

Metropolitan Transportation Commission Programming and Allocations Committee

April 10, 2013

Item Number 3c

Electric Vehicle Promotional Campaign Plan

Background:

In December 2009, MTC programmed \$80 million to implement the Climate Initiatives Program, a multi-faceted program aimed at reducing transportation-related emissions and vehicle miles traveled (VMT), while also informing the region as to the most effective strategies to reduce emissions. Of the \$80 million, \$925,000 has been set aside to develop (\$80,000) and implement (\$845,000) a regional electric vehicles promotional campaign. The EV Strategic Council, MTC's lead partner during the campaign design, recommend moving ahead with implementation.

The electric vehicle promotional campaign is aimed at building awareness, action and demand for electric vehicles in the Bay Area in order to enable the region to reduce its GHG emissions. This campaign seeks to achieve the following goals:

- Provide an opportunity for the public to experience the benefits of electric vehicles;
- Change the behavior of Bay Area drivers to acquire or use electric vehicles when they make the decision to drive;
- Promote the Bay Area identity as a center for high-tech and green culture; and
- Motivate individuals to change their behavior in order to reduce Bay Area GHG emissions.

Over the course of the past six months, a working group including representatives of MTC, BAAQMD, EV Strategic Council, City CarShare and Transportation Authority of Marin have worked with the project consultant, Fenton, to develop the campaign plan as described in the attached presentation.

The campaign plan was presented to and approved by the EV Strategic Council at their March 21, 2013 meeting.

Issues:

None.

Recommendation:

Staff is providing this for the Committee's information only prior to issuing a Request for Proposal for a consultant to assist in the implementation of the Campaign Plan.

Attachments:

Campaign Plan Presentation Slides

EV PROMOTIONAL CAMPAIGN PLAN



Programming and Allocations Committee

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MTC Staff

April 10, 2013

CLIMATE INITIATIVES PROGRAM OVERVIEW

- Program aimed at reducing transportation-related GHG emissions and VMT
- \$80 million to implement Program (December 2009)
- Climate Initiatives Program consists of four main elements:
 - Public Education and Outreach
 - Innovative Grants
 - Safe Routes to School
 - Evaluation
- \$925k has been set aside to develop (\$80k) and implement (\$845k)

CAMPAIGN IMPLEMENTATION

Campaign will be implemented in two phases:

- 1. Development:** MTC, in partnership with BAAQMD and the EV Strategic Council, procured Fenton Communications to create a campaign plan.
- 2. Implementation:** Once campaign plan is vetted with EV Strategic Council and MTC, conduct a competitive procurement to select a firm to implement the campaign.

CAMPAIGN GOALS AND OBJECTIVES

Campaign Goal:

- Build awareness, action and demand for EVs in the Bay Area

Campaign Objectives:

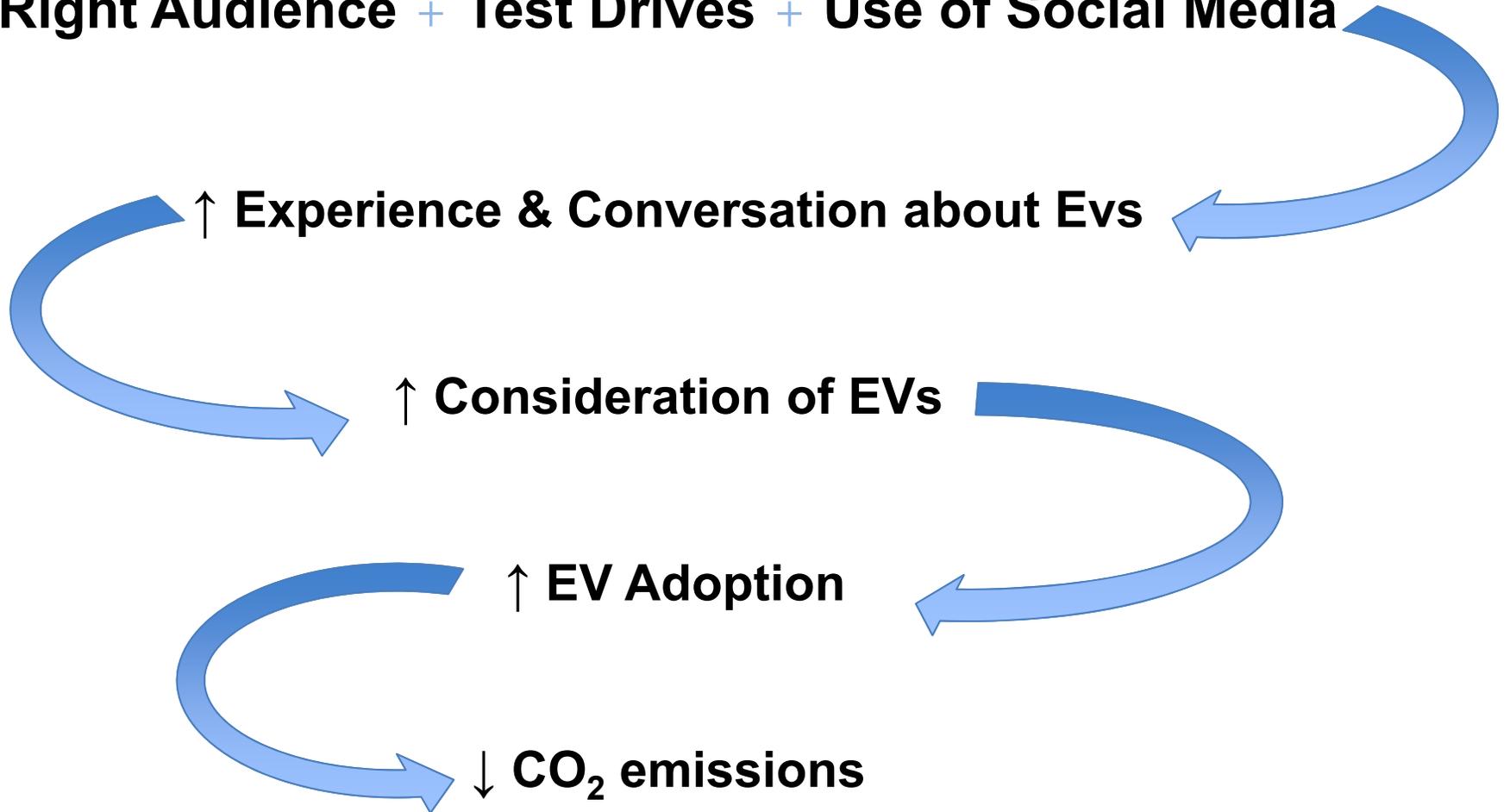
- Change perceptions about electric vehicles by providing opportunities for drivers to experience them
- Foster positive conversation about electric vehicles online among target audience
- Empower audience to share their electric vehicle experience with their networks
- Increase consideration of electric vehicles among target audience

