



April Groover Combs

Florida Department of Agriculture and
Consumer Services, Office of Energy

June 9, 2016

Project ID #
TI065

This presentation does not contain any proprietary, confidential, or otherwise restricted information.

Timeline

- Start: July 2015
- End: July 2017
- 35% Complete

Budget

- Total Project Funding
 - DOE: \$400,000
 - Cost Share: \$449,060
- FY 2015 Funding: \$63,215
- FY 2016 Funding: \$336,785

Barriers Addressed

- Barriers addressed
 - Consumer Reluctance to Purchase New Technologies
 - Lack of Technical Experience with New Fuels and Vehicle Technologies
 - Availability of Alternative Fuel Vehicles & Electric Drive Vehicles
 - Availability of Fuels and Electric Charging Infrastructure.

Partners

- Central Florida Clean Cities
- Electrification Coalition

Objectives:

- The objective of this project is to provide scaled consumer education and vehicle demonstration in order to allow visitors to Orlando, Florida to experience the benefits of electric vehicles with the intent to increase the acceptance and deployment of alternative fuel vehicles.

Support of VTP Deployment Goals:

- By 2020, to achieve a petroleum reduction of over 2.5 billion gallons per year through voluntary adoption of alternative fuel vehicles and infrastructure.
- To ease market introduction of alternative fuels and new electric drive vehicle technologies through voluntary efforts in partnership with local communities.
- To provide technical and educational assistance to support local communities and partnerships that promote better understanding of the benefits of these new technologies.

Task 1: Overall Project Management and Planning

- Provide project planning, coordination, and reporting as required to successfully achieve the overall objectives of the project.
- Track and develop a report on the utilization rates for the EV fleet. The recipient will adjust trainings, marketing, outreach, and education programs based upon the utilization rates.

Task 2: Public Private Partnership Maintenance and Expansion

- Develop driver feedback surveys to collect data resulting from Drive Electric Orlando rentals.
- Deploy processes for collecting driver feedback information.
- Conduct outreach to rental car companies with a rental location in the Orlando area. Such outreach activities may include: in-person, meetings, phone calls, ride-and-drive events, etc. Outreach activities will be focused on addressing, rental companies concerns about EVs including the perception of unproven technology and uncertain, demand for EV rentals.
- Work with rental companies to ensure that EVs will be available for the duration of the project.
- Ensure that Electric Vehicle Supply Equipment (EVSE) is properly installed at rental locations in adequate numbers to support the partners EV fleet.
- Assist Rental Partners in the development of training that may include short videos, power point presentations, simple factsheets and sample maps that show the network of available chargers in Orlando. In addition there will be an introduction to basic charging and vehicle range information.

Task 2: Public Private Partnership Maintenance and Expansion (Continued)

- Engage the theme park partners in discussions to expedite the build out of charging infrastructure, secure incentive commitments, and explore collaborative marketing opportunities.
- Work with the hotels in the tourism corridor to recommend charging stations are installed, appropriate personnel are trained, and hotels have implemented a protocol to support EV drivers.
- Conduct outreach to greater Orlando area businesses to secure a workplace charging commitments that support a network of business travelers. Assist in development of workplace charging plans, and monitor and promote locations with workplace charging infrastructure.

Task 3: Create Incentives for EV Rental

- Work with the rental partners to gain a commitment that EVs are offered at a price comparable to that of an internal combustion vehicle, and to develop protocols for customer payment of EVSE utilization.
- Work with theme park partners to offer incentives to theme park visitors that will contribute to the positive EV rental experience, as well as promote the Drive Electric Orlando program (and EVs) to other theme park guests.
- Work with hotel partners to offer incentives to guests as an end-destination incentive that will contribute to the positive EV rental experience, as well as promote the Drive Electric Orlando program (and EVs) to other hotel guests.

Task 4: Elevate Program Awareness

- Develop stories nationally and in priority feeder markets to continue to help elevate Drive Electric Orlando, and EVs in general. The program will include reporter briefings for travel and energy writers, editorial boards, coordination on key program announcements, and targeting publications in the tourism, sustainability, and new innovations markets.
- Create a social media program that can engage partners, consumers, issue experts, and others to elevate program awareness as well as to create opportunities to educate consumers on the latest EV technologies along with the benefits of driving electric.
- Develop comprehensive outreach materials to introduce EV rental to the numerous conferences and meetings that take place in Orlando.
- Work with national travel networks to create outreach programs to engage consumers as early in the decision making process as possible.
- Deploy strategies to target key feeder markets by working with other Clean Cities Coalitions in targeted feeder regions.

