

WE ARE SMART COLUMBUS

Smart Columbus is the smart city initiative of the Columbus Region. We have a vision that starts with the reinvention of mobility, which will lead us to a future beyond what anyone has yet imagined.

We have a bold vision for the future of mobility in our community, and big goals to make it happen.

By 2020, we will:

Increase electric vehicle adoption by 486%

Reduce single occupancy vehicle commutes to major workplaces by 10%

Smart Columbus Mobility Ambassadors will be one of our most critical partners in getting us there. Following is your guide to advancing the Smart Columbus movement as a Mobility Ambassador.

**TOGETHER,
LET'S
TRANSPORT
OUR CITY
TO THE
FUTURE.**



MOBILITY AMBASSADOR TOOLKIT

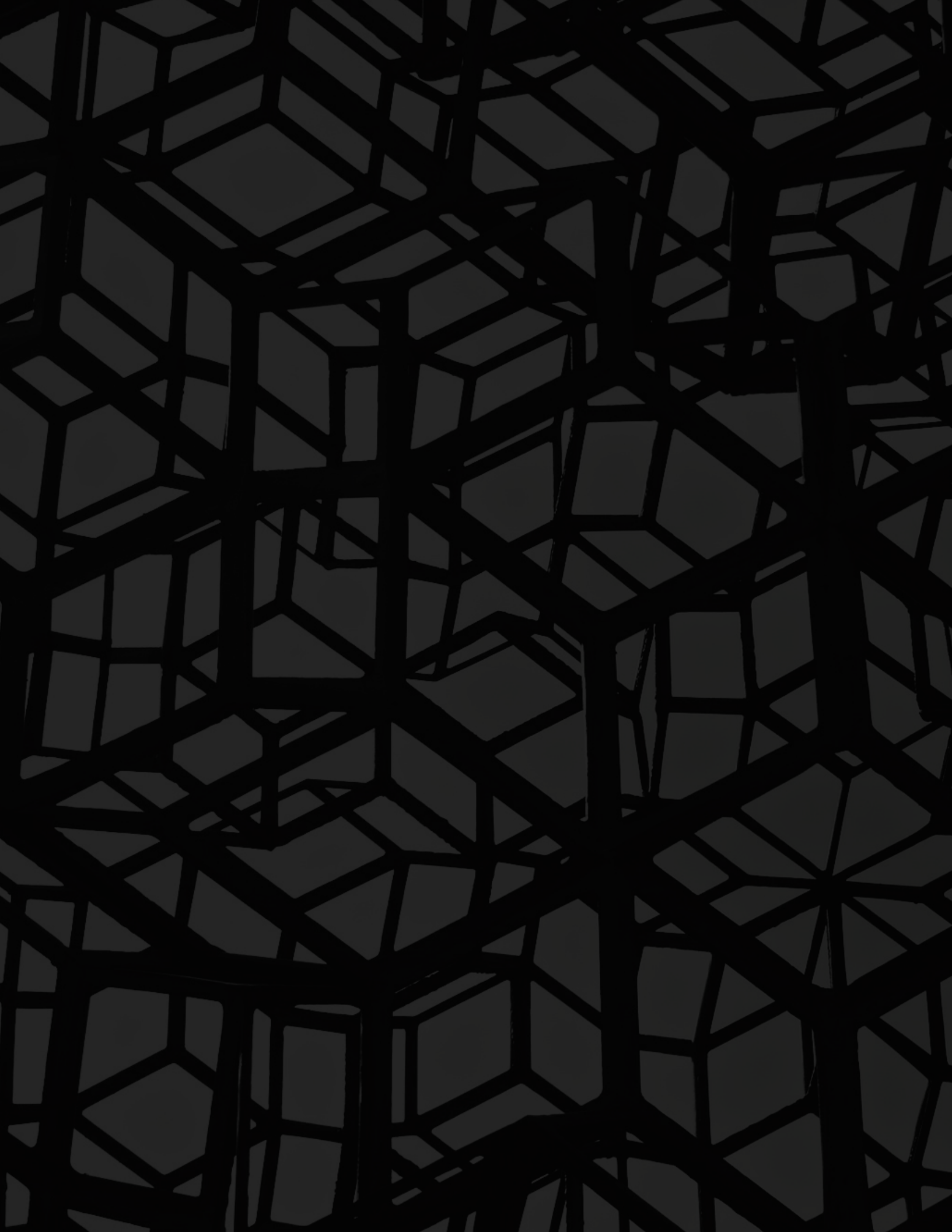


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WELCOME TO THE SMART COLUMBUS MOVEMENT



Smart Columbus Mobility Ambassadors,

Welcome to the Smart Columbus movement! We are grateful that you have committed to join us in inspiring your colleagues and the greater Columbus community to move differently.

Maybe you were selected as a Mobility Ambassador due to your history of fast, high-quality results. Maybe you volunteered to represent your organization due to a strong desire to build a more future-oriented and sustainable business. No matter what path brought you to this role, we are so excited to work with you.

As a Mobility Ambassador, you are shaping the shared mobility future of the Columbus region. You are helping to lead a movement that will change the very fabric of our community—enhancing access to opportunity, reducing congestion, improving air quality and improving our quality of life. You are your company's and our community's best asset to help build a more connected, more accessible, smarter and cleaner future.

As an Acceleration Partner, your organization has signed on to help advance these aims, and by designating you as a Mobility Ambassador, it has taken a critical first step.

This toolkit is your go-to resource to become an effective, efficient and empowering Mobility Ambassador.

No matter your level of experience running internal programs, our team will support you on your journey to be an effective and efficient Mobility Ambassador. Everything you need to know for creating, launching and evaluating your program is right here, and the Smart Columbus team is available to answer your additional questions. Please do not hesitate to reach out during this journey.

Thank you again for your time and commitment. We're grateful for your efforts.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jordan Davis', written in a cursive style.

Jordan Davis

Director, Smart Cities
Columbus Partnership

WE ARE SMART COLUMBUS



Smart Columbus exists to accelerate human progress through mobility. If we can harness the changes in technology and transportation, we can improve quality of life for everyone in our community and become a model for connected cities of the future.

Smart Columbus was founded after Columbus won the U.S. Department of Transportation's (USDOT) Smart City Challenge over 77 other cities. Through the Challenge, the City of Columbus was awarded two grants: \$40 million grant from the USDOT to test the latest mobility technologies to help improve quality of life for our residents, and \$10 million from the Paul G. Allen Philanthropies to reduce greenhouse gas emissions through the electrification of the transportation sector. More broadly, the work is being amplified by the investments of the Columbus private and public sectors, which have together committed more than \$500 million in investments to transform our region into an epicenter for mobility innovation.

TOGETHER, LET'S TRANSPORT OUR CITY TO THE FUTURE

What would happen if we re-envisioned mobility in our community? What would happen if we used technology to make transportation safer, more affordable, more efficient and more accessible?

