

QUARTERLY INDICATORS AND METRIC TARGETS	Q1-Q7	Year 3 (2019)		2020 "Q12"	2020 "Q12"	LOP Total	Running Total	Notes	Responsibility		
		2019 Total	2019 Total						Primary	Secondary	Tertiary
<b>Project Goals</b>	<b>Result</b>	<b>Goal</b>	<b>Result</b>	<b>Goal</b>	<b>Result</b>	<b>Goal</b>	<b>Result</b>				
% GHG emission reductions from baseline year	1.41%	0.89%	1.07%	6.66%	0.29%	8.76%	2.77%				
Total GHG reductions/savings (MTCO <sub>2</sub> )	365,107	228,898	275,741	1,720,987	76,105	2,264,895	715,259	Does not include Priority 2 GHG reductions since already accounted for in Priority 4			
<b>Priority 1 - Decarbonization</b>											
<b>Priority Indicators</b>											
#1: MW of renewable energy capacity installed	6.40	0	6.33	905	0.8	905	13.53	awaiting PUCO approval, will populate when known			
#2: MWh of renewable energy consumed	213,974	242,860	296,657	690,620	91,657	1,215,000	565,622				
#3: MWh of energy saved (new renewable energy or energy efficiency)	431,601	160,000	189,244	40,000	40,277	480,000	660,277				
<b>Initiative 1.1: Utility Scale Renewables</b>											
<b>Initiative Indicators</b>											
#1: Renewable energy MW capacity installed (Strategies 1.1.1, 1.1.7)	6.40	0	6.33	905	0.80	905	13.53	awaiting PUCO approval, will populate when known			
Utility Scale Wind Capacity Installed, MW (AEP) (Strategy 1.1.1)	0	0	0	500	0	500	0	awaiting PUCO approval, will populate when known			
Utility Scale Wind Energy Generated, MWh (AEP) (Strategy 1.1.1)	0	0	0	480,000	0	480,000	0	awaiting PUCO approval, will populate when known			
Utility Scale Solar Capacity Installed, MW (AEP) (Strategy 1.1.1)	0	0	0	400	0	400	0	awaiting PUCO approval, will populate when known			
Utility Scale Solar Energy Generated, MWh (AEP) (Strategy 1.1.1)	0	0	0	1,837,800	0	1,837,800	0	awaiting PUCO approval, will populate when known			
Capacity Installed for New AEP Distributed Energy Customers, MW (Strategy 1.1.3)	6.40	-	6.33	-	0.8	-	13.53	No target provided for MW because of the variability in generation capacity for customers. MW capacity installed is tracked in the progress tab.			
Columbus DOP Hydroelectric Capacity Installed, MW (Strategy 1.1.7, installed capacity)	0	0	0	5	0	5	0	Design completion/construction start will be late 2019. The hydro construction will complete February 2021.			
<b>Potential GHG Reduction (MTCO<sub>2</sub>)</b>	0	0	0	1,307,233	0	1,307,233	0				
#2: Renewable energy MWh consumed (Strategies 1.1.3, 1.1.4, 1.1.5, 1.1.6, 1.1.7)	201,983	242,860	296,657	690,620	91,657	1,215,000	565,622				
MWh (cumulative) for New AEP Distributed Energy Customers (Strategy 1.1.3)	7,139	-	17,536	-	21,475	-	21,475	No target provided for MWh because of the variability in generation capacity for customers. MWh calculation is tracked in the progress tab.			
MWh of renewable energy consumed through DC Solar mobile generators*, EV charging ports, and lighting towers (Strategy 1.1.4)	35	0	0	0	-	-	34,832	*Solar generators considered too minimal to include in GHG calculations			
MWh of Columbus Division of Power Green Power sold (Strategy 1.1.5)	194,809	242,860	279,121	675,620	70,182	1,200,000	544,112				
MWh from City of Columbus Wastewater Treatment Plant, Co-Generation (Strategy 1.1.6)	0	-	0	5,000	0	5,000	0	5,000 MWh per year by 2022			
MWh from Columbus Division of Power Hydroelectric Improvements (Strategy 1.1.7, generated energy)	0	-	0	10,000	0	10,000	0	10,000 MWh per year when complete (construction begins 2019)			
<b>Potential GHG Reduction (MTCO<sub>2</sub>)</b>	120,681	136,972	167,314	389,508	51,694	685,257	339,689				
<b>Progress Indicators</b>											
#1: No. of New AEP Distributed Energy Customers (Strategy 1.1.3)	292	100	415	25	102	300	809				
#2: Number of Deployments of mobile solar generators, EV charging ports, and lighting towers (DC Solar) (Strategy 1.1.4)	46	0	0	0	-	39	46				
Number of mobile solar generators deployed* (Strategy 1.1.4)	2	0	0	0	-	0	2	*Solar generators considered too minimal to include in GHG calculations			
Number of EV charging ports deployed (Strategy 1.1.4)	25	0	0	0	-	39	25				
Number of mobile solar lighting towers deployed (Strategy 1.1.4)	19	0	0	0	-	0	19	20 lighting towers were deployed in Q2, but 2 are not being used			
#3: Columbus DOP Green Power sold as a percent of Total Power sold (Strategy 1.1.5) (updated)	27.5%	28.4%	32.9%	29.0%	32.7%	29.0%	32.9%	Target added for year 2 and beyond to better show the change to Green Power sold as a percent of the total power sold by DOP.			
