



ON THE ROAD  
TO CLEAN AIR

## 2015 CAMPAIGN RESULTS

Mobilizing Massachusetts ZEV Adoption  
& Fostering a Sustainable Market



Plug In  
*o-o*  
America

redch  
STRATEGIES

 [massdriveclean.org](http://massdriveclean.org)

 #DriveCleanEV

# MASS DRIVE CLEAN

MASS DRIVE CLEAN is the nation's first state-sponsored electric vehicle test drive campaign. Launched in 2015, the consumer engagement initiative built on the commitment made by Massachusetts through its participation in the 8-state ZEV MOU signed in October 2013 as well as the multi-state action plan at [www.zevstates.us/about-us/](http://www.zevstates.us/about-us/).

MASS DRIVE CLEAN introduced thousands of people across the state to the new generation of electric vehicles through professionally-produced test drive events. Each event included a survey component to document changes in consumer attitudes towards EVs that resulted from the test drive. The custom-tailored events were offered to hosts free via the MASS DRIVE CLEAN program.

MassDEP sponsored the 2015 eight event campaign with the support of Plug In America (PIA); other important campaign partners included the Mass Executive Office of Energy and Environmental Affairs and event partner REACH Strategies. Initial seed funding for the campaign was provided by the John Merck Fund. This funding supported the overall design of this regionally specific campaign that integrated best practices from previous PIA and REACH Strategies efforts, including the award-winning 2014 Bay Area Experience Electric Campaign.



## Goals:

- Provide a fun, informative experience of ZEVs through test drives, expos, and a broader set of sustainability experiences.
- Demonstrate the power of branding to allow a campaign to reach target residents.
- Help policymakers evaluate the potential impact of ZEV test drive events in influencing sustainable purchasing decisions.
- Measure changes in consumer perception and propensity to purchase/lease based on test drives.
- Publish a Workplace Charging Resource Guide that includes case studies specific to the Commonwealth.
- Contribute to baseline understanding of consumer attitudes towards ZEVs.



# MASS CLEAN AIR GOALS

Massachusetts has a long history of protecting and improving the state's air quality as part of its comprehensive strategy to reduce the impacts of air pollution and climate change. Massachusetts Executive Office of Energy and Environmental Affairs, the state's top environmental and energy office, took the lead in working with PIA and REACH to design the MASS DRIVE CLEAN campaign as a complement to the state's zero emission vehicle (ZEV) deployment initiative aimed at meeting the goal of 300,000 ZEVs in MA by 2025 and the 8-State ZEV MOU. Each campaign event was designed to introduce "Bay Staters" to the fun and benefits of driving electric.

Why a test-drive campaign? Introducing potential consumers to electric vehicles through dynamic test drive experiences has proven to be the most effective mechanism for boosting consumer awareness and spurring adoption by individuals and fleet owners alike. Well-designed and produced events overcome consumer confusion about ZEVs, help educate them about the specific attributes of the cars, and provide a launch point into later adoption.

Additionally, the campaign design provides market proponents like government agencies and supportive non-profits important opportunities to enhance test-drive events. Test drives can present a range of available ZEVs in one place, providing consumers a variety of ways to experience the cars that would be virtually impossible to otherwise replicate. Events are oriented to providing important information, rather than subjecting participants to high pressure sales pitches. As a result, the campaign structure helps consumers feel more comfortable in learning about the vehicles, ask a range of questions, and prepares them to successfully navigate a later sales/lease transaction on a dealer sales floor. The events also provide an opportunity for government to share information about consumer rebate programs, infrastructure grant programs such as workplace charging grants- and for clean energy sector businesses such as solar companies the chance to reach a receptive market. Lastly, surveys - offered pre-test drive, post-test drive, and during a three month follow up window - provide an important data set to help orient policy makers and manufacturers alike to the most effective methods for spurring EV adoption.



# HOSTS

Host criteria for campaign events included the potential size of the host's audience, involvement in Massachusetts ZEV/clean energy programs, geographic location, and current ability to provide onsite charging. Hosts included the following organizations.