What if cars could talk to each other to share safety hazards ahead? What if we were able to move more people to work, but have a shorter commute? What if employment went up and associate turnover went down because everyone could get to work reliably and affordably? What if you were able to read this toolkit on your way to work, rather than stressing out behind the wheel?

All of this is possible when we partner to rethink how we move.

Industry thought leaders and Original Equipment Manufacturers (OEMs) know the future of mobility will be connected, autonomous, shared, and electric - which will have a multitude of benefits and impacts. Smart Columbus is working to research and test all of these technologies in our community, to prepare for tomorrow, today.

C. A. S. E.

CONNECTED AUTONOMOUS SHARED ELECTRIC

CONNECTED

Cars, trucks and buses will talk to the infrastructure and talk to each other to reduce traffic and increase safety. Through two grants from the U.S. Department of Transportation, the cities of Columbus, Marysville and Dublin, as well as Union County will connect 4,500 vehicles with 250 smart intersections across the region, including the US-33 Smart Corridor. We'll provide real-time safety alerts to drivers, create traffic signal prioritization for emergency vehicles and enable trucks to increase safety and efficiency.

AUTONOMOUS

This isn't science fiction; autonomous vehicles will soon be a reality, reducing traffic accidents and freeing up time that we used to spend behind the wheel. The technology will be proven at the Transportation Research Center near Marysville, and further tested on campus at the Ohio State University. By 2020, our learnings will graduate to our city's streets, with autonomous shuttles at Easton helping people move to work and leisure activities. Shuttles will be traveling at low speeds with active drivers inside to ensure a safe testing environment.

SHARED

Single occupant vehicles (SOVs) contribute to congestion and poor air quality in our community. Shared vehicles - from the COTA bus to future autonomous shuttles- can help us move more people to more places, more effectively and efficiently. Through Smart Columbus, we'll create ladders of opportunity and reduce single occupancy vehicle usage by offering new mobility services and transportation options; making it faster, easier or cheaper for you to move from point A to point B.

ELECTRIC

Electric vehicles are easier to maintain, they're more fun to drive and less expensive over their lifetime to maintain. We will aggressively grow the electric vehicle market in Columbus, add electric vehicles to public and private fleets, and secure a supply of new and used models, prepare dealers and service people, and educate our residents on the benefits of driving electric vehicles.

WE HAVE FOUR PRIMARY GOALS

→ **DRIVE ECONOMIC GROWTH**

Columbus has the opportunity to emerge as America's smartest city. Catapulting off the win of the Smart City Challenge sponsored by the U.S. Department of Transportation, our private sector rallied more than \$500 million in aligned investments that will make Columbus an epicenter for mobility Ride and Drive events, testing and business growth.

This will future-proof our economy by attracting and creating jobs in new industries. It will attract tech companies and innovators and improve our flow of goods. It will also help to train our workforce for the jobs of the future.

Smart mobility innovation will also help us stay abreast of the change it creates. According to the Mid-Ohio Regional Planning Commission's Insight 2050 research initiative, Columbus is on a trajectory to grow by 1 million people by 2050, if not sooner. If our region continues to grow and our reliance on single occupancy vehicle commutes doesn't change, our roadways will become more congested, gaps in opportunity and access will widen, and our Region's competitiveness for investment and talent will be challenged.

To help counter this challenge, Smart Columbus is committed to reducing single occupancy vehicle commutes to large workplaces by 10% by 2020.

→ **FOSTER SUSTAINABILITY**

Transportation is the top contributor of greenhouse gas emissions in the United States. Through a grant from Paul G. Allen Philanthropies, we will work aggressively to decrease emissions by widely adopting electric vehicles. In addition, we are committed to reducing dependence on personal car ownership and supporting more and better transportation options and mobility services through the expansion of public transit and the sharing economy.

→ **IMPROVE PEOPLE'S QUALITY OF LIFE**

Smart Columbus is inspired by Mayor Andrew J. Ginther's belief that "mobility is the great equalizer of the 21st century." We believe that if we can provide safer, more affordable, more reliable access to transportation, we can expand access to jobs, education, healthcare, childcare and even healthy food- putting people on ladders of opportunity. We want to use this opportunity to reverse inequities created in our community by lack of access to transportation.

Linden will be the first neighborhood where we will start to reverse the mistakes of the past by using technology, new mobility services, and smart urban planning to create ladders of opportunity- ensuring all Columbus residents have a place in our future.

→ **IMPROVE SAFETY**

New technologies present a powerful opportunity to improve safety on our streets. Today, 94% of traffic accidents are caused by human error, which means there's significant opportunity for technology to make human drivers more alert and aware of hazards ahead, or even let the technology do some of the driving for us.



SMART COLUMBUS, THE MOVEMENT

We're calling on the Columbus Region to drive electric and drive less. While they may seem to juxtapose one another, together, these goals offer everyone in our community a call to action and a way to help.

DRIVE ELECTRIC

In 2015, just 0.37% of vehicles purchased in the seven-county region were battery electric vehicles (BEVs) or plug-in hybrid electric vehicles (PHEVs) - far behind the national average.

TOGETHER, WE'LL INCREASE OUR CITY'S ELECTRIC VEHICLE ADOPTION RATE BY 486% TO AT LEAST 1.8% OF VEHICLES SOLD BY 2020 - ADDING MORE THAN 3,600 ELECTRIC VEHICLES ON THE ROAD.

We'll do this by expanding access to charging stations, both at home and in public spaces. We will add electric vehicles to public and private fleets, secure a supply of new and used models, prepare dealers and service people and educate our residents about the benefits of driving electric.

DRIVE LESS

As of 2016, more than 83% of our workforce traveled alone to work, making Columbus a city with one of the nation's highest rates of single occupancy vehicle traffic. With Columbus projected to grow by 1 million residents in the coming decades, we can expect traffic congestion to worsen, unless we embrace new modes of mobility and change our habits.

TOGETHER, WE'LL DECREASE SINGLE OCCUPANCY VEHICLE COMMUTES TO LARGE WORKPLACES BY 10%.

Smart Columbus is actively working to add options to our region's sharing economy and expand adoption. As our sharing economy grows, residents will be able to get where they need to go, without the need to own or use a car. That means more job locations within reach, less congested roadways, more productive commutes and safer streets - all contributing to an improved quality of life and improved access to opportunity.

GETTING THERE, TOGETHER



Smart Columbus will help shift travel patterns. Even more, we want to shift people's thought patterns and behavior. We will partner with you and other partners to create programs, introduce new solutions, and promote adoption. Smart Columbus has established the Acceleration Partner Program to lead a region-wide culture shift that embraces new modes of mobility.

