driving less and driving electric.**

At a minimum, partners are invited to host 1) a presentation with Smart Columbus staff and 2) an EV Ride & Drive event for employees to test drive in a low pressure educational environment.

- 5. Incentivize employee behavior change by implementing a mobility benefit package based off of employee commuting behavior and preference data.**



In 2019, an additional category was added as a way to recognize partners for their contributions to the Smart Columbus portfolio of work beyond the five goals articulated. These contributions include serving on data working groups for the Smart Columbus Operating System - our open data platform - or donating to the **Smart Columbus Experience Center** - our smart city public education center. In late 2020, additional goals may be added to leverage the momentum generated through this program to create regional prosperity.

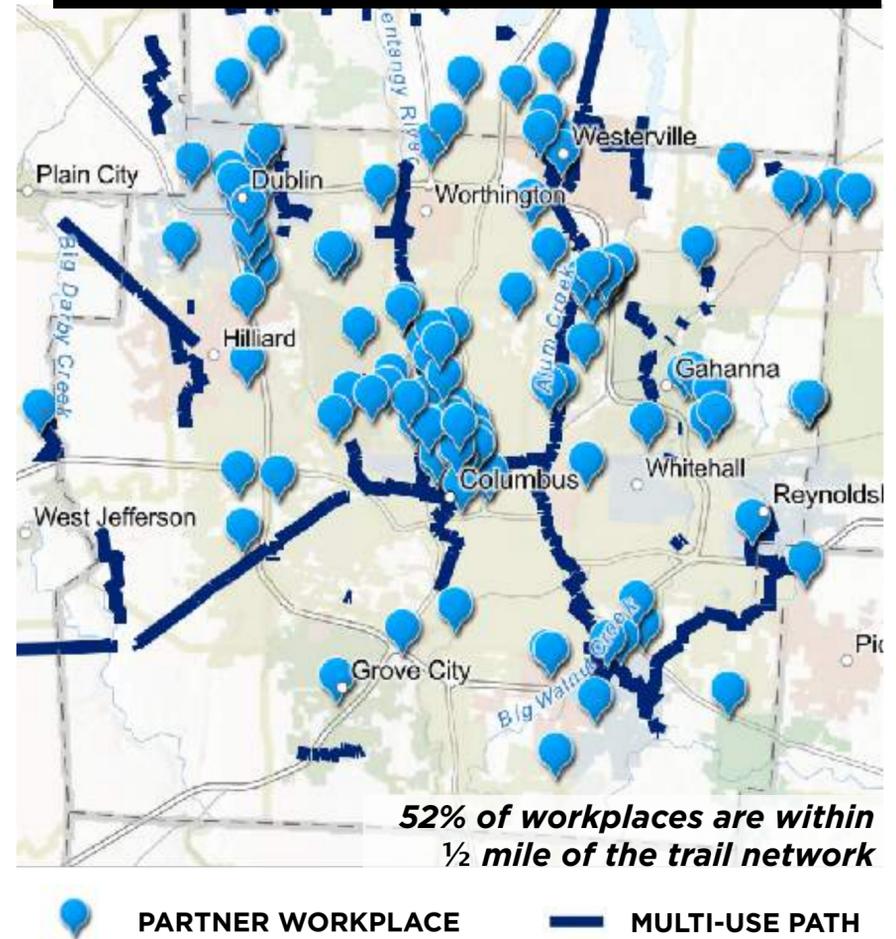
Committed Partners

The program **launched with 38 partners in late 2017** and has since grown to **70 organizations from diverse sectors** including finance, consulting, healthcare, non-profits, higher education, insurance, consumer goods, restaurants, industry, energy, communications, and technology. Of our partners, **11% are non-profits.**

# EMPLOYEES	LESS THAN 100	100-500	OVER 500
% PARTNERS	12%	40%	48%

Partners are distributed across the region and over 95% of their facilities with 200+ employees are located within **Franklin County**. There is a large concentration of partners in the downtown Columbus area and adjacent multi-modal friendly neighborhoods. About **1/4 of partners are located in transit friendly** suburban locations. Over **3/4 of total partner facilities** are located in areas with safe convenient access to **transit** or other modes beyond a personal automobile.

PARTNER WORKSITES IN FRANKLIN COUNTY



Partner Motivations

Leading Columbus Region employers are stepping up to help **drive culture change** by encouraging employees to **drive less** and **drive electric**. Key motivators for joining the program include:

LEADERSHIP INTEREST & COMMUNITY ENGAGEMENT

The main motivator of participation is a **strong culture of private sector community commitment** to advancing collective prosperity in the Columbus Region. Leadership of top companies and organizations in throughout Columbus prioritize giving back to the community. Many top leaders see Smart Columbus involvement as a critical collaboration to help **build a more prosperous and thriving region**. These efforts also contribute to positive PR - the 5th top motivator.

SUSTAINABILITY & TALENT RETENTION

Sustainability is another key motivator of partner participation which is fueled by **increasing pressure** from the community, employees, investors, board members, and government to reduce carbon emissions and minimize negative environmental impacts. Sustainability also links to talent attraction and retention, especially for millennials. The labor market is tight and the **competition for talent is fierce**. The **environmental and social responsibility** of an organization, along with the **hassle or ease of a commute, are major factors influencing candidate decisions**.

MOBILITY INNOVATION & COMPETITIVENESS

The business models of many sectors currently thriving in the Columbus Region may be disrupted by the increasingly **connected, autonomous, shared, and electric** mobility ecosystem without proactive positioning and leadership including insurance, banking, real estate, law, and more. Part of the Smart Columbus mandate is building **adaptive capacity** to these emerging trends and positioning the region as an **epicenter of innovation**.

WHY IS YOUR ORGANIZATION INVOLVED IN SMART COLUMBUS?	
CEO/ Leadership Interest	95%
Community Engagement / CSR	89%
Sustainability/ Environmental Stewardship	84%
Mobility Innovation is Strategically Important	53%
Positive PR	47%
Regional Competitiveness	42%
Talent Attraction/ Retention	21%



BOTTOM LINE IMPACT

In addition to the top motivators shared by partners, further business case benefits include **growing workforce without growing parking costs**. Both **State Auto Insurance** and **JPMorgan Chase** are interested in reducing SOVs in part because they have **underutilized real estate currently limited by the number of parking spots affiliated with that facility**. Equity is another key benefit as partners work to **ensure all employees, including those who cannot afford their own vehicle, can reliably and affordably get to work**. This has been a driver of many partners such as **Huntington Bancshares**. **IGS Energy** created an equation to calculate the **true cost of existing parking lots and garages**, which is frequently overlooked. This equation is on page 41.

Program Structure

The program is typically pitched to an organization's leadership by The Columbus Partnership team within Smart Columbus and **requires c-suite level leader buy-in**. To join the program, there is no formal contract or memorandum of understanding. Leadership from an organization emails the Smart Columbus team to say they are ready to join, and then the team responds with next steps. Reducing the formality by **removing contracts helps reduce potential legal barriers which speeds up the process**. As needed, non-disclosure agreements are created for specific projects with partners but that's the extent of legal paperwork for program activities.

SENIOR SPONSOR

Once an organization commits to join the program, their **first step is to select a senior leader to serve as a 'Senior Sponsor'**. This person may be a **c-suite level leader** as is the case with Huntington Bancshares and American Electric Power (AEP). **Senior Vice Presidents and Vice Presidents** are a common choice and serve in the position for Accenture, Battelle, and Chemical Abstracts Service (CAS). In the case of most small local partners, like Land-Grant Brewing Company and JadeTrack, their **Owners** serve as a Senior Sponsor. Each partner is empowered to select the best Senior Sponsor for their unique organization. They serve as the internal senior sponsor of Smart Columbus engagement on behalf of their company, providing updates to C-Suite leadership and **removing internal barriers that delay progress**.

Responsibilities of this role include serving as a **champion of Smart Columbus work** at the organization, attending **3 Senior Sponsor meetings a year**, and selecting and **supporting a Mobility Ambassador** or team of Mobility Ambassadors to lead day-to-day project execution internally. The Mobility Ambassador role will be explained on the next page. Updates on goal achievement are provided in senior sponsor meetings at the organizational level by Senior Sponsors and at the initiative and cohort level by the Smart Columbus team. At each Senior Sponsor meeting a matrix is passed out to each partner showing how they rank in comparison to other Acceleration Partners on their journey towards goal achievement. This tool is a very **powerful motivator due to the healthy spirit of co-opetition** in the Columbus Region. Senior Sponsor meetings include a pre-read sent out as a briefing to participants in advance of the meeting and are typically majority presentation in content with some time for facilitated dialogue on specific topics. The cadence of three times a year ensures the time commitment isn't too great and participation by high level leaders is sustained.

Upon selection, Senior Sponsors are connected with Smart Columbus and provided the following priorities:

1. **Within 60 days identify a Mobility Ambassador** help mobilize and lead an internal team to deploy an education program on driving electric and driving less at your workplace.
2. **Champion and support goal advancement** within your organization.



Mobility Ambassadors

Partners select an individual or group of individuals from different departments to serve as a **Mobility Ambassador** for the organization. The Mobility Ambassador(s) serve as an empowered project manager responsible for helping their organization meet Acceleration Partner Goals. A high-level description of the role is on page 42. Many Mobility Ambassadors were selected due to their **proven track record of high-quality fast-paced project management skills** and role alignment. Overall program success **requires support and regular communications with Human Resources, Communications, Sustainability, Facilities/ Operations, and Fleet** at a minimum. Other key departments may be real estate, strategy, and community engagement. It's common, and recommended, to have a Mobility Ambassador team with representation from a diverse array of departments listed above and a direct line of communication with the Senior Sponsor.

The main focus of Mobility Ambassadors is on goals 4 and 5, **education** and **mobility benefits**, which require ongoing program management. Ambassadors are provided **free expert technical assistance** on how to achieve these goals. Smart Columbus provides **training, resources, exposure to smart mobility services, and ongoing 1-on-1 coaching** to support Ambassadors as they develop, launch and evaluate their programs.

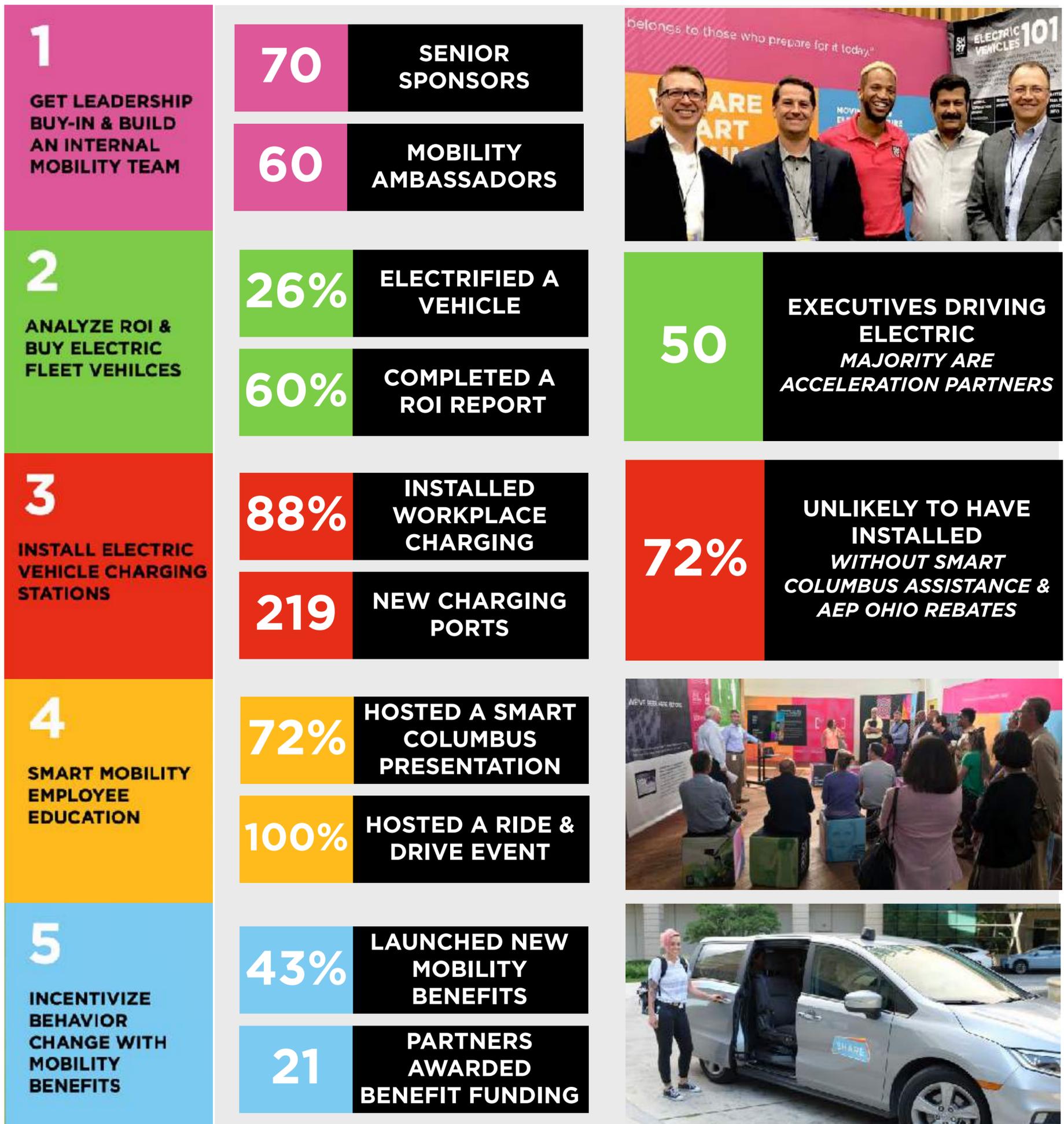
For many Ambassadors the conversation of mobility was new, so the program kicked off in March of 2018 with an **all-day orientation** for 30 Ambassadors. This orientation included presentations on Smart Columbus, pitches from mobility services available in Central Ohio, a hands-on transit demo, an EV test drive event, and discussions about barriers and opportunities at their individual organizations. Ambassadors were provided a **robust toolkit as a take-away to help prepare them for successful completion of the Acceleration Partner Program goals**. The toolkit included a breakdown of the Smart Columbus vision and program, examples of employer provided mobility programs, and a high-level recommended action plan.