<b>Initiative 1.2: Grid Modernization and Efficiency</b>											
<b>Initiative Indicators</b>											
#3: Combined MWh saved from strategies 1.2.1, 1.2.5, and 1.2.7	431,122	160,000	189,244	40,000	40,277	480,000	660,277				
MWh saved from AEP Ohio Energy Efficiency Participation (Strategy 1.2.1)	431,000	160,000	189,000	40,000	40,000	480,000	660,000				
MWh saved from AEP Smart Lighting Program (Strategy 1.2.5)	0	0	0	0	7	0	7				
MWh (cumulative) saved from Columbus DOP LED street lights installed (Strategy 1.2.7)	122	0	244	0	270	0	270	No quarterly estimate provided - MWh saved depends on the type of fixture being replaced/installed.			
<b>Potential GHG Reduction (MTCO<sub>2</sub>)</b>	243,422	90,240	106,733	22,560	22,716	270,719	372,871				
<b>Progress Indicators</b>											
#1: GWh saved as a result of energy efficiency efforts (Strategy 1.2.1)	431	160	189	40	40	480	660				
#2a: AEP AMI meters installed (Strategy 1.2.3)	468,196	128,000	76,780	0	7,358	528,000	552,334	Unknown GHG reductions directly associated with this indicator, pending with PUCO			
#2b: AEP Micro Grids installed (Strategy 1.2.4)	0	1	0	0	0	1	0				
#3: AEP Smart Lighting Program Smart controller unit installed (Strategy 1.2.5)	0	-	0	0	27	0	27				
#4: Columbus Division of Power AMI meters installed (Strategy 1.2.6)	0	10,000	1,148	0	0	10,000	0	Construction to begin no earlier by end 2018.			
#5: Columbus Division of Power LED street lights installed (Strategy 1.2.7)	1,143	4,500	1,148	0	247	9,200	2,538				
<b>Potential GHG Reduction (MTCO<sub>2</sub>)</b>	0	0	0	0	247	9,200	2,538	MTCO <sub>2</sub> calculations associated with AMI meters installed are pending			
<b>Priority 1 Subtotal Potential GHG Reduction (MTCO<sub>2</sub>)</b>	364,103	227,212	274,047	1,719,301	74,411	2,263,209	712,560				

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<b>Priority 2 - Fleet Adoption</b>											
<b>Priority Indicators</b>											
Fleet Electric Vehicles Purchased	199	435	114	3	0	755	313				
Fleet Electric Vehicles Placed In Operation	161	445	135	113	0	755	296				
<b>Initiative 2.1: Public Fleets</b>											
<b>Initiative Indicators</b>											
No. of EVs purchased	158	80	97	3	0	265	255				
No. of EVs placed in operation	120	80	118	73	11	265	249				
City of Columbus - EVs purchased	125	<del>27</del> 30	75	0	0	200	200	Columbus purchased 93 EVs in Q3 of the grant period	<a href="#">Kelly Reegan (COC)</a>	<a href="#">John King (COC)</a>	Charlotte Ashcraft (FC)
City of Columbus - EVs placed in operation	93	<del>40</del> 30	107	70	0	200	200		<a href="#">Kelly Reegan (COC)</a>		
The Ohio State University - EVs purchased	5	13	10	0	0	15	15	Updated 10/31/18	<a href="#">Andrew Conley</a>		
The Ohio State University - EVs placed in operation	5	13	10	0	0	15	15		<a href="#">Andrew Conley</a>		
City of Dublin - EVs purchased	4	3	6	3	0	10	10	City of Dublin provided updated purchase and implementation plans on 1/23/2018. Y2Q8 = 3	<a href="#">Andrew Conley</a>		
City of Dublin - EVs placed in operation	4	3	0	3	6	10	10		<a href="#">Andrew Conley</a>		
Franklin County - EVs purchased	11	10	6	0	0	10	17		<a href="#">Andrew Conley</a>		
Franklin County - EVs placed in operation	11	10	1	5	0	10	17		<a href="#">Andrew Conley</a>		
Other Government Fleets - EVs purchased	13	24	0	0	0	30	13	City of Hilliard plans to purchase 2 in Y2Q5 and expects delivery in Y2Q6.	<a href="#">Andrew Conley</a>		
Other Government Fleets - EVs placed in operation	7	24	0	0	0	30	7		<a href="#">Andrew Conley</a>		
<b>Potential GHG Reduction (MTCO2)</b>	<b>68</b>	<b>107</b>	<b>134</b>	<b>148</b>	<b>140</b>	<b>148</b>	<b>341</b>				
<b>Progress Indicators</b>											
#1: Contacts made with other governments or institutions (Strategy 2.1.1)	335	40	87		Complete	115	422	No GHG reductions directly associated with this indicator	<a href="#">Andrew Conley</a>		