ACCELERATION PARTNERS ARE COMMITTED TO HELPING COLUMBUS ACHIEVE THE FOLLOWING:

- 100 Acceleration Partner Companies committed by 2020
- 50 executives driving electric by 2020
- 450 electric vehicles introduced into private fleets by 2020
- Electric vehicle charging stations located at every employment site with 200+ associates by 2020
- 12,000 EV test drives completed by 2020
- 1.8% of new vehicle purchases are electric by Q1 2020
- 10% reduction in single occupancy vehicle commutes to large workplaces achieved by 2020
- 50 companies introduce new mobility benefits by 2020

✓ 1,500 people attended Smart Columbus Live by April 2018



**AND THIS IS WHERE
YOU COME IN.**

OWN YOUR GOALS

How does your company fit into these larger goals? Each Acceleration Partner committed to achieving a set of impressive goals, detailed in the following pages. The final deadline for completing all Acceleration Partner commitments is Q1 2020, although earlier deadlines are listed for specific tasks. Let's start with the high-level commitments and then funnel down into specific strategies to help your team accomplish these commitments.

- ☐ **Decrease associate single occupancy vehicle (SOV) use by at least 10%¹**
- ☐ **Demonstrate electrification leadership with at least one executive driving electric²**
- ☐ **Provide opportunities for associates to visit the Smart Columbus Experience Center³**
- ☐ **Host one Smart Columbus Ride & Drive event in 2019**
- ☐ **Increase associate EV ownership 486% from 2017 to 2020**
- ☐ **Offer and promote a Smart Mobility Benefits Package⁴**
- ☐ **Explore offering OEM group buy incentives and encouraging executives to partake in an Extended/Overnight Test Drive**

¹ This will require you to utilize surveys or third party digital platforms to measure.

² The definition of 'Executive' is what your business defines as leadership based in Columbus.

³ Educational session previously known as Smart Columbus Live.

⁴ Package examples are shared later in this toolkit. Package must highlight new offerings from your business incentivizing increased EV adoption and decreased SOV. External offerings may be included (i.e. federal tax credit) with internal initiatives.

GET IN THE KNOW

In order to prove effective, you will need to meet your associates where they are on their own personal consumer journey. Your goal is to guide your 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.

This is where you come in - hopefully you like puzzles!

THE CONSUMER JOURNEY

AWARENESS



"I know a range of EVs are available locally."

"I know there are options to get around without my own car."

CONSIDERATION



"I'd like to drive an EV, and maybe own one."

"I am willing to try commuting without my SOV."

ADOPTION



"I purchased an EV perfect for me!"

"I started using smart mobility services to get around!"

LOYALTY



"I love my EV and could never go back!"

"There are so many benefits to using alternative transportation!"

ADVOCACY



"I encourage others to drive electric- big fan!"

"I enjoy helping others figure out how to use smart mobility options!"

YOU'VE GOT THIS

You have a wealth of tools and resources to choose from based on the specific needs of your associates.

To help digest the information in this guide, content is divided into **three areas** critical for sustained behavior change:

ACCESS
EDUCATION
MOTIVATION





PRO TIP:

Implementing initiatives to address these three areas are essential for long-term behavior change. One of the largest and most primal barriers to behavior change is **fear**. Education and experiential learning around charging infrastructure and long-term cost savings helps reduce largely inaccurate fears around battery life and affordability.

Incentives have the power to enhance both access and motivation. When launched strategically, education and incentives tip the scale towards desired behavioral outcomes.

ACCESS

Provide access to services and amenities to enable associates to drive electric & drive less

There are many different services and amenities that you can offer at your workplace to support those who drive electric and drive less to work. We encourage you to evaluate these options and implement those that will make the biggest difference for your associates.

This section focuses first on enabling rapid EV adoption in your workplace. Then, content pivots towards highlighting a robust menu of innovative and cutting-edge smart mobility service providers. Each provider has a unique value proposition.

Consider how to build access for your workplace needs and culture.

MULTIPLE EV CHARGING OPTIONS



Level 1 chargers use standard 120V electrical outlets. 120V circuits are also used by most home electronics.

1 HOUR = 5 MILES

@ HOME



Level 2 chargers use 240V electrical circuits. 240V circuits are also used by electric dryers & electric stovetops

1 HOUR = 25 MILES

@ HOME, PUBLIC OR WORK



DC Fast Charger direct current fast chargers use ultra high-power 480V circuits at public charging stations.

10 MINUTES = 40 MILES

@ PUBLIC STATION

WHY DRIVE ELECTRIC?

Driving electric vehicles not only provides a better driving experience, but the convenience of not needing to stop at gasoline stations or tend to frequently required maintenance. Just like a cell phone, owners can plug their EV in at home, at work, or while running errands.

- No More Oil Changes
- More Affordable to Operate
- \$1.10 per Gasoline-Gallon Equivalent
- Zero Tailpipe Emissions
- Fewer Life-cycle Emissions than non-EVs
- Fast Acceleration and Fun to Drive!

View an example flier showing the benefits of driving electric [here](#).

PROMOTE EV CHARGING

Ensured convenient access to charging infrastructure at work is critical for increased EV adoption. **The U.S. Department of Energy estimates that associates with access to workplace charging are 6 times more likely to buy an EV than those who do not.**

Incentives and education to encourage EV adoption are detailed in the subsequent sections. Incentives will help increase access while educational engagement will provide opportunities for understanding and testing EVs.

The Electrification Coalition is a close partner of Smart Columbus and their expert team provides coaching on planning and installing charging stations. Connect your facilities/fleet team with Natalia Swalnick to strategize about charging infrastructure providers, etiquette policies, expected costs, and other technical details: nswalnick@electrificationcoalition.org

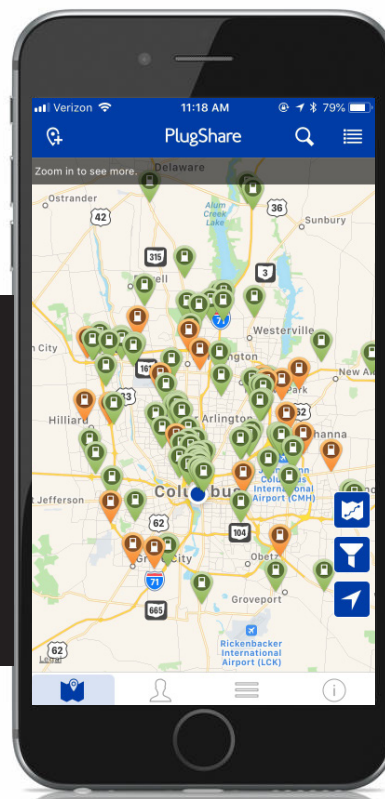
As a Mobility Ambassador, we don't ask you to take the lead on installing new charging stations. However, you are encouraged to:

1. Incentivize and educate on EV charging.
2. Serve as a connector for your facility and fleet team to external planning/ technical assistance resources.
3. Help your company keep this commitment top of mind.