# AUTO RELATIONS

A wide range of dealers and auto manufacturers partnered with MASS DRIVE CLEAN. Participating companies showcased their offerings in expos related to each event, where they had the opportunity to engage in much deeper conversations with potential customers.



# PARTNERS

A wide array of partners participated in MASS DRIVE CLEAN 2015; partners were selected with an eye toward helping consumers better understand the full sustainable lifestyle experience beyond driving electric. Partners included a range of public and private organizations offering products and services that support EV adoption and contribute to broader sustainability and climate objectives. Beyond ZEVs, partner objectives included using renewable energy providers, such as solar energy providers, enrolling in energy efficiency programs, and encouraging alternative commuter options such as biking. Partners received display space at event expos and contributed to a wide range of pre- and post-event communications activities.



# CAMPAIGN IMPACT

Survey data illustrates the power of MASS DRIVE CLEAN to favorably shape consumer perceptions of driving electric.



Percent reported their overall opinion of an EV is better than before their test drive.



Percent reported they had never before driven an EV.\*



Percent reported they had never before been a passenger in an EV.



Percent reported they were more likely to purchase an EV after their test drive.

\*This data point of 75% may in fact be higher due to confusion among consumers regarding hybrid technology vs. plug-in vehicle technology.

## FEEDBACK

*"It was a well organized event that gave the opportunity to the employees to experience the new technology associated with the electric vehicles. As a member of a dealer showing the vehicles I definitely had a few laughs and got a chance to relay some valuable information to them."* - Colonial Nissan of Medford

*"We need more of exactly what you are doing. We don't need 8 of these events next year, we need 80."* - John Gilbrook, Chargepoint

*"The event showcased the positive impact electric vehicles have on society by allowing Raytheon employees the opportunity to learn, see, touch and drive these vehicles. It also allowed Raytheon to opportunity to show their company support and commitment to sustainability by sponsoring the event. Based on the experience, assistance and professionalism of the REACH team, our event was a complete success. Thank you!"*  
- Brian Balukonis, Raytheon

# TESTIMONIALS

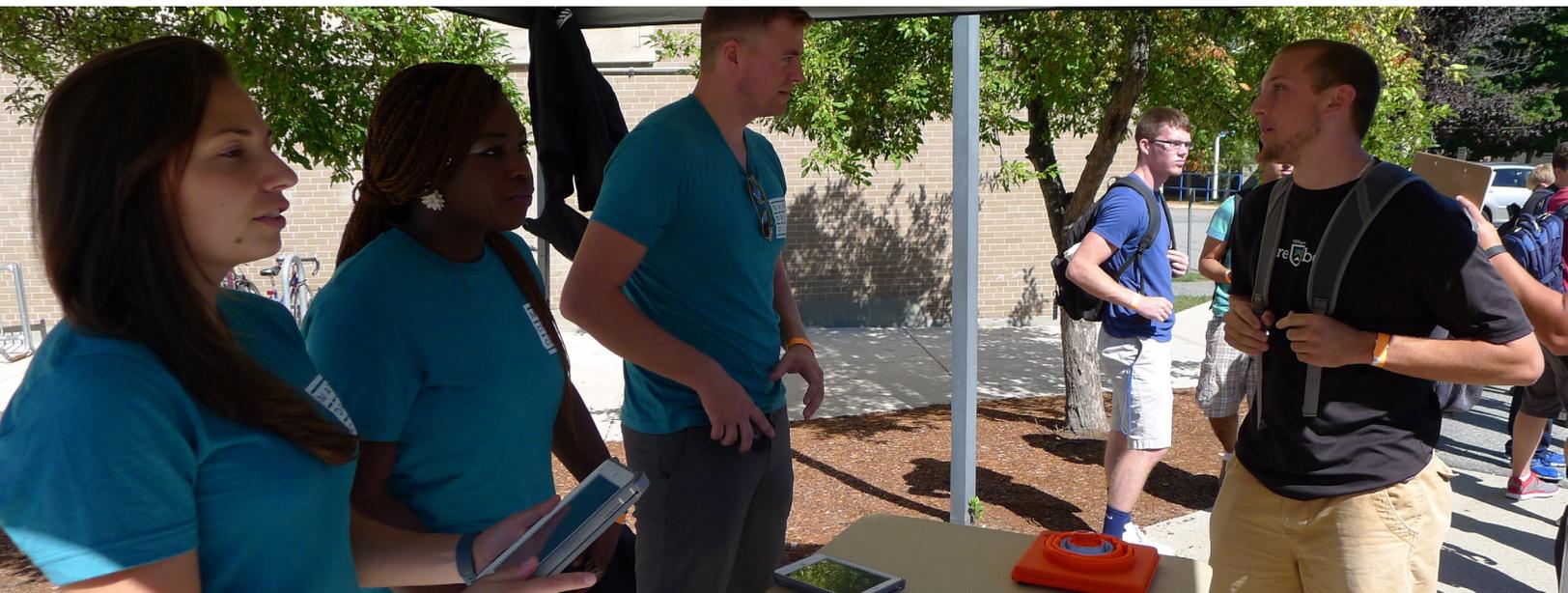
*"Based on the experience, assistance and professionalism of the REACH team, our event was a complete success. Thank you!"- Brian Balukonis, Raytheon*

