PLUG IN @ WORK
PEV RIDE & DRIVE EVENT
STRATEGY & MARKETING

Karen Jackson
Director, Experience Design & Strategy
REACH Strategies
ABOUT ME...

A strategic designer facilitating large-scale behavior change.

- Working to develop markets for environmental industries, products, and programs.
- Applying strategic design & systems based methodologies.
- Sparking behavior change through engagement marketing & experiential campaigns.

Karen Jackson
Director, Experience Design

Spanning interactive, live events, educational programming, web and print, Karen weaves together meaningful touch points and backs them with the associated systems that allow them to scale.

E karen@reach-strategies.org
W www.reach-strategies.org
ABOUT PLUG IN AMERICA CAMPAIGNS

Plug In America partners with the talent of a full-service communications agency to produce smartly-designed, high-impact PEV campaigns.

Plug In America is also a Workplace Charging Challenge Ambassador.

Plug In America drives change. We accelerate the shift to plug-in vehicles powered by clean, affordable, domestic electricity to reduce our nation’s dependence on petroleum and improve the global environment.

www.pluginamerica.org

REACH Strategies helps the world’s leading companies, foundations, agencies and organizations reach their social change goals by developing data-driven communications and outreach campaigns.

www.reach-strategies.org
DEEP EXPERIENCE PRODUCING WORKPLACE RIDE & DRIVES

Recent Campaigns & Partnerships

[Logos of various organizations that are partners or sponsors, including PG&E, Massachusetts Department of Transportation, Metropolitan Transportation Commission, John Merck Fund, 11th Hour Project, Bay Area Air Quality Management District, Hewlett Foundation, and SDGE.]
OUR EXPERIENCE HAS SHOWN

Workplace PEV ride & drive events are among the most effective mechanisms for driving PEV adoption.

Marketing and communications can maximize workplace event impact.

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BEST PRACTICES OVERVIEW

UNDERSTANDING THE BENEFITS OF RIDE & DRIVES
CASE STUDIES
CRAFTING THE EXPERIENCE
ENGAGING MANAGEMENT
PROMOTING THE EVENT
PRODUCING THE EVENT
TELLING THE SUCCESS STORY

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UNDERSTANDING THE BENEFITS OF RIDE & DRIVES
UNDERSTANDING THE BENEFITS OF WORKPLACE RIDE & DRIVES

Motivations vary...

- Employee Engagement - FUN!
- Measurable & Reportable CSR Engagement
- Compliance
- CSR PR
- Leadership Positioning

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UNDERSTANDING THE BENEFITS OF WORKPLACE RIDE & DRIVES

Motivations vary...

- Employee Engagement - FUN!
- Measurable & Reportable CSR Engagement
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...results are consistent.

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CASE STUDIES
CASE STUDY 1: EXPERIENCE ELECTRIC CAMPAIGN SF BAY AREA

Campaign Overview

20 Events at communities throughout the Bay Area’s nine counties including workplaces, urban centers and local neighborhoods.

9 Workplace Events

2,881 Ride & Drives

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</table>

2,881
CASE STUDY 1: EXPERIENCE ELECTRIC CAMPAIGN SF BAY AREA

GOOGLE CAMPUS
EXPERIENCE ELECTRIC EVENT
MAY 15, 2014

575 EV DRIVES
FIRST EV DRIVE FOR 46%
150 E MOTORCYCLE DRIVES

2,000 GOOGLE EMPLOYEE PARTICIPANTS
18 GOOGLE
7 PIA
6 CCSE
2 AMBASSADORS

Presented by:
Showcasing:
Produced by:
CASE STUDY 1: EXPERIENCE ELECTRIC CAMPAIGN SF BAY AREA

www.facebook.com/TheBetterRide

8% Conversion
CASE STUDY 2: SAN DIEGO GAS & ELECTRIC
SOUTHERN CALIFORNIA @ QUALCOMM

QUALCOMM CAMPUS
SDG&E EVENT
JUNE 5, 2014

Presented by

Showcasing:

Produced by:

101

800 QUALCOMM EMPLOYEE PARTICIPANTS

WAIVERS

121

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CASE STUDY 2: SAN DIEGO GAS AND ELECTRIC PROJECT

Project Overview

SDG&E brought workplace ride and drives to two campuses in Southern California in 2014.

2 Workplace Events
200+ Ride & Drives

Presented By:
Build a draft strategy that works for your organization’s goals.
DESIGNING THE EVENT
DESIGN THE EVENT EXPERIENCE

Have the “user” in mind...

- Easy and fun
- Educational

GREETING & REGISTRATION
5 MINUTES

TEST DRIVE
15+ MINUTES

EXPO
10 MINUTES

...to maximize impact.

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SET GOALS

Test Drive Math...

Equation #1:

\[
\frac{180}{12} = 15
\]

Total Minutes of Event
Length of Test Drive

Equation #2:

\[
6 \times 15 = 90
\]

# of Vehicles
Max # of Test Drives Per Vehicle

Max # Test Drives
ENGAGING MANAGEMENT
GET MANAGEMENT ON BOARD

Engage internal stakeholders to help finalize your strategy...

...this is the best way to ensure your strategy meets objectives & gains necessary buy-in.

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PROMOTING THE EVENT
INTEGRATE COMMUNICATIONS INTO YOUR PLAN

Weave an engaging set of touchpoints that drives engagement throughout the event cycle:

Before:

- **PRE-EVENT COMS**
  - 3 WEEKS

During:

- **GREETING & REGISTRATION**
  - 5 MINUTES
- **TEST DRIVE**
  - 15+ MINUTES
- **EXPO**
  - 10 MINUTES

After:

- **POST EVENT COMS**
  - 2 WEEKS

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Best practices for high engagement:

- Invitation from leadership
- Use imagery
- Give aways
- Free food!
- Specify vehicles available
- Reminder: bring license!

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PRODUCING THE EVENT
PRODUCING THE EVENT

Populate your expo by getting commitments.

✓ Rebate providers
✓ Utilities
✓ Home energy providers
✓ Food vendors
✓ Car companies

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PRODUCING THE EVENT

Manage vehicle liability.

- Request that car companies administer waivers.
- Request that car companies send a host with the drivers.
PRODUCING THE EVENT

Manage safety through careful planning.

- Cones to delineate the route.
- Right hand turns within a planned test drive route.
- Clearly defined walkways for participants.
- Reflective vests for traffic volunteers & hosts.
- Taxi style flow - no drivers backing up.
TELLING THE SUCCESS STORY
CELEBRATE THE SUCCESS INTERNALLY

Share photos, statistics, and actionable next-steps through followup communications.

Consider an employee survey.

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SHARE YOUR SUCCESS WITH THE WORLD

Create a story based on an engaging hook...

- Adding additional charging stations
- Making chargers available to the public
- Be the first to have <#> of chargers in <geography>
- New local/regional partnership with goals
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Please email for the complete slide deck or answers to questions.

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