

# WE ARE SMART COLUMBUS

Smart Columbus is the smart city initiative for 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%**

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

# SMART COLUMBUS ELECTRIFIED DEALER

**ELECTRIFIED  
DEALER**

**SM  
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COLUMBUS**

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# WE ARE SMART COLUMBUS

Central Ohio Dealership Community,

We believe, as you do, that transportation will fundamentally change in the coming decades. Vehicles will connect to each other and the world around them. They will have self-driving capabilities with electric drive trains and potentially even be shared rather than owned. Rather than be left behind, let's leverage the change on the horizon to ensure there is a place for all of Columbus to benefit.

In 2016, Columbus went head-to-head against cities such as San Francisco, Denver, Austin and Pittsburgh to compete in the U.S. Department of Transportation's Smart Cities Challenge. Columbus' proposal set itself apart from the competition because of its comprehensive nature, people-first approach, and most notably, our demonstrated commitment to collaboration between the public and private sectors. We came out as the sole winner of the Challenge and earned an opportunity to catalyze the transformation of transportation in our community in a way that improves the lives of our residents and grows our economy.

Now is our time to act, and we need your help! From our conversations with every OEM, we are confident that electric drive trains are the future. This technology will require new skills from our auto mechanics, new sales tactics by our dealers, new habits by consumers, and new capabilities from our electric grid and infrastructure. With these changes come great benefit from superior drive performance for the consumer to energy independence for our country. To realize these benefits, we have an ambition to become the first sustained market for plug-in electric vehicles in the Midwest. We have a goal to tap into the early adopter market and increase our region's EV adoption rate by nearly 500%.

As our population grows and our residents prosper with better paying jobs, you play an important role as the front line for helping people get into their next vehicle. You equip young people with their first cars, help new residents get settled with a great family vehicle, and support growing businesses expanding their fleets. Join us in helping them go electric by becoming an Electrified Dealer!

Becoming a Smart Columbus Electrified Dealer is the first official step you can take to helping transport our city to the future. No matter your experience selling electric vehicles to date, there is a market shift upon us, and now is the time to get onboard. Everything you need to know for certification is enclosed, and we at Smart Columbus are here to help. We'll do what we can to educate consumers and generate sales leads for you and your team, but at the end of the day, sales won't close without you. Thank you for your interest in getting 'Electrified.'

We look forward to working with you to put Columbus on the map for electric vehicle sales.

Sincerely,

A handwritten signature in black ink that reads 'Jordan Davis'.

**Jordan Davis**  
Director, Smart Columbus  
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 Smart City Challenge over 77 other cities. Through the Challenge, the City of Columbus was awarded two grants: \$40 million from the U.S. DOT 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.

# LET'S TRANSPORT OUR CITY TO THE FUTURE

Local car dealerships are our closers. The sales people and the shopping environment at local dealerships take a consumer from the consideration phase to the point of sale and then continue the experience through service.

Smart Columbus aims to improve the electric vehicle (EV) purchasing experience for residents at every car dealership in the Columbus region and strives to help every dealer ready themselves for the influx of EV models that are expected to enter the market in the coming years. All dealerships will be engaged by Smart Columbus throughout the grant period. There are a series of ongoing engagements that will be deployed to cultivate a network of dealerships that sell EVs.

## **All of this is possible when we partner to rethink how we drive.**

There are three ways dealerships can help us improve the EV sales experience for residents. When a local dealer meets these requirements they will be publicly recognized as a Smart Columbus Electrified Dealer.

# REQUIREMENTS FOR CERTIFICATION

## EV READINESS

- Actively sell PEVs and keep them in sufficient inventory for test drives
- Install charging on site in prominent space
- Train at least 2 sales staff on Smart Columbus and earn OEM certification for plug-in models offered
- Actively advertise and market plug-in models you carry

## EV PROMOTION

- Offer educational materials on EVs and local charging programs in your dealership
- Provide the new Smart Columbus owners package to new buyers (provided by Smart Columbus)
- Participate in co-marketing opportunities with Smart Columbus

## SMART COLUMBUS SUPPORT

- Share historical and current monthly sales data by make and model
- Co-create new initiatives with the Smart Columbus team to drive adoption
- Coordinate with Smart Columbus team



# GETTING THERE, TOGETHER

All dealerships in the central Ohio area are eligible to participate in the certification program. Dealers will need to complete certain requirements related to three categories of engagement.

