

PLUG IN @ WORK

PEV RIDE & DRIVE EVENT STRATEGY & MARKETING

Karen Jackson

Director, Experience Design & Strategy
REACH Strategies

Plug In
America

reach
STRATEGIES



ABOUT ME...



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.

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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.

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

[W www.reach-strategies.org](http://www.reach-strategies.org)

DEEP EXPERIENCE PRODUCING WORKPLACE RIDE & DRIVES

Recent Campaigns & Partnerships



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.

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**



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

UNDERSTANDING THE BENEFITS OF WORKPLACE RIDE & DRIVES

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...results are consistent.



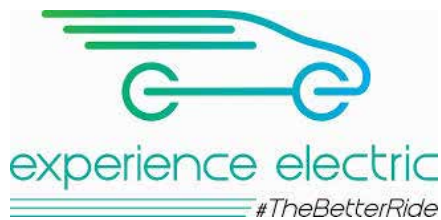
CASE STUDIES



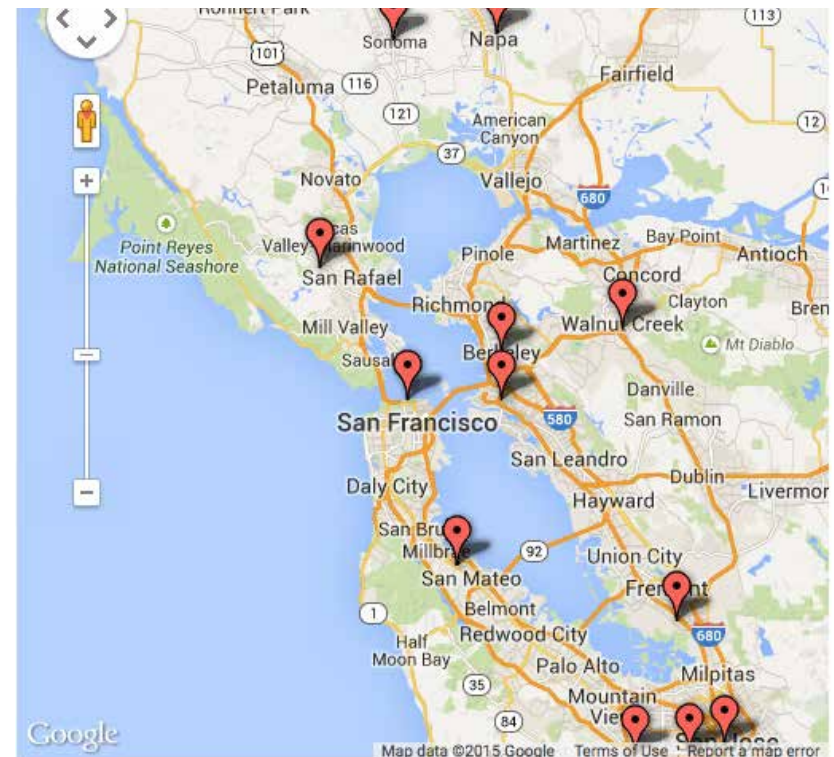
CASE STUDY 1: EXPERIENCE ELECTRIC CAMPAIGN SF BAY AREA

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



Host	Vehicle Drivers	Passengers	Motorcycles	Total
BAYER	234	66	72	84
Coca Cola	41	2	-	43
Google	450	177	150	777
Intel	261	20	48	329
NetApp	267	66	24	357
Oracle	185	12	13	210
Oracle	254	43	-	297
PG&E	344	68	-	412
San Ramon	61	4	19	84
				2,881