A main priority of the program is building a Community of Practice through roundtable discussions, field trips, and lunch learning events. By creating a community of peers working towards a set of common goals, partners have a supportive environment to transparently exchange lessons learned and engage in peer-to-peer problem solving. These activities and services are designed to **accelerate successful program design, roll-out, evaluation, and sustainment**. Since launch, the program has **doubled in participation**. For the first 1.5 years, roundtables were hosted bi-monthly, with optional additional learning opportunities between meetings. In 2020, regular cohort meetings will be held quarterly since introductory knowledge and a strong community of practice has been established. This cadence will open more time for one-on-one meetings and execution.

Collective Impact

These outcomes speak to the power of collective action to **achieve real results quickly**. Methodology used to **mobilize change makers** within partner organizations is detailed in subsequent sections. As of March 2020, these partners completed all five program goals: The Columbus Zoo & Aquarium, AEP, Huntington Bancshares, Denison University, Alliance Data, OhioHealth, and CAS. An additional 20% of partners have completed 4 of 5 original goals.



ACCELERATION PARTNER

**ELECTRIFYING
FLEET &
WORKPLACE
CHARGING**



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Private Fleet Electrification

Setting a goal to help organizations convert standard fleet vehicles to EVs takes **time, strategy and education**.

Planning is a crucial part of the EV fleet strategy, and fleet adoption plans should account for the political and organizational buy-in, as well as financial and budgetary concerns that an organization faces before they can make a commitment to buy EVs. **Key services** to help **an organization transition to EVs in their fleets include:**

FLEET TELEMATICS: Drive-cycle data helps organizations understand how routes, times and parking locations impact EV range needs. Smart Columbus funded telematics pilots to **reduce financial barriers** to deployment.

FLEET TRANSITION PLAN: A formal EV deployment plan can include how to advise organizations to **spread EV purchases over a span of years**. The plan can help fleet management and other decision makers determine the fiscal impact of an EV deployment in each year and establish plans for subsequent years.

INCORPORATE EVs INTO FLEET: After an organization makes the decision to electrify their fleet, it's important to create vehicle utilization, **employee outreach and education**, and **policy** development plans to monitor the progress.

BARRIERS

Despite robust technical assistance for private fleet electrification, external barriers contributed to less private fleet electrification than projected. In the 2016-2020 timeframe, much of the EV market was concentrated on light-duty sedans. While many partners operated vehicles within an average daily driving routine/mileage that complemented available EV range without need for mid-day charging, many fleets had a **small concentration of vehicles that matched market available models** (i.e. pick-up trucks, vans). Another complexity is the concentration of private fleet vehicles in Central Ohio. Matt Stephens-Rich, Program Manager at the national clean mobility non-profit, the **Electrification Coalition, assisted Smart Columbus in fleet electrification and charging deployment**. Stephens-Rich shared, "While a number of large, national companies have offices in the area, **fleet is country-wide**, making it difficult to assess and electrify vehicles that are immediately local." He also doubled down on the value of pursuing electrification efforts now, despite limited model availability for fleets, "By electrifying light-duty vehicles now, **companies can leverage lessons-learned** on vehicle deployment, employee education, **siting of EV charging stations**, and other factors for larger-vehicle segments of the fleet. In most cases, **earlier EV transition leads to higher cost-savings** and reduced emissions."



ZOO LEADS ON FLEET

The Columbus Zoo and Aquarium made rapid progress on Acceleration Partner goals. They installed **five single-port EV charging stations**, purchased a **PHEV Chrysler Pacifica**, and offered **employee EV and e-bike rebates** in less than 2 years. A core driver of the fast-pace of change achieved is the **strong alignment** of Smart Columbus efforts with their mission of environmental conservation. Also, the **President and CEO** of the Columbus Zoo owns a PHEV and has been a **vocal supporter** of electrification.

Workplace Charging

Though 80 percent of EV owners charge their cars at their homes, workplace charging is an important part of EV ownership. According to the Department of Energy, employees are **600% more likely to go electric if they have access to workplace charging**. Employers that offer EV charging as a benefit to their employees show that they understand the importance of EV adoption and they can even serve as a way of **attracting and retaining employees**.

Smart Columbus worked with the **Electrification Coalition** to outline a seven-step process for workplaces to move through with support from Smart Columbus. A summary of the steps is listed below and the full **Workplace Charging Plan of Action, sample employee survey** and **charging policy** are available [here](#).

7 STEPS TO WORKPLACE CHARGING

1. Survey staff to assess current & future charging needs

- EV ownership & charging interest

2. Create a site plan with facilities staff & contractors

- Consider available electric access
- Popular parking spaces
- Ideal utilization and placement

3. Apply for EV charging rebates, if applicable

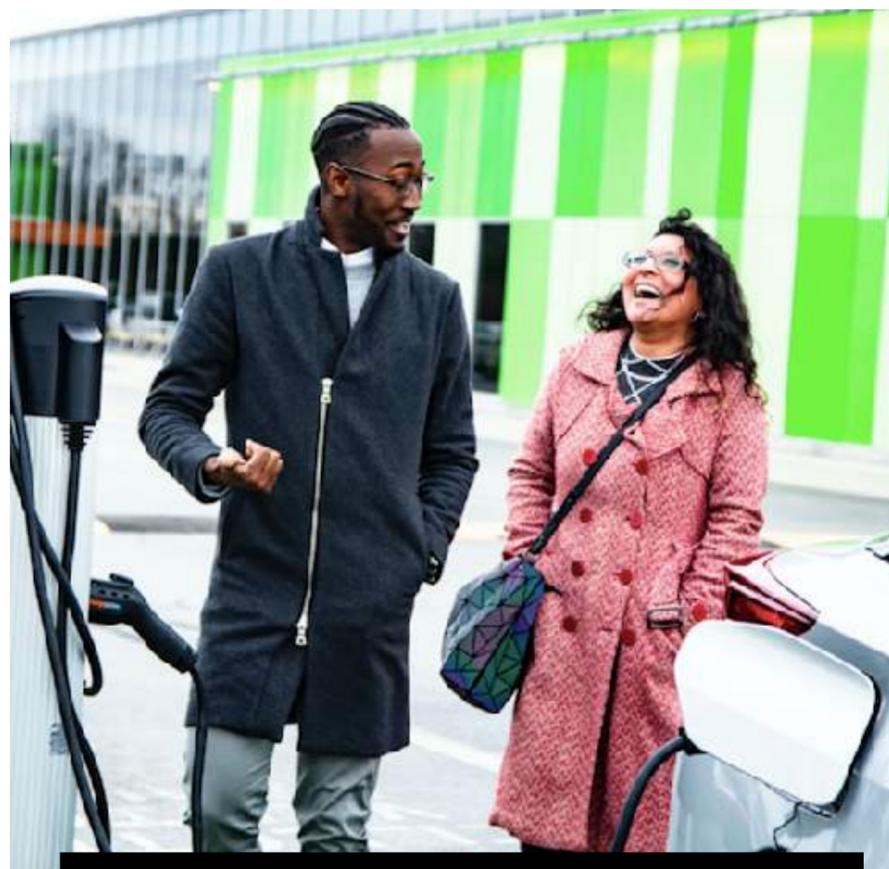
4. Write a workplace charging policy to govern charging practices

- Frequency and timing of access
- Public availability
- Fee vs. free
- EV charging etiquette

5. Formal announcement to employees for maximum activation & celebration

6. Install & activate charging station(s)

7. Host an EV test drive event to give employees the experience of driving electric



HUNTINGTON BANCSHARES WAS AN EARLY ADOPTER OF WORKPLACE CHARGING STATIONS WITH DEDICATED/ PRIORITIZED PARKING AND DEPLOYED DOZENS OF STATIONS ACROSS BRANCHES AND MAJOR WORKSITES.

In the Smart Columbus 7-County Central Ohio footprint, there were **70 charging ports in 2016 and in early 2020 there was almost 1,000**. The Smart Columbus effort elevated the conversation of electrification and rallied support, while AEP Ohio's charging station installation rebate program helped remove the barrier of cost for many organizations across the region. There are **219 new ports installed by Acceleration Partners** and a **total of 379 new ports by employers** in the region. In **2017, there were only 49 ports** at workplaces.



ACCELERATION PARTNER

**MOBILITY
BENEFITS &
EDUCATION**



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Steps to Success

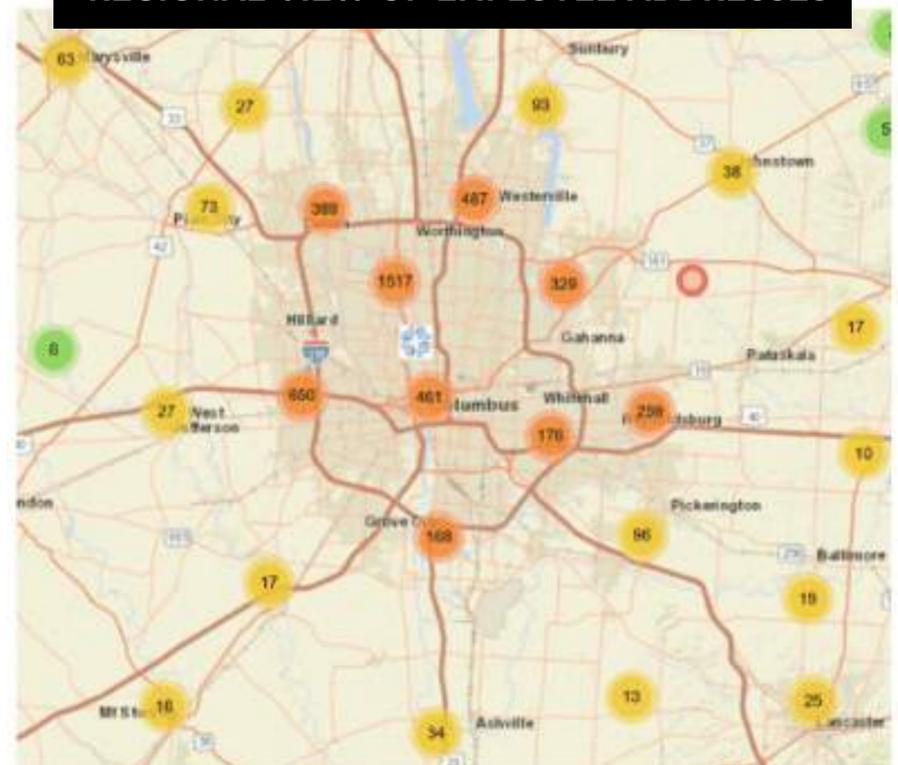
The Acceleration Partner Program exists to **advance behavior change around mobility** in Central Ohio. Specific to employee behavior, partners are working to decrease SOV rates 10% and increase EV adoption 500% by the end of 2020 at their major workplaces in Central Ohio. Achieving these goals demands a strategic approach.