PRO TIP:

You can be the internal expert at the office on local charging infrastructure by downloading the free PlugShare App today! PlugShare is an excellent resource showing the full network of charging stations available throughout the Columbus region and around the country.



SMART MOBILITY SERVICE PROVIDERS

There are a growing number of alternative transportation options for driving less, enabling people to confidently transition from owning an internal combustion engine (ICE) vehicle to owning a mobility package.

Services marked with () were introduced through direct partnership with Smart Columbus.

VANPOOL//CARPOOL:

Vanpool

Operated by the Mid-Ohio Region Planning Commission (MORPC), a Gohio Commute [vanpool](#) is a group of commuters who travel to work together on a regular basis in a commuter van. Riders share an affordable monthly fee that covers use of a van, insurance, maintenance, roadside assistance, and prepaid fuel. Participants meet at a designated location and share driving responsibilities. Qualifying vanpools are eligible for a federal subsidy distributed through MORPC.

Contact: Patty Olmsted, palmsted@morpc.org

Service Area: 15-County Region

Carpool

Save money and build meaningful relationships through the Gohio Commute [carpooling](#) app designed to link commuters through an algorithm within the platform. Work sites may create a sub-network for private workplace carpooling.

Contact: Patty Olmsted, palmsted@morpc.org

Service Area: 15-County Region

Waze Carpool

Associates can save money and time with the new [Waze Carpool](#) service. Download the app and join for free as a rider or a driver. Carpooling can be limited to associates within the same company or associates can match with others sharing similar interests and schedules.

*Commute with Enterprise

[Commute with Enterprise](#) can help employers identify vanpooling candidates and create vanpools with rotating driving responsibilities. Enterprise contracts with MORPC to provide vanpools for the Gohio Commute program and currently has over 30 vanpools operating in the region. If your company is interested in expanding a smart mobility service to another market, this may be an option worth exploring!

Contact: Karen Lankfer, Karen.B.Lankfer@ehi.com

Service Area: Nation-wide

*Scoop

[Scoop's](#) Managed Carpool Program enables employers to implement an impactful carpooling solution. Scoop also offers marketing resources to help drive associate adoption as well as reporting and analytics to help you measure usage, single occupant vehicle commute reduction, emissions reductions and more. Start-up costs are \$1 per head and are adjusted after the platform is established.

Contact: David Weisman, david@takescoop.com

WHAT'S UP WITH MICRO-TRANSIT?

Micro-transit provides skilled drivers and vehicles for wifi-enabled convenient 4 to 14 seat commuting solutions to fill in transit service gaps. A best practice is for companies to pay a portion of a micro-transit service use fare to ensure associates have some skin in the game while providing a carrot encouraging use. Each workplace should survey associates to understand how much associates would be willing to pay into the service. Associates can reclaim their time with these services since someone else is driving and they have wifi.

TRANSIT:

COTA

Get more done by freeing up some time on your commute. With free Wi-Fi and real-time bus tracking via the Transit App, COTA riders can catch up on emails or watch their favorite show on the way to work. Get around downtown and the Short North easily on CBUS – it's free! Zip up and down Cleveland Avenue on the new high-frequency CMAX, or travel between the airport and downtown on the AirConnect bus. Cyclists can easily store their bikes during the ride, and in 2018 buses will have mobile fare payment options for even greater convenience. Visit COTA's [website](#) to check out how to catch the bus and see fares.

Contact: Sean Williams, WilliamsS@cota.com.

Service Area: Find a convenient route [online](#)

Downtown C-pass Program

Since June 1, 2018, eligible downtown companies can offer unlimited COTA bus access to associates at no additional cost to their organization or associates, thanks to Capital Crossroads Special Improvement District (SID), Mid-Ohio Regional Planning Commission, and corporate partners.

Contact: Kacey Brankamp, kcbrankamp@sidservices.com

Service Area: View [online](#) map to see if your downtown workplace is eligible to participate

MICRO-TRANSIT:

EmpowerBus

[EmpowerBus](#) is a micro-transit social enterprise that utilizes transportation to make a difference in the economy and the community. It strengthens the roads to social mobility by providing dignified, reliable, and on-time transportation to and from work, education, and healthcare.

Contact: hello@empowerbus.com

SHARE

[SHARE](#) works with employers to establish shared-commuter routes with no vehicle transfers. SHARE helps employers manage scheduled and recurring transportation for associates. A new route can be started with as few as 4 riders. Employers can subsidize, pay the full cost of the ride, or allow associates to pay directly. SHARE rides are a qualified, pre-tax Transit Pass Benefit. To help employers start their Smart Mobility Benefits Program, SHARE is providing a pre-launch package at no-cost. SHARE's Employer Launch package includes: route analysis, associate sign-up page, and an on-site event.

Contact: Ryan McManus, ryan@ridewithshare.com

SMART MOBILITY SERVICE PROVIDERS

SHARING SERVICES:

CoGo Bikeshare

Biking is quick, convenient, and healthy. CoGo annual memberships enable associates to grab a bike from any docking station and take unlimited 30- minute rides during their commutes or lunch breaks. This service is \$8 per day or \$75 per year for 30 minute rides, with an additional \$3 per subsequent 30 minutes. CoGo currently has 72 stations and over 600 bikes in Columbus, Bexely, Grandview Heights, and Upper Arlington.

Contact: Info@cogobikeshare.com

Service Area: View [online](#) map for an updated showing of stations

*Zipcar

[Zipcar](#) gives you on-demand access to drive cars by the hour or the day in cities, airports, and campuses around the globe. It is as simple as: join, reserve, tap and drive. Employees can sign up directly, or employers can create business accounts. Either way, you'll get access to self-service cars parked all over the city and the world. Plus, gas and insurance are always included. Zipcar provides 24/7 access to a wide variety of vehicles near you and in 31 other major cities.

Contact: Sabrina Sussman, ssussman@zipcar.com

Service Area: There are five Zipcars in the region but service may be expanded through contracting.

*Envoy

[Envoy](#) is the leading provider of on-demand shared electric vehicles. Envoy vehicles are located in dedicated parking spaces at apartment complexes, hotels, workplaces and more. Maintenance and cleaning are handled by Envoy. Envoy provides a turnkey solution that includes EV infrastructure and an all electric fleet accessible to a sub-network of approved users via the "Envoy There" mobile app.

Contact: paul@envoythere.com

*Lime

From smart bikes to e-assist and electric scooters, [Lime](#) offers smart mobility fleet options. Lime eliminates docking stations by providing a flexible system of bikes and scooters that can go anywhere. Lime is absolutely free for cities, college campuses, and employers in all communities. Users pay per the minute and business accounts are available.

Contact: kyle@limebike.com

Bird

Bird is a reliable last mile electric scooter rental service. Users pay per the minute.