#2: Municipal governments or institutions pledged to electrification (fleet analysis and vehicle acquisition plan) (Strategy 2.1.1)	21	5	1		Complete	20	22	No GHG reductions directly associated with this indicator	<a href="#">Andrew Conley</a>		
#3: City of Columbus and public partner training sessions (Strategy 2.1.1)	15	4	48		Complete	9	63	No GHG reductions directly associated with this indicator	<a href="#">Andrew Conley</a>	<a href="#">John King (COC)</a>	
<b>Initiative 2.2: Private Fleets</b>											
<b>Initiative Indicators</b>											
No. of EVs purchased	31	355	5		0	450	36		<a href="#">Zach McGuire (TCP)</a>	<a href="#">Matt Stephens-Rich (EC)</a>	
No. of EVs placed in operation	31	345	5	40	0	450	36	Assumed approximately half of purchases each quarter are placed in operation the same quarter	<a href="#">Zach McGuire (TCP)</a>	<a href="#">Matt Stephens-Rich (EC)</a>	
<b>Potential GHG Reduction (MTCO2)</b>	<b>17</b>	<b>231</b>	<b>20</b>	<b>253</b>	<b>20</b>	<b>253</b>	<b>58</b>				
<b>Progress Indicators</b>											
#1: Private Sector training sessions (Strategy 2.2.1)	5	4	1		0	11	6	No GHG reductions directly associated with this indicator	<a href="#">Zach McGuire (TCP)</a>	<a href="#">Matt Stephens-Rich (EC)</a>	
#2: Establish and distribute EV survey/assessment document (Strategy 2.2.1)	<del>1,250</del>	-	0		0	<del>1,450</del>	<del>1,250</del>	This was focused primarily on year 1 and is no longer being tracked	<a href="#">Zach McGuire (TCP)</a>	<a href="#">Matt Stephens-Rich (EC)</a>	
#3: New private company pledged to electrification (Strategy 2.2.1)	36	15	2		0	55	38	No GHG reductions directly associated with this indicator	<a href="#">Zach McGuire (TCP)</a>	<a href="#">Matt Stephens-Rich (EC)</a>	
#4: New private fleet vehicles pledged to electrification (Strategy 2.2.1)	220	60	5		0	450	225	No GHG reductions directly associated with this indicator	<a href="#">Zach McGuire (TCP)</a>	<a href="#">Matt Stephens-Rich (EC)</a>	
#5: Completed vehicle analysis acquisition plan (Strategy 2.2.2)	44	20	0		0	45	44	No GHG reductions directly associated with this indicator	<a href="#">Zach McGuire (TCP)</a>	<a href="#">Matt Stephens-Rich (EC)</a>	
<b>Initiative 2.3: Transportation Service Providers (TSPs)</b>											
<b>Initiative Indicators</b>											
No. of EVs purchased	10	0	12		0	40	22		<a href="#">Kevin McSweeney (COC)</a>	<a href="#">Andrew Conley (CFO)</a>	
No. of EVs placed in operation	10	20	12		0	40	22		<a href="#">Kevin McSweeney (COC)</a>	<a href="#">Andrew Conley (CFO)</a>	
<b>Potential GHG Reduction (MTCO2)</b>	<b>6</b>	<b>23</b>	<b>12</b>	<b>23</b>	<b>12</b>	<b>23</b>	<b>30</b>				
<b>Progress Indicators</b>											
#1: Number of contacts made with TSPs (Strategy 2.3.1)	317	10	16		Complete	30	333	No GHG reductions directly associated with this indicator	<a href="#">Kevin McSweeney (COC)</a>	<a href="#">Andrew Conley (CFO)</a>	
#2: TSPs pledged to electrification (Strategy 2.3.1)	2	48	38		Complete	55	40	No GHG reductions directly associated with this indicator	<a href="#">Kevin McSweeney (COC)</a>	<a href="#">Andrew Conley (CFO)</a>	
<b>Priority 2 Subtotal Potential GHG Reduction (MTCO2)</b>	<b>91</b>	<b>360</b>	<b>167</b>	<b>424</b>	<b>173</b>	<b>424</b>	<b>430</b>				
<b>Priority 3 - Transit, Autonomous and Multi-Modal Systems in the City</b>											
<b>Priority Indicators</b>											
Total GHG reductions/savings from baseline year (MTCO2)	0		0		0		0				
<b>Progress Indicators</b>											
#1: Autonomous Electric Vehicles Deployed (USDOT)	6	0	0		0	6	6	The 6 shuttles will be in operation December 2018 through September 30th 2019 as part of a pilot program.			
#2: Number of pilot e-bike trips (USDOT)	0	<del>1,250</del>	0		0	<del>1,250</del>	0	This program is likely to be cut from the USDOT program prior to 2019 due to tech and cost constraints.			