Mobility Ambassadors are guided through a **methodology for launching data-driven mobility benefits and education programs**. This methodology has been **informed by best practices** and **refined** through collaboration with Acceleration Partners and strategic community partners **over the last two years**. Each step will be unpacked in this chapter.

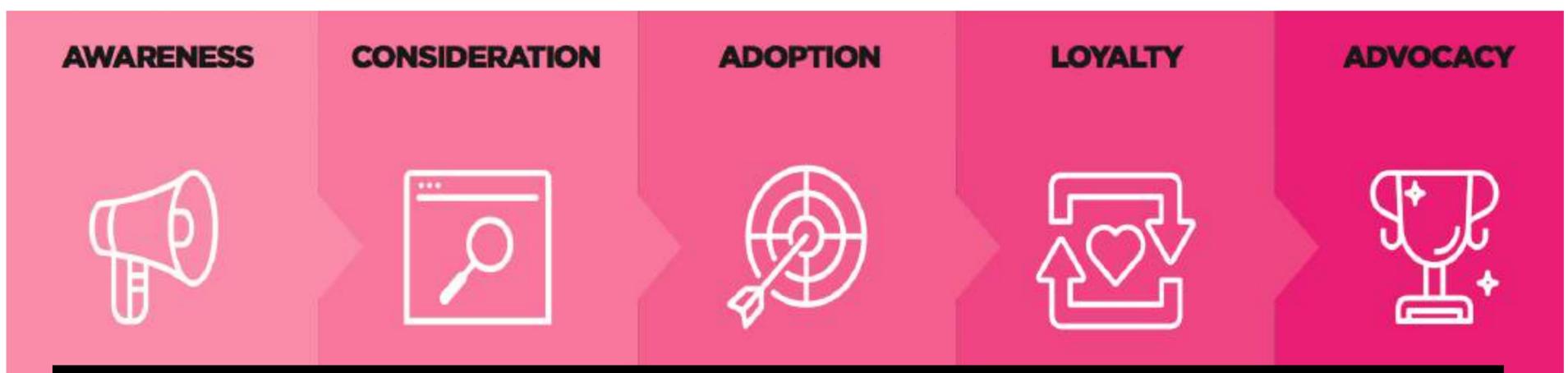
1. Internal Coalition Mobilization
2. Data Collection & Employee Address Mapping
3. Design & Pilot Mobility Program
4. Measure & Share Success
5. Sustain Program or Pivot Pilot



REGIONAL VIEW OF EMPLOYEE ADDRESSES



BEHAVIOR CHANGE JOURNEY



Mobility Ambassadors are empowered to meet their colleagues where they are on their own personal journey towards SOV reduction and/or EV adoption. Their goal is to **guide colleagues through their journey** - from awareness to loyalty or advocacy - using a combination of behavior change techniques. Associates in various phases of the consumer journey may **require different interventions** to successfully change and sustain new behaviors. Ambassadors are encouraged to think about behavior change as a recipe requiring three key ingredients: **access, education, and motivation**.

First Steps

INTERNAL COALITION MOBILIZATION

The first step to successful internal mobility behavior change is securing **leadership support** and building a coalition across key departments which may include **HR, Communications, Sustainability, Facilities, Legal, and Fleet**. Establishing a routine meeting and creating sprints to organize the work proved an effective strategy for multiple partners to progress towards accomplishing their Acceleration Partner Program goals and maintain momentum. In addition to the group of staff advancing the development and execution of mobility programs, many partners found value in **engaging grassroots groups mobilized and organized around a shared passion like sustainability or mobility**. Engaging these affinity groups helped foster a culture of smart commuting at partners like **JPMorgan Chase, CoverMyMeds, and Encova Insurance**. In some cases, like JPMorgan Chase, the group started with a challenge: remove 1,000 cars from the parking lot through shared mobility. In other cases, grassroots mobilization was **inspired after a mobility program launched**.



DATA COLLECTION

Successful programs must be grounded in quality data. Ambassadors are invited to deploy a **plug-and-play survey** designed to understand employee commuting behavior and preferences. This data helps partners design the most **strategic and impactful smart mobility programs** and also provides a baseline for interim **goal creation and measurements of success**. Template questions are included on page 43. Each partner typically adjusts questions for their organizations complexity, unique culture, and goals.

Some partners incentivize survey completion to increase participation, while other partners have parking pressures or other factors that motivate employees to participate without incentives. Some partners have strict policies against surveying employees. In this case, other creative data gathering efforts will need to be designed.

Smart Columbus doesn't deploy the survey for partners and instead works with partners to launch their own surveys informed by the template provided. After collecting employee data, partners are invited to share anonymized data with Smart Columbus so the team can provide best practices and recommendations for next steps.

EMPLOYEE ADDRESS MAPPING

Survey data alone doesn't provide a comprehensive picture of mobility problems and opportunities within a workforce. It's critical to also map employee home addresses to inform interventions deployed. Although some partners had mapping capabilities internally,

Smart Columbus knew **every partner didn't have confidential tools built for mapping employee addresses**. To solve this problem, **OhioHealth**, the [Columbus Collaboratory](#) and Smart Columbus **co-created a secure tool** to generate heatmaps showing where associates live. The interactive heatmap was designed to illuminate how closely associates live to one another and enable a **feasibility assessment** of carpool matching, walking/cycling, and transit use. The OhioHealth heatmap use case is further explained on page 30. Some partners used internal mapping services to map employee addresses, but this **tool has been used by over 10 other partners** to inform their mobility programs.



Data-Driven Pilots

DESIGN & PILOT MOBILITY PROGRAM

Pilots are effective at awareness building and pushing employees consideration to action. Pilots are also very effective to **build leadership support and buy-in for sustained mobility benefits** because pilots feel like a **reduced risk** tactic to test out an idea. Data from the previous steps should heavily inform the focus of a pilot mobility program. A robust program must include **education, access, and motivation to act through the form of mobility benefits.**

In some cases, mobility benefits will increase access in conjunction with providing an incentive for employees to change behavior. For example, when our partners provide **EV purchase or lease rebates of \$1,000 to \$4,000** this helps reduce an economic barrier to electrification. Partners working to reduce SOVs may launch a micro-transit shuttle service where employees are picked up at home in a wifi-enabled shuttle and dropped off at the front door of their work. This service is growing in popularity in Central Ohio because it's very accessible for employees and if typically paid for by an employer which helps reduce wear and tear costs on personal vehicles and/or provides access to a job that was previously unattainable due to mobility barriers.

For example, the **Columbus Zoo & Aquarium** received feedback from their employees that there was interest in both electrification and drive less options so they launched a program offering a diverse array of benefits. Other partners located in communities that are only accessible by vehicle decided to focus on carpool, vanpool, and vehicle electrification for their pilot program.

100%

**PARTNERS STARTED
MOBILITY PROGRAMS
WITH A PILOT**



KEY CONSIDERATIONS

- It's important to **engage legal teams early** in the process of designing mobility benefits. Sometimes mobility innovations like scooters, micro-transit services and modern carpool programs **generate new questions and concerns** due to the novel nature of these services for some employers.
- **Free parking can be a huge barrier** to mode shift and leadership interest in replacing free parking with holistic mobility benefits is sometimes difficult even in the case of a parking cash-out program where no actual economic loss is created for employees. Over **2/3 of partners offer free parking** at all facilities, so this was a considerable barrier in Central Ohio.

Pilot Design

DESIGN & PILOT MOBILITY PROGRAM

Key components of a successful employee mobility program pilot include:

TIMELY: Research suggests it takes at least three months to establish a new mobility behavior. **Three months is the minimum recommendation** for mobility pilots if the goal is sustained behavior change. If the goal is to raise awareness about options, then a very targeted week-long event may be a strategic use of resources as well. Employees in every part of the consumer journey will need engaged.

ACCESSIBLE: Emphasize that removing even 1 to 3 SOV commutes per week can have a positive personal economic and environmental impact. It's **important for employees to feel empowered** even if they don't feel like they can commit entirely to eliminating their SOV commute everyday.

STRATEGIC: Not everyone will be interested in behavior change and it may be strategic to **target likely adopters**. For SOV reduction, new employees are a ripe audience to establish a desired smart commute behavior and those who live and work within a 10 minute safe walk to a direct COTA bus line are the most likely transit adopters. Considering how to **solve mobility barriers for existing or potential employees with the greatest need** is also a strategic approach.

COMMUNICATION: A multi-channel and sustained communications strategy is critical to break through the noise and reach a large number of employees.

ENGAGING: The program needs to be engaging, fun, and leverage **gamification** tactics to encourage employees to participate. For example, creating a **competition between departments** for who can reduce SOVs by the greatest percent or integrating a chance to **win big prizes** into a program can be very motivating.

SEED FUNDING: Seed funding from an external partner with accelerated timelines for application is helpful to **advance a good idea to a formal pilot**. Smart Columbus offers funding support which is explained on the next page.

EDUCATIONAL EVENTS: Partners are encouraged to utilize the **Smart Columbus Experience Center** as a venue to educate employees about driving less and driving electric through **presentations** and **EV test drives**. Smart Columbus and other community organizations also present at workplaces and provide **hands-on learning** opportunities about smart mobility.

FAHLGREN MORTINE ACHIEVED A 70% RESPONSE RATE ON THEIR EMPLOYEE SURVEY DUE TO STRATEGICALLY DESIGNED ENGAGEMENT. SURVEY DATA INFORMED THE CREATION OF A MOBILITY PILOT UTILIZING MARKETING TOOLS LIKE THIS DIGITAL FLIER.

INAUGURAL CARPOOL WEEK

fahlgren mortine

JULY 22-26 2019

GET MORE. DRIVE LESS.

BENEFITS OF PARTICIPATING:

- Carpool Week captains will provide easy, tailored matching with co-workers who live nearby
- Riders can reduce commuting stress for a clearer, more productive workday
- Participants can enjoy complimentary breakfast and lunch during Carpool Week
- Fahlgren Mortine will help reimburse rideshare options, such as Uber and Lyft, in case participants need to leave the office midday
- Drivers will earn rideshare credits for participating

Sign up on the counter behind the lobby partition by **noon on Wednesday, July 17.**

Ignite Action Fund

During the Mobility Ambassador orientation in March 2018, the Smart Columbus team announced a grant program called the Ignite Action Fund to support the deployment of new mobility benefits with Acceleration Partners. The purpose of the fund is to **accelerate the timeline for launching new mobility benefits incentivizing SOV reduction and/or EV adoption** by reducing a barrier- cost. The long-term goal is to help employers pilot programs and benefits for employees that can last beyond the funding period.

The Smart Columbus 'Ignite Action Fund' (IAF) is a tool for Acceleration Partner program companies to fund new incentives and/or projects that **motivate respective company associates to drive electric and/or drive less**. The purpose of the fund is to accelerate the timeline for launching new mobility benefits by reducing a barrier- cost.

The IAF aims to empower individual companies to take ownership of their contribution to achieving the goals of Smart Columbus and create a **portfolio of best practices** across multiple companies that can be shared with other cities, NGOs and employers. Organizations who are part of the Smart Columbus Acceleration Partner Program with an active Executive Sponsor and Mobility Ambassador are eligible to receive funding. Funding must go towards associates in the Central Ohio 7-county region, to align with the Smart Columbus project area.

The Acceleration Partner Program and the first round of IAF funding model was inclusive to both **drive electric** and **drive less** projects. Electrification projects were generously funded by **Paul G. Allen Philanthropies** while 'drive less' projects were funded through the Smart Columbus Acceleration Fund. The Acceleration Fund is made up of contributions and aligned investment from private sector partners.

PARTICIPATION REQUIREMENTS

Full application requirements are listed in the 'funding request guidance' document available on page 44. The reimbursement template is on page 47. All awardees commit to the following, prior to reimbursement:

1. Provide a monthly project update:

- Describe lessons learned and participation.