Task 5: Measure Success

- Evaluate and analyze the project impact on renters' perception of EVs. The analysis will also identify what incentives motivated drivers to rent an EV and their likelihood of purchasing an EV in the future.
- Develop program technical reports to describe key program successes and challenges, with an aim to further increase awareness of EV benefits, and to create a model for program replication. Outcomes will include white papers, blogs, conference presentations, and other opportunities to provide key program updates.

- Year 1
 - Identify and communicate marketing strategy, in progress.
 - Confirm EV rental incentives, in progress.
 - Confirm fleet inventory and expansion, September 2015.
 - Confirm partnership agreements, in progress. (Go/No-Go)

- Year 2
 - Complete EV utilization analysis, June 2017.
 - Develop and implement driver feedback surveys, August 2016.
 - Complete driver feedback analysis, January 2017.
 - Report driver feedback analysis and best practices, July 2017.

Project Accomplishments and Progress

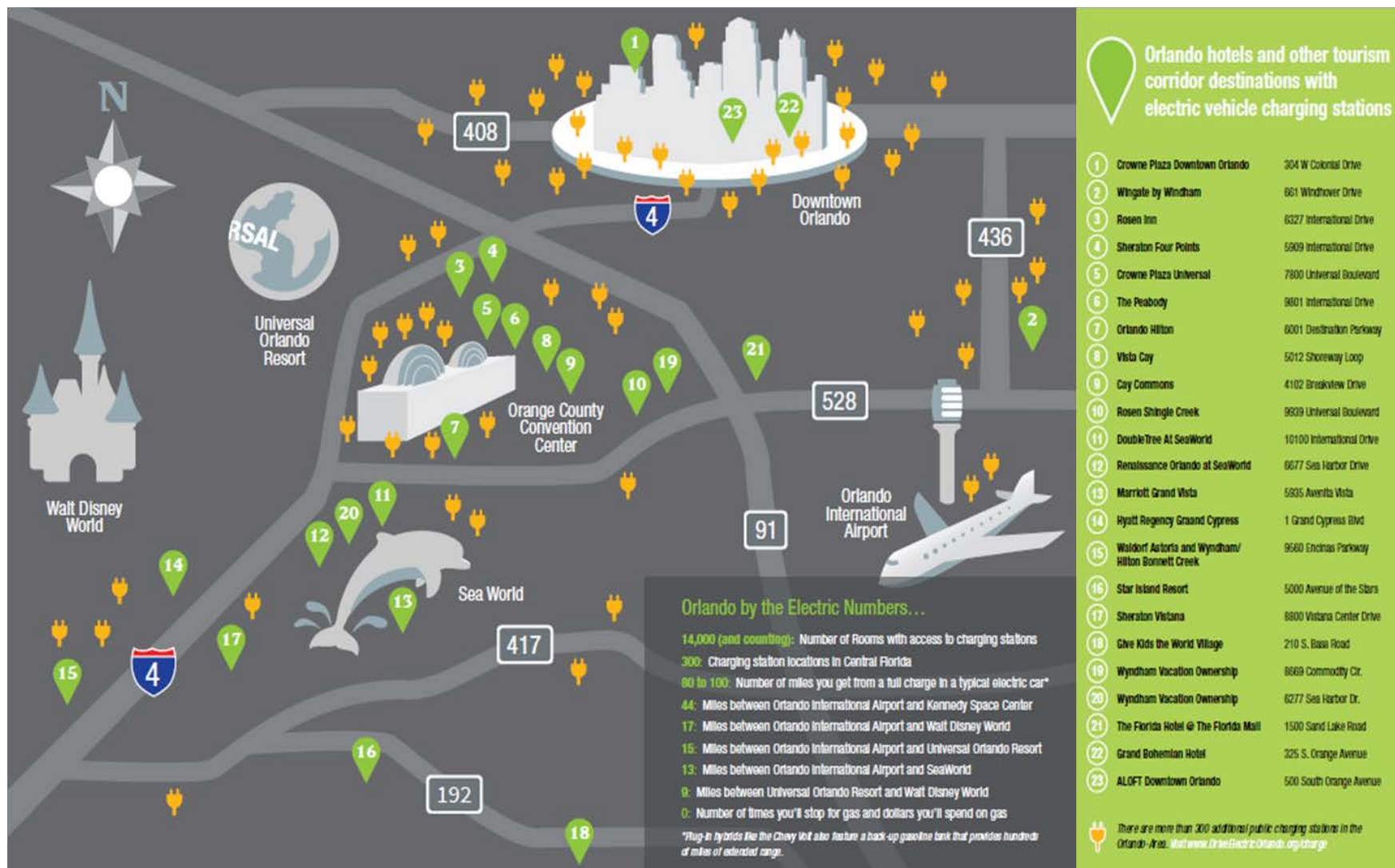
Drive Electric Orlando



- Rental Car Partners
 - Enterprise has expanded its fleet to 30 Volts creating one of the largest EV extended test drive programs in the country.
 - Drive Electric Orlando is connecting Enterprise to Audi, BMW and Mitsubishi in order to increase the EV fleet diversity.
- Theme Parks
 - Walt Disney World, Universal Orlando and Sea World offer various charging locations.
 - Incentives include preferred parking and VIP access at the Chevrolet Test Track at Disney's Epcot Center.
- Hotels
 - 35+ Orlando-area hotels now offer charging.
 - Many offer free valet, free parking and/or charging.
- Public Charging
 - Orlando has more than 300 charging stations in the region, including recent additions to the Kennedy Space Center Visitor's Center, Port Canaveral Cruise Ship complex and three major outlet malls.
 - To date more than 5 DC fast chargers are available in the Orlando area.

Project Accomplishments and Progress

Drive Electric Orlando



Project Accomplishments and Progress

Drive Electric Orlando



- Travel Partners
 - Sabre Holdings: Sabre has agreed to launch a new outreach campaign to market the program to their 200,000+ travel agents.
 - Southwest Vacations: Launched effort to market the program as part of Southwest Vacations Packages – first EV, Hotel, and Flight package.
 - Expedia – Travelocity: Working to have Expedia/Travelocity list EVs with the global distribution system and “direct connect” programs.
- Travel
