



SMUD Drive Electric Ride and Drive Series Follow-Up Report Arden Fair Mall 3-Day Ride and Drive Event Thursday, July 12 to Saturday, July 14 11:00 am – 4:00 pm

Summary

In lieu of the California State Fair, Charge Across Town (CAT) hosted a three-day ride and drive event at the Arden Fair Mall in Sacramento. The goal of the event was to improve the customer experience by creating a longer ride and drive route, allow for additional space for key partners, and increase public interest in electric vehicles by offering a free California State Fair ticket as an incentive for participating in the event. The event dates were selected to coincide with the opening of the Cal State Fair.

The SMUD ride and drive kicked off at 11:00 AM on Thursday, July 12 with interest building prior to the event start time. Ride and Drives started at 10:30 am on Friday and Saturday as lines formed early with interested participants. Charge Across Town and SacEV staff answered questions from interested individuals before the official start time of the event. The ride and drive concluded at 4:00 PM each day. In addition to the ride and drive, participants could engage with sales representatives, SacEV ambassadors, SMUD staff, and view showcase cars such as the BMW i8 Roadster and SacEV owner vehicles such as the Tesla Model 3. The registration and survey ran smoothly, with limited wait times for ride and drive vehicles. Participants could ride/drive in one or all the following vehicles: Nissan Leaf, Toyota Prius Prime, BMW i3, Chevy Bolt, Chevy Volt. Pre-survey numbers and post survey numbers were very consistent. Runners were available to help participants get to the survey space. Lunch was provided to staff and dealers.

CAT partnered with the Arden Fair Mall to lease a portion of the parking area and produce the ride and drive event. The lease covered insurance requirements, marketing efforts, and special security detail. The event was set up near the entrance of Sears on the front side of Arden Fair Mall. Three ride and drive routes took participants around the Sears parking lot, around the circumference of the mall and into the surrounding neighborhood connected to the backside of the mall. The Arden Fair Mall provided on-site security, white chain fencing to enclose the event space, and exceptional customer service and support during the planning process and as well as the event itself.

SacEV provided interns for the event, an educational static display, as well as ambassadors to answer questions. California State University, Sacramento also provided interns for the event.

Charge Across Town coordinated all event logistics, staffing, event set-up, management, and teardown.



Data

Number of attendees: 1,000+

- # of Pre-surveys: 247
- # of Post-surveys: 237
- 72% = drivers
- 28% = passengers
- Post survey reported average of 1.59 cars per participant
- 376 in-car experiences

The following dealers provided the electric vehicles

- Niello Corporate
- John L. Sullivan (Chevy and Toyota)
- Elk Grove Nissan

Cars in the line up

- BMW i3 (103 R&Ds)
- Nissan Leaf x 2 (129 R&Ds)
- Toyota Prius Prime (33 R&Ds)
- Chevy Bolt (53 R&Ds)
- Chevy Volt (44 R&Ds)

Dealer Static

- BMW i8 Roadster

Two additional dealer vehicles were initially expected to attend. The Kia Soul from John L. Sullivan was not available because the dealership closed to move locations. The VW e-golf from Niello Corporation was not able to participate due to low inventory on the dealer lot. It is also noted that John L. Sullivan was late to the event all three days, and had to be repeatedly reminded to bring the vehicles.

SAC EV Static Display Vehicles

- Chevy Volt
- Tesla Model S
- Tesla Model X
- Tesla Model 3
- Ford C-Max
- Kia Soul EV
- VW e-golf

SAC EV Support

- (3) interns to support ride and drive - daily



- (5/6) Sac EV interns answering questions in static display area - daily
- (5/6) static vehicles including one dealer vehicle - daily
- Sac EV Volunteers reported approximately 500 conversations about EVs
- Static display vehicles were arranged in a semi-circle and served as an endcap to the event space. The display showcased vehicles not available in the ride and drive line-up, allowed for additional time for participants to look and sit inside EV's, and to learn more about the functions, features, and mechanics of EV's.

