



## **SMUD Drive Electric Ride and Drive Series Follow-Up Report** **International Auto Show – Cal Expo** **Friday, October 20, 2017 – Sunday, October 22, 2017**

### **Summary**

The fifth and final SMUD Drive Electric Ride and Drive event was by far the most successful in the SMUD Ride and Drive series. Over three days, 750 participant waivers were signed with several individuals choosing to drive multiple vehicles. The static display was consistently busy with individuals and families truly interested in the future of electric vehicles. Thanks to the incredible partnership between SMUD, CAT, SacEV, and dealers throughout the greater Sacramento region, attitudes towards electric vehicles are changing and behaviors are shifting toward a more sustainable future with a decreased reliance on gas-powered vehicles.

SacEV Ambassadors and Interns, as well as UC Davis students, were a tremendous help in registering ride and drive participants, directing participants to the ride and drive space, promoting the event throughout the International Auto, sharing electric vehicle and rebate knowledge, and managing the ride and drive line. SMUD employees were an huge help in taking participants on ride and drives, assisting with the registration and breathalyzer process, educating riders and drivers on the details of each vehicle, and staffing the SMUD booth in the static display building. The staff was dedicated to the event mission throughout the entire three-day show and exuded positivity, enthusiasm, and excitement!

The SMUD Drive Electric Ride and Drive at the International Auto Show kicked off each day at 10:00 am. The registration and survey process ran smoothly with few delays or glitches. The location of the event was ideal directly next to the main gate of Cal Expo. The ride and drive hosted ten electric vehicles from six local dealers. The location of the static display in building two offered an excellent transition from the ride and ride space into an experience with latest in electric vehicles. SacEV members were able to engage in 1,300 conversations over three days in the static display. The static display showcased 13 electric vehicles and three e-motorcycles.

### **Data**

Number of attendees: 3000+

- 750 waivers signed
- 605 Pre Surveys
- 312 Post Surveys
- # of Riders: 145
- # of Drives: 605

### **The following dealers provided vehicles**

- Chrysler Corporate
- Downtown Ford
- E-Power Sports Elk Grove
- Folsom Lake Ford
- Folsom Lake Kia
- Folsom VW



- Future Nissan Folsom
- Niello BMW
- Niello VW
- Nissan of Elk Grove
- Northern California Kia – Corporate
- Roseville Chevy
- Roseville Toyota

## Cars in the Ride and Drive line-up (as reported in post-survey)

- (2) Kia Soul (31)
- (2) Nissan Leaf ( 7)
- BMW i3 (108)
- Chevy Bolt (93 )
- Chevy VOLT (75 )
- Ford Focus ( 36)
- Ford Fusion (18)
- VW e-golf (89)
- Additional cars ID'd (12)

## Cars in the Static Display

- (3) e-Motorcycles
- BMW i8
- BWMi3
- Chevy Bolt
- Chevy Volt
- Ford Focus (sold and removed from show on Friday)
- Ford Fusion
- Kia Soul
- Pacifica e-Mini Van
- Tesla S
- Tesla X
- Toyota Prius Prime
- VW e-golf

## Incentives

- 2-year lease on Nissan Leaf Sweepstakes
- (3) “popular tablets” – one per day
- Tire gauges
- Fidget spinners

## SAC EV Static Display Vehicles

- Chevy Volt
- Tesla Model S
- Tesla Model X



## Volunteer Support

- SAC EV Support
  - (7) interns to support ride and drive
  - (10+) Sac EV volunteers answering questions in static display area
  - Sac EV Volunteers reported 1,300 conversations about EVs
- UC Davis Interns
  - (3) College Students – all three days

## **Survey Results**

- 61% had never driven an EV;
- 75% had positive and somewhat positive perceptions of EVs; after the test-drive it was 92%;
- 20% were planning on purchasing a new car in the next 3 months to a year;
- 78% identified gas powered cars as their most frequent mode of transportation;
- 51% are SMUD customers;
- Quiet Ride (71%) great performance (52%) no emissions (37%), it was fun (55%), and style and comfort (34%) were the top "likes";
- Saving money (65%), carpool lane access (64%) and environmental benefits (66%) were top features and incentives people identified;
- 28% were very familiar with utility pricing for EV charging; and 37%; were very familiar with home charging. 35% were very familiar with the different modes of charging;
- 9% said they were planning on buying an EV; 53% said they were just curious;
- 65% said they were very or somewhat likely to consider an EV after test-driving one;
- 53 people opted in with legitimate email address for a follow-up survey!

## **Marketing**

The SMUD marketing team worked in tandem with Charge Across Town to create a multi-pronged campaign geared toward attracting individuals looking to learn about electric vehicles for the first time and enthusiastic electric vehicle lovers alike. SMUD promoted the event by placing an advertisement in the Sacramento Bee, through an insert in the SMUD monthly bill, on the SMUD.org website, and through social media. Digital billboards outside the main entrance to Cal Expo displayed ride and drive information all three days of the event. SMUD created several pieces of collateral to promote the ride and drive within the International Auto Show as well. Half sheet flyers were produced to handout to participants listing the cars available in the ride and drive and the location of the ride and drive. Directional signage was created and placed next to four SMUD wrapped vehicles to promote the ride and drive. Large feather flags and a SMUD Drive Electric banner helped direct participants into the ride and drive tent. SMUD offered free tire gauges, a free "popular tablet" and continued their 2 year Nissan Leaf Sweepstakes as incentives to increase participation. At the completion of the ride and drive, drivers were offered SMUD fidget spinners for completing the post survey.

## **Additional Comments**



The spaces created by the SMUD team for the ride and drive and the static display were precisely executed. Attention to detail was paid on all levels to ensure a successful event. The placement of the ride and drive vehicles, the site of the participant tent and the ride and drive course all ensured the upmost safety and security of everyone involved. The ride and drive course was an excellent balance of smooth straight a ways and challenging curves, giving participants the opportunity to get a feel for how electric vehicles perform. The static display was planned and carried out down to the tiniest detail. The balance of futurist electric vehicles on display and current day electric vehicles for participants to sit in and explore allowed each person to truly experience what electric vehicles have to offer. The addition of the three e-motor cycles from e-power sports in Elk Grove demonstrated that electric vehicles are not limited to cars and vans and that all vehicles, even motorcycles, can be “cool” when transitioned away from gas power. The addition of Clean Vehicle Rebate Program on Sunday allowed participants to learn more about rebate programs and incentives.

Moving forward with this event in the future, additional signage or even a red carpet would be beneficial to lead participants from building two to the ride and drive tent. Stationing interns at both doors in building two might help increase the number of participants choosing to take a test drive or ride. Additional signage outside building two and in the exposition common space would be beneficial as well. Increasing the ride and drive and SMUD visual presence facing the main gate might impact the number of participants. Working closer with Castle Communications or the International Auto host company will be necessary to ensure proper branding, website map accuracy, and correct event timing on entering and exiting the event space.

In conclusion, the International Auto Show was an outstanding event. It is always a rewarding experience to work with a team on people who are passionate about putting on exceptional events and who believe in the purpose of the event.

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