2. Share project details at Smart Columbus events.

3. Contribute to the Smart Columbus [Playbook](#):

- Summarize learnings, KPIs, and survey data in a final report submitted to Smart Columbus. Survey questions are listed in the Appendix.
- Provide at least three project artifacts for public distribution (i.e. fliers or planning documents).
- Participate in story telling efforts by way of blog, article, video, or other medium.

PROGRAM UPDATES

- In Round 1 there was a set deadline and the Smart Columbus team learned this delayed innovation. Starting with Round 2, **applications are reviewed on a rolling basis**.
- In Round 3 launched January of 2019 the matching funding model was adjusted to award up to **\$15,000 for partner companies with over 500 associates**, and up to **\$10,000 for companies with less than 500 associates**, in an effort to ensure funding is distributed more equitably.
- Being mindful of the administrative burden of grants when designing the program proved a key contributor to participation. **Minimal application hurdles and transparent reporting requirements were provided**.

Funding Recipients

More than \$105,650 of funding has been awarded to ‘drive less’ projects at 13 partner companies to reduce SOV commutes and the **average award was \$8,000**. An additional \$121,850 was awarded to help associates of 9 partner organizations ‘drive electric’ and the **average award was \$12,000**. Alliance Data was awarded funding to support an EV rebate twice- once in the first round and another time in round 5. All **EV rebate projects are complete** and a total of 55 vehicles were purchased/leased. There are **two projects underway in 2020 focused on SOV reduction**.

SOV Commute Reduction Incentives

Electric Vehicle Adoption Incentives

Battelle The Columbus Zoo & Aquarium CoverMyMeds Denison University Steiner + Associates	Funding Awarded Source: Smart Columbus Acceleration Fund
State Auto Insurance OhioHealth White Castle Huntington Bancshares	\$106k
JPMorgan Chase Chemical Abstracts Service (CAS) Fahlgren Mortine Encova Insurance	Applications Approved
	13
	Actual Funds Reimbursed
	\$61k

Alliance Data *Two Applications Approved The Columbus Zoo & Aquarium AEP & AEP OHIO The Columbus Partnership Dispatch Media Group A&R Creative Group JadeTrack Cardinal Health, Inc. Advanced Drainage Systems, Inc.	Funding Awarded Source: Paul G. Allen Philanthropies
	\$122k
	Applications Approved
	10
	Actual Funds Reimbursed
	\$63k



Ignite Projects

Pilots and programs deployed with Ignite Funding provide benefits and/or education. Examples include:

- 80% discounted **transit passes** for full- and part-time associates.
- New or used **EV purchase/lease rebate** from **\$1,000 to \$4,000** per person, \$200 home **EV charging station** rebates, and \$125 electric/ non-electric **commuter bicycle rebates**.
- **Per-day incentives** to reduce SOVs leveraging carpool and **mode shift smart phone app**, [Gohio](#), provided by the Mid-Ohio Regional Planning Commission at no cost.
- Expanding or deploying **tech-enabled micro-transit shuttle routes** with a **local start-up**, [SHARE](#).
- **Educational events** highlighting the importance of driving less and embracing smart mobility.

EV PURCHASE/ LEASE REBATE

EV rebates are a strategic tactic for employers to **increase workplace satisfaction** and retention, while **reducing commuter emissions** and embracing the future of mobility. This benefit was offered by companies of all sizes including **A&R Creative Group**, a small Columbus-based restaurant group, who generously offered a **\$4,000 rebate** to their employees through a program called **‘Too Legit to Emit’**. To read the full report on both programs highlighted below and view administrative documents used to implement program click [here](#).



Alliance Data was an early adopter of workplace charging, with over 20 stations at one complex. They offered a **\$2,000 (post-tax)** EV rebate for all their associates in the Columbus region, and a **\$1,000 (post-tax)** rebate **enterprise-wide**. Their internal team leading this program included representatives from HR, event planning, and communications.

Alliance Data hosted a **Ride & Drive Roadshow** event and an **EV 101 lunch and learn** with Smart Columbus team announcing the program. After launch, Alliance Data promoted the program heavily and proactively shared residential charging rebate info and **FAQs** on their **intranet**. Alliance Data was the first partner to offer an EV rebate, and they **helped build a template** for other partners to follow.

“Love it. The Smart Columbus program brought the tax incentives to my attention, allowed me to test drive without the hassle of going to the dealer, and the ADS incentive triggered the decision to buy.” - participant



American Electric Power (AEP) is an electrification leader and foundational partner of the Smart Columbus initiative. AEP’s commitment to grid modernization and **deploying EV charging**, renewable energy and energy efficient technologies are key factors in the region’s success in achieving Smart Columbus goals. **AEP** and **AEP Ohio** offered a **\$2,000** pre-tax EV rebate program for employees and set a new record, awarding all **15 rebates in less than 30 days**. Click [here](#) to learn more about the Smart Columbus and AEP partnership.



Ignite Projects

SOV REDUCTION

Decreasing SOV commutes and **ensuring residents without access to reliable transportation have access to jobs** is a difficult task in a region largely designed around the personal car. SOV reduction pilots deployed with Ignite funding were **diversified in scope, length, focus, and strategy** - reflecting the complexity and diversity of **workplace cultures and geographies**. Examples are included throughout the report and below.



Denison University offered two commuting incentives centered around green commuting and wellness called the **Healthy Green Commuter Challenge**. The program was designed to address a business need. Senior staff of the college were looking for creative ways to mitigate parking challenges the college faced as it **took 250 spots offline** for a construction project. In the challenge, employees would earn **one Denison Dollar**, to be used at retail and dining locations on campus, for **each day** they participated. To participate, employees had to drive an EV, walk, bike, take public transit, carpool/vanpool, and/or park remotely from campus and walk. Each week, participants would get a reminder email to log their commutes.

Of the **775 employees** of the college 14% initially signed up to participate in the voluntary challenge and **10% actively logged trips**. The challenge **reduced solo vehicle commuting by 5.8%** and resulted in 13 new walk or bike to work employees - a 40% increase.

“As an Accelerator Partner with the Smart Columbus initiative, Denison has found the access to information, funding opportunities and resources to be invaluable. Without Smart Columbus and the talented individuals who manage and direct the initiative, Denison would struggle to plan and implement smart commuting and transit options for its students and employees. Organizing and engaging other businesses and organizations in the region around smart mobility has helped drive the conversation and change behaviors that will ultimately lead to positive long-term change.”

-Jeremy King, Mobility Ambassador, Director of Sustainability & Campus Improvement

White Castle is a family-owned business headquartered in Columbus that has been operating for almost 100 years, with nearly 400 restaurants in 13 states. Their **mobility benefit program, GoCastle**, was designed based on employee survey data and offered to all **640 full-time and part-time employees**.

GoCastle offers participants a **discounted transit pass**. Team members pay 20% (\$17) for the pass, and White Castle pays the remaining 80% (\$68). Bus passes provided **unlimited bus rides to work and non work related destinations for the month**. In addition, GoCastle promoted a free app, Gohio, which offers team members a way to **track their non-SOV trips** and match with colleagues within their own subnetwork for **carpooling**. GoCastle was a success and the company has since made the 6 month pilot program a formal benefit. To view a report on this program click [here](#).

“Makes getting to work easier and affordable. Also helps with groceries and doctors visits.” - participant

PARTICIPANT REPORTED BENEFITS

94%

SAVED MONEY

53%

MORE RELIABLE

47%

LESS STRESS

Also, 32% of participants reported saving time and 27% touted environmental benefits.

CONTINUED COTA RIDERS

77%

MODE SHIFT TO COTA

21%

88% of which switched from driving alone

Pilot to Program

MEASURE & SHARE SUCCESS

Setting **bold yet realistic milestones and goals** for each program is imperative to measure impact. In the first phase of a pilot, it's recommended to follow results and metrics very closely in case increased promotional efforts or a pivot in messaging is needed to ensure success. Communicating results during the program through appropriate channels ensures **relevant decision makers are up-to-date**. Engagement during the pilot will help **build buy-in for sustainment** and a dedicated line item.

It's also important to **share results back to employees** to create a loop of **positive reinforcement** and social pressure. Some partners do this by highlighting participants in a program on intranet, e-newsletter, or on posters. It's especially impactful to **feature leadership** and other well known and respected employees.

SUSTAIN PROGRAM OR PIVOT PILOT

After an effective mobility benefit pilot program, partners share the outcomes with leadership and frequently pitch an **extension of the pilot or formal creation of a program**. Sometimes it's difficult to determine where a permanent line item for mobility benefits should fall because this is frequently different than the pilot line item- i.e. innovation, sustainability, HR, special projects. Another important part of sustaining a successful benefit program is promotion during **recruitment conversations, new employee onboarding, and in online employee portals**. For SOV reduction programs, it's important for communications about the program to also include information about **emergency ride home programs** to ease anxiety about emergency situations (i.e. pick up a sick child from school). In Central Ohio, MORPC offers a [free emergency ride home program](#) and some partners offer their own versions of this.

Some partners also extended mobility benefits beyond the Smart Columbus footprint of Central Ohio leading to **impact on other campuses across the country**.

Shifting modes and increasing electrification can be hard work. Some partners launched an EV rebate for 2 months and had no employees participate. Others launched SOV reduction programs focused on carpooling and transit use with lackluster participation. **Ample free parking** at most worksites, a **deeply rooted culture of auto-dependency**, and a **lack of awareness** about viable alternatives are the top reasons SOV reduction pilots fail. **Behavior change takes time and may require experimentation**. If a pilot doesn't hit desired goals, the Smart Columbus team works with partners to understand the barriers to the desired outcomes and pivot accordingly.

CLT Smart Commuting!

Michael Dennis
... hops on the bus

Venki Rao
... carools on a Vespa

Jeff Seese and Scott Painter
... carpool from Delaware County

POSTER EXAMPLE FROM CHEMICAL ABSTRACT SERVICE (CAS) FEATURING LEADERSHIP SMART COMMUTES. [LEARN MORE ABOUT THIS PROGRAM.](#)

Educational Events

Educational events **inspire employees to drive less and drive electric**, learn about Smart Columbus projects, and reflect on how **mobility shifts may impact their sector**. Educational events and opportunities are critical to any employer-led smart mobility program. Although general Smart Columbus 101 events are applicable to all partners and all employees, there is immense value in strategically creating **programming specific to employee needs** and interests. It's highly recommended for partners to use employee survey data to inform their mobility benefit package and educational programming. The **type and scale of programming depends** on an **employer's size, culture and buy-in**. With employers large and small, programming may include **lunch & learns**, visits to the Smart Columbus Experience Center, EV test drives, **hands-on mobility demos** and more. This has proven to be a strategy to maximize impact and buzz for medium to large employers. Many partners combine drive less and drive electric activations into an event or a series of events.

Workplace engagement goes beyond events. It's also imperative for employers to include information about alternative modes and workplace charging in **new employee onboarding** materials. Engaging employee resource groups focused on sustainability, EVs, and/or mobility can dramatically help build excitement within a workplace around behavior change while also reducing staff workload. Lastly, **intranet** and **employee town halls** provide a ripe opportunity to provide mobility related updates and sustain momentum.

SOV REDUCTION

Impactful SOV reduction events include **bus ride-alongs**, service provider **tabling** at workplace campuses, and **cycling safety trainings**. The Smart Columbus team also serves as a **facilitator and connector between service providers and partners**, but only with approval of Acceleration Partners. It's important for partners not to get overwhelmed with unsolicited sales calls.



COLUMBUS PARTNERSHIP CEO PRESENTING AT SCOTTS MIRACLE GRO ALL-TEAM MEETING ABOUT SMART COLUMBUS



SERVICE PROVIDER PARTNERS PLAY A CRITICAL ROLE IN PROVIDING ACCESS TO SOV ALTERNATIVES & INSPIRING PARTNER PROGRAM MANAGEMENT TEAMS & EMPLOYEES TO TRY ANOTHER MODE

Educational Events

EV ADOPTION

The most impactful way to persuade someone to go electric is through test driving an EV because of their quick acceleration, smooth performance, and quiet drive. 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. Smart Columbus offered two programs for Acceleration Partners to offer test drive experiences to their employees at no cost to the employer or employees. First, partners could bring employees to the **Smart Columbus Experience Center to test drive**. Another option was hosting a **Ride & Drive Roadshow event** where employees have the opportunity to test drive EVs of all varieties in a **low-pressure, brand-agnostic, and educational environment** at their workplace. Some partners including **JPMorgan Chase** and **CoverMyMeds** couple test drive events with an informal **panel discussion featuring employees that drive electric**. These events have proven to be an accessible and fun way for employees to learn more about EVs from their colleagues.