Corporate Bike Share

In partnership with Pelotonia and roll: Bicycle Company, Acceleration Partners can access a low cost Corporate Bike Share Program, that would include branded Smart Columbus bikes, rider facilities, and incentive programs, that will make Driving Less, by riding bikes, an integral part of a corporate mobility program.

Contact: Stuart Hunter, stuart@rollbicycles.com

ACTIVE COMMUTE:

Bike//Walk

Burn calories and get fit on your way to work by walking or riding your bike. Central Ohio has many protected bike lanes so you can have a care-free ride.

Use MORPC's locally crowd sourced bike map available [online](#). Yay Bikes! is another great local resource on cycling education.

RIDE HAILING:

Lyft & Uber

Lyft and Uber enable associates to request a ride within minutes, enabling them to park once and travel to meetings or appointments without adding to traffic congestion. Both services offer corporate accounts to help associates move about their days.

Lyft Contact: Demetrius Thomas,
demetriusthomas@lyft.com

Uber Contact: www.uber.com/business

Yellow Cab

[Yellow Cab of Columbus](#) is a vehicle for hire service used by individuals and small groups of passengers for rides between locations of their choice. Yellow Cab purchased all electric Chevy Bolts and is investing in further electrifying their fleet.

Contact: Jeff Kates, jkates@columbusyellowcab.com

Service Area: Central Ohio

EMERGENCY RIDE HOME (ERH):

Car or vanpooling, transit, biking and walking are economical and sustainable ways to commute to work, but what happens if you have an emergency, become ill, or have unexpected overtime and cannot make your rideshare arrangement home from work? These are common concerns raised by associates used to their SOVs. Never fear though- there is a simple solution- emergency rides home!

MORPC Gohio ERH

Register for up for four free ERH trips a calendar year through MORPC's Gohio Commute program. This [service](#) assures commuters they won't be stranded at work in the case of emergency. Interested users need to apply for the program. Once approved, simply log in and request your taxi ride. No payment will be required - even the tip is covered!

Contact: MORPC Gohio Commute, gohio@morpc.org

Micro-Transit ERH

Many micro-transit companies also provide an ERH for riders. Proactively promote these options for your associates.



SMART MOBILITY SERVICE PROVIDERS

BENEFIT PLATFORMS:

Data platforms streamline associate behavior tracking, benefit deployment, and reporting to ensure SOV reduction program performance is easily and accurately measured.

Platforms integrate with HR roster feeds and internal reward systems. Parking cash-out programs may also be deployed through integrated platforms and additional services like carpool matching are available. Data aggregated through these platforms can be used to communicate the impact of smart commute programs to associates, leadership, and external stakeholders. Integrated platforms allow for targeted communications and incentives that can be used to drive behavior change.

Luum

Luum is an enterprise commute management platform that helps employers engage with associates to optimize their daily commute. Those working in and around growing cities understand how traffic congestion, parking hassles, and gaps in intermodal solutions create costs and frustration for employers and associates alike. Luum's platform is integrated with HR, payroll, single sign on, parking, shuttles, and various third-party mobility providers. Through Luum, employers deliver a comprehensive and personalized commute benefit to associates, understand associate commute activity and preferences, make a range of alternative commute modes available, and motivate behavior change. In addition, Luum reinforces a culture of wellness and community health via active transportation and lower greenhouse gas emissions. Luum is a proven solution for employers looking to maximize real estate utilization, improve the employee experience, streamline administrative workflows, and reduce SOV trips.

Contacts: Kelly Hostetler, kelly@luum.com
Marko Iljadica, Marko@luum.com

Gohio Commute

Gohio Commute, a program of the Mid-Ohio Regional Planning Commission (MORPC), equips commuters and companies with resources to help them explore multi-modal commuting options available throughout Ohio. Features of the platform include public or private ride matching, an emergency ride home service, and incentive campaigns. MORPC offers complimentary consultations and uses the software platform to help employers customize a commuter benefits package for their associates. Use of the platform is free of charge for Central Ohio employers.

This service leverages the RideAmigos platform- a customized software solution for collecting and using commuter data to decrease SOV commutes.

More information is available [online](#).

Contact: Patty Olmsted, palmsted@morpc.org



LOCAL BENCHMARK:

Battelle launched an incentive program in Q4 2018 through the Gohio Commute Platform awarding associates logging non-SOV commutes with \$50 gift cards to a locally available smart mobility service like Lyft or Uber. These incentives were partially funded through the Ignite Action Fund.

COMMUTER APPS:

Transit Tracker - Columbus App

This free app will help you get around using COTA in the greater Columbus area.

PULLL

Launched in May 2018, Pelotonia's new app gamifies cycling, running and walking to allow users to fundraise while using alternate modes of transportation. Companies can set up corporate challenges and incentives for associates to cycle, run or walk to work specifically.

Contact: Joe Apgar, japgar@pelotonia.org

Smart Columbus Multi-Modal Trip Planning Application

Columbus residents do not have access to a system that allows for the seamless planning of, or paying for, a trip involving multiple transportation service providers. The multimodal trip planning application will make multimodal options easily accessible to all by providing a robust set of transit and alternative transportation options including routes, schedules and dispatching possibilities. The application will allow travelers to request and view multiple trip itineraries and make reservations for shared-use transportation options such as bikeshare, transportation network companies and carshare.

Using the multimodal trip planning application, users will be able to compare travel options across modes, plan and pay for their travel based upon current traffic conditions and availability of services. Payment for transportation service providers and parking providers will be processed through a common payment system that may be the first of its kind in the United States.

This is one of the core [projects](#) for the Smart Columbus initiative and will be an asset to all employers launching smart mobility programs. Version 1.0 will go live in 2019.



EDUCATION

Inspire behavior change through meaningful engagement

Many people are not fully aware of EV models, personal advantages, or incentives. Others may be unaware of the wide range of smart mobility options. However, other associates may be very excited about EVs and only need to decide which vehicle they want to purchase. It's your role to help your associates move through the phases of the consumer journey from awareness to loyalty.

The Smart Columbus team has a variety of educational programs available at no cost to you.



LET US HOST YOU AT THE EXPERIENCE CENTER

In June 2018 we opened the Smart Columbus Experience Center, a new destination on the Scioto Mile where you'll see, touch and hear about the future of mobility in our great city, and discover the ways you can be a part of this exciting ride. Partners are encouraged to bring their associates for a learning session or host an event/meeting in our space.

Contact:

McKinzie Harper, mkh@columbuspartnership.com

PROMOTE OVERNIGHT/EXTENDED TEST DRIVES

Coordinate an overnight Executive Ride to help your Executive team increase EV adoption.

Contact:

Zach McGuire, zm@columbuspartnership.com

HOST A RIDE & DRIVE

Host a Ride & Drive in 2019 to give your associates an opportunity to experience the benefits of electric vehicles. The Smart Columbus team will work with you to customize the experience based on your unique needs and organizational culture.