RESEARCH INSIGHTS INFORMING AUDIENCE & STRATEGY

1. Most persuasive advocates are drivers.
2. Drivers share via social media about not going to the gas station.
3. People buy cars emotionally.
4. Effective campaign messages focus on what the cars CAN do.
5. Going beyond green speaks to the target audience.
6. EV buyers need charging at home (or at work).
7. The driving experience matters most.

THEORY OF CHANGE

Right Audience + Test Drives + Use of Social Media



CAMPAIGN BRAND & TARGET AUDIENCE

Campaign Brand

- *Campaign name* rather than creation of a new brand:
The #ElectricFeeling
- Spare the Air will be the *endorsing brand* of this campaign:
#ElectricFeeling – a project of



Target Audience

- ***The Tech Savvy Homeowner***
 - Suburban home owner
 - Aged mid-30s to mid-50s, mostly male
 - Highly educated
- ***Urban Car-Sharer***
 - Urban apartment
 - Aged mid-20s to mid-30s
 - Does not own a car; uses public transit to commute

MAIN CAMPAIGN ACTIVITY: TEST-DRIVE EVENTS



Take it for a spin.



Branded car wraps.



Branded giveaway items.



Staffed events.

AMPLIFY THE MESSAGE: SOCIAL AND PAID MEDIA

Amplify Testimonials

- Social media at event sites
- Sponsored Tweets
- Facebook Promoted Posts
- YouTube promotion
- Outdoor advertising
- Cross-posting with ally groups



Plug In America
October 18 via dlvr.it



ABB Terra 51 Fast Charger
www.pluginamerica.org

NRTL Certified: Not NRTL Certified CHAdeMO compliant charger with aesthetic design suitable for central installation in fleet yards or at gas stations. Specs Accessory Type: Charger, CHAdeMO Max Single Port Output: 50.00 kW Level: DCQ Sources: Company Home Launch Announcement Product Page...

Like · Comment · Share

Kim Thers likes this.



facebook Promoted Posts

Patrick Kiernan
She said yes! Excited to announce that @health and I are engaged to be married!

Like · Comment · Unfollow Post

Nicole Jones and Kasha...

Write a comment...

Sponsored

How is your post doing?
Promoted posts stay higher in news feed to help people notice them. So far, your post has had 3.8x as many views because you promoted it.

Regular Views	27 %
Paid Views	73 %

Close

CAMPAIGN MEASUREMENT

Evaluate the impact of this campaign by measuring three key impact factors:

1. Attitude Change

- Conduct Statistically significant survey pre- and post-campaign to measure attitudes

2. Reach

- Quarterly analysis of social media reach

3. Behavior Change

- Campaign expected to translate into approximately 3,700 tons of CO₂ emissions reduced in one year.

CAMPAIGN OVERVIEW & TIMELINE



Milestones

- Visuals designed
- Fleet secured
- Events planned
- Staff trained
- Partners engaged
- Baseline measurement completed

Ongoing Activity

- Promoting events
- Hosting events
- Gathering and creating content
- Amplifying content
- Message optimization

Milestones

- Review results
- Outcomes reporting completed

Ongoing Activity

- Creating and aggregating content

THANK YOU!