EXPERIENCE CENTER TEST DRIVES WITH MOUNT CARMEL HEALTH SYSTEM GREEN TEAM



81%

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

The Ride & Drive Roadshow program 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 this test drive program the **largest of its kind** with **best practice dealership contact opt-in rates**. This scale was only accomplished because of commitment of Acceleration Partners to advancing electrification. Partners hosted R&D events and launched effective **communication campaigns** to inspire employees to register for test drives. Larger hosts had multi-day events at one location or hosted events at multiple locations.



Ride & Drive Roadshow

- 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 hosted with **Acceleration Partners** 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.
- 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. An example is included to the right.
- Host locations ranged from the heart of **downtown** to **rural facilities** — including active hospitals, office parks, city halls, universities and high security facilities.
- 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**. 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.
- 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**.



SIGN-UP ONLINE

EVENT PARTICIPANT EXPERIENCE



LEAD NURTURING



STEP 1: CHECK IN



STEP 2: PRE-DRIVE EDU



STEP 3: THE DRIVE



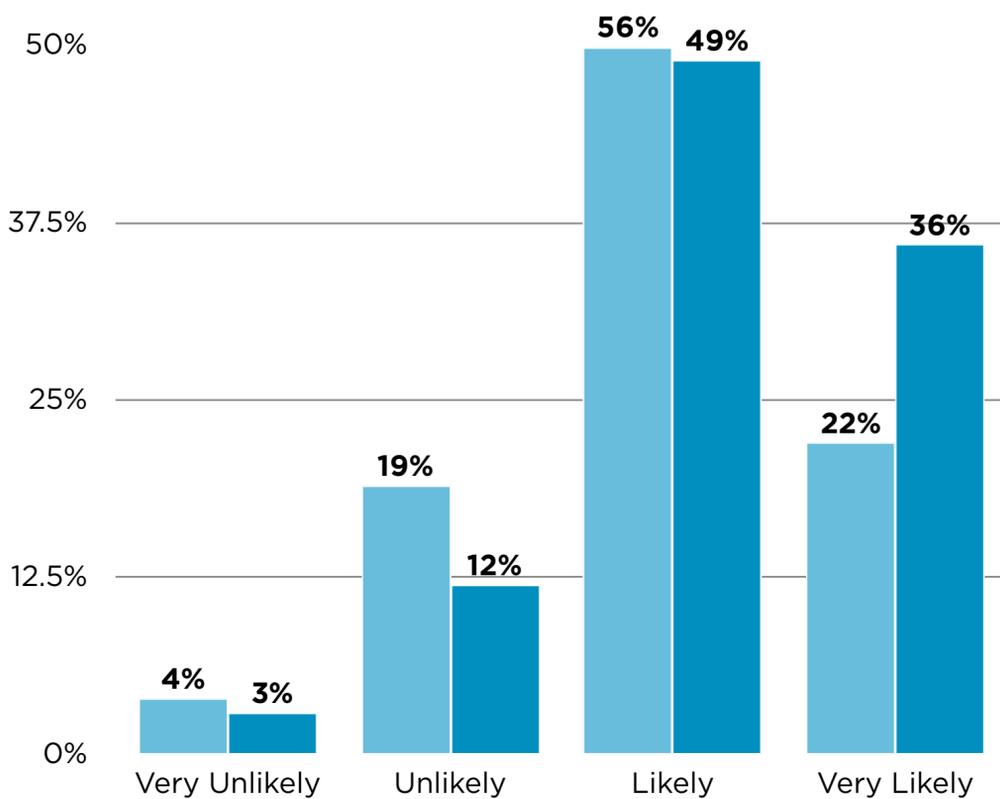
STEP 4: SURVEY & SWAG

High Engagement & Impact

This page celebrates the effectiveness of the R&D program and celebrates partners with top performing events. To learn more about the R&D program design, impact, and lessons learned, see the program [final report](#) and [webinar](#).

LIKELIHOOD TO PURCHASE ELECTRIC

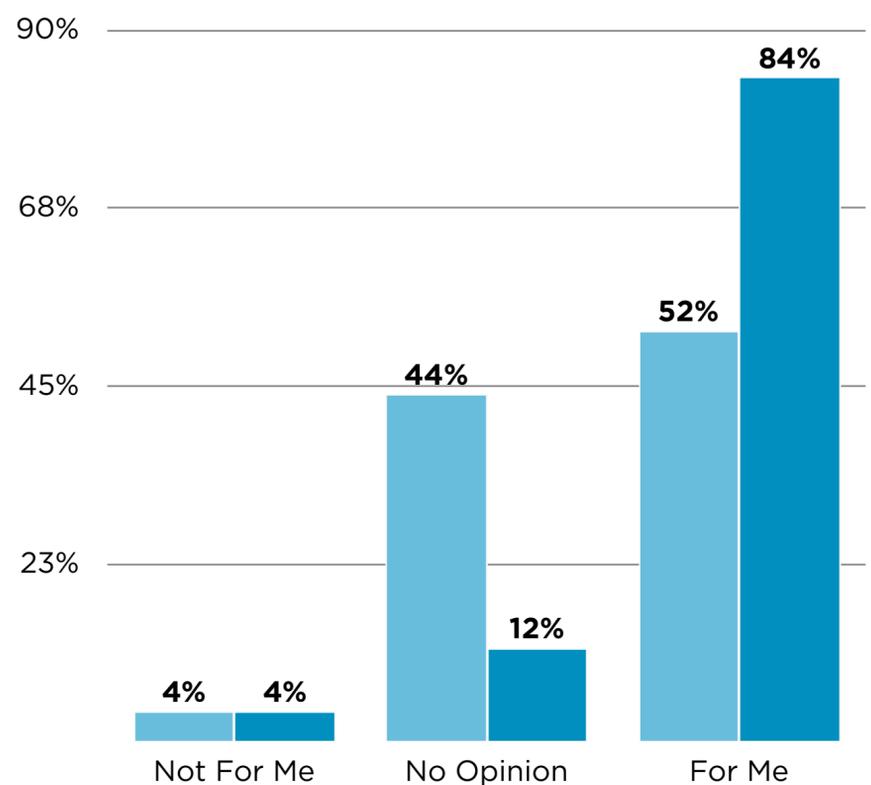
■ Pre-Drive
■ Post-Drive



EV AFFINITY

84%

DRIVERS SAID AN EV WAS FOR THEM AFTER DRIVING



AT CAS, OVER 22% OF THEIR 1,100 ASSOCIATES TEST DROVE DURING THE EVENT THANKS TO THEIR CROSS-DEPARTMENT TEAM AND LEADERSHIP SUPPORT.

TOP RIDE & DRIVE PERFORMERS	TOTAL DRIVES	# EVENT DAYS
JPMorgan Chase	2,243	14
Cardinal Health	698	6
The Ohio State University	655	4
Huntington Bancshares	651	4
Alliance Data	519	4
American Electric Power (AEP)	440	5
L Brands	413	2
Chemical Abstracts Service (CAS)	348	2
Nationwide	280	2
Children's Hospital	280	2
Grange Insurance	279	2



ACCELERATION PARTNER

PARTNER CASE STUDIES



Deep Dives

Throughout this report best practices and successful pilots were highlighted to inspire employer mobility initiatives. This section unpacks **best practice case studies** of partners leaning into **most or all areas of commitment in the Acceleration Partner Program** for a detailed look at how leading organizations in Central Ohio are making mobility a priority. Partners with case studies of their mobility journey in this section include: **OhioHealth, Huntington Bancshares, and CoverMyMeds**. Organizational **buy-in from leadership to the grassroots** level combined with **mission alignment** and a **culture of community involvement** and innovation are clear synergies between these three companies. Case studies are not comprehensive depictions of each partners contributions to the program.



- | | | | | |
|---|---|--|---|--|
| <p>1</p> <p>GET LEADERSHIP BUY-IN & BUILD AN INTERNAL MOBILITY TEAM</p> | <p>2</p> <p>ANALYZE ROI & BUY ELECTRIC FLEET VEHICLES</p> | <p>3</p> <p>INSTALL ELECTRIC VEHICLE CHARGING STATIONS</p> | <p>4</p> <p>SMART MOBILITY EMPLOYEE EDUCATION</p> | <p>5</p> <p>INCENTIVIZE BEHAVIOR CHANGE WITH MOBILITY BENEFITS</p> |
|---|---|--|---|--|



OhioHealth is an **award-winning not-for-profit healthcare system** with 12 hospitals and other health services spanning a 47-county area. Serving its communities since 1891, OhioHealth is a family of 30,000 associates, physicians and volunteers.

INTERNAL COALITION BUILDING

In **2017, OhioHealth joined the Smart Columbus Acceleration Partner program** as an extension of both organizations' synergies and established missions around **quality of life, sustainability and public health**. The organization created a **strong leadership team** to engage with Acceleration Partner goals and **ensure alignment across departments**. The team consisted of 10 senior leaders, including sustainability, facilities, human resources, and communications.

DATA COLLECTION & EMPLOYEE ADDRESS MAPPING

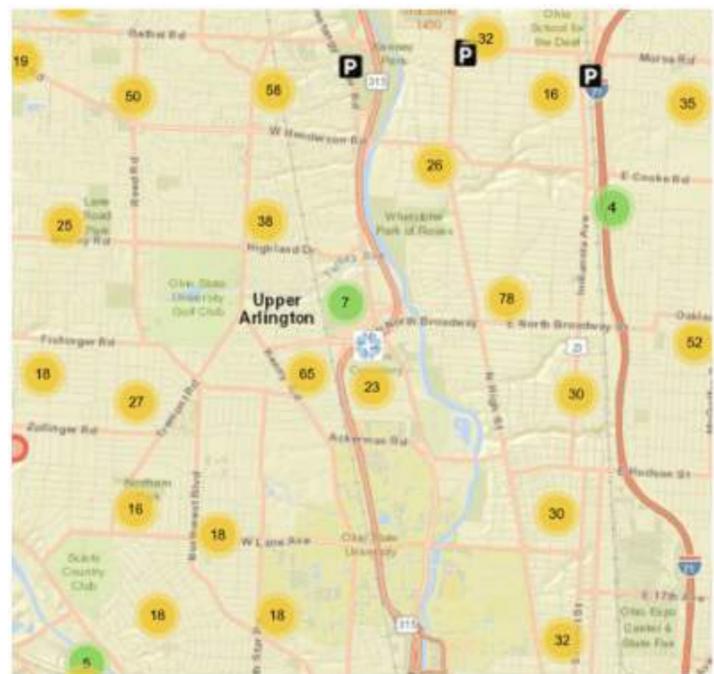
OhioHealth surveyed **over 6,000 associates** on their mobility behaviors to and from the [Riverside Methodist campus](#). Associates who participated in the survey were **entered into a drawing to win a FitBit**. The survey included **clinical and non-clinical staff across all shifts**.

Results found that **90 percent of associates were driving to work alone**. Responses indicated that shifts often have unpredictable end times, so it is hard for associates to consider carpool options or depend on COTA bus service with limited pick-up times.

"Some of our associates stated that they drive to work solo because they **don't know any other way to get here**," says Allegra Wiesler, senior sustainability consultant at OhioHealth and the organization's Mobility Ambassador. "A lot of associates mentioned that they wanted to bike to work but had safety concerns. Others mentioned before or after work responsibilities." **Survey collection was the first step in building a data-driven case for mobility benefits.**



REGIONAL VIEW OF EMPLOYEE ADDRESSES



NEIGHBORHOOD VIEW OF EMPLOYEE ADDRESSES

The heatmap allowed Wiesler to see how **closely associates live to one another and enabled a feasibility assessment of carpool matching, walking/cycling, and COTA transit use**. "The survey and mapping were crucial to accumulate data around transportation and mobility. Everyone thinks they know what the issues might be, but now we can quantify it," Wiesler says.

Over **70% of associates surveyed mentioned they'd be interested in commuting via sustainable methods**, and the majority of them stated financial incentives or saving money as a reason to try it out. Using that data, Wiesler began crafting a **pilot incentive program** for associates who walk, bike, carpool or take COTA to work over a **three-month period**.