Contact:

Alex Slaymaker, as@columbuspartnership.com

INVITE US TO SPEAK

Schedule lunch and learn, breakfast, or meeting presentations on EV adoption and alternative commuting options. Presentations available in 30, 60, and 90 minute formats.

Contact:

Alex Slaymaker, as@columbuspartnership.com



PRO TIP:

Align scheduling for a Ride and Drive event with the announcement of other EV and smart mobility initiatives for maximum impact. High alignment means higher impact results for fewer minutes of work – a major win-win.

HOST A COMMUTER CHALLENGE TO GAME-IFY SOV REDUCTION

The Commuter Challenge is a competition in which individuals can win prizes by replacing driving alone trips with alternative modes of transportation. Eligible commute modes include: ridesharing (both carpool and vanpool), transit, biking (including CoGo bikeshare), or walking. By logging their eligible trip on the Gohio Commute platform, associates may be eligible to win daily prizes, as determined by your business. MORPC does not provide the prizes.

Contact: Patty Olmsted, polmsted@morpc.org
Service Area: 15 County Region





PLAN AN EVENT TARGETING THOSE MOST LIKELY TO ADOPT

Consider hosting a geographically targeted event focused on mobility options for a associates living in a specific neighborhood. For example, if your business has a large number of associates from Grandview but your office is located downtown, consider hosting a happy-hour event in Grandview (with free drinks of course) focused on sharing non SOV commuting options for that specific group. The event can also be used to address any fears or concerns they may have and connect potential car/vanpool groups.

Or, target educational events to associates on specific stages of the Consumer Journey. For example, host a special event for new EV owners in your company to help them get from adoption to loyalty. If anyone from your leadership team has an EV, invite them to kick-off the event! Once EV owners enter the loyalty stage of the Consumer Journey, they will become great internal champions - helping do your work for you!

MOTIVATION

Launch Successful Mobility Benefits

Mobility Benefit Packages will be unique to each company and should make it easier or more preferred to 1) purchase an EV and 2) reduce SOV commutes. The goal is to change the way your associates get to work.

A balanced Smart Mobility Benefits Package reduces barriers while enhancing associate access, education, and motivation. Consider offering benefits to part-time associates as well as full-time. Demonstrate leadership by pushing to launch some or all benefits enterprise-wide so other sites can reap the benefits of cost savings from reduced parking demand, talent attraction/retainment, increased associate productivity, and job satisfaction.

Incentives developed and offered by your organization should be complemented with incentives from other businesses (i.e. rebates from vehicle manufacturers).

EV ADOPTION INCENTIVES

★ LOCAL BENCHMARK:

In 2018, Alliance Data announced a reimbursement program providing \$2,000 post-tax for the first 15 associates working in Central Ohio who purchased or leased a plug-in electric vehicle.

Less than 3 months into the program, 15 local associates already went electric. But Alliance Data didn't just make the incentive available to local associates- they offered a \$1,000 discount enterprise-wide. Two associates working outside Central Ohio also submitted for a rebate. This incentive was partially funded through the Ignite Action Fund.

SHARE EV FEDERAL TAX CREDITS

Educate associates about the federal Tax Credit for all EVs sold in the United States. This credit includes **up to \$7,500 for purchase of a BEV and \$4,500-\$7,500 for PHEVs.**

List of manufacturers and vehicle models, and their corresponding incentive: <https://www.irs.gov/businesses/qualified-vehicles-acquired-after-12-31-2009>

Form 8936

PROMOTE OEM GROUP BUY DISCOUNTS

Group purchase discounts require minimal organizational resources to deploy. Share OEM group purchase discounts with other employment benefits. To sign up for these group purchase rates, have your HR department reach out to an OEM directly.

Nissan LEAF \$3,000 Off: Cynthia Maves, cynthia.maves@nissan-usa.com

Other Discounts: Zach McGuire, zm@columbuspartnership.com

DEVELOP/ SHARE INTERNAL INCENTIVES

Provide and promote **preferred parking** for associates driving EVs, carpooling, or vanpooling. Free workplace charging also provides a great incentive to go electric. Associates with access to free workplace charging at **600% more likely to go electric.**

Consider additional **financial incentives** for EV and/or mobility adoption, with support from the Ignite Action Fund program.

SECURE FUNDING

Apply for funding through Smart Columbus' competitive match **grant program- the Ignite Action Fund-** for projects supporting your smart mobility and EV adoption program. Proposals should include thorough tracking and reporting plans. Ignite dollars will match up to **\$15,000** of individual company spend toward incentive programs. Ignite winners also enjoy additional positive exposure in the community

SOV REDUCTION INCENTIVES

Combine multiple strategies for maximum impact.

DIRECTLY SUPPORT NON-SOV OPTIONS

Provide **subsidized or free access** to COTA, vanpool/ carpool, or micro-transit services. Offer **business account** access for work trips using alternative transportation (i.e. Lyft, Lime).

SAVE WITH PRE-TAX DEDUCTION

Offer up to **\$260 a month pre-tax** for alternative commuting (i.e. micro-transit, COTA) through HR. Businesses with large parent companies outside the region may already offer this.

PARKING CASH-OUT

Support carpooling and smart mobility by allowing associates the **annual option to 'cash-out'** of a free or reduced cost parking spot at work. Parking cash-out programs can **reduce parking demand by as much as 45%**. Reduced parking demand may drive substantial savings due to avoided costs.

REWARD NON-SOV COMMUTES

Incentivize SOV reduction **per day** on a **tiered system with greater rewards for zero emission trips**. Or, offer incentives requiring a set number of non-SOV trips per month. For example, associates using a non-SOV form of transportation for their commute 4-8 times a month may win a gift card or another incentive like **dress down days, PTO, or a free lunch**.

PRODUCTIVE COMMUTE POLICY

Offer a policy allowing associates to **start their work day when they start their commute** on a wifi-enabled non-SOV form of transportation. This policy allows associates to spend more time with family/friends and less time stuck in traffic.



LOCAL BENCHMARK:

The Columbus Zoo has a Green Drive program focused on providing access and encouraging use for non-SOV commuting options through incentives.

Their program includes commuting bike purchase rebates, carpooling rebates, and more. In addition, the Green Drive program includes an EV purchase/lease incentive of \$1,000 and a home charging station rebate of \$200. These incentives are partially funded through the Ignite Action Fund.



ENCOURAGE CYCLING

Offer and promote branded **helmets**, workplace showers/changing rooms, and/or a **DIY bike repair station** complete with a pump and basic repair tools. Ensure secure and **convenient storage** for bicycles. Consider indoor and outdoor options since indoor storage may not be highly visible to guests, but outdoor storage may be exposed to the elements.