## Once Electrified, the Dealer will receive:

- Dealership promotion at Smart Columbus Ride & Drive Roadshow events
- EV sales and Smart Columbus training for sales staff
- Educational materials to share with customers
- Co-marketing opportunities promoting EVs
- Collaboration with our team to develop ideas to drive EV sales at your dealership
- Community recognition as a Smart Columbus partner

Please note that we will work with any dealer to become a Smart Columbus Electrified Dealer, and will aid any dealer in increasing their plug-in sales, but only Smart Columbus Electrified Dealers will receive official recognition from Smart Columbus and the specified perks above.

# GET STARTED TODAY

To begin your journey towards becoming an Electrified Dealer, reach out to Smart Columbus EV Adoption Manager, Zach McGuire. Note there are three categories of engagement that need to be met: 1) EV Readiness 2) EV Promotion and 3) Smart Columbus Support. The details for meeting the requirements for those categories are laid out below.

## #1 EV READINESS

### PRE-CERTIFICATION

#### **ACTIVELY SELL PEVS // KEEP INVENTORY**

The first requirement is - of course- that you currently sell a plug-in model at your dealership. “Currently” is defined as having inventory on site at time of application or have sold out of your inventory over the past two months and are waiting on your OEM to provide more inventory. If that is the case, please designate that on your application and provide documentation of sale to the EV Adoption Manager. This requirement is ongoing, meaning the EV Adoption Manager will check compliance monthly. If the requirement is not met for two consecutive months, a dealer may lose Electrified Dealer Certification.

#### **PROVIDE CHARGING ON-SITE**

The second requirement is to have at least a level 2 charger on site in a prominent place. A prominent space in this case is a location at the dealership with high visibility and can be either indoors or outdoors (ex showroom, parking lot).

The EV Adoption Manager will decide if this requirement is met during an on-site walkthrough. If you have level 2 charging on site, but not in a place of high visibility, a promotional (non-functional) charger could be used in the showroom to fulfill this requirement. It is HIGHLY encouraged that your charging station be brand agnostic, meaning any EV could utilize the charger. Please reach out to the EV Adoption Manager if you need help with this process or need introduced to charging companies.

#### **TRAINED STAFF**

The last requirement in this category is to have at least two of your sales staff trained on Smart Columbus. Although only two sales staff are required to participate, additional sales and support staff are welcome. This training will be 1-2 hours long and will be conducted at your dealership location. These trainings will cover the Smart Columbus initiative and EV selling points. To schedule a training contact the EV Adoption Manager. This requirement is to be met pre-certification, but then must also be completed every 6 months afterwards to keep certification.

# #2 EV PROMOTION

## PRE-CERTIFICATION

### ADVERTISE // MARKET

Dealers must actively advertise EVs they currently sell in areas of high customer traffic either on-site, online or via local media outlets. Dealers are asked to provide a promotion schedule every six months. If the requirement is not met for two consecutive months, the dealership could potentially lose its Electrified Certification.

### OFFER EDUCATIONAL MATERIALS

Another requirement is offering educational materials on EVs and local charging programs in your dealership. IGS and AEP each offer programs to make the installation of at-home charging easy. Smart Columbus can help provide materials on these programs. EV educational material can be in many forms, from pamphlets to short videos played on your TVs on site.

### PROVIDE NEW OWNERS PACKAGE

Smart Columbus has created a new EV buyers gift package that includes a water bottle, a blanket, a carry bag, and assorted gift cards to local destinations. We ask this package be provided to every new buyer of a plug-in vehicle at your dealership - at no cost to you. Please do not break the seal of the envelope with the assorted vouchers.

## POST-CERTIFICATION

### CO-MARKET WITH US

The final requirement in this category is to participate in co-marketing opportunities with Smart Columbus to drive adoption. There may be times that Smart Columbus calls on its Electrified Dealers to participate in campaign efforts that require collaboration and co-marketing. We ask that dealers answer these calls to action and work with Smart Columbus to achieve the goals of the campaign. We also will ask you to co-market our brand on EV educational material and potentially other types of collateral.

This requirement is post-certification, meaning you will only be asked to do this after you become an Electrified Dealer. If the dealer refuses to co-market, it could potentially lose Certification.



