



## **SMUD Drive Electric Ride and Drive Series Follow-Up Report Elk Grove, CA – Nugget Shopping Center Saturday, September 30, 2017 from 10:00 AM – 3:00 PM**

### **Summary**

The fourth event in the SMUD Drive Electric Ride and Drive series was a great success amidst challenging circumstances surrounding securing a location. SMUD, CAT, the Nugget Market in Elk Grove, Sac EV, and Elk Grove EV dealers were able to come together to create an educational and entertaining environment for everyone who attended.

SMUD's used electric vehicle pilot program aimed directly at low-income customers in the Elk Grove area drew a diverse group of individuals and families to the event. The SMUD marketing team worked diligently to promote the ride and drive throughout the Elk Grove area. The Nugget Market was supportive of the ride and drive from the planning process all the way to the execution of the event. They provided a dedicated staff member for the entire duration of the event, cold beverages for staff and dealers, and promoted the event through customer "bag stuffers". Sac EV ambassadors showcased a variety of electric vehicles and were able to engage event participants throughout the course of the event. The event drew people from the Elk Grove community as well as Nugget Market shoppers and SMUD customers. Attendees also heard of the event through a live segment of Good Day Sacramento. The \$10 Nugget Market gift card incentive was a great motivator to encourage attendees to participate in a ride and drive. Gift cards were distributed to all participants for successfully completing the pre-survey, a ride and drive, and post-survey.

The SMUD Ride and Drive event in Elk Grove kicked off at 10:00 am. The time shift to an hour earlier was a great idea and should be followed for future events at similar locations. SMUD and Charge Across Town Staff answered questions from interested individuals before the official start time of the event. The ride and drive concluded at 3:00 pm with a steady stream of participants throughout the day. Dealers were pleased with the number of ride and drives and the quality of each ride. Support from the SMUD Energy Team in both their booth space and the ride and drive was a tremendous asset. The registration and survey ran smoothly, with few delays or glitches. The location of the event was ideal. Several EV's were in the parking lot throughout the course of the day and several questions were fielded regarding upgrading to the next model of specific EV's. The original event format was shifted on event day and worked well as the entrance to the ride and drive was positioned closer to the front of the Nugget Market. Overall, this was a successful event with a consistent stream of interested participants.

### **Data**

Number of attendees: 200+

- # of Riders: 25
- # of Drives: 71
- 96 Ride & Drives total (in-car experiences by both drivers and riders)



## The following dealers provided vehicles

- Nissan of Elk Grove
- Elk Grove Toyota
- Maita Chevy – Elk Grove

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

- Nissan Leaf (24 R&Ds)
- Toyota Prius Prime (18 R&Ds)
- Chevy Bolt (17 R&Ds)

## Incentives

- 75 Nugget Market gift-cards (\$10) given out to drivers and riders who completed the post survey
- 9 Nugget Market gift-cards (\$10) given to staff, interns, dealers for lunch
- 16 leftover cards were returned to SMUD

## SAC EV Static Display Vehicles

- (2) Chevy Volt
- (2) Nissan Leaf
  - (1) additional Nissan Leaf for kids to color on
- Tesla Model S
- Tesla Model X
- Rav4
- Kia Soul EV

## SAC EV Support

- (2) interns to support ride and drive – (2) Sac EV interns
- (10+) Sac EV volunteers answering questions in static display area
- Sac EV Volunteers reported 262 conversations about EVs

## **Survey Results**

- 76% had never driven an EV;
- 82% had positive and somewhat positive perceptions of EVs; after the test-drive it was 98%;
- 31% were planning on purchasing a new car in the next 3 months to a year;
- 80% identified gas powered cars as their most frequently mode of transportation;
- 86% are SMUD customers;
- Quiet Ride (81%) great performance (72%) no emissions (57%), it was fun (53%) were the top "likes";
- Saving money (65%), carpool lane access (57%) and environmental benefits (55%) were top features and incentives people identified;



- Only 13% were very familiar with utility pricing for EV charging; and 23% were very familiar with home charging. 36% were unfamiliar with the different modes of charging;
- 22% said they were planning on buying an EV; 55% said they were just curious;
- 79% said they were very or somewhat likely to consider an EV after test-driving one;
- 28 people opted in with their email address for a follow-up survey!

## Marketing

SMUD worked extensively to market this event to low-income customers in the Elk Grove region. 5,100 direct mailers were sent in the month of September followed by customer emails to promote event attendance. SMUD also implemented a digital marketing campaign, shared social media posts, and promoted the event through SMUD.org. CAT, the City of Elk Grove, and Nugget Market worked to promote the event through social media and company websites. The event also received attention from Good Day Sacramento with a live segment during the event and a spot on the 5 o'clock news. SMUD further supported the event by producing event flyers and bag stuffers for Nugget Market customers. Sac EV shared event information through their newsletter and website.

## Additional Comments

The event layout worked well after adjustments were made the morning of the event. The event space was moved closer to the main entrance of the Nugget Market, after approval by the store manager. The event layout worked well with the SMUD tent creating a formal entry-way flanked by the SMUD wrapped Bolt and the BMW i3. Strategically placed SMUD tenting, feather flags and SMUD branding created a strong visual statement in the parking lot that drew participants to the event. Sandwich boards were placed around the event space to share information about electric vehicles.

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