 - Renters receive a free six-month Clear membership, which allows members to skip the security line at the Orlando International Airport when they depart Orlando.
- Business Outreach and Conferences
 - Developed a comprehensive outreach program to engage the more than 400 conferences held in Orlando to invite attendees to rent EVs.
 - Gain commitments from frequent Orlando business that have frequent business trips.

- Florida Department of Agriculture and Consumer Services, Office of Energy (prime recipient)
 - Administration
 - Measure Success
- Central Florida Clean Cities Coalition (sub recipient)
 - Local Business Partner Maintenance and Expansion
 - Outreach
- Electrification Coalition (sub recipient)
 - Public Private Partnership Maintenance and Expansion
 - Create Rental Incentives
 - Program Awareness

Collaboration and Coordination Cont.

Drive Electric Orlando



Stakeholders include city governments, infrastructure providers, utilities, automakers and other firms, service providers, and regulators.



- Drive Electric Orlando leverages America's top tourism destination and rental car market to expose millions of visitors to electric vehicles with the goal of, ultimately, turning renters into buyers.
- The ongoing mission of Drive Electric Orlando is to both create a mechanism to showcase electric cars to visitors/renters, as well as to grow that fleet of electric cars over time in a way that the program becomes self-sustaining. Ideally, Drive Electric Orlando serves as the first step into a large-scale incorporation of electric cars into the rental fleets based in Orlando as well as in large metro areas across the country.
- Drive Electric Orlando was created with the ability to easily replicate the program in mind. By launching an "EV Rental Car" program in the world's largest rental market, we not only create a mechanism to expose consumers to electric cars, we create a "roadmap" for other cities and tourism markets to follow in creating similar EV rental programs.

- Orlando is the largest rental car market in the country – 4 million annual rental transactions.
- 60 million visitors have the opportunity for a first-hand EV experience.
- Consumers who rent a car from Enterprise Holdings brands are 55 percent more likely than average consumers to purchase a new vehicle within six months of their rental and 71 percent say a positive experience renting a certain car changes their perception of the specific make or model. (From a recent Polk/HIS report commissioned by Enterprise Holdings.)
- Drive Electric Orlando is working to leverage America's top tourism destination and car rental market to expose millions of visitors to EVs and turn renters into buyers.