METROPOLITAN
TRANSPORTATION
COMMISSION



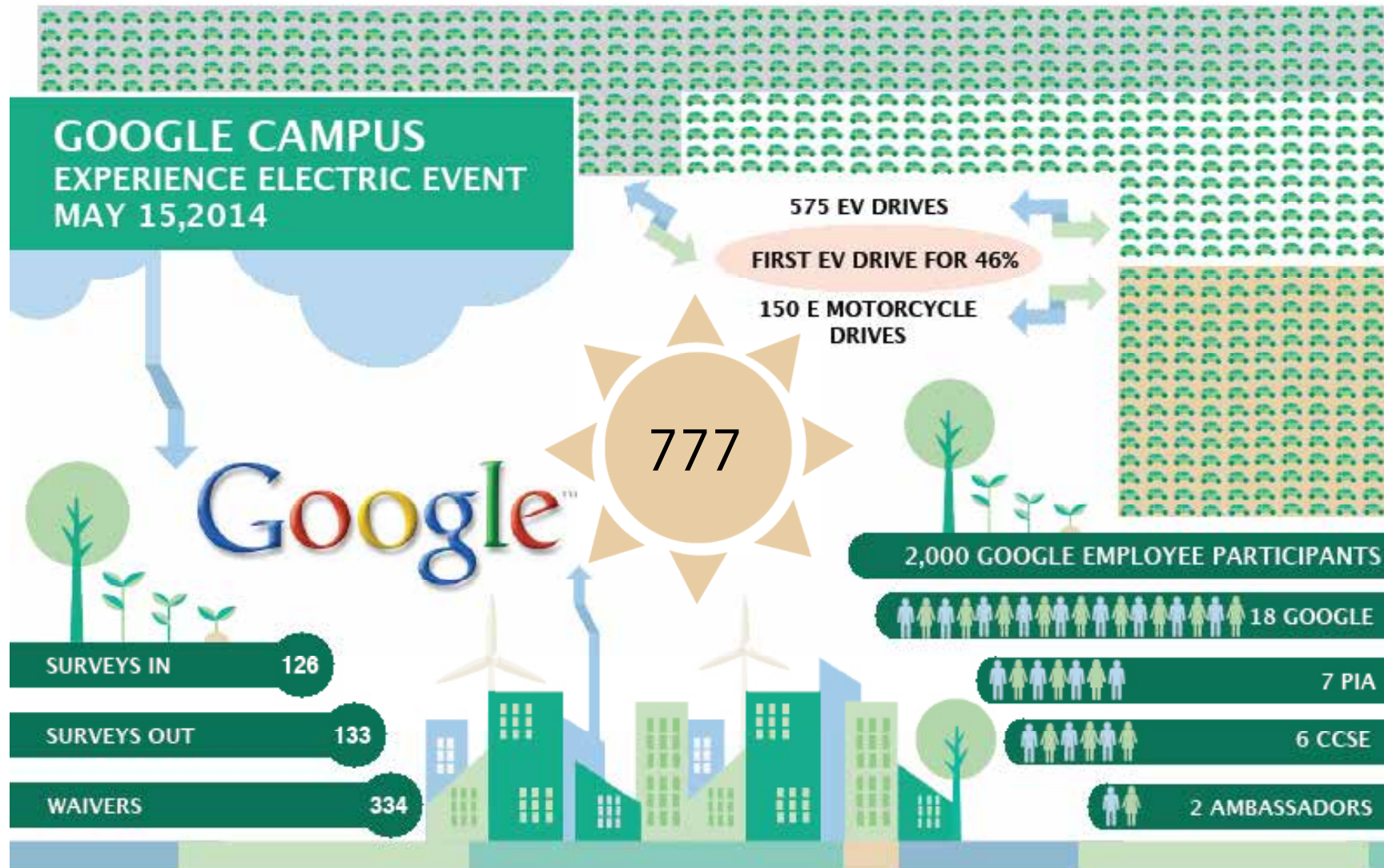
BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



