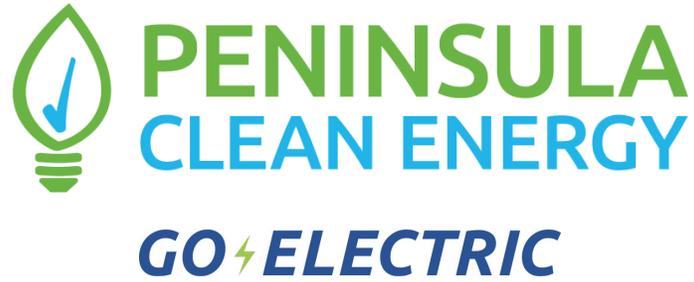

Electric Vehicle Ride and Drive



San Mateo County Office of Sustainability
Redwood City, CA

October 3, 2018



Event Overview

The Peninsula Clean Energy plug-in electric vehicle (PEV) ride and drive was held at the San Mateo County offices in Redwood City on Wednesday, October 3rd. The event ran from 10 AM to 3 PM and featured a mix of all-electric and plug-in hybrid vehicles. The event included nine (9) test drive vehicles from four automakers: Tesla Model 3 (x3), Chevrolet Bolt, Chevrolet Volt, Nissan LEAF (x2), BMW i3, and BMW 530e. A Nissan LEAF and Honda Clarity PHEV were also on display. This was the third event in the Go Electric PCE ride and drive series of six events planned for 2018. The event was open to all County employees as well as members of the general public. Attendees had the opportunity to learn about the latest electric vehicles and available incentives including PCE's dealership program.

The event was promoted internally to all San Mateo County employees in the area. Peninsula Clean Energy issued a [press release](#) about its electric car discounts and highlighted the October 3rd event as a chance to learn more about the program and test drive a new PEV. [NTDTV](#), a Chinese news station, covered the event interviewing participants, PCE CEO Jan Pepper, and promoted Stewart Chevrolet and Putnam Nissan of Burlingame, which are participating in the PCE dealership program.



Every participant who took a test drive received a free lunch. Each person who participated as a driver or passenger received a raffle ticket to win a PCE engraved iPad. The day produced 144 test drives with 54 passengers bringing the total to almost 200 EV experiences.

OEM & Vendors

The event included both battery electric and plug-in hybrid electric vehicles.

- Dealerships included Nissan of Burlingame, Tesla of San Jose, Tesla of Burlingame, Stewart Chevrolet, and Peter Pan BMW.
- The event featured a Nissan LEAF and Honda Clarity PHEV on display.
- Each participant heard about the PCE EV dealership program along with other available incentives during the registration process.



Test Drive Tally

Vehicles	Test Drives (recorded)	Passengers
(3) Tesla Model 3	54	16
Chevrolet Bolt	18	11
Chevrolet Volt	15	4
(2) Nissan LEAF	27	13
BMW i3	21	8

BMW 530e	9	2
Total Test Drives	144	
Passengers	54	
Total PEV Experiences	198	

Key Insights

- Exposure: 1,500+
- 64% of participants had not driven an EV before the event.
- 80% of attendees participated as a driver.
- 73% of attendees identified as San Mateo County residents.
- 29% learned about the event from day-of signage while 17% learned about it through another organization's newsletter and 13% learned about it through the City newsletter.
- 40% of attendees said they received information regarding electric vehicles from friends, family, or acquaintance. 30% said they learned about EVs through the event promotion.

Survey Results

- Pre-test drive survey responses: 86
- Post-test drive survey responses: 56
- For the first time in the campaign, passengers participated in the survey process.
- 71% of participants have not visited an EV dealership in person.
- 73% rated their test drive as excellent.
- After test driving, 43% said their opinions about EVs are better than before. 48% percent said it was somewhat better.
- The majority of participants test drove more than one vehicle when possible.
- In the pre-test drive survey, 69% said they were considering purchasing a vehicle in the next two years. 16% said it would definitely be an EV, while 66% said it was likely.
 - After test driving, 89% of participants said they were definitely or likely to purchase or lease an EV.
- Top barriers listed by attendees in the pre-test drive survey include:
 - Finding a charging station on the road (60% yes)
 - Driving range (45% yes)
 - Time to recharge (37% yes)
 - Charging a vehicle at home (31% yes)
- Those same barriers in the post-test drive survey received the following responses:
 - Finding a charging station on the road (43% yes)
 - Driving range (27% yes)
 - Time to recharge (27% yes)
 - Charging a vehicle at home (28% yes)
- Post-test drive, 98% of participants said they would definitely or likely recommend an EV.
- When asked in the pre-test drive survey what mile range would satisfy their needs approximately 81% said less than 200 miles.
- 28% of participants in the pre-test drive survey said they were not aware of available EV incentives.
- Top five categories of pre-test drive interest include:
 - Environmental
 - Potential Savings
 - Performance
 - Technology



- Safety features/Refueling with electricity
- 26% of pre-test drive survey participants said the overall quality of EVs is about the same as traditional vehicles. 49% said EVs are better than traditional cars. After test driving, the “EVs are better” group increased to 61%.
- In the pre-test drive survey, 44% said the overall value of an EV is better than other vehicles while 24% said EVs are about the same and 37% said the cost of an EV is worse than traditional cars.
 - After test driving, 19% said the price was better with 38% saying it is about the same. Only 34% thought the cost was worse than traditional vehicles.
- 35% said EVs are more fun to drive in the pre-test drive survey. 66% said EVs are better in the post-test drive survey.
- 64% of post-test drive respondents reported driving as the most enjoyable part of the experience. 57% said learning about electric vehicles was their favorite part while 27% highlighted being able to learn about the new technology.