*"We felt this event was the most successful of the times we have held the event in the last nine years. The availability of test rides of the electric cars was one of the primary reasons for this success. We appreciated all of the participants in the planning for the test drives: Emily Norton & Kevin O'Brien from the Massachusetts Sierra Club, Amanda Scarborough from the REACH Strategies Team for PlugIn America."- Peter H. Smith, Environmental Committee of the Newton Needham Chamber of Commerce*

## ADDITIONAL FINDINGS

As the nation's first state sponsored, systematic EV test drive campaign, the eight-event pilot campaign exposed over 1,500 Massachusetts residents to the exciting alternative of driving electric. Survey results corroborated the significance of this outreach: 75% of those who joined the test drives had never before driven an EV of any kind. Consumer perception of EVs improved among over 83% of participants, and over 68% stated they were more inclined to purchase an EV as a result of their exposure to the vehicles.

Although consumer perceptions of EVs were shown to increase dramatically after participation in the campaign, the work spotlighted a troubling element of the emerging electric vehicle marketplace in Massachusetts - vehicles simply are not being made available. MASS DRIVE CLEAN was a zero cost opportunity for dealers to develop validated customer leads and extend awareness within a key market about their EVs. Yet among dealerships invited, 78% - with unsold EVs on their lots - declined to participate. Moreover, the scarcity of vehicles and staff support made available for test drives resulted in at least a third of those interested in driving turn away due to long wait times. Potential EV adopters had lined up to test drive these vehicles, and would have become increasingly favorable toward EVs if cars were available (as the survey data shows) but vehicles were not made available by the dealers so they left without test driving them. Additional vehicle availability in Massachusetts will be required to support consumer awareness programs like MASS DRIVE CLEAN that have the ability to directly secure statewide clean energy and climate change goals.



# TEST DRIVE BREAKDOWN

Event	ACTUAL Test Drives	Test Drives mileage	Total Test Drives Recorded	Passengers	Waivers	Pre-Test Drive Surveys	Post Survey	Follow Up Opt-In	Attendees:
Devens	75	75	69	62	52	46	31	9	50-75
Schneider Electric	82	82	78	25	47	42	34	10	100-150
Tufts	65	65	56	15	29	27	15	3	150-200
UMass Lowell	75	75	75	26	78	70	52	7	350-450
MassMutual	34	38	34	1	35	70	52	7	125-175
Raytheon	51	51	51	17	58	37	26	10	150-200
National Grid	44	60	44	3	45	56	39	6	250-300
Newton	54	54	45	25	28	26	24	5	375-450
<b>Total Drivers</b>	<b>480</b>	<b>499</b>	<b>452</b>	<b>174</b>	<b>372</b>	<b>350</b>	<b>250</b>	<b>59</b>	<b>1,550-2,000</b>
<b>Total Passengers</b>	<b>174</b>	<b>174</b>	<b>174</b>						
<b>Totals</b>	<b>654</b>	<b>673</b>	<b>626</b>						