#3: Number of electric bicycles deployed	6	44	0		0	50	6	\$75k total funding. SC provides funding for \$1,500 each for a total of 35 for Parks and Rec			
#4: Bike infrastructure lane miles added	23.02	7	10.02	6	0	25	33.04	25 miles by year 2020	<a href="#">Maria Runge (COC)</a>	<a href="#">Nick Pops (COC)</a>	

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<b>Priority 3 Subtotal Potential GHG Reduction (MTCO2)</b>	0		0		0		0	GHG reductions associated with this priority are still being developed			
<b>Priority 4 - Consumer Electric Vehicle Adoption</b>								Updated Program for 2018 and beyond			
<b>Priority Indicators</b>											
#1: EV Market Penetration (EVs purchased divided by total vehicles purchased)	2.34%	1.80%	1.54%	1.80%	0.00%	1.80%	2.34%		Zach McGuire (TCP)	Alex Slaymaker (TCP)	Ben Prochazka (EC)
#2: Estimated equivalent number of EVs purchased	1786	1,639	1,226	0	0	2,998	3,012		Zach McGuire (TCP)	Alex Slaymaker (TCP)	Ben Prochazka (EC)
#3: Number of Executives Driving EVs	36	15	12	5	2	50	50		Zach McGuire (TCP)	Alex Slaymaker (TCP)	Ben Prochazka (EC)
<b>Initiative 4.1: Research and Development</b>											
<b>Progress Indicators</b>											
#1: Perceived Desirability, Consumer likelihood, Consumer perception to own an EV (Strategy 4.1.1)		ALS	0	ALS	0	ALS	0	This survey is reported on an annual basis. No GHG reductions directly associated with this indicator	Jordan Davis (TCP)		Ben Prochazka (EC)
<b>Initiative 4.2: Increase Consumer Awareness for EVs</b>											
<b>Progress Indicators</b>											
#1: Local Promotion - Number of impressions at community events (Strategy 4.2.1)	1,204,630	1,000,000	552,119	250,000	740	2,250,000	1,757,489	New indicator for 2018 SCEP. No GHG reductions directly associated with this indicator.	McKinzie Harper (TCP)	Alex Slaymaker (TCP)	
#2: Local Promotion - Number of giveaways distributed at community events (Strategy 4.2.1)	7,161	10,000	12,589	60,000	420	78,500	20,170	New indicator for 2018 SCEP. No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)	McKinzie Harper (TCP)	
#3: Local Promotion - Media Relations - Number of Local Media Placements (Strategy 4.2.2)	311	300	172	12	25	387	508	New indicator for 2018 SCEP. No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)		
#4: Local Promotion - Media Relations - Number of Local Media Impressions (Strategy 4.2.2)	15,114,822	9,000,000	6,824,792	1,250,000	67,604	17,750,000	22,007,218	New indicator for 2018 SCEP. No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)		
#5: Local Promotion - Number of Social Media Followers (Strategy 4.2.3)	7,758	1,000	4,002	500	1,324	4,500	13,084	The yearly and LOP numbers are cumulative. The quarter values are the number added in that quarter. New indicator for 2018 SCEP. No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)	McKinzie Harper (TCP)	
#6: Local Promotion - Number of Social Media Impressions (Strategy 4.2.3)	1,852,111	500,000	10,797,717	31,250	631,146	613,750	13,280,974	New indicator for 2018 SCEP. No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)	McKinzie Harper (TCP)	
#7: Local Promotion - Number of EV Assets with Smart Columbus branding (Strategy 4.2.4)	93	100	91	12	26	212	210	New indicator for 2018 SCEP. No GHG reductions directly associated with this indicator.	Jordan Davis (TCP)	Jennifer Fening (TCP)	Zach McGuire (TCP)
#8: Experience Center - Number of Visitors (Strategy 4.2.5)	6,139	5,000	22,317	50	1,937	10,050	30,393	New indicator for 2018 SCEP. No GHG reductions directly associated with this indicator.	McKinzie Harper (TCP)		
#9: Experience Center - Number of EV Specific Events (Strategy 4.2.5)	15	10	6	1	6	15	27	New indicator for 2018 SCEP. No GHG reductions directly associated with this indicator.	Alex Slaymaker (TCP)	McKinzie Harper (TCP)	
<b>Initiative 4.3: Drive Consumer Consideration for EVs</b>											
<b>Initiative Indicators</b>											
#1: Number of Dealer Sales Leads generated	897	700	3,551	TBD	540	TBD	4,988	Targets will be known 1 quarter after agency is hired. New indicator for 2018 SCEP. No GHG reductions directly associated with this indicator.			