Center for
Sustainable Energy
CALIFORNIA



CASE STUDY 1: EXPERIENCE ELECTRIC CAMPAIGN SF BAY AREA



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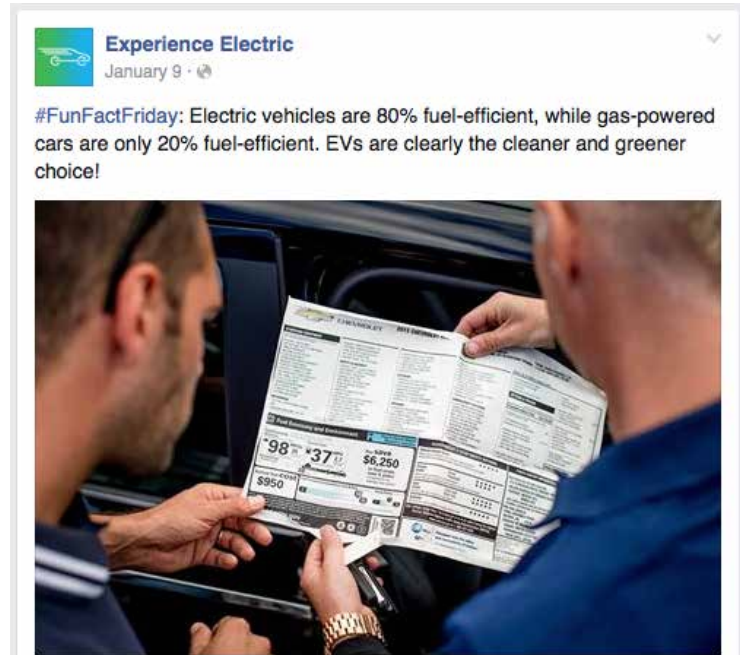


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CASE STUDY 1: EXPERIENCE ELECTRIC CAMPAIGN SF BAY AREA

www.facebook.com/TheBetterRide



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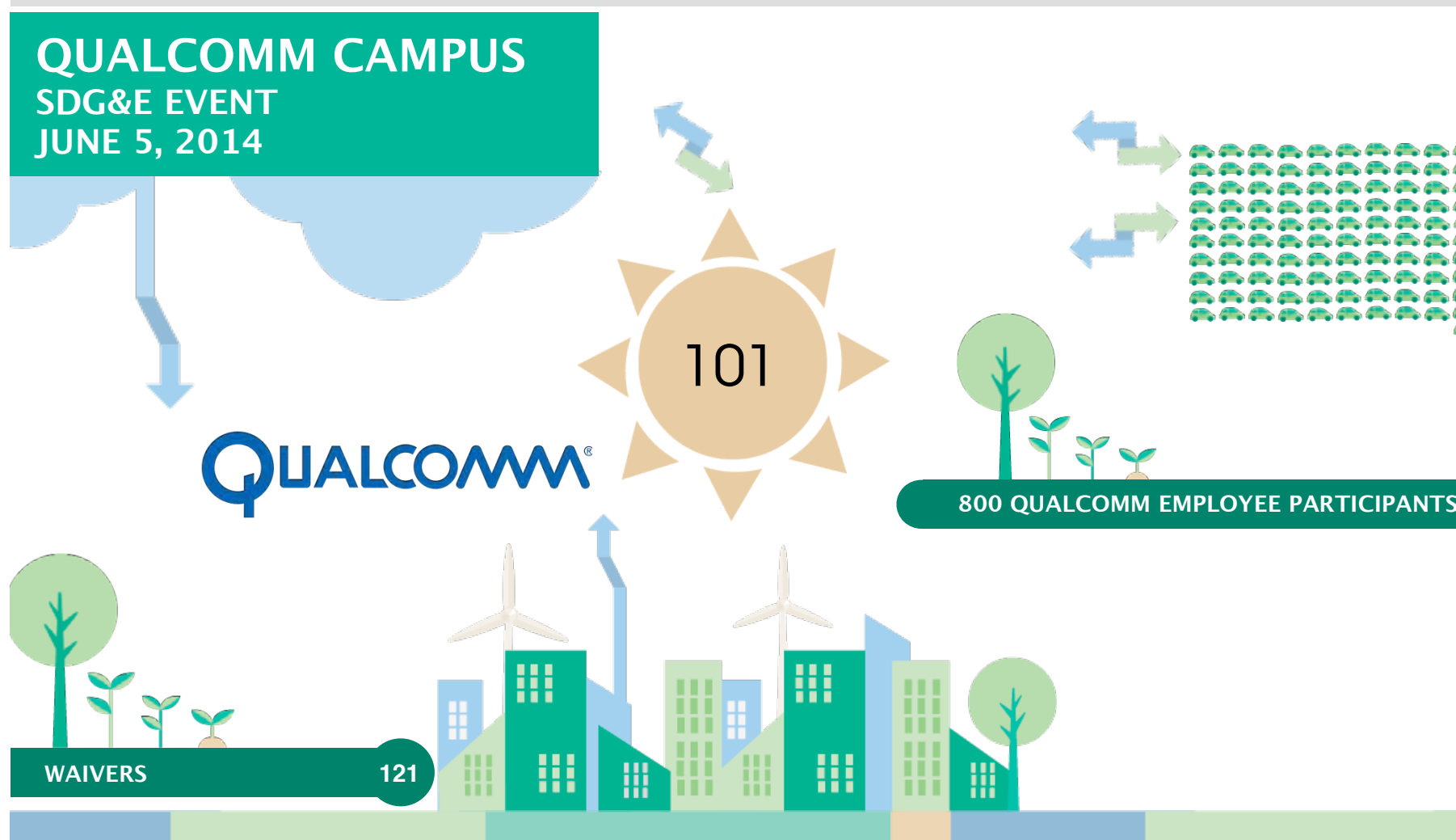