OhioHealth

DESIGN & PILOT

Using grant dollars from the Ignite Action Fund, Wiesler was able to outfit an **existing internal incentive platform called Inspire to add a benefit** for associates who commuted to work using a bus, bike, walking or carpooling. Participants received a **free coffee mug for signing up for the carpool program and earned a free coffee in the hospital cafe as a daily commute benefit**. There were also **weekly incentives, including free lunch at the on-site cafeteria**. After accumulating points over the month for using non-single occupant vehicle commuting options, associates could use them in an **internal online marketplace**.

Associates self-reported using [Gohio Commute](#), a web portal and mobile app leveraging RideAmigos technology provided by the Mid-Ohio Regional Planning Commission. Wiesler says about **200 people signed up for the program**, with approximately 15 percent staying active during the entire three-month period. Gohio not only tracked associate commutes, but calculated calories burned, money saved and environmental benefits.

Participating associates were **recognized and celebrated for hitting milestones** using internal communication channels and at hospital-wide meetings by senior staff.

Creating **more robust transit infrastructure and safer bikeways** would be valuable in the future for both staff and patients, Wiesler says. Based on feedback from associates, OhioHealth **added more bike racks** to the Riverside Methodist campus and a new corporate building that recently opened.

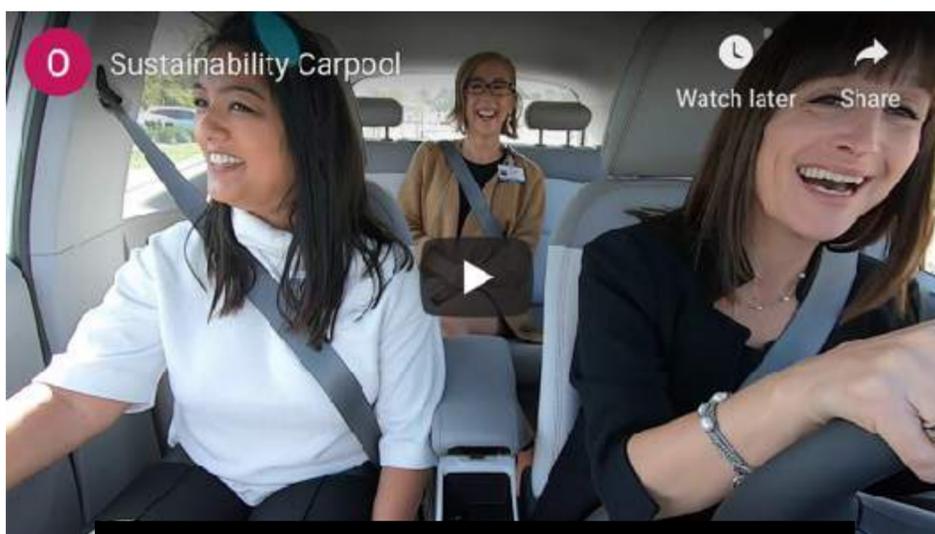
LESSONS LEARNED

Active participation in the Smart Columbus Acceleration Partner Program helped change the conversation at OhioHealth, and Wiesler is optimistic about future mobility programs. Here are some **key takeaways from the pilot program** at OhioHealth:

1) Wiesler found that though third-shift associates reported using carpooling more than other shifts in the survey, **more first shift associates signed up for the pilot program**. She says that options such as biking and walking are more difficult and potentially less safe for those second- and third-shift associates because they get off work when it's still dark outside. Also, due to the nature of the healthcare environment, **many associates don't have time to access computers, phones and emails throughout their shift**. Wiesler says that made it harder to communicate with some associates about the program, specifically those that worked third shift.

2) Wiesler says that for some organizations, **communicating mobility benefits as wellness benefits maximizes impact**. This is especially true if benefits fit in with existing walking and fitness challenges that are encouraged by the employer.

3) Currently, OhioHealth offers subsidies for bus passes, but associates aren't always aware of this benefit. Wiesler **identified employee onboarding as an opportunity to further inform associates about the COTA benefit and mobility programs**. She also says continuing to monitor mobility patterns will assist not only with current associates, but with the recruitment process.



OHIOHEALTH MOBILITY ADVOCATES CREATED A FUN VIDEO AS PART OF THEIR PILOT PROGRAM PROMOTIONAL CAMPAIGN.

OhioHealth

ELECTRIFICATION LEADERSHIP

OhioHealth demonstrated leadership across EV consumer adoption, charging and fleet electrification goals. The **public health benefits from electrification** are tied closely to OhioHealth’s mission. The team **hosted three successful EV Ride & Drive events in less than two years for employees** - all located at a different active healthcare facility in Columbus. Wiesler shared this sentiment after hosting their first event at the Riverside campus, “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.”



OhioHealth conducted a **free fleet assessment** of their fleet to identify ideal electric model replacements and the projected return on investment. The assessment was executed in partnership with the Electrification Coalition utilizing telematics. The Nissan LEAF was recommended through this analysis due to **high performance and projected business value generated** through long-term cost savings on fuel and maintenance. OhioHealth **purchased a Nissan LEAF, installed charging, and trained staff** on proper usage leveraging the expertise provided by the Smart Columbus network of partners.



The team took a holistic approach to employee EV adoption and decided to **install Level 2 charging stations at their major worksites** to support adoption. Assistance was provided on **siting, install, signage design, and charging use policy creation** by the Smart Columbus team.

OhioHealth’s facilities team purchased a parking spot stencil designing dedicated EV charging spots and worked with Smart Columbus to create a **free stencil loan program for other Acceleration Partners** to reduce the collective cost of electrification. A **simple user agreement** was created with pick-up/drop-off details and stencil specifications. The agreement is also on page 48.



Huntington

Huntington Bancshares is one of the nation's largest banks and has over 5,000 colleagues in the Central Ohio region. Their headquarters is located in Columbus and they are an **enterprise leader in sustainability**, introducing solar panels at two main campuses in the region and leaning into the Acceleration Partner goals. Sue Zazon, Huntington's Regional President for Central Ohio says, "**Environmental and social stewardship are critical elements in the business decisions** that we make on a daily basis. We also believe in the strength and **power of public private partnerships.**"

DESIGN & PILOT

Huntington utilized Ignite Action Fund support to launch a **six month pilot for to incentivize employees to use SHARE micro-transit** services for their commute. The **pilot focused on 1,817 colleagues living across 10 zip codes** and working across three corporate offices who earned the least. SHARE provides app-based, wifi-enabled shuttle service with professional drivers and rides were discounted as low as \$2.50 by Huntington. The **pilot goal was to hit 3% of employee participation, and 4.8% was achieved with a 4.4/5 satisfaction rating.** As with any mobility pilot, strategic employee engagement was identified as the biggest key to success and the biggest area of opportunity. This [video](#) features the service in action and interviews with key stakeholders. Due to the pilot's success, Huntington expanded **availability to all employees in the region.**

ABOVE & BEYOND ENGAGEMENT

Huntington Bancshares is involved in other aspects of the Smart Columbus portfolio of work beyond the Acceleration Partner Program including partnering on **community-focused smart city hackathon** events and serving on the **Technical Working Group for Smart Columbus' open data platform, the [Operating System.](#)**

ELECTRIFICATION LEADERSHIP

Huntington fully embraced employee EV education by partnering with Smart Columbus to host **four EV Ride & Drive events completing over 650 test drives**, provide **EV 101 presentations** for employees, and surprise employees with workplace **pop-up EV celebrations.** At pop-up events, all colleagues were invited to indulge in a free food truck and EV drivers were surprised when they plugged in to charge with an EV Owner's Gift complete with coupons to local companies and swag.



In addition, Huntington purchased a **Plug-in Hybrid EV Chrysler Pacific minivan for internal mail service** and rapidly deployed Level 2 chargers at **four corporate offices and 12 bank branches.** Paul Heller says, "As part of the program, Huntington has **advanced our corporate sustainability commitments by installing 45 charging stations at 16 sites** across the region and are making it easier for our employees to get to work by **piloting new commuter benefit services.**"



covermymeds

CoverMyMeds helps patients get the medications they need to be healthy by seamlessly connecting the health care network to improve patients' access to medications. The **rapidly growing tech company is headquartered in Columbus and has more than 1,000 employees in the region.** CoverMyMeds is known for having generous employee benefits and a fun, collaborative culture.

Even though CoverMyMeds is located downtown and has **flexible telecommuting policies**, the company has high enough parking demand they contract with multiple parking garages/ lots and offer a shuttle to chafferer employees from these locations to their headquarters. A contributor to the high demand is the fact that **parking is provided for free.** In addition, CoverMyMeds is moving all local employees to a new [cutting edge Columbus headquarters](#) optimized for sustainability in 2021 and plans to reduce SOV commutes prior to the transition.

“I’ve had a dedicated focus on implementing alternative mobility programming as we plan to move to our new campus. When considering the size of our company, our **rapid growth rate**, and knowing that behavior change is hard, it was important to **dedicate resources to our mobility initiatives early on,**” says Jenn Beck, Campus Coordinator at CoverMyMeds and Mobility Ambassador. These factors combined **build a business case for SOV reduction programs.**

DESIGN & PILOT

CoverMyMeds’ mobility strategy includes a variety of smart mobility services, along with the education and incentives to encourage employees to use the services. Both downtown Columbus office locations have access to **frequent bus lines, bike share, shared scooters, Zipcars, on-road protected bike lanes, and off-road scenic regional bike trails.** The smaller office location is within the downtown special improvement district and employees can participate in **downtown Columbus’ free bus pass program** called [C-pass](#).



In addition to these existing options, CoverMyMeds launched a **micro-transit pilot with SHARE.** To raise awareness about all the different ways to get to work, CoverMyMeds created a **Smart Mobility Week event.** On each day of Smart Mobility Week, held June 24-28 2019, CoverMyMeds hosted a variety of **interactive events and presentations.** Each day had its own programming theme around smart mobility: the first three days were focused on SOV reduction and the last two days included EV and Smart Columbus project education. Planning for the week started three months out and an internal **grassroots sustainability and mobility group called ‘Aces’ was critical to success.**

A month before Smart Mobility week, the program was **announced during an all-staff meeting** and through an all-staff email. Three weeks before, an **internal webpage** about programming was created. All-staff email reminders were sent two weeks out and fliers with the schedule of events were distributed one week out. During the campaign, **daily reminders were sent via Slack.**



covermymeds

HANDS-ON PROGRAMMING

Smart Mobility Week programming included:

- CoverMyMeds Employee EV Owners Panel
- Smart Columbus Project Update Presentation
- EV Ride & Drive Event
- COTA bus field trip to CoverMyMeds' new campus site that is currently under construction
- Presentations from [Bike Friendly Franklinton](#) and [YayBikes!](#) on biking safety
- SHARE, CoGo (bike share) and Lime (scooters) tabled by the lunch area



Employees were encouraged to **promote the week's activities by posting selfies** in the messaging app Slack of them using alternative transportation to get to work. More than **140 participants engaged with events** during the week. SHARE services were announced in June and advertised during Smart Mobility Week. Once SHARE launched in July, there were 45 unique riders out of 329 employees participating in the pilot - an impressive **13.7% participation rate for the first month of micro-transit services**. The program has since expanded to serve more employees and sees continued success.



Almost 100 EV test drives were completed by employees. After their test drive, about **85 percent of participants said they were likely or very likely to make their next vehicle electric**- up from 60 percent before they drove.

Employees who attended at least four events were entered into a **prize raffle** and attendance was tracked through 'passports' with custom handmade stamps made by a CoverMyMeds employee. Raffle prizes were distributed at the end of the week.

The CoverMyMeds team credits **leadership buy-in and internal grassroots commitment to their mobility behavior change success**.

ABOVE & BEYOND ENGAGEMENT

CoverMyMeds continues to be a leader in mobility innovation and is always willing to share their lessons learned. For example, **Encova Insurance hosted a series of lunch and learns** for employees in preparation for their Encova Commute program and they decided to do something different - host an event with another employer who had already launched mobility programs. **CoverMyMeds' Mobility Ambassador and 'Aces' leader participated on a successful panel with Encova's team** and Smart Columbus which inspired Encova employees to lean into mobility innovation. This type of best practice sharing is what the Acceleration Partner Program was designed to inspire.