Survey Results

- 81% of respondents had no experience riding in an EV prior to the Arden Fair Mall event
- 55% of respondents had a very positive perception of EVs in the pre-survey and 82% had a very positive perception of EVs in the post-survey
- 61% of respondents were SMUD customers
- 80% of respondents live in a single-family home
- 28% of respondents made below \$50,000
- 15% of all respondents drove/rode 3 or more vehicles
- 54% of respondents drove/road in the Nissan Leaf (2 vehicles available). On average that is the equivalent of 21.5 ride/drives per day per vehicle or approximately 4 ride/drives per hours per vehicle
- 75% of respondents preferred the acceleration and performance of driving an EV, while 64% appreciated the comfort, styling and fun factor of driving an EV
- 99% of respondents were very satisfied or somewhat satisfied with the ride and drive event.

Total pre surveys	247	Data below reflects only responses on individual questions, not overall number of surveys taken				
Total post surveys	237					
Pre: Have you ever driven an electric			Pre: Are you a SMUD customer?			
Yes	33%	No	34%			
No	67%	Yes	66%			
Pre: What is your perception of electric			Post: Overall, how satisfied are you			
Very positive	55%	Very satisfied	87%			
Somewhat positive	27%	Somewhat satisfied	12%			
Neutral	17%	Neither	1%			
Somewhat negative	1%	Somewhat unsatisfied	0%			
Very negative	1%	Very unsatisfied	0%			
Post: After your test drive, what is your			Pre to Post change on perception		Net changes	
Very positive	82%	Very positive	27%	Positive	14%	
Somewhat positive	14%	Somewhat positive	-13%	Neutral	-13%	
Neutral	3%	Neutral	-13%	Negative	-1%	
Somewhat negative	0%	Somewhat negative	0%			
Very negative	0%	Very negative	-1%			



Marketing

Combined marketing efforts between SMUD, Arden Fair Mall, CAT, the City of Sacramento, and CSE significantly increased awareness and interest in the ride and drive. Radio and TV interviews on Thursday drew participants to the event on Friday and Saturday.

Marketing efforts included:

- Arden Fair Mall
 - Event posted on Arden Fair mall website and FB page
 - Social Media Posts
 - LED Tower display inside the mall
 - Event mentioned in mall newsletter
 - Posting in event section of local newspapers
- SMUD Marketing Team
 - Press Advisory – resulted in two interviews (KCRA live spot and spot on nightly news)(KFBK talk radio interview)
 - Event posted on SMUD.org and FB page
 - Social media posts
 - Event marketing material
 - Coordination with Arden Fair Mall to produce and approve collateral
 - Coordinate with the City of Sacramento to promote event
- Charge Across Town
 - Social media posts – Twitter feeds and Facebook posts in the run up to the event; day-of event photos posted on Facebook
- City of Sacramento
 - Social media posts

Additional Comments

The Arden Fair Mall ride and drive event was one of the most successful events to date. The pace of the event was consistent from start to finish with little down time. All sales representatives reported feeling busy but not rushed throughout the entire event. Sales representatives felt the customers were interested in learning more about EV's and participants were surprised by the features, power, and technology of the cars.

Many participants choose to ride in multiple vehicles once they test-drove an EV for the first time.

The free California State Fair ticket was an enticing incentive that drew multiple participants to the ride and drive. Interest in the SMUD partnership with Nissan (\$3,000 of the Nissan Leaf) and BMW (\$10,000 of the BWM i3) drew participants to the ride and drive as well.

Increased relationships with partners and a targeted marketing effort played a significant role in the success of the event. Arden Fair Mall was involved in marketing from the early planning phase and promoted the event across multiple fronts. The City of Sacramento and CSE also promoted the event through social media. CSE hosted a booth on Thursday and Friday and engaged over 300 participants.

Charge Across Town™

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Sac EV Report – SacEV volunteers reported high numbers of participant engagement and conversations. One SacEV ambassador reported over 300 conversations in two days.

SMUD branding at the event included tenting, feather flags, banners, directional signage, SMUD educational material, SMUD tablecloths, and premiums. In addition, SMUD produces A-frame signs to promote the Nissan Leaf and BMWi3 promotions.