<b>Progress Indicators</b>											
#1: Number of Experience Center Test Drives Conducted (Substrategy 4.3.1.1)	219	200	225	50	9	450	453	New indicator for 2018 SCEP. No GHG reductions directly associated with this indicator.	Alex Slaymaker (TCP)	McKinzie Harper (TCP)	Zach McGuire (TCP)
#2: Number of Ride and Drive Roadshow Events Conducted (Substrategy 4.3.1.2)	69	50	51	0	0	120	120	No GHG reductions directly associated with this indicator.	Alex Slaymaker (TCP)	Lauren Eckles	Zach McGuire (TCP)
#3: Number of test drives conducted at the Ride and Drive Roadshow Events (Substrategy 4.3.1.2)	7,647	6,000	4,137	0	0	12,000	11,784	No GHG reductions directly associated with this indicator.	Alex Slaymaker (TCP)	Lauren Eckles	Zach McGuire (TCP)
#4: Number of attendees at Ride and Drive Roadshow Events (Substrategy 4.3.1.2)	100,637	11,000	45,000	0	0	20,000	145,637	No GHG reductions directly associated with this indicator.	Alex Slaymaker (TCP)	Lauren Eckles	Zach McGuire (TCP)
#5: Number of Dealer Sales Leads Generated from Ride and Drive Roadshow (Substrategy 4.3.1.2)	874	750	509	0	0	1,641	1,383	No GHG reductions directly associated with this indicator.	Alex Slaymaker (TCP)	Lauren Eckles	Zach McGuire (TCP)
#6: Number of extended test drives conducted (Substrategy 4.3.1.3)	0	0	0	0	0	0	0	No GHG reductions directly associated with this indicator.	Alex Slaymaker (TCP)	Zach McGuire (TCP)	Lauren Eckles
#7: Total Number (cumulative) of Active Companies in Accelerator Partner Program (Substrategy 4.3.2.1)	48	95	70	0	70	95	70	No GHG reductions directly associated with this indicator.	Jordan Davis (TCP)	Zach McGuire (TCP)	Alex Slaymaker (TCP)
#8: Total Number (cumulative) of Companies with Mobility Ambassadors Identified (Substrategy 4.3.2.2)	39	60	51	0	51	60	51	No GHG reductions directly associated with this indicator.	Alex Slaymaker (TCP)	Zach McGuire (TCP)	
#9: Number of Ignite Action Fund Applications Received (Substrategy 4.3.2.2)	13	15	11	0	1	30	25	No GHG reductions directly associated with this indicator.	Alex Slaymaker (TCP)	Zach McGuire (TCP)	
#10: Number of Ignite Action Fund Recipients (Substrategy 4.3.2.2)	10	6	11	0	1	16	22	No GHG reductions directly associated with this indicator.	Alex Slaymaker (TCP)	Zach McGuire (TCP)	
#11: Number of Companies Introducing New Mobility Benefits (Substrategy 4.3.2.2)	19	20	12	0	0	30	31	No GHG reductions directly associated with this indicator.	Alex Slaymaker (TCP)	Zach McGuire (TCP)	
#12: Website - Number of unique visits to Website (Substrategy 4.3.3.1)	39,918	125,000	64,043	37,500	11,307	262,500	115,268	No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)	Zach McGuire (TCP)	Alex Slaymaker (TCP)
#13: Website - Average time on Website (in minutes) (Substrategy 4.3.3.1)	2	2	2.32	2	2.11	2	2.45	No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)	Zach McGuire (TCP)	Alex Slaymaker (TCP)
#14: Website - Number of dealer referrals from Website (Substrategy 4.3.3.1)	23	3,713	3,042	TBD	540	4,368	3,605	Targets will be known 1 quarter after agency is hired. No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)	Zach McGuire (TCP)	Alex Slaymaker (TCP)
#15: Education Campaign - Number of Education Campaign impressions (Substrategy 4.3.3.2)	1,646,473	8,502,200	27,887,640	TBD	0	10,532,000	29,534,113	No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)	TBD Vendor	Alex Slaymaker (TCP)
#16: Education Campaign - Number of Education Campaign engagements (Substrategy 4.3.3.2)	214,447	894,132	1,135,519	TBD	0	1,051,920	1,349,966	No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)	TBD Vendor	Alex Slaymaker (TCP)
#17: Education Campaign - Number of Education Campaign website referrals (Substrategy 4.3.3.2)	4,342	72,109	45,242	TBD	0	84,834	49,584	No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)	TBD Vendor	Alex Slaymaker (TCP)
#18: Education Campaign - Number of Education Campaign dealer leads (Substrategy 4.3.3.2)	9	3,713	54	TBD	0	4,368	63	No GHG reductions directly associated with this indicator.	Jennifer Fening (TCP)	TBD Vendor	Alex Slaymaker (TCP)
#19: B2B Marketing - Number of B2B Marketing impressions (Substrategy 4.3.3.3)	0	TBD	0	TBD	0	TBD	0	Program has been disbanded due to budget reductions	Jennifer Fening (TCP)	TBD Vendor	Jordan Davis (TCP)
#20: B2B Marketing - Number of B2B Marketing engagements (Substrategy 4.3.3.3)	0	TBD	0	TBD	0	TBD	0	Program has been disbanded due to budget reductions	Jennifer Fening (TCP)	TBD Vendor	Jordan Davis (TCP)
#21: B2B Marketing - Number of B2B Marketing website referrals (Substrategy 4.3.3.3)	0	TBD	0	TBD	0	TBD	0	Program has been disbanded due to budget reductions	Jennifer Fening (TCP)	TBD Vendor	Jordan Davis (TCP)