# #3 SHARE WITH US

## PRE-CERTIFICATION

### SHARE SALES

Sharing historical plug-in sales and current sales data by month is the first requirement. Historical means up to January 2015 numbers or as far back as they exist, as not all dealers will have had plug-in options that far back. This data should be shared on the 15th of every month (can be flexible if there is a better date) for the month prior. This data will include the make, model, number of sales that month and zip code of sale, at minimum.

It is encouraged to share demographic data as well, such as age, and income. This will help Smart Columbus with forecasting and EV education efforts. To be certified, a dealer must share their historical and most current monthly sales data. After that, if a dealer goes two months without sharing its data, it will be at risk of losing its certification.

## POST-CERTIFICATION

### CO-MARKET WITH US

The second requirement of this category is to co-create new initiatives or campaigns with the Smart Columbus team to drive adoption. This will be a post-certification requirement. The goal is once a year, starting at application, to deploy a creative measurable sales effort that could take the form of a special discount, financing option, perk, or advertising campaign. Whatever it is, we want to collaborate with you to create something that drives a measurable increase in sales of plug-ins.

### ENGAGEMENT

Lastly, we want to be engaged with you and ask to have at least one phone or in-person discussion with your leadership team per month. We will track this on our end and provide notes of the meeting to you to be sure everything is recorded. This will also include a quarterly roundtable of Electrified Dealers, where one member of an Electrified Dealer's senior leadership should attend. This roundtable will be to provide updates on the program and cultivate best practices among Electrified Dealers (dates TBD). If a dealer goes dark from Smart Columbus for multiple months, they may be at risk of losing their certification.



**IF SPECIAL CIRCUMSTANCES PREVENT COMPLIANCE, DISCUSS WITH THE EV ADOPTION MANAGER.**

# SMART



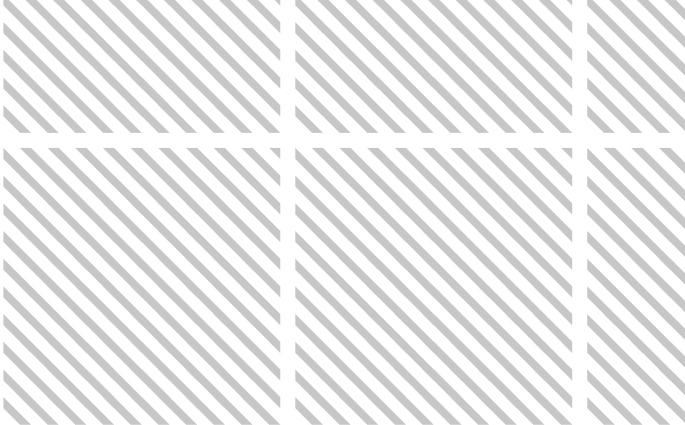
## APPLY TODAY

To apply, describe how your dealership meets certification requirements in the application form attached.

Applications can be submitted at any time. Certifications will be awarded on a rolling basis.

Email the application on page 11 to Zach McGuire at [zm@columbuspartnership.com](mailto:zm@columbuspartnership.com).

# ELECTRIFIED DEALER APPLICATION FORM



**Company Name:**

**Company Address:**

**Company Executive Signer:**

Pre-Certification Requirement	Complete? Y/N	Description (i.e. level 2 charger in showroom space)
Actively Sell Plug Ins	Y	Example: We currently sell plug in [Z] and have 5 in our inventory.
Charging on site		
Actively advertise plug ins		
Share historical sales data		
Commitments that occur after certification to keep certification	Commit? Y/N	Description of execution (i.e., we will distribute the buyers gift to the buyer at point of sale)
Commit to provide current month by month sales data	Y	Example: We will provide sales data for month prior every 15th of the month
Commit to provide new buyers gift		
Commit to offer educational material on site		
Two sales staff trained on Smart Columbus		

## APPLICATION ENDORSEMENT

I hereby certify that, to the best of my knowledge, this submission is complete and all statements made therein are true and accurate. I also affirm I am duly authorized to sign and submit this response on behalf of the company.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name/Title





## → 2018 ACTION PLAN

### MAKE CONTACT:

- 1) Contact Zach McGuire for initial consultation.
- 2) Check which requirements you already have fulfilled and what you need to fulfill.

### GET TRAINED:

- 1) Schedule Smart Columbus/EV sales training for sales staff.
- 2) Initial round of sales staff Smart Columbus trainings.

### ELECTRIFIED:

Smart Columbus will post Electrified Dealers on Smart Columbus website, and list at Ride & Drive events and the Experience Center.

# SM RT

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