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Conversion



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



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Showcasing:



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CASE STUDY 2: SAN DIEGO GAS AND ELECTRIC PROJECT

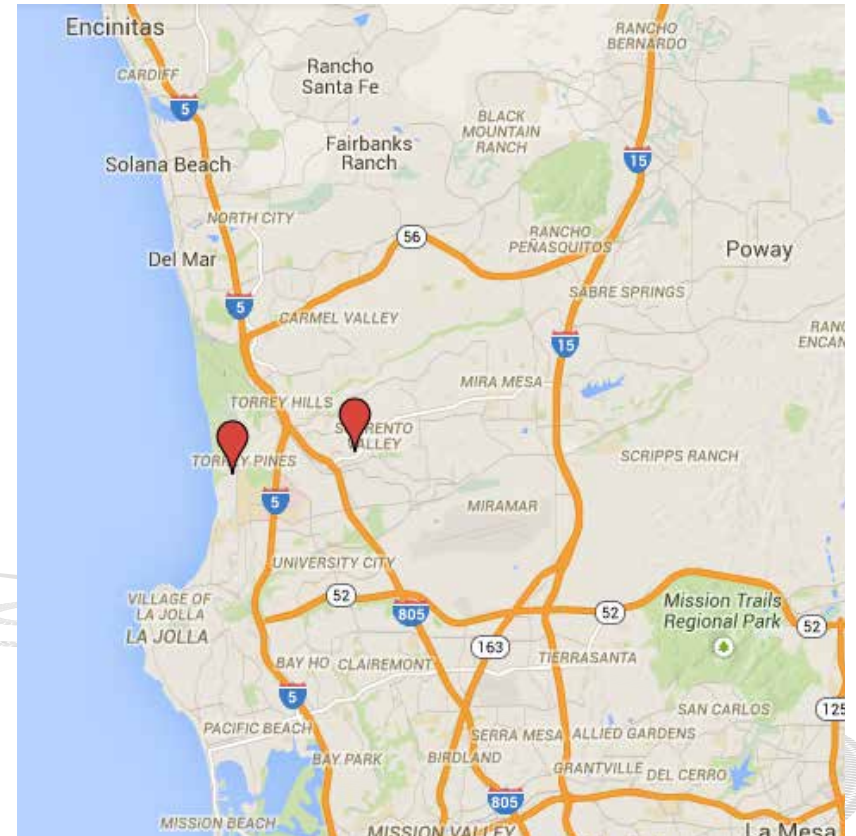
Project Overview

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

2 Workplace Events
200+ Ride & Drives

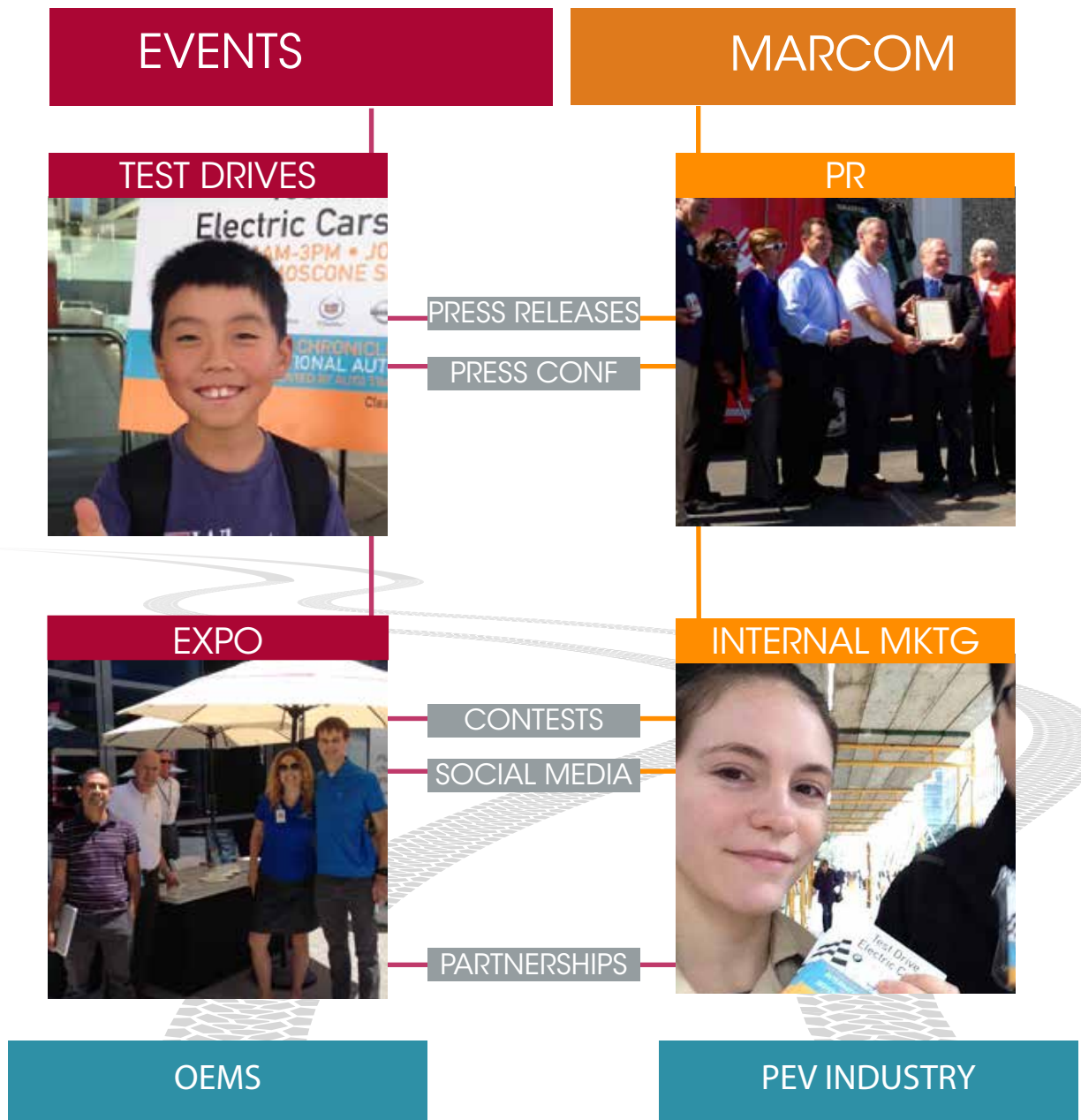


Presented By:



DESIGN THE OVERALL STRATEGY

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

TEST DRIVES



EXPO



...to maximize impact.

W www.reach-strategies.org

SET GOALS

Test Drive Math...

Equation #1:

$$\frac{180 \text{ Total Minutes of Event}}{12 \text{ Length of Test Drive}} = 15 \text{ Maximum \# of Test Drives Per Vehicle}$$

Equation #2:

$$6 \text{ \# of Vehicles} \times 15 \text{ Max \# of Test Drives Per Vehicle} = 90 \text{ Max \# Test Drives}$$



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.



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

PROMOTING THE EVENT



Best practices for high engagement:

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



PRODUCING THE EVENT



PRODUCING THE EVENT

Populate your expo by getting commitments.

- ☒ Rebate providers
- ☒ Utilities
- ☒ Home energy providers
- ☒ Food vendors
- ☒ Car companies



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.

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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