# RECOMMENDATIONS

MASS DRIVE CLEAN 2015 proved the campaign's ability to create measurable changes in consumer perceptions related to PEVs. The power and potential for this engagement model was proven and a continued campaign could be benefited by the following:

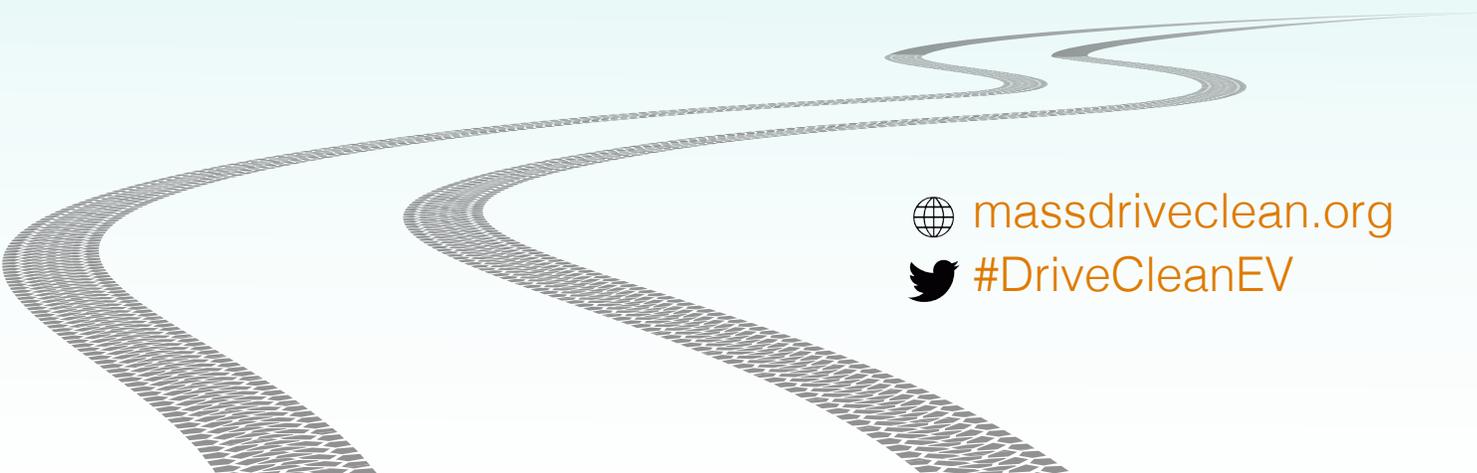
- Expand the 2016 campaign to align in scale with the state's clean air goals. Provide 3,000 test drives and 8,000 vehicle exposures.
- Develop a sponsorship model to help fund the campaign through private support.
- Engage prospective hosts as early in 2016 as possible, even if events are slated for later in the year.
- Integrate a stronger dealership outreach and education component to foster maximum dealer awareness and engagement. MASS DRIVE CLEAN can integrate with state-based dealer recognition programs.
- Develop an early-phase OEM outreach component to ensure that manufacturers have multiple opportunities to work with the program.

# ON THE ROAD TO 2016

MASS DRIVE CLEAN 2016 is currently under development! Please e-mail us if you'd like to offer your campus or event setting as a potential campaign host. We are also interested in talking to any prospective companies or campaign partners that would like to participate in event expos.

**For more information:**  
email [info@massdriveclean.org](mailto:info@massdriveclean.org)  
web [www.massdriveclean.org](http://www.massdriveclean.org)





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