

# Alliance Data EV Rebate



## OVERVIEW

Alliance Data is leading the region's large employers with their holistic approach to 'driving less' and 'driving electric'. They were an early adopter of workplace charging, with over 20 stations at one complex. Alliance Data launched a **\$2,000 (post-tax)** EV purchase or lease rebate for all their associates in the 7-county Columbus Region, and a **\$1,000 (post-tax)** rebate **enterprise-wide**. The program launched in late July 2018 and all rebates were claimed by mid-September. Their internal team leading this program included representatives from HR, event planning, communications, and philanthropy.

## PROGRAM DESIGN

- To raise excitement about the EV rebate, Alliance Data launched the following communication tactics:
- Hosted a Smart Columbus **Ride & Drive Roadshow** event and an **EV 101 lunch and learn** with the Smart Columbus team right before announcing the program to create a buzz around going electric.
  - Alliance Data proactively shared a program overview, additional utility charging station rebate programs, and **FAQs** on their **intranet**. FAQs included programmatic details like the method of rebate distribution (i.e. via paycheck Sept. 14th) and proof of purchase requirements (a proof of purchase letter from the dealership). Midway through the program, the team realized they should have added a FAQ clarifying e-bikes and scooters were not eligible, as they received a few questions about this.
  - Promotional **fliers** were distributed throughout their Central Ohio buildings in addition to digital efforts.

## OUTCOMES

The Alliance Data EV 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. Over **41%** of rebate participants **earned a graduate degree** and an additional 23.5% earned a 4 year college degree. Over **58%** of participants made more than **\$100k** a year. 59% were male and 59% drove 11-30 miles a day roundtrip. Only 24% of participants drove 31-50 miles a day.

A **diverse range** of vehicles were purchased or leased including 4 Tesla Model 3s, 3 Toyota Prius Primes, 2 Chevy Bolts, 2 Ford Fusion Energis, 2 Nissan LEAFs, 1 Mitsubishi Outlander, and 1 Tesla Model X. Quotes from the local new owners are included below. Alliance also provided a rebate (not supported by IAF dollars) to **two associates outside the region**. With these two rebates and the decision to cover taxes for each rebate, Alliance spent \$38,600 on rebates and the IAF contributed \$15,000.

REBATE DETAILS		REDEEMED	<p><i>"I 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."</i></p> <p>- New EV Owner</p>
\$2k	PER ELECTRIC VEHICLE	15/15	
41%	BOUGHT/LEASED WITHIN THE NEXT 12 MONTHS BECAUSE OF ALLIANCE DATA'S REBATE		<p><i>"I changed from a PHEV to an BEV based heavily on the information received from smart Columbus as well as the ride and drive event. I was prepared to purchase another PHEV, but this program convinced me to go full electric only."</i></p> <p>- New BEV Owner</p>
SMART COLUMBUS RESOURCES DRIVING PURCHASES			
RIDE & DRIVE	WEBSITE	BUYER'S GUIDE	<p><i>"I would just like to thank you all for this opportunity. My wife and I love our new vehicle."</i></p> <p>- New EV Owner</p>
33%	33%	17%	