OFFER A FLEX FLEET VEHICLE

Providing a **flex fleet vehicle** allows associates to drive to meetings even if they don't drive a SOV to work. Some companies also offer **internal fleets** of **e-scooters** or **e-bikes**. Envoy provides electric shared vehicles for company fleets.

COMMUNICATIONS TIPS

Activate associates through a **tailored, multi-platform, and sustained** internal communications plan. The following actions should all be considered in your plan: survey deployment, education, EV test drive events, benefit package provision, and program results. Consider how to launch your overall campaign in a big way and how to ensure sustained engagement with associates. Use survey results to create strategic **streams of messaging** to ensure you reach associates who are interested in saving money and time, along with associates looking for healthier or eco-friendly lifestyles.

Leverage the Smart Columbus **open brand** to create digital fliers, graphics, and copy for your initiatives. Access Smart Columbus brand guidelines, logos, photos, overview slides, and more via [Dropbox](#).

TO-DO:

- ☐ Engage Executive Leadership
- ☐ Promote through Intranet & Internal Messaging
- ☐ Message via Emails & E-Newsletters
- ☐ Inspire High Participation through Competition
- ☐ Educate in Employee Onboarding Presentations
- ☐ Display Posters in Breakrooms & Elevators



LOCAL BENCHMARK:

The Motorists Insurance Group and CAS regularly promote Smart Columbus and smart cities related events and content via an intranet site and other internal communication channels.

As an Acceleration Partner, your company has buy-in from leadership to advance Smart Columbus aligned initiatives. There are many ways executives can enhance a communication strategy.

- **TOPICS:** Executives play an important role in announcing your partnership with Smart Columbus, sharing the vision of how your company will lean into the future of transportation, launching new services, recognizing leaders, and sharing progress to goal updates.
- **STREAMS:** Town Halls, intranet, and all-staff emails are communication tools executives use to communicate with associates. Another creative option is to host a discussion for associates to attend about the future of transportation in the community and company with a senior leader and leadership from Smart Columbus.

Smart Columbus Retweeted



L Brands @L_Brands · 18 Apr 2018

@L_Brands welcomes @SmrtCbus for our first ever EV Ride & Drive event! #SmartIsJustTheStart



STEPS FOR SUCCESS

Now you have the inspiration, tools, and resources to make progress on your organization's EV adoption and smart mobility commitments. The Smart Columbus team is here to provide connections, communication tools, educational opportunities, and resources for your journey.

As the Mobility Ambassador for your organization, you are in a critical role for program success.

By offering education, implementing a benefits package, measuring impact, and reporting, your company feeds into achieving key performance indicators for the Smart Columbus initiative.

You're helping propel our community into the future!

→ Q1 2019: GET ORGANIZED

- ☐ HELP SENIOR LEADERSHIP MOBILIZE A CROSS-DEPARTMENT INTERNAL TEAM WITH A BI-WEEKLY MEETING CADENCE MINIMUM.
- ☐ COLLECT SURVEY BASELINE DATA ON ASSOCIATE BEHAVIOR USING QUESTIONS IN APPENDIX A.
 - # ASSOCIATES IN LOCAL WORKFORCE: _____
 - # ASSOCIATES DRIVING ELECTRIC BEFORE / AFTER 2017: ____ / ____
 - # ASSOCIATES DRIVING ALONE TO WORK: _____

- ☐ SUMMARIZE EXISTING SMART COLUMBUS ALIGNED PROGRAMS AND INFRASTRUCTURE USING THE ASSESSMENT IN APPENDIX B.
 - 1) PROGRAMS:
 - 2) INFRASTRUCTURE:

→ Q1 2019: PLAN, EXPLORE & SCHEDULE

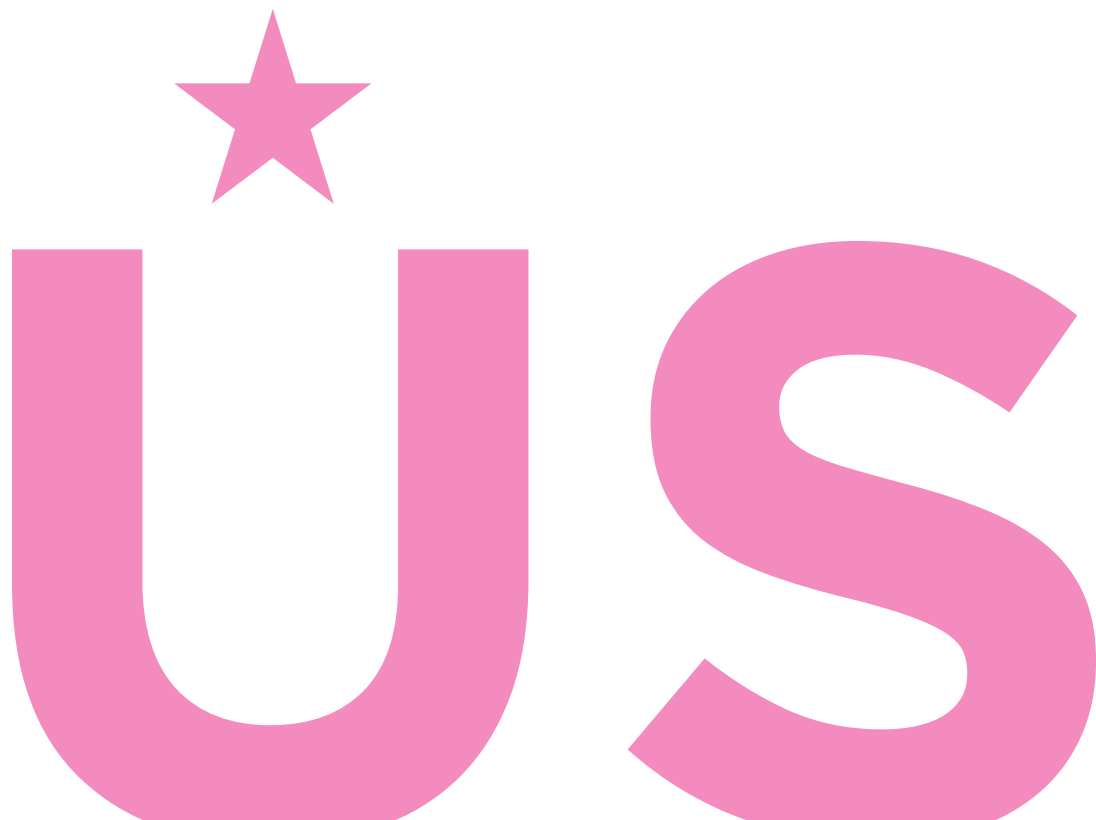
- ☐ EMAIL KINZIE HARPER (MKH@COLUMBUSPARTNERSHIP.COM) TO SCHEDULE A VISIT TO THE EXPERIENCE CENTER IN 2019.
- ☐ EMAIL ALEX SLAYMAKER (AS@COLUMBUSPARTNERSHIP.COM) TO SCHEDULE A RIDE & DRIVE EVENT FOR 2019.
- ☐ WORK WITH HR TO DESIGN A MOBILITY BENEFITS PACKAGE TO LAUNCH Q1 2019 FOCUSED ON SOV SOLUTIONS & EV ADOPTION.
- ☐ PROMOTE OVERNIGHT TEST DRIVES TO LEADERSHIP.
- ☐ EXPLORE OFFERING ASSOCIATES OEM GROUP BUY OPPORTUNITIES.
- ☐ CREATE A HOLISTIC COMMUNICATIONS STRATEGY FOR SMART COLUMBUS ALIGNED INITIATIVES.