A white rectangular box containing the text 'ACCELERATION PARTNER' in a black, all-caps, sans-serif font.

ACCELERATION PARTNER

The text 'NEXT STEPS' in a large, bold, white, all-caps sans-serif font, positioned on a black rectangular background.

**NEXT
STEPS**

Smart Columbus 2.0

Throughout 2020 Smart Columbus will continue to **lean into mobility innovation** with employer partners and the broader community of stakeholders. The team will help partners launch mobility benefits and education pilots and/or **strengthen their existing mobility programs**. Smart Columbus’ **multi-modal trip planning app with a common payment system called Pivot** will officially launch in Q2 of 2020 and this cutting edge app will provide another tool for partners to help their employees navigate the community without a personal vehicle. In addition, Smart Columbus will continue to **coordinate with regional municipalities** and MORPC to advocate for **policies and infrastructure enhancing multi-modal safety**.

In light of the COVID-19 pandemic, the program has stayed **flexible and responsive to the dynamic needs of partners**. Adaptation has come in the form of a shifted focus from launching new commute or electrification programs, to **teleworking policies** and **planning messaging strategies for non-SOV modes** when employees transition back to the workplace.



In response to COVID-19, Smart Columbus also helped launch and manage a new **state-wide volunteer powered organization** called [Can't Stop Columbus](#) focused on **rapidly building and launching solutions** for pandemic related problems in the community. Many Acceleration Partners have rallied employees that had extra capacity during the pandemic to assist on projects or **provided other types of assistance to help the new initiative be successful**.

As the initial Smart Cities Challenge funding and projects come to a close, Smart Columbus is embracing the opportunity to **evolve the organization and the Acceleration Partner Program specifically**, to capitalize on new opportunities to **advance prosperity** in the Columbus Region. These new opportunities include **renewable energy, building energy efficiency, smart buildings** and more. These programmatic additions will deliver even more business value to local employers and their employees while enhancing quality of life, sustainability, safety, and economic growth throughout the region.

There is **growing momentum in the region for clean tech innovation** and Smart Columbus is well positioned to help the private sector and large employers realize the economic, environmental, and social benefits of these opportunities.

Smart Columbus’ Manager for the program, Alex Slaymaker says, “The Acceleration Partner Program embraces the idea that we will **accomplish much more together than individually**. The community of practice and positive peer pressure generated through our program has **changed the trajectory of our region**. I couldn’t be more proud of our collective accomplishments, or more excited for what’s to come.”



Accelerate Your Community

This report was designed to help economic development, transportation, and sustainability organizations interested in building a similar program to mobilize employers. Here are a few **insights to help you get started**.

- 1) The private sector and large employers were **engaged about Smart Columbus prior to launching** the Acceleration Partner Program through a series of interactive educational presentations in 2017 called **'Smart Columbus Live'**. Combined with **local and national media coverage**, these events **generated enthusiasm for deeper involvement**.
- 2) The first cohort of partners recruited for the program were **members of the Columbus Partnership who were already deeply engaged in the community**. The Columbus Partnership team spent **over 10 years building relationships** and successfully executing big projects prior to Columbus winning the Smart Cities Challenge. **Partnering with an organization widely respected by the local business community** is highly recommended.
- 3) Engaging **large and influential employers as early adopters** of the program rallied more interest and support. It also helped to get a **few big early wins**. This enabled best practice sharing and positive peer pressure to kick in. Being able to say **'this has been done before by an organization similar to yours and it worked**, would you like to talk to them?' has been well received by partners on both ends.
- 4) The high-level messaging about Smart Columbus centers around improving quality of life, providing safe mobility options for all modes and abilities, becoming **America's test city for mobility innovation**, and ensuring **continued economic growth unconstrained by congestion**. Strategic messaging is very important and **needs to align with business needs and concerns**.
- 5) The program was designed to **add tangible value**. In order to add value, it's important to not grow **the number of partners beyond the team's capacity to provide personalized, in-depth, and timely support**. If you don't know what local business needs are around mobility, smart cities, clean tech or related topics, **the best thing to do is ask - not assume**. Send a survey, grab a coffee with key leaders, or host a forum to jumpstart dialogue.

The **Smart Columbus team welcomes dialogue** with other cities and organizations looking to accelerate change in their communities. [Contact us.](#)



ACCELERATION PARTNER

APPENDIX

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FULL ACCELERATION PARTNER LIST

UPDATED March 2020

AAA
A & R Creative Group
Abbott
Accenture
Advanced Drainage Systems
Alliance Data
American Electric Power
ARC Industries
AT&T Ohio
Battelle
Cameron Mitchell Restaurants
Cardinal Health
Chemical Abstracts Service (CAS)
Civitas Marketing
Columbus Blue Jackets
Columbus College of Art & Design
Columbus Regional Airport Authority
Columbus State Community College
Columbus Zoo and Aquarium
CoverMyMeds
Deloitte LLP
Denison University
Dispatch Media Group
Donatos Pizza and Jane's Dough Foods
Edwards Communities
Encova Insurance
Ernst & Young LLP
Experience Columbus
Fahlgren Mortine
Fifth Third Bank
Goodwill Columbus
Grange Insurance
Hexion
HFI, Inc.
Huntington Bancshares Incorporated
IBM iX
IGS Energy
InnoSource
Installed Building Products
JadeTrack
Jones Day
JPMorgan Chase Bank, N.A.
Kaufman Development
KPMG
L Brands, Inc.
Land-Grant Brewing Company
Lifestyle Communities
M/I Homes, Inc.
Mount Carmel Health System
Nationwide Mutual Insurance Company /
Nationwide Realty Investors (NRI)
Nationwide Children's Hospital
NiSource Inc.
Ohio Dominican University
OhioHealth
Pelotonia
PNC
Ricart Automotive
Ruscilli Construction Co., Inc.
Squire Patton Boggs (US) LLP
State Auto Insurance Companies
Steiner + Associates
The Dispatch Printing Company
The Memorial Tournament
The Ohio State University
The Scotts Miracle-Gro Company
U.S. Bank
Vorys, Sater, Seymour and Pease LLP
Thrive Companies (Previously
Wagenbrenner Development)
White Castle System, Inc.
Zipline Logistics

PARKING SPACE COST BREAKDOWN

COURTESY OF IGS ENERGY

Annual Expenses – Parking Lot & Garage	
Plow/Salt	\$8,600
Heated Walks	\$200
Landscaping (incl. tree removal)	\$15,000
Resurfacing/Re-Lining	\$20,000
Lighting	\$1,500
Security (call boxes, cameras, Alliance)	\$12,000
Garage Electric (light/exhaust fans)	\$3,000
Garage Power Washing	\$4,000
Total Annual Cost	\$64,300
Parking Lot & Garage Spaces	493
Annual Cost Per Spot	\$130.43

MOBILITY AMBASSADOR ROLE



SMART COLUMBUS MOBILITY AMBASSADOR **ROLE DESCRIPTION**

Smart Columbus Mobility Ambassadors are the company face of Smart Columbus to its associates. As a Mobility Ambassador, one will need to understand the role of Smart Columbus in our community, champion new mobility services and transportation benefits within the workplace, and help to connect co-workers to resources and opportunities to inspire others to drive electric and drive less.

Successful Smart Mobility Ambassadors will:

- Meet regularly with the Smart Columbus Adoption Team to build a comprehensive engagement plan
- Understand their company or organization's goals when it comes to company engagement as well as staff engagement in Smart Columbus activities
- Involve their CEO and executive level leadership
- Assist the Smart Columbus Adoption Team in setting clear goals for new benefit programs and education activities throughout the program
- Is not afraid to engage! A prominent reason why people don't change their habits is because they don't know why they should or don't know where to start. Compelling people to create new transportation habits will take individualized attention.
- Communicate and share information with the Smart Columbus Adoption Team on what is happening within the workplace. We want to build a great relationship with this person and celebrate milestones that are reached. In order to do that, we need to know what interests the company has, what has been tried, what works and what doesn't seem to work.
- Celebrate and recognize the individuals within the organization who drive electric and drive less. These new ways to travel need to become the 'cool' ways to get to work. This person is tasked with making it cool.
- Be entrepreneurial and try new things. Culture change is hard! Identify and pursue new opportunities and create new programs that inspire people to change their commuting behavior. This is an opportunity to create a new model!
- Become an internal expert and advocate for electric vehicle ownership and alternative commuting options.
- Work with HR and company leadership to modernize and/or improve transportation benefit offerings for employees.

For some companies this role may be shared in a co-chair model, be held by an experienced executive, or a high-performing high-potential associate - whichever profile or person will be most successful within the respective company. The time commitment for this role will likely be near 1-3 hours a week depending on determined scope of work.

Employee EV & Smart Mobility Survey

Surveys should be used to measure attitudes and behaviors prior to implementing mobility programs. Also, the same survey should be used to measure behavior changes every 6-12 months. Ensure any changes to survey questions don't undermine your ability to compare data. This survey may be used as a base model to build more nuance into as desired. This formal attitude survey should be coupled with an informal review from the Mobility Team around business culture.

1. What is your email?
2. What is the roundtrip distance for your commute to work each day?
 - <5 miles
 - <10 miles
 - <25 miles
 - <50 miles
 - 50+ miles
3. What's your primary means to commute to work?
 - Drive myself to work
 - I get a ride to work
 - I take alternative transportation
 - I work from home
4. How would you rate your commute satisfaction?
 - 1-5 stars
5. In a year, indicate how often you use the following transportation options to get to work. Each question should have the following options: Never, 25% of commutes, 50% of commutes, 75% of commutes, or Nearly every day.
 - By car, by myself
 - By car, with colleagues (carpool)
 - By bus
 - By vehicle sharing
 - By scooter
 - By bike
 - By foot
 - By shuttle/ vanpool
 - Dropped off by Uber/ Lyft/ Cab/ Other
 - Work remotely
6. If you drive alone to work for most trips, select the top reasons you select this transportation option. Select up to three. Note: Use survey logic to only guide associates to this question if appropriate based on question #2 answer. Or, offer N/A.
 - Parking at work is free or inexpensive
 - Need car for business-related travel
 - Need car for personal use/ errands
 - Need car to transport children
 - No reasonable transit options
 - Poor bicycle/ pedestrian access
 - Prefer to drive my own vehicle
 - Don't have anyone to share a ride with
 - Anxiety about getting home in event of an emergency
 - Other:
 - N/A
7. If you choose to use alternative transportation options, please select the reasons why. Note: Use survey logic to only guide associates to this question if appropriate based on question #2 answer. Or, offer N/A answer option.
 - N/A
 - Cost savings
 - Stress reduction
 - Prefer using time for other activities
 - Time savings
 - Convenience
 - Health
 - Socialize with friends
 - Financial incentives
 - Environmental reasons
 - Other:
8. What would make you want to use alternative transportation options (i.e. carpooling, biking, shuttle, COTA, etc.) for more commutes? Select up to three.
 - More knowledge about what services are available
 - Protected bike lanes
 - Dedicated bus/ high-occupancy vehicle lanes
 - More bus times/stops
 - Easier way to find car or van pool partners
 - Access to a pool vehicle for off-site meetings
 - Reduced bus fare
 - Financial incentives (i.e. bonuses, other rewards, etc.)
 - Premium parking (i.e. EV/ carpool priority spots)
 - Gain productive work/ personal time
 - Guaranteed ride home program for emergencies
 - More flexible work schedules
 - Change in work shifts
 - Other:
9. If you had access to a wifi-enabled transit service that picks you up close to home would you take it?
 - Yes
 - No
10. If you had a matching tool for convenient carpool/ vanpool services with colleagues would you use it?
 - Yes
 - No
11. Do you pick-up or drop-off family/ children on your commute?
 - Yes
 - No
12. How many times do you go off-campus/ off-site during the work day?
 - Never
 - Occasionally
 - 1-2 times a day
 - 3+ times a day
13. Would a mobility benefit like <<insert benefit idea>> increase your affinity for <<insert organization name>>?
14. If you currently drive a plug-in electric vehicle (PEV) to work, when did you purchase it?
 - N/A
 - Before 2017
 - After 2017
15. Are you considering purchasing a vehicle in the next 2 years?
 - Yes
 - No
16. Are you considering purchasing a plug-in electric vehicle (PEV) in the next 2 years?
 - Yes
 - No
17. Would access to charging at work increase your likelihood of purchasing a plug-in electric vehicle (PEV)? Note: If charging exists, ask if greater access to additional charging ports at work would increase likelihood of purchase.
 - Yes
 - No
18. Would you be willing to pay for the electricity to charge your plug-in electric vehicle (PEV) at work?
 - Yes
 - No

FUNDING GUIDANCE DOCUMENT

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*Note: The first round of Ignite Action Funding had another funding guidance document and application process. These aspects were changed in Round 2 for efficiency and a narrowed focus on electrification only.

