

# AEP & AEP Ohio EV Rebate



## OVERVIEW

American Electric Power (AEP) Ohio is a **foundational partner** of the Smart Columbus initiative and electrification leader. Their team offered a **\$2,000 pre-tax rebate** for AEP Ohio and AEP associates living in the 7-county Columbus Region that purchased or leased an EV between October 28th and December 31, 2018. AEP Ohio utilized Alliance Data lessons learned and used the same internal HR tracking process to execute their program. By leveraging Alliance Data's **learnings**, AEP Ohio was able to create and launch a strategic and thorough program on an **accelerated timeline**.

## PROGRAM DESIGN

- This pilot kicked off October 25th 2018 with an announcement from then COO of AEP Ohio, Julie Sloat, right after the AEP Ohio **Ride & Drive Roadshow**. Additional emails were sent to supervisors so they could distribute to their team without email addresses.
- The program was **promoted** across **multiple** internal **mediums** to both AEP Ohio and AEP associates.
- AEP Ohio leveraged their extensive EV education [webpages](#) to help associates understand the value of going electric.

## OUTCOMES

All 15 rebates were claimed in **less than a month**- a new record for Central Ohio. Thirteen employees were from AEP and 2 employees, were from AEP Ohio. Eleven of the participating associates live in Franklin County, 1 in Fairfield County, 1 in Delaware County, and 1 in Union County. This rebate pilot was a success and supported the early adopter hypothesis that many people buying/ leasing EVs received college education or make at least \$100k a year. Note, 14 of the 15 participants completed the survey which was distributed via SurveyMonkey. Over **35%** of rebate participants **earned a graduate degree** and the remaining participants earning a college degree degree. Over **92%** of participants made more than **\$100k** a year. Over 69% were male and almost 39% drove 11-30 miles a day roundtrip. Nearly 43% of participants drove over 31 miles a day.

A **diverse range** of vehicles were purchased or leased including 3 Tesla Model 3s, 1 Toyota Prius Prime, 1 Chevy Bolt, 1 Ford C-MAX Energi, 1 Nissan LEAF, 1 Mitsubishi Outlander, 1 Honda Clarity, 1 Tesla Model S, 1 Mercedes-Benz GLC 350e, 1 BMW i3, 1 Porsche Panamera, and 1 Tesla Model X. Of the 14 respondents, 12 purchased their vehicle and model years ranged from 2015 to 2019. One participant shared, **"I'll never go back to gas."** Additional quotes from new owners are included below. AEP EV owners are working on creating an internal 'EV Club' to create a sense of community among EV owners.

REBATE DETAILS		REDEEMED
\$2k	PER ELECTRIC VEHICLE	15/15
50%	BOUGHT/LEASED WITHIN THE NEXT 12 MONTHS BECAUSE OF AEP/ AEP OHIO'S REBATE	
21%	WENT ELECTRIC BECAUSE OF THE RIDE & DRIVE ROADSHOW	

*"After researching more and driving some vehicles, I realized that the old stereotypes aren't true any more. EVs don't have to be penalty boxes or economy cars. You can truly have a luxury or sports car and be electric. Many of these new vehicles are the best of both worlds. Without the ride & drive I wouldn't have known many of these makes/models exist or looked/drove as normal as they do."*

- New EV Owner

*"Thanks again to AEP Ohio and Smart Columbus for the program. It was just the little nudge I needed."* - New EV Owner