→ **Q2-Q4 2019: EXECUTE & MEASURE SUCCESS**

- ☐ LEAD INTERNAL ACTION TEAM ON PROGRAM PLAN EXECUTION.
- ☐ UPDATE LEADERSHIP AND SMART COLUMBUS ON PROGRESS.
- ☐ ISSUE ASSOCIATE SURVEY OR OTHER CHECK-IN MECHANISM IN Q2/Q3 2019 TO MEASURE PROGRESS AND ADAPT INTERVENTIONS.

→ **Q1 2020: CELEBRATE**

- ☐ ISSUE ASSOCIATE SURVEY IN Q1 2020 TO MEASURE AGAINST COMPANY AND PROGRAM GOALS.
- ☐ CELEBRATE YOUR SUCCESS!



THANK YOU

Now you have foundational knowledge of the program and opportunities to drive behavior change. Feel free to reach out to our team for customized coaching.

Alex Slaymaker, as@columbuspartnership.com

APPENDIX A:

Employee EV/ Smart Mobility Attitude & Behavior Survey

For consistency, this survey should be used to measure attitudes and behaviors prior to implementing Mobility Ambassador initiatives. Also, the same survey should be used to measure behavior changes every 6 months through the end of 2020. Ensure any changes to survey questions don't undermine your ability to compare data over the next two years or measure commitment fulfillment. This formal attitude survey should be coupled with an informal review from the Mobility Team around business culture.

1. What is the roundtrip distance for your commute to work each day?

- <5 miles
- <10 miles
- <25 miles
- <50 miles
- 50+ miles

2. 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

3. 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

4. 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 answer option.

- 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

5. 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:

6. 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
- More bus times/stops
- Easier way to find car or van pool partners
- Financial incentives (reduced fare, bonuses, other rewards, etc.)
- Premium parking (i.e. EV/ carpool priority spots)
- Gain productive work/ personal time
- Other:

7. If you currently drive a plug-in electric vehicle (PEV) to work, when did you purchase it?

- N/A
- Before 2017
- After 2017

8. Are you considering purchasing a vehicle in the next 2 years?

- Yes
- No

9. Are you considering purchasing a plug-in electric vehicle (PEV) in the next 2 years?

- Yes
- No

10. 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

11. Would you be willing to pay for the electricity to charge your plug-in electric vehicle (PEV) at work?

- Yes
- No

12. If you had access to a wifi-enabled transit service that picks you up close to home would you take it?

Yes

No

13. If you had a matching tool for convenient carpool/ vanpool services with colleagues would you use it?

Yes

No

14. Do you pick-up or drop-off family/ children on your commute?

Yes

No

APPENDIX B:

EV / Smart Mobility Site Assessment

Questions below may be used to help paint a more cohesive picture of existing programming and infrastructure. Complete this assessment for each location where you have over 200 associates in the 7-County area of Central Ohio. This tool is designed to track information to fulfill your Smart Columbus Commitments along with additional helpful questions to ensure your team will have the basic data required to achieve your goals.

Site Name:

Employee Profile:

1. How many associates do you have at the location of focus?
2. What is the estimated percentage of staff who work each shift at the location of focus?
3. What percentage of your associates are salaried vs. hourly at the location of focus?

Infrastructure:

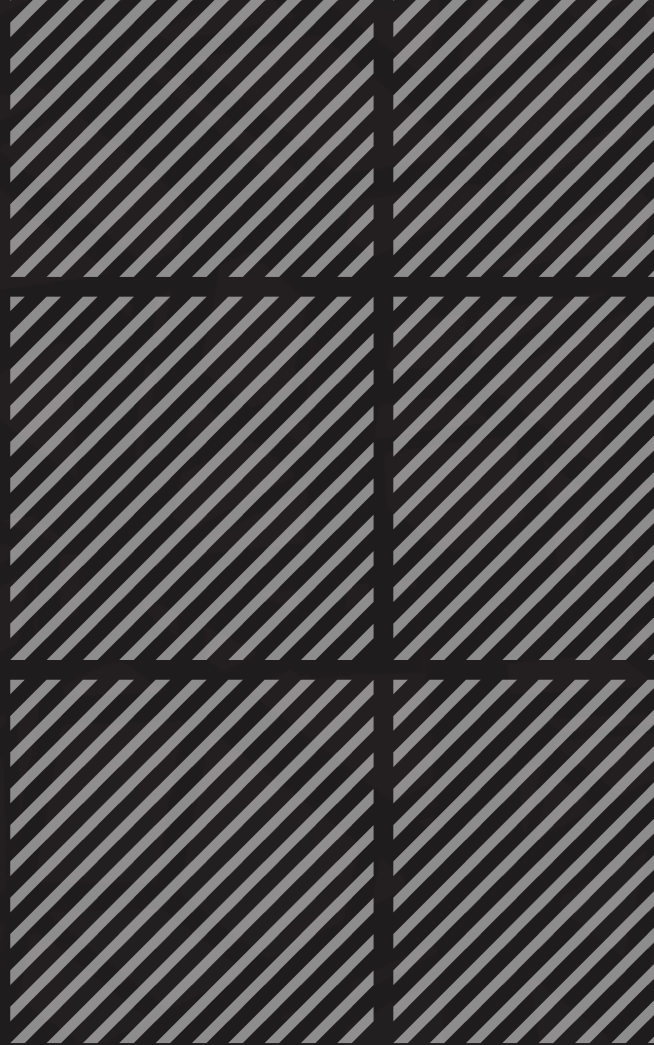
4. Does your business own the property where your associates park?
5. Do associates pay for parking? How much?
6. Do associates have access to EV charging at the location of focus?
7. What type of alternative transportation options are accessible (within 1 mile) from the location of focus (i.e. COTA bus stop, bikeshare, etc.)?
8. What type of bicycling amenities are available onsite (i.e. outdoor racks, racks protected from elements, lockers/ showers, bike repair station)?

Incentives/ Benefits:

9. Is a pre-tax benefit offered to associates for alternative transportation use?
10. What current benefits are provided to associates for transportation (i.e. preferred parking, financial incentives)?

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