#22: Number of New Owner's Gifts Distributed (Strategy 4.3.4)	390	800	553	50	57	1,300	1,000	No GHG reductions directly associated with this indicator.	Zach McGuire (TCP)	Alex Slaymaker (TCP)	Jennifer Fening, Jordan Davis
<b>Initiative 4.4: Improve Consumer Sales Experience of EVs</b>											
<b>Initiative Indicators</b>											
#1: Total number of EV models available in the Columbus Market	25	23	23	23	17	23	23	No GHG reductions directly associated with this indicator	Zach McGuire (TCP)	Ben Prochazka (EC)	Alex Slaymaker (TCP)
#2: Ratio of models sold at dealerships in Columbus vs. models sold in the U.S.	61%	65%	57%	75%	41%	75%	61%	No GHG reductions directly associated with this indicator.	Zach McGuire (TCP)	Ben Prochazka (EC)	Alex Slaymaker (TCP)
#3: Ratio of dealerships selling BEVs and/or PHEVs vs. total operating dealerships in the Columbus area	58%	70%	53%	75%	0%	75%	58%	No GHG reductions directly associated with this indicator.	Zach McGuire (TCP)	Ben Prochazka (EC)	Alex Slaymaker (TCP)
#4: Ratio of OEMs supplying BEVs and/or PHEVs in Columbus vs. OEMs supplying models in the U.S.	100%	100%	100%	100%	91%	100%	100%	No GHG reductions directly associated with this indicator.	Zach McGuire (TCP)	Ben Prochazka (EC)	Alex Slaymaker (TCP)
<b>Progress Indicators</b>											
#1: Additional Number of Dealers Actively Engaged (Substrategy 4.4.2.1)	22	17	11	0	1	31	34	No GHG reductions directly associated with this indicator.	Zach McGuire (TCP)	Ben Prochazka (EC)	Alex Slaymaker (TCP)
#2: Additional Number of OEMs Actively Engaged (Substrategy 4.4.2.1)	8	3	3	1	0	13	11	No GHG reductions directly associated with this indicator.	Zach McGuire (TCP)	Ben Prochazka (EC)	Alex Slaymaker (TCP)
#3: Number of Dealers Certified (Substrategy 4.4.2.2)	11	9	21	TBD	32	25	64	Although Tesla is not a dealer, they will still be included for the purposes of counting point of sale.	Zach McGuire (TCP)	Matt Stephens-Rich (EC)	Ben Prochazka (EC)
#4: Percentage of Total Columbus Dealerships Certified (Substrategy 4.4.2.2)	14%	30%	40%	30%	40%	30%	40%	No GHG reductions directly associated with this indicator.	Zach McGuire (TCP)	Matt Stephens-Rich (EC)	Ben Prochazka (EC)
#5: Number of Trainings Conducted (Substrategy 4.4.2.3)	10	37	22	TBD	0	49	32	No GHG reductions directly associated with this indicator.	Zach McGuire (TCP)	Matt Stephens-Rich (EC)	Ben Prochazka (EC)
#6: Number of Different Dealers with Trained Salespersons (Substrategy 4.4.2.3)	13	15	19	TBD	0	27	32	No GHG reductions directly associated with this indicator.	Zach McGuire (TCP)	Matt Stephens-Rich (EC)	Ben Prochazka (EC)
#7: Number of negotiated group purchase rates (Strategy 4.4.3)	4	2	2	TBD	0	6	6	No GHG reductions directly associated with this indicator.	Zach McGuire (TCP)	Matt Stephens-Rich (EC)	Ben Prochazka (EC)
#8: Number of BEV and PHEV models eligible for group purchase rates (Strategy 4.4.3)	6	2	11	TBD	0	5	17	No GHG reductions directly associated with this indicator.	Zach McGuire (TCP)	Matt Stephens-Rich (EC)	Ben Prochazka (EC)
<b>Priority 4 Subtotal Potential GHG Reduction (MTCO2)</b>	1,005	1,686	1,694	1,686	1,694	1,686	2,699				

QUARTERLY INDICATORS AND METRIC TARGETS	Q1-Q7	Year 3 (2019)		2020 "Q12"	2020 "Q12"	LOP Total	Running Total	Notes	Responsibility			
		2019 Total	2019 Total						Primary	Secondary	Tertiary	
<b>Priority 5 - Charging Infrastructure</b>												
<b>Priority Indicators</b>												
Number of electric charging station ports installed		474	586	352	8	160	927	986	Targets adjusted in 2018 SCEP based on PUCO approvals. Targets removed in 2018 SCEP based on PUCO approvals Targets adjusted in 2018 SCEP based on PUCO approvals Targets adjusted in 2018 SCEP based on PUCO approvals	<a href="#">Sam Spofforth (CFO)</a>	<a href="#">Andrew Conley (CFO)</a>	<a href="#">Kristian Fenner (COC)</a>
	L1	39	7	0		0	40	39				
	L2	429	511	337	8	143	852	909				
	DC Fast	6	75	15	0	17	75	38				
<b>Initiative 5.1: Multi-Unit Dwelling (MUD)</b>												
<b>Initiative Indicators</b>												
#1: Number of Level 2 PMO MUD charging ports installed		28	30	50		9	90	87	Targets timing updated based on clarification between charging ports installed vs number of site commitments/MUD rebate approvals	<a href="#">Sam Spofforth (CFO)</a>	<a href="#">Andrew Conley (CFO)</a>	<a href="#">Kristian Fenner (COC)</a>
#2: Number of Level 2 AEP Ohio MUD charging station ports installed		0	60	38		34	60	72				
<b>Progress Indicators</b>												