ACCELERATION PARTNER PROGRAM IGNITE ACTION FUND



ROUND 2: ELECTRIFICATION

The Smart Columbus 'Ignite Action Fund' is a tool for Acceleration Partner program companies to fund new incentives and/or projects that motivate respective company associates to drive electric and/or drive less. The approach of driving consumer adoption through large employers at a local level is unique to the Smart Columbus program and a new model for driving adoption across the country.

The Ignite Action Fund aims to empower individual companies to take ownership of their contribution to achieving the goals of Smart Columbus and create a portfolio of best practices across multiple companies that can be shared with other cities, NGOs and employers.

This round of funding will focus on electrification. Goals include:

- ➔ Increase electric vehicle ownership in Central Ohio by 486% by 2020.
- ➔ Help 50 companies deploy new Mobility Benefits for their associates by 2020.
- ➔ Create a behavior change model that is replicable across the U.S.

WHAT FUNDING IS AVAILABLE?

Acceleration Partners may request funding up to \$15,000 in a dollar-for-dollar match against their spend toward new or proven incentives or projects that motivate employees to buy a plug-in electric vehicle.

WHO IS ELIGIBLE?

Organizations who are part of the Smart Columbus Acceleration Partner Program with an active executive sponsor and mobility ambassador are eligible to receive funding. Funding must go towards associates in the Central Ohio 7-county region. Large employers interested in joining the Acceleration Partner Program are encouraged to contact Jordan Davis: jld@columbuspartnership.com.

WHAT IS THE PROCESS?

To apply, eligible companies must submit two documents: (1) Organization Fact Sheet and 2) Project Narrative. Funding requests will be evaluated on a rolling basis by a committee made up of the Columbus Partnership, City of Columbus, and Electrification Coalition. Funds will be awarded in amounts of up to \$15,000, based on an equal match of new partner spend. Ignite Action Fund dollars are distributed on a reimbursement basis after final report and documentation requirements are met. No more than \$15,000 will be awarded per company.

FUNDING GUIDANCE DOCUMENT

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ELIGIBLE MATCHING FUND USES



EXAMPLES

- Use \$15,000 of Ignite Action Fund dollars and \$16,214 company dollars to offer a \$2,500 funding incentive for the first 12 associates to buy or lease a new or used plug-in vehicle. The total investment ensures associates walk away with a \$2,500 rebate after taxes. Support this effort with an internal adoption campaign that includes workplace charging, education programming, and regular internal communications.

- Alliance Data and the Columbus Zoo are example of local partners who deployed EV purchase/ lease incentives through the first round of Ignite Funding. Alliance Data issued their rebate program enterprise-wide and the Columbus Zoo integrated their rebate program into a holistic Smart Columbus campaign focused on driving less and driving electric.

ASSOCIATE BEHAVIOR CHANGE

- Funds must be used to electrify associate commutes through a purchase or lease incentive spent before January 31, 2019.
- Funds cannot be used for direct company vehicle and equipment purchases (ex: private fleet vehicle purchase, workplace charging station installation).

COMMITMENT ALIGNMENT

- Incentive program communications should also promote workplace investment in charging infrastructure and/ or education about existing charging.
- Launching an incentive program will count towards your Mobility Benefits Package.

FUNDING TIMELINE

APPLICATION PERIOD OPENS	September 1, 2018
APPLICATION PERIOD CLOSES	October 31, 2018
REIMBURSABLE SPEND DEADLINE	January 31, 2019
APPLICATIONS REVIEWED AND FUNDING NOTICES DISTRIBUTED ON A ROLLING BASIS	
FINAL REPORTS ARE DUE BY FEB 15TH AT THE LATEST AND ARE REQUIRED FOR REIMBURSEMENT	
REIMBURSEMENT CHECKS ISSUED WITHIN 2 WEEKS OF FINAL REPORT APPROVAL	

FUNDING GUIDANCE DOCUMENT

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BEST PRACTICE SHARING



- Update Smart Columbus on the number of rebate requests received on the last Friday of each month during the rebate program.
- Summarize learnings, KPIs, and survey data in a final report submitted to Smart Columbus.
- Provide at least three project artifacts for public distribution. Artifacts may include communications materials like fliers or planning documents.
- Participate in story telling efforts of the project success by way of blog, article, video, or other medium commissioned by Smart Columbus.
- Attend regular Acceleration Partner Mobility Ambassador meetings to share learnings and progress with peer companies .

APPLICATION COMPONENTS

Eligible companies must complete two worksheets to be considered for funding to Alex Slaymaker via email at as@Columbuspartnership.com. Requests will be reviewed and awarded on a rolling basis from September 1, 2018 through November 1, 2018 and reimbursable funds must be spent before January 31, 2019.

ORGANIZATION FACT SHEET

The organization fact sheet will provide Smart Columbus with basic information about your workplace. The fact sheet requires endorsement from an authorized representative. This document will serve as an application cover sheet.

PROJECT NARRATIVE

Complete the Project Narrative worksheet with details about how your EV purchase/ lease incentive will be administered, communicated, tracked, and reported. This document is partially filled out with best practices identified in round 1 of the Ignite Action Fund.

SELECTION CRITERIA

Applications will be evaluated by a committee made up of the Columbus Partnership, City of Columbus, and Electrification Coalition and receive scores on a scale of 0 to 100. In order to receive the maximum number of points, an application must provide a clear, strong narrative that the project will achieve the stated goals of the Smart Columbus Ignite Action Fund. The Project Narrative will be evaluated based on clarity, feasibility, timeline, impact, sustainability, and communication plans.

TEMPLATE REIMBURSEMENT FORM

This form is submitted for each partner halfway through the project and upon completion.

IGNITE ACTION FUND REIMBURSEMENT BUDGET FORM

Partner Name:		Directions: For your mid-project report complete columns D, E, and G. When your project is complete, update columns E and G. Then, email this form to Alex Slaymaker (as@columbuspartnership.com) with all proof of payment including receipts, invoices, and an anonymized detailed list of those who received incentives. If you are distributing incentives, document your process of verifying the incentivized action was completed (i.e. EV purchase/ charging station/ non SOV trips).				
Project Name:						
Name for Reimbursement Check:						
Date of Submission:						
SPEND DETAILS	SUBMITTED TOTAL BUDGET	PROJECTED BUDGET BY COMPLETION	SPEND TO DATE	SMART COLUMBUS COMMITMENT	REIMBURSEMENT REQUESTED	TOTAL COMPANY INVESTMENT
PROJECT X	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
PROJECT Z	\$ 20,000.00	\$ 18,000.00	\$ 19,000.00	\$ 10,000.00	\$ 9,500.00	\$ 9,500.00
Total	\$ 30,000.00	\$ 28,000.00	\$ 29,000.00	\$ 15,000.00	\$ 14,500.00	\$ 14,500.00
<i>Prior to submission, cross reference your Award Letter to ensure you have met all reporting and communications requirements. Only spend articulated in your award letter or otherwise approved by the Columbus Partnership are eligible for reimbursement. All reimbursable and match spending for your Ignite Action Fund projects must be detailed in this document. DO NOT include additional Smart Columbus aligned investment outside of the scope of your Ignite Action Fund project detailed in your Award Letter.</i>						
Prepared by:			Email address and phone number:			

OHIOHEALTH EV CHARGING PARKING SPOT STENCIL SHARE PROGRAM

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STENCIL LOAN PROGRAM

Electric Vehicle (EV) Charging Station + Parking

OhioHealth partnered with Smart Columbus to offer a standard EV parking spot charging station stencil for other Smart Columbus partners in the region to help accelerate the adoption of EVs in our region for cleaner air and a healthier community.

- Stencil may be picked up and dropped off M-F 7:00 am – 3:30pm from <INSERT ADDRESS>. Transportation of the stencil is the responsibility of the user.
- Email <INSERT EMAIL ADDRESS> with the subject line 'Charging Stencil Loan Request' to inquire about availability and schedule your pick-up/drop-off.
- A graphic and dimensions are included on the back of this document.
- To avoid confusion with handicapped parking spots, it's recommended to use green or white paint.

USER AGREEMENT

I agree to return the stencil in the same condition in which it was loaned- free of damage and clean. In the case of damage or loss, the company indicated below will be responsible for providing a replacement stencil worth \$217.33, identical to the type borrowed, to OhioHealth within 30 days.

CHECK-OUT

USER NAME: _____ COMPANY: _____

DATE: _____ # SPOTS STENCILED: _____

ADDRESS(ES) OF USE: _____

OHIOHEALTH REPRESENTATIVE: _____ DATE: _____

RETURN

USER NAME: _____ DATE: _____

CONDITION RETURNED: _____

OHIOHEALTH REPRESENTATIVE: _____ DATE: _____

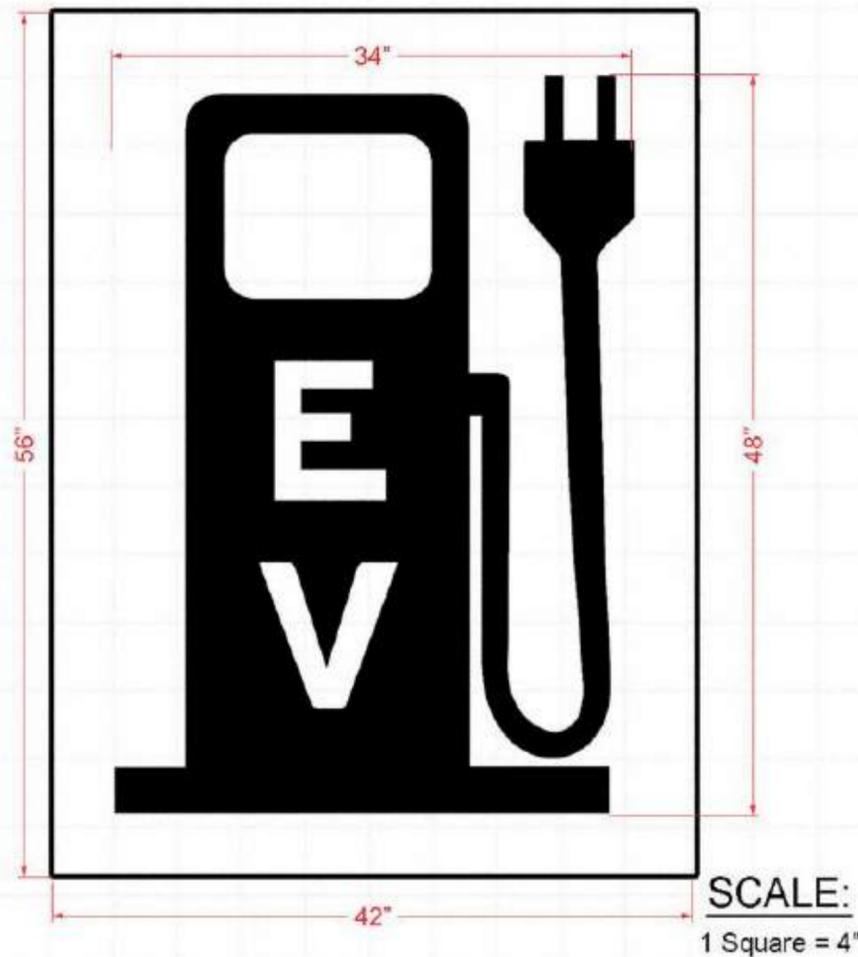
OHIOHEALTH EV CHARGING PARKING SPOT STENCIL SHARE PROGRAM

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PAVEMENT MARKING STENCIL

48" EV - 1/8" Polyethylene - # STL-108-54814



For additional specifications view this [link](#) from the manufacturer, Grainger.

- Item # 419Y88
- Mfr. Model # STL-108-54814
- Catalog Page # N/A
- UNSPSC # 44111801

RIDE & DRIVE ROADSHOW

QUESTIONS, FEEDBACK OR IDEAS?

Alex Slaymaker

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