#1: Number of MUD developers contacted to install EV Charging infrastructure (Strategy 5.1.1)		23	15	11		0	45	34	No GHG reductions directly associated with this indicator No GHG reductions directly associated with this indicator Added for clarity in comparison to number of charging ports installed. These approvals will occur an estimated 2+ quarters prior to the installations.	<a href="#">Sam Spofforth (CFO)</a>	<a href="#">Andrew Conley (CFO)</a>	<a href="#">Kristian Fenner (COC)</a>
#2: Number of MUD developers who submitted application for MUD rebates (Strategy 5.1.1)		7	6	9		0	18	16				
#3: Number of Level 2 PMO MUD charging ports proposed in approved Site Commitments/MUD Rebate approvals		72	30	9		0	90	81				
<b>Initiative 5.2: Public Access Charging</b>												
<b>Initiative Indicators</b>												
#1: Number of Level 2 publicly accessible charging station ports installed – City of Columbus		24	30	0	5	4	60	28	Due to funding source delays, 5 chargers have been moved to 2019+.	<a href="#">Scott Jaffee (GPD)</a>	<a href="#">Cristina Parady (COC)</a>	
#2: Number of DC fast charging station ports installed - AEP		0	75	15		17	75	32				
#3: Number of Level 2 publicly accessible charging station ports installed – AEP		13	84	102		7	90	122				
<b>Progress Indicators</b>												
#1: Number of meetings with potential site hosts		61	18	3		17	45	81	No GHG reductions directly associated with this indicator No GHG reductions directly associated with this indicator	<a href="#">Scott Jaffee (GPD)</a>	<a href="#">Cristina Parady (COC)</a>	
#2: Number of partnerships with site hosts and secure commitments		18	7	1		0	18	19				
<b>Initiative 5.3: Workplace Charging</b>												
<b>Initiative Indicators</b>												
#1: Number of workplaces offering EV charging		36	55	25		2	100	63		<a href="#">Zach McGuire (TCP)</a>	<a href="#">Matt Stephens-Rich (EC)</a>	<a href="#">Matt Stephens-Rich (EC)</a>
#2: Number of workplace charging ports installed		234	148	145		40	263	419				
	L1	39	0	0		0	0	39				
	L2	189	148	145		40	263	374				
	DC Fast	6	0	0		0	0	6				
<b>Initiative 5.4: Fleet Charging Stations</b>												
<b>Initiative Indicators</b>												
Number of level 2 charging station ports installed for Columbus and other public fleets		175	159	2	3	49	265	226	Adjusted assumption CoC fleet designs and installs completed by the end of year 3 (2019) Updated on 10/31/2018 based on fleet vehicle purchase changes Matched closely with procurement.	<a href="#">Scott Jaffee (GPD)</a>	<a href="#">Cristina Parady (COC)</a>	
	City of Columbus	102	104	0		49	200	151				
	The Ohio State University	17	12	2		0	15	19				
	City of Dublin	0	3	0	3	0	10	0				
	Franklin County	32	10	0		0	10	32				
	Other Government Fleets	24	30	0		0	30	24				
<b>Initiative 5.5: Building and Zoning Changes to Support EV Charging</b>												
<b>Progress Indicators</b>												
Number of Site plan test cases submitted for permit		15	3	10		3	12	28	No GHG reductions directly associated with this indicator	<a href="#">Scott Jaffee (GPD)</a>	<a href="#">Kevin McSweeney (COC)</a>	

QUARTERLY INDICATORS AND METRIC TARGETS	Q1-Q7	Year 3 (2019)		2020 "Q12"	2020 "Q12"	LOP Total	Running Total	Notes	Responsibility			
		2019 Total	2019 Total						Primary	Secondary	Tertiary	
<b>Playbook</b>										Jennifer Fenning (CG)		
<b>Initiative Indicators</b>										Jennifer Fenning	Jordan Davis	Storyteller
Number of people educated on Smart Columbus. Intent is to reach city officials, policy makers, business leaders and influencers.	3,000,418	831,800	14,948,584	325,150	656,707	1,788,150	18,605,709			Jennifer Fenning	Jordan Davis	Storyteller
<b>B.2.1: Content Generation</b>												
<b>Progress Indicators</b>												
#1: Website - Number of asset downloads, video views, webcast views (B.2.1.3)	3,069	1,750	9,102	1,000	2,074	4,000	14,245	Assumes counts done for 1 quarter of 2020.		Jennifer Fenning	Storyteller	Jordan Davis, PMO
#2: Website - Number of unique visitors outside the Columbus region (B.2.1.3)	18,227	70,000	33,743	37,500	8,896	137,500	60,866	Unique individual visitors outside the seven county region as measured by Google Analytics		Jennifer Fenning	Storyteller	Jordan Davis, PMO
#3: Website - Average minutes spent on site by visitors (B.2.1.3)	2	2	2.53	2	2.18	2	2.53	Measured by Google Analytics		Jennifer Fenning	Storyteller	Jordan Davis, PMO
#4: Website - Number of newsletter signups (B.2.1.3)	476	1,000	795	0	1,393	2,700	2,664	Number of new signups each quarter through websites, social media, experience center, ride and drives, new EV sale card. Newsletter sent weekly.		Jennifer Fenning	Storyteller	Jordan Davis, PMO
#5: Content - Number of aggregated program archive documents published (B.2.1.4)	80	75	170	12	10	167	260	Documents created by SC for the purpose of executing or administering the program (includes program documentation and deliverables and data sources)		Jennifer Fenning	Storyteller	Jordan Davis, PMO
#6: Content - Number of learning tools created and published (B.2.1.4)	39	48	45	10	15	97	99	Learning tools created specifically for the playbook to transfer key learnings. It will be made public via the playbook as an asset for other organizations to access. Includes case studies, webinar		Jennifer Fenning	Storyteller	Jordan Davis, PMO
#7: Content - Number of organic webinars hosted (B.2.1.5)	1	8	3	2	0	15	4	Smart Columbus branded webinars promoted and hosted by SC		Jennifer Fenning	Storyteller	Jordan Davis, PMO
#8: Content - Number of media webinars sponsored (B.2.1.5)	10	2	7	1	2	4	19	Webinars promoted and hosted by a trade organization or publication sponsored by SC		Jennifer Fenning	Storyteller	Jordan Davis, PMO
#9: Content - Number of webinar attendees (B.2.1.5)	1,879	500	615	100	80	900	2,574	Number of webinar logins		Jennifer Fenning	Storyteller	Jordan Davis, PMO
<b>B.2.2: Content Dissemination</b>												
<b>Progress Indicators</b>												
#1: E-Book - No. of city officials, policy makers, business leaders and influencers who receive Playbook e-book distribution (B.2.2.1)	0	0	0	1,000	0	1,000	0	E-book is the comprehensive story of the learnings of the Smart Columbus Electrification Plan		Jennifer Fenning	Storyteller	Jordan Davis, PMO
#2: Conferences - No. of national or international speaking engagements on electrification at priority conferences (B.2.2.2)	14	3	20	2	1	11	35	A panel keynote or speaking opportunity on the Smart City Electrification Program at a national or international conference on electrification, sustainability, or smart cities.		Jennifer Fenning	McKinzie Harper	Jordan Davis, PMO
#3: Conferences - No. of estimated attendees at national or international speaking engagements (B.2.2.2)	5,790	300	29,092	50	250	1,100	35,132	An estimate of the number of people that attend the priority conference speaking engagement		Jennifer Fenning	McKinzie Harper	Jordan Davis, PMO
#4: Media Relations and PR - No. of trade media placements on electrification (B.2.2.3)	17	4	45	3	4	17	66	A mention of SC and/or electrification/decarbonization in an article in a publication focused on sustainability, EVs, city gov't, or similar.		Jennifer Fenning	PR Agency TBD	Jordan Davis, PMO
#5: Media Relations and PR - No. of trade media impressions on electrification (B.2.2.3)	233,028	160,000	368,243	125,000	14,942	685,000	616,213	An estimated number of people who had the opportunity to see an article based on the circulation of the publication.		Jennifer Fenning	PR Agency TBD	Jordan Davis, PMO
#6: Media Relations and PR - No. of national media placements on electrification (B.2.2.3)	3	2	5	1	0	4	8	A mention of SC and or electrification/decarbonization in a publication reaching a national audience.		Jennifer Fenning	PR Agency TBD	Jordan Davis, PMO
#7: Media Relations and PR - No. of national media impressions on electrification (B.2.2.3)	888,907	500,000	3,718,379	125,000	0	875,000	4,607,286	An estimated number of people who had the opportunity to see an article based on the circulation of the publication.		Jennifer Fenning	PR Agency TBD	Jordan Davis, PMO
#8: Social Media - No. of impressions (B.2.2.4)	1,852,111	100,000	10,797,717	37,500	631,146	187,500	13,280,974	An estimated number of people who were exposed to the content.		Jennifer Fenning	McKinzie Harper	Jordan Davis, PMO
#9: Social Media - No. of click-throughs to the website (B.2.2.4)	1,145	5,000	5,511	1,875	500	10,375	7,156			Jennifer Fenning	McKinzie Harper	Jordan Davis, PMO
#10: Learning Exchanges - No. of significant events hosted by Smart Columbus (B.2.2.5)	41	16	57	4	3	52	101	SC focused events that are hosted by SC – everything beyond SC101 (i.e. multi-modal service provider launch, visits from elected officials, economic development prospect meetings)		Jennifer Fenning	McKinzie Harper	Jordan Davis, PMO
#11: Learning Exchanges - No. of conferences or speaking engagements presented by SC (B.2.2.5)	120	60	68	20	8	200	196			Jennifer Fenning	McKinzie Harper	Jordan Davis, PMO
#12: Learning Exchanges - No. of conferences or speaking engagements by SC Partners, as tracked/reported to SC (B.2.2.5)	6	TBD	1	TBD	0	TBD	7	Goal is TBD as it is not within our control. Partners include AEP, MORPC, ODOT, OSU		Jennifer Fenning	McKinzie Harper	Jordan Davis, PMO
#13: Learning Exchanges - No. of cities SC has traveled to for learning and info exchange (B.2.2.5)	26	10	16	5	1	33	43			Jennifer Fenning	McKinzie Harper	Jordan Davis, PMO
#14: Learning Exchanges - No. of meetings with cities beyond seven county region (B.2.2.5)	38	12	44	3	2	39	84			Jennifer Fenning	McKinzie Harper	